

# HOW TO SET UP A CRICKET GEAR REUSE SCHEME

## Practical information for others.

The aim of this guide is to share the basics of how to set up a reuse event where people can donate and swap cricket equipment locally. The guide has been split up into two sections, the first is for clubs with limited resources who want a quick way to start activities through a reuse event. The second section is for those who have more resources and want to develop a longer-term reuse programme. Some elements may need to be adjusted based on the specific situation of the organisations using the guide.

## We are a small club, reliant on volunteers with limited resources - how do we start?

### Step 1 Talk to people

The best way to get started is to begin the conversation: if you are a player or club member suggest the idea at your next meeting, or if you are a member of the community talk to the club to see what is possible. The most important part of creating a reuse programme is communication and collaboration so it is important that other people who may need to be involved are included from the start. For small clubs, talk to the person who is responsible and share this document with them. For more established clubs add this as an agenda item for discussion at the next meeting.

### Step 2 Why should we do this?

Cricket is one of the most gear-intensive sports and with the rising cost of living, the cost of gear can create barriers to playing and progressing in cricket. A lot of good quality cricket gear is sitting in garages, lofts and wardrobes which could be reused, especially at the junior level. Reusing cricket gear is also better for the environment, as it diverts gear from landfill and also reduces carbon dioxide emissions by extending the life of the kit. Over 1624 tonnes of cricket gear<sup>1</sup> could be going to waste each year even though a lot of it may be good quality and have lots of play left in it. This is despite 52% of people surveyed having had to cut back on buying sports equipment due to the rising cost of living<sup>2</sup>.

## Cric-Kit a case study example

Cric-Kit is a reuse programme run by Yorkshire Cricket Foundation (YCF) which aims to reduce affordability barriers to cricket equipment and support sustainability by diverting products from going to landfill. Cric-Kit offers an example of how to set up a localised reuse programme. Details of how they set up the programme, challenges, opportunities and lessons learnt are available in a full report [here](#). The report includes examples of how the programme was organised including tracking sheets and images of donation cages. For more information on Cric-Kit please visit the [YCF website](#).

The Centre for Sustainable Design<sup>®</sup> (CfSD) at University for the Creative Arts has created a Platform for Accelerating Sustainable Innovation in Cricket (PASIC) which contains research on a number of sustainability projects related to cricket gear. All research can be accessed [here](#). The Cric-Kit case study is part of an ongoing investigation into sustainability and cricket gear.

### Step 3 How do we do this?

Many people have cricket equipment stored in garages, lofts and wardrobes that they no longer use. This may be because they no longer actively play or in the case of children because they may have outgrown their kit. To start a reuse programme, people need to be encouraged to have a clear-out and donate items they do not need. Those items can then be reused by others through organising an event. Items are usually donated and people can take items free of charge or can swap items of kit on the day.

The simplest way to start is to:

- Pick a day pre-season in March/April when players start to think about the kit they need for the season or at the end of the season in September/October time when players may be having a clear-out. Then organise a time for the event e.g. 10.00 - 12.30 on Saturday
- Arrange somewhere to hold a reuse event such as a cricket club.
- Tell people about the event through the local newspaper and social media e.g. Facebook groups or posters (see the free poster template below you can amend to your own dates and club (or you can use [www.canva.com](http://www.canva.com) and design your own for free).
- In social media posts ask people to only donate kit in good condition (see the poster below for an example of wording that can be used). Posts which encourage people to donate should be posted a month before the event and posts promoting the event for reuse should be posted 2 weeks before the event.

The reuse event is usually a good occasion for everyone to connect in the community. If there is budget have refreshments such as tea and coffee as it gives people who attend the good opportunity to stay and meet others through the event.

### Step 4 How much does this cost?

The costs of organising a reuse event are minimal, it requires somewhere to hold it - ideally the cricket club - and some tables to put the donations on so others can view them. For reuse days, the investment is the time taken to promote it and write social media posts e.g. Facebook or Instagram (which takes around an hour in total, this time includes reposting the event multiple times and on multiple platforms). There may be a cost to print physical posters if required (although most promotions can be done digitally), and ideally to provide any refreshments such as tea, coffee or cakes on the day. Town Councils may be able to help with small grants for community activities.

## Step 5 Planning your event

Below is a brief action checklist with a timeline suggestion and a space to allocate who will be responsible for each action.

