

# WELCOME



# The Impact of the Cricket World Cup

## Number of times “Kids Cricket” was searched



Where we've come from

134

KIDS AT DEVON  
HAVE-A-GO SESSIONS

4

ACTIVATORS  
PER CLUB

29

KIDS  
PER CLUB



Complementing,  
not competing  
with junior cricket

More money  
back to  
clubs

Multiple delivery  
windows

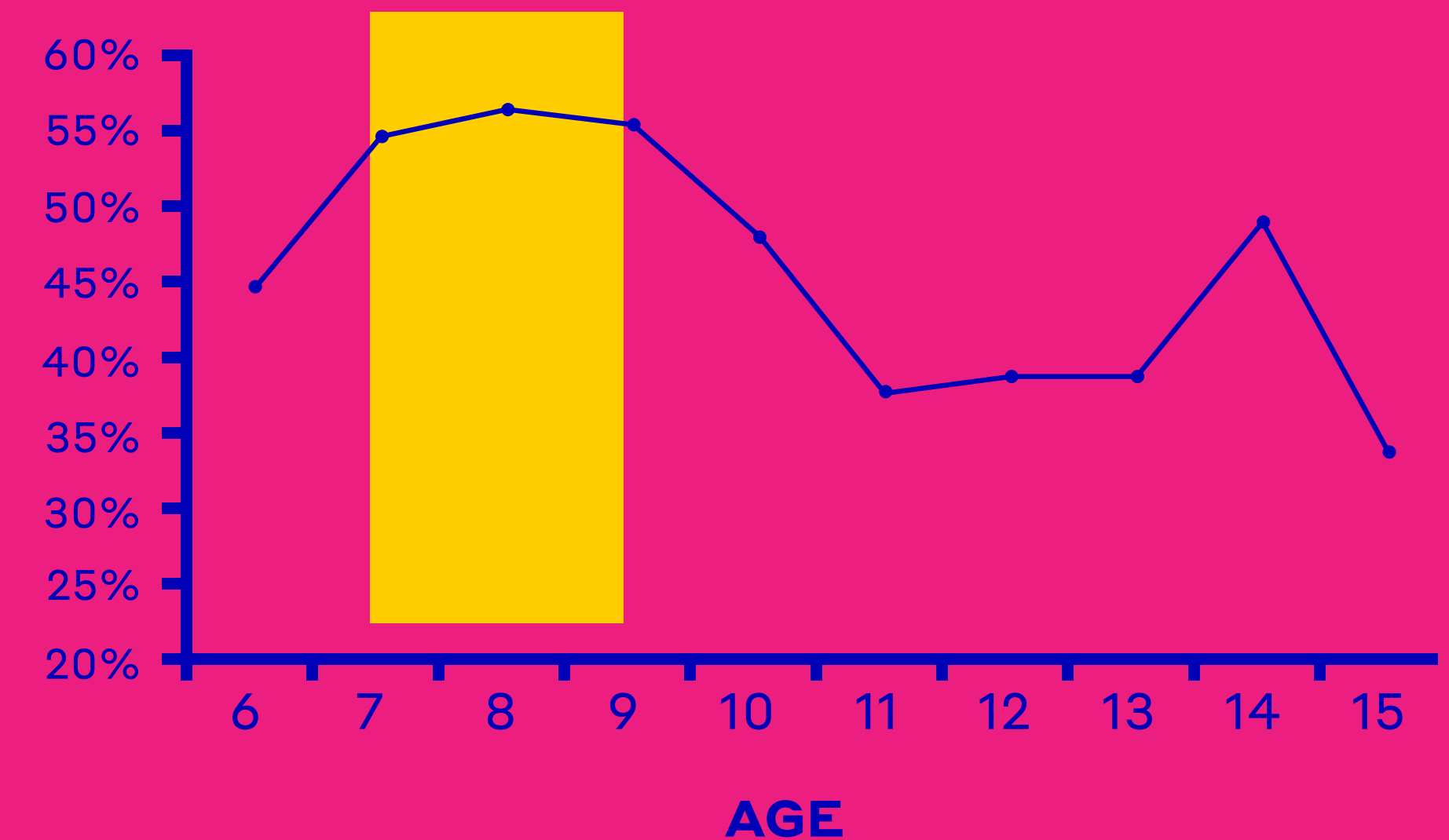
Enhanced  
volunteer  
recruitment &  
ongoing support



# A Window of opportunity from 7 - 9 years old

- ▶ Children are most receptive and open to exploring sporting interests between 7-9.
- ▶ From 10 years old, children begin to focus in on their favourites.

