



## NEWS RELEASE

**Date** 07.11.2011  
**Release** Immediate  
**Web** [www.salesportsclub.com](http://www.salesportsclub.com)  
**Contact** Rob Moore  
Chairman, Sale Sports Club  
07775 880433  
[information@salesportsclub.com](mailto:information@salesportsclub.com)

Sale Sports Club  
Rookwood  
Clarendon Crescent  
Sale  
Cheshire  
M33 2DE

0161 973 7250  
[salesportsclub.com](http://salesportsclub.com)

## SALE YOUTH CRICKET PROJECT WINS NATIONAL AWARD

Sale Cricket Club was named Chance to Shine Project of the Year at the Brit Insurance annual achievement awards at Lords Cricket Ground on 3rd November.

The star-studded event was attended by the Governor of the Bank of England and Chance to Shine President, Mervyn King, England captains Andrew Strauss and Charlotte Edwards along with fellow England players Chris Tremlett and Jade Dernbach.

The judges praised the club for securing additional funding that allowed the club to employ a dedicated Sports Development Officer to deliver their programme, which resulted in a massive over delivery against the KPI's and has ensured the sustainability of the programme as the overall income generated by the post will see it continue after the Chance to Shine funding has ended.

Sale Sports Club Chairman Rob Moore; and Coaching & Development Officer Rick Halkon collected the award.

Chance to Shine was established by the Cricket Foundation in May 2005 and set out to bring competitive cricket - and its educational benefits - back to at least a third of the country's state schools.

Sale Cricket Club has worked with 12 schools in the Sale area, delivering over 550 hours of cricket through a combination of curriculum and after-school coaching and competition. All curriculum coaching has been delivered free of charge to the schools involved.

Schools coaching is based around games and encouraging competition. The club has established an inter school cricket league for the primary schools that is entirely teacher led to ensure sustainability. The winner of the league has the pathway to the national ASDA Kwik cricket competition.

The club has also benefited from a large increase in junior members and the establishment of a girl's cricket team competing in the Cheshire league for the first time in 2011.

Jim Love, Regional Manager for Chance to Shine, said: "The professional approach that Sale took to their project really stood out, as well as the way they brought the school sports network together. As a result they delivered real added value and over achieved against the targets we set them".

# NEWS RELEASE



Sale Sports Club  
Rookwood  
Clarendon Crescent  
Sale  
Cheshire  
M33 2DE

0161 973 7250  
[salesportsclub.com](http://salesportsclub.com)

Sale Sports Club Chairman Rob Moore manages the project on behalf of the club and said, “Chance to Shine has been recognised as one of the most successful grassroots sport initiatives ever, so to be named Project of the Year is a great honour for the club”. He went on to say “We are very pleased to be able to provide this valuable initiative to the local community”.

The programme is delivered by Trafford Sports Coach of the year Rick Halkon, who said “It is fantastic to receive national recognition for something that everyone involved in the program has worked so hard for. All the passionate volunteers at Sale Sports Club can be immensely proud to be recognized by one of the country’s leading charitable organisations.”



*Picture inset (L-R): Coaching & Development Officer Rick Halkon, England Captain Andrew Strauss, and Club Chairman Rob Moore.*

-ends-

# NEWS RELEASE



Sale Sports Club  
Rookwood  
Clarendon Crescent  
Sale  
Cheshire  
M33 2DE

0161 973 7250  
[salesportsclub.com](http://salesportsclub.com)

---

## NOTES TO EDITORS:

Sale Sports Club was founded in 1854 and is located on Clarendon Crescent in Sale.

The club is a large multi-sport club that offers cricket, hockey, rugby, tennis and soccer playing opportunities at both senior and junior level.

The club is Clubmark accredited, Sport England's benchmark for safe and child friendly clubs

The club had a new 4-lane synthetic cricket practice facility installed in 2006 thanks to a £56,153 grant from the Government's Community Club Development Programme, the first club in Trafford to have benefited from this scheme.

The club followed this up by relaying the cricket square in two phases thanks to a second grant of £38,912 grant from the Government's Community Club Development Programme.

In 2008 the club refurbished six tennis courts thanks largely to a grant of £43,386 from Biffaward, who invests in environmental projects from Landfill tax receipts and the Foundation for Sports and the Arts who provided £15,000.

In 2010 the Club appointed a Coaching and Development Officer thanks to a grant of £27,000 from Sport England, as well as support from the Chance to Shine Cricket Charity and Sport Trafford.

In 2011 the Club was awarded the Most Improved Cricket Club by the Cheshire County Cricket League and Coaching and Development Officer Rick Halkon was named Trafford Sports Coach of the Year.