### Action Checklist based on volunteers.

Action	When	Who
Discuss holding an event	3 months before the event date	
Set a date and a time	3 months before the event date	
Arrange a venue	1 month before the event date	
Publicise the event via club newsletters, community groups, Facebook, and posters and word of mouth	1 month before the event date	
Organise borrowing trestle tables for the venue	3 weeks before the event date	
Organise buying refreshments tea/coffee for the day (optional)	1 day -1 week before the event date	
Publicise the event via club newsletters, community groups, Facebook, posters, and word of mouth	2 weeks, 1 week, 3 days, 1 day before the event date	
Hold the reuse day		

## Step 6 The Reuse Event

- On the day arrive 45 minutes before the start of the event to set up tables and arrange refreshments.
- Use the event as an opportunity to connect with others in the community.
- After the event, it may take 30-45 minutes to pack up; any equipment which has not been reused can be sent to Lords Taverners Sport Kit Recycling<sup>1</sup> if it cannot be reused locally.
- Consider setting up a Facebook group after the event where people can ask for specific items they need.

Once a club has tested a reuse event and has an idea of how it works, they could either continue to hold more events or could consider doing something more formalised such as in Section 2.

The free poster template below can be amended to your own dates and club (or you can use [www.canva.com](http://www.canva.com) and design your own for free.)

<sup>1</sup> [Lord's Taverners - Sports Kit Recycling \(lordstaverners.org\)](http://lordstaverners.org)

# CRICKET GEAR DONATION DAY

## 17 JUNE 10.00-12.00

**DONATE GEAR  
YOU NO  
LONGER NEED  
OR PICK UP  
GEAR FOR FREE  
RATHER THAN  
BUYING NEW**

### WHY?

Cricket is one of the most gear-intensive sports and with the rising cost of living, the cost of gear can create barriers to playing and progress in cricket. A lot of good quality cricket gear is stored in garages, lofts and wardrobes which could be reused. Reusing cricket gear is also better for the environment, as it diverts gear which is still good for play from ending up in landfill.

### HOW?

Come and join us for our first cricket gear donation day. Donate, swap, or take the items you need. Meet others in the community and support us to help give greater access to cricket.

Rather than buy new consider reusing, which is better for our pocket and planet.



### WHAT TO DONATE

All cricket gear:

- Cricket Balls
- Cricket Bats
- Cricket Pads
- Cricket helmets
- Cricket gloves
- Protective equipment
- Cricket Shoes
- Clean cricket clothing



Unfortunately, we cannot accept equipment for other sports e.g football, rugby

### CONDITION

We ask for all donations to be clean, and to be in workable order, please do not bring single gloves or shoes. Gloves and shoes should be donated in pairs.

Please do not donate damaged helmets or clothing which is ripped or torn.

We want everyone to have access to good quality cricket items so please only donate items that are in good usable condition.

### WHEN AND WHERE

Please bring your donations to the clubhouse on 17th June between 10-12. There will be free tea and coffee and we encourage all members of the community to join us to donate, swap and reuse.

Help us make a difference by supporting your local club to make cricket available to all.

### DONATE

The goal of the scheme is to reduce barriers to cricket and give everyone the opportunity to play. We do not charge for any of the equipment, all items can be taken for free. However, if you do want to make a small donation to support us to please donate via the clubhouse.

For more information contact the clubhouse.

# HOW TO SET UP A CRICKET GEAR REUSE SCHEME

## Section 2

This section outlines a more formalised approach to setting up a reuse programme that involves multiple stakeholders and donation hubs.

### Map beneficial stakeholders and understand their needs

Setting up a project like Cric-Kit requires strong links with community organisations and stakeholders. Begin by mapping out stakeholders as outlined in the [case study](#). Build relationships with stakeholders to understand their needs and identify items which are needed through a 'wish list' e.g. a list of items that stakeholders require e.g. batting pads, gloves, helmets, etc.

### Agree on responsibilities within the club

Identify someone within the club to lead and be responsible for the project, this could be a shared responsibility between a couple of people. The focal person will have responsibility for:

- Managing stakeholders such as community groups, venues, enquiries from the public
- Arranging logistics of donations, the when and where of how the public can drop off items
- Designating donation hubs and agreeing on drop-off timespans
- Recording 'wish lists' and mapping them against donations received
- Arranging pick up/delivery of kit when needed
- Recording items donated and items reused to measure impact
- Communicating the project across the wider club network and community
- Publicly sharing the scheme's impact through press releases and social media
- Talking to the local press and writing press releases, preparing posts for social media such as Facebook and Instagram. Social media posts need to be separated into those which encourage donations and those which promote the event for reuse, to ensure donations are dropped off before people come to the hub for items which they need

### Resources needed

The main skills, experience and resources needed are.