Percentage of children who like sport

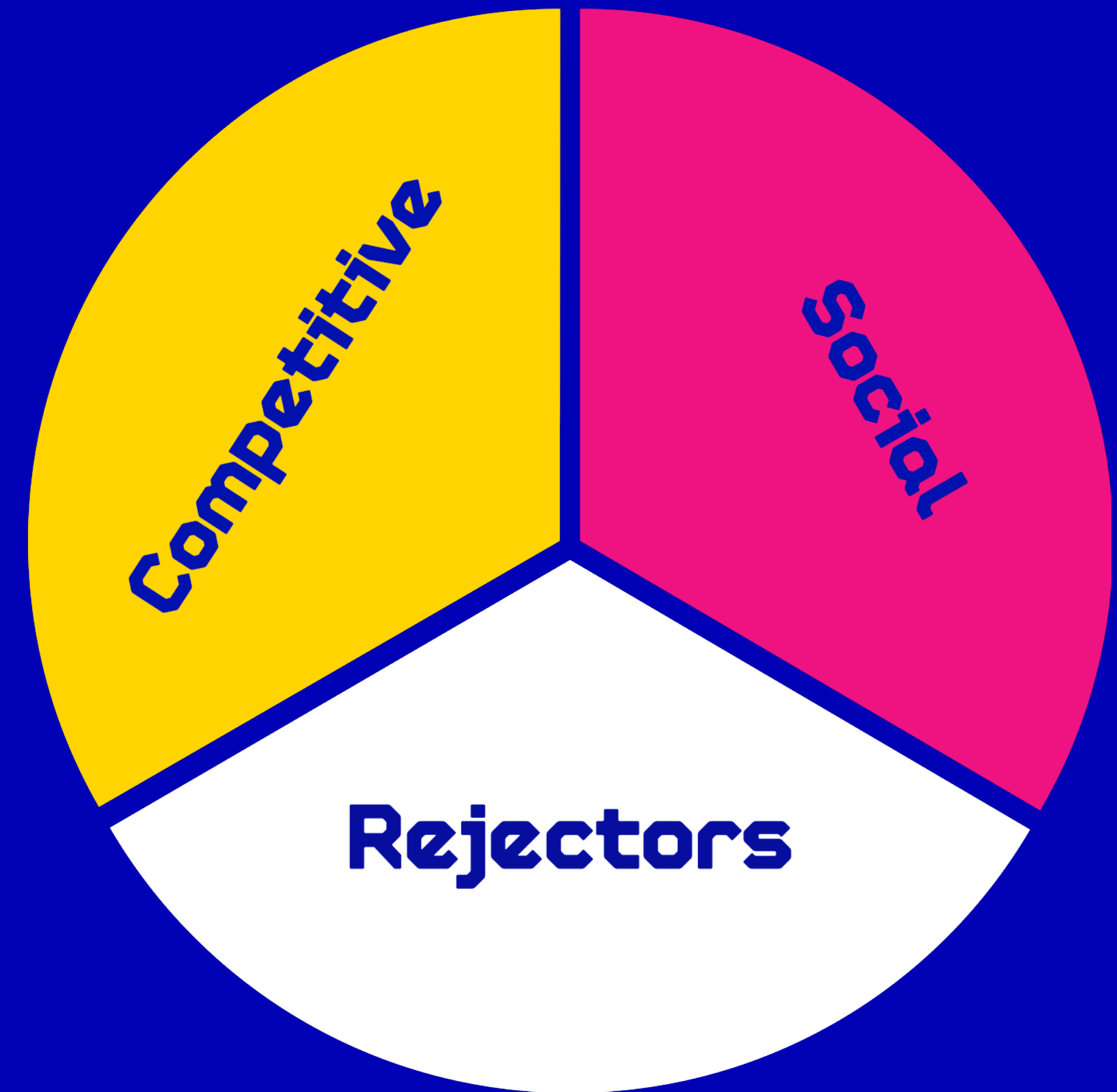


# What children want from sport

## Key Drivers of participation:

- 1 Fun
- 2 Competence
- 3 Confidence
- 4 Understanding of the benefits

## Definitions of “fun”:





5-8

8-11

11-15

15-19

Adult



Learn the skill



Learn  
to play



## Junior Club Pathway

Competitive progression



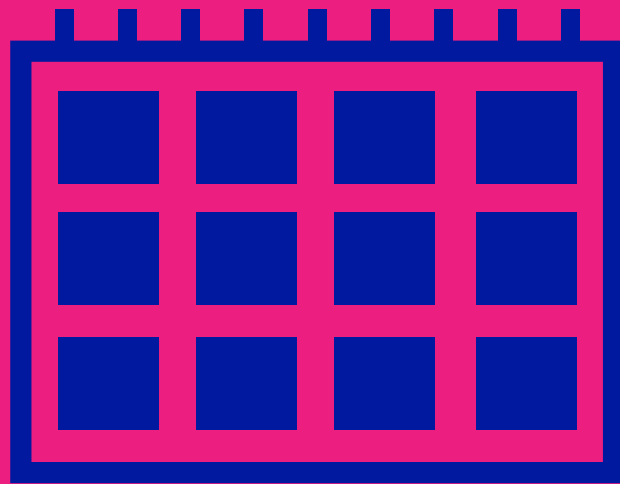
## Club Cricket

Competition





# The Programme Children



8- week of countdown  
cricket



Personalised New  
Balance t-shirt



Digital participant  
app

**THE HUNDRED**

Money-can't-buy  
experiences

# The Format

- ▶ Simplified rules
- ▶ Soft ball
- ▶ Guaranteed opportunity

	<b>Format for 8-11 year olds</b>
<b>Teams</b>	<b>6 per team</b> (12 in total)
<b>Balls per Innings</b>	<b>60 balls per team</b> (20 per pair)
<b>Outs</b>	<b>Stay in if out</b>

# The Format

- ▶ Fun warm-up
- ▶ Game-based skill builders
- ▶ Game of countdown cricket





# Personalised New Balance T-Shirt



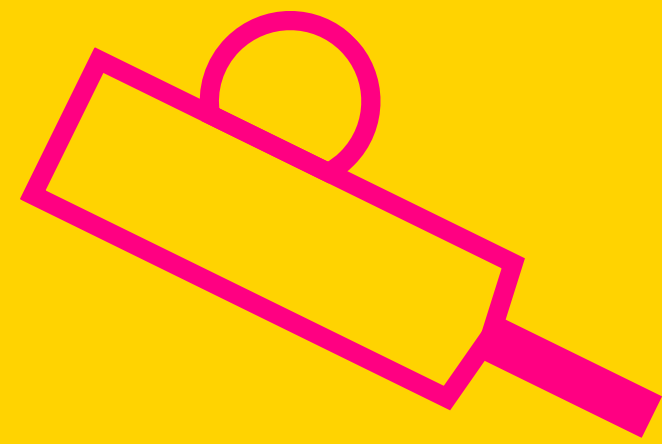


# The Participant App

- ▶ Dynamos at home
- ▶ Player content
- ▶ Gamification



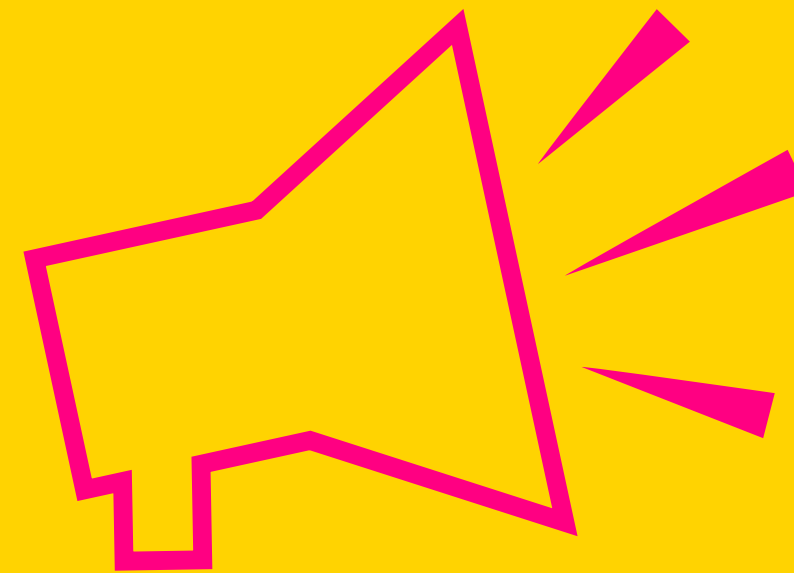
# The Programme Clubs



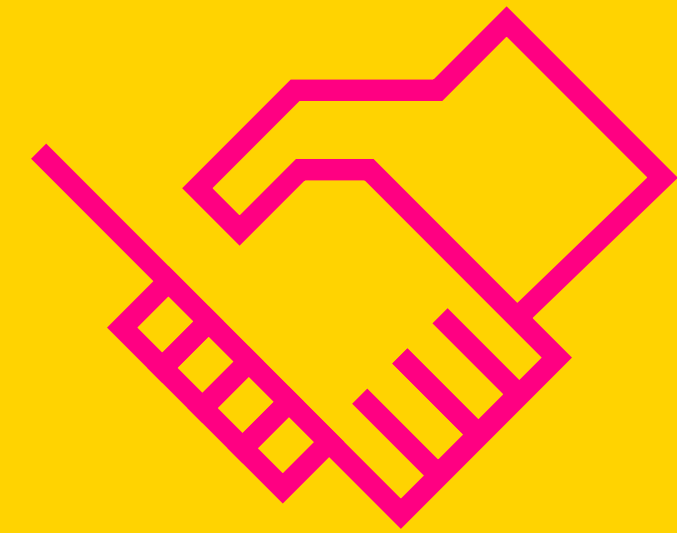
Free kit  
in 2020



Full management  
system



Local and national  
marketing support

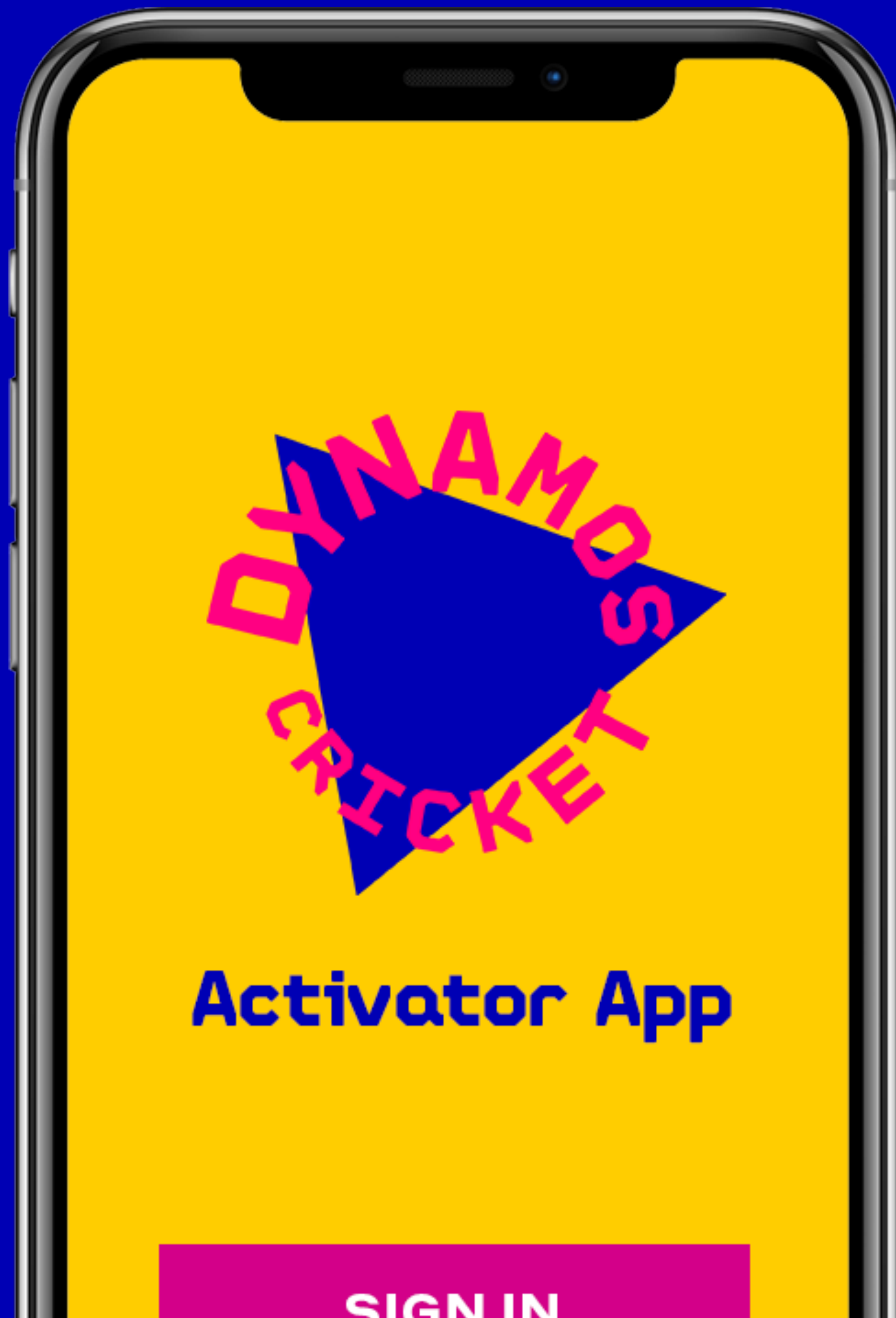


Enhanced support to  
drive volunteer  
recruitment

# 2020 Special - Free Kit for Clubs



# Management System for Clubs

A tablet displaying the 'Club Registration' form. The form has a yellow header bar with the title 'Club Registration' in blue. The main content area has a pink background. It contains three white input fields with labels in pink: 'Your name', 'Club name', and 'Email Address'. A small 'DYNAMOS CRICKET' logo is visible in the top right corner of the pink area.