- Time to run the project, ideally 1 day per week during March/April and September/October
- Excellent communication skills to engage stakeholders
- Passion and enthusiasm for the project
- Basic Word and Excel skills
- Budget for donation cages: see the [Cric-Kit case study](#) for an example what was used, each cage was approximately £500 each but alternatives may be available for a lower price
- Budget for printing, approximately £50
- Access to a vehicle to visit the locations

### **Setting up a Reuse Scheme: Questions for Consideration**

- Where will donations be accepted?
- When will the donation points be open, e.g. March/April and September/October. Will donations be accepted outside of this period?
- Will there be restricted access in terms of times and dates?
- Will donations only be accepted at certain times of the year? If people want to donate outside of those times, how do they do that?
- Will the donation point for dropping off cricket kit donations be the same as the location to pick up items for reuse?

### **Specify what cricket gear will you accept and particularly the condition.**

e.g., All cricket gear:

Cricket Balls – please only donate balls which are not too damaged or worn

Cricket Bats -please donate bats which are in good condition with no cracks or damages

Cricket Pads - please donate pads in pairs in good condition

Cricket helmets – only donate helmets in good condition with no cracks or missing face guards

Cricket gloves -please donate gloves in pairs which are in good condition without any holes or tears

Cricket Shoes – please only donate shoes in good condition with all spikes attached

Clean cricket clothing – please only donate cricket clothing that is in good condition with no rips or tears

Inform people through social media e.g. Facebook and Instagram, and press releases that all donations need to be clean, in good usable condition and single gloves or shoes cannot be included. Gloves and shoes should be donated in pairs and damaged helmets or clothing which is ripped or torn will not be accepted. Any other sports items or clothing items which are not specific to cricket will not be accepted.

### **Explain how to use the donation bins.**

Use social media e.g. Facebook and Instagram, press releases and signage to share information and explain how people can drop off and/or collect items e.g. “If you need any cricket gear, please think sustainably and reuse items from this reuse bin rather than buying new”. All items are free of charge. If someone wants to make a financial contribution in return for taking items, suggest they make a contribution to the cricket club.

### **Set up a tracking sheet.**

It is important to understand what cricket gear items have been donated versus the need, setting up a simple tracking sheet helps track the level of donations available and also helps to measure the impacts of the scheme. An example of a tracking sheet [can be found here](#).

### **Communicate and monitor impact**

Keep a strong level of engagement throughout with the location hubs, donators, and community groups to understand and communicate what is working well and what can be improved. Make adjustments to the programme as needed and use the feedback to monitor and measure the impact of the scheme.

# CRICKET GEAR REUSE DONATE-TAKE-REUSE-REPEAT

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## HOW?

If you have cricket gear you no longer need or use, drop it off at our donation bins situated in the clubhouse during April/ May /September/ October. This will allow others to take items they need from the donation bins to save them from having to buy new, which is better for our pocket and planet.



## WHAT WE ACCEPT

All cricket gear:

- Cricket Balls
- Cricket Bats
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Please do not donate damaged helmets or clothing which is ripped or torn.

We want everyone to have access to good quality cricket items so please only donate items which are in good usable condition.

## WHEN AND WHERE

Donations are accepted via the donation bins during March-April and September -October. We can accept cricket items outside of these times upon request-please contact the clubhouse for more details.

If you need gear, please take items from the donation bins. All items are free of charge.

## DONATE

The goal of the scheme is to reduce barriers to cricket and give everyone the opportunity to play. We do not charge for any of the equipment, all items can be taken for free. However, if you do want to make a small donation to support us to please donate via the clubhouse.

For more information contact the clubhouse.

The below poster can be modified based on your specific organisation or can be recreated for free using Canva [www.canva.com](http://www.canva.com).

### **Acknowledgements**

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### **Writing**

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### **Next action**

For more information on how to set up a reuse network or any of the points raised in this guide please contact [mcharter@uca.ac.uk](mailto:mcharter@uca.ac.uk)