**Club Registration**

**Your name**

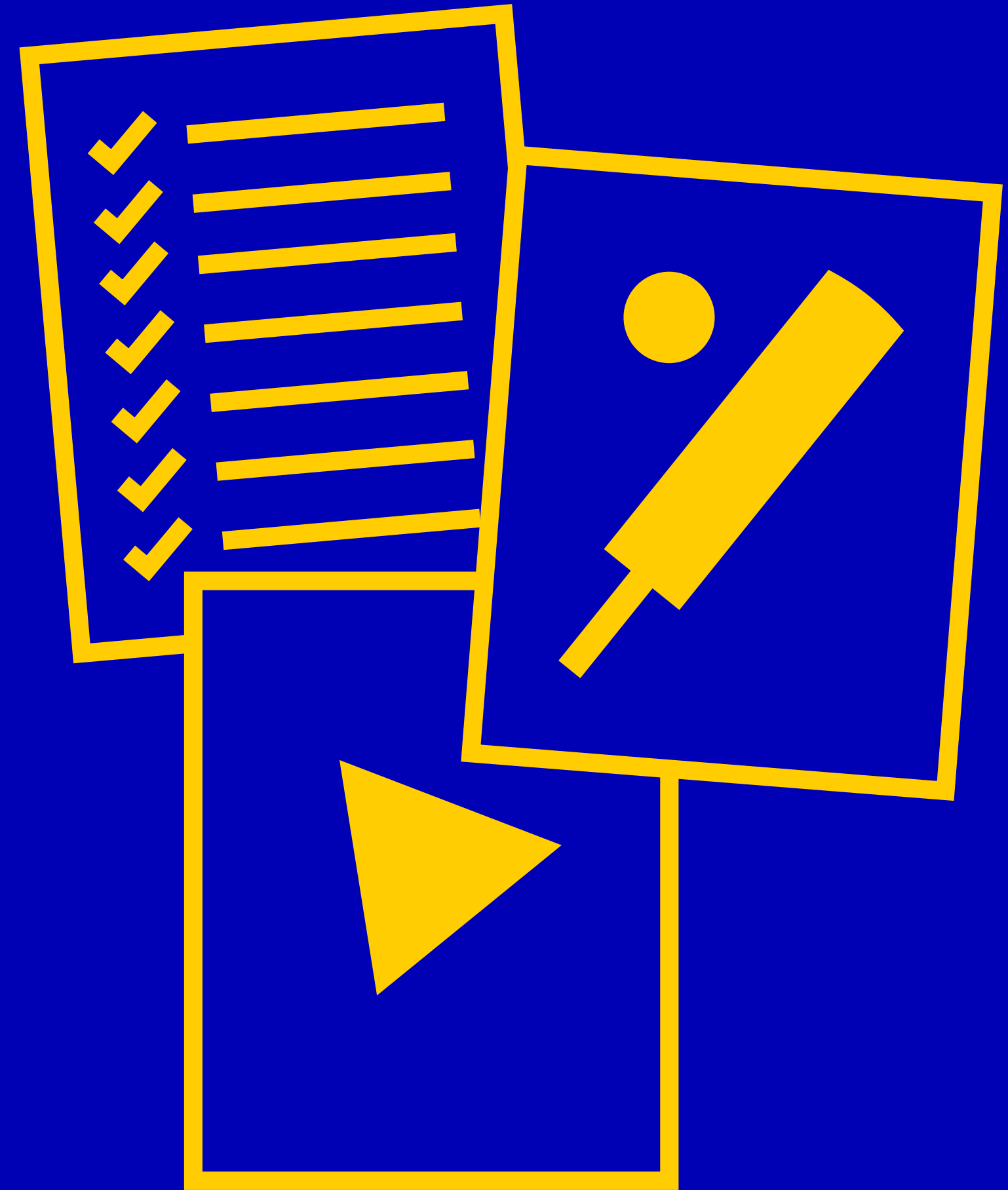
**Club name**

**Email Address**



# Activator Training

- ▶ Using the All Stars Cricket framework
- ▶ Looking for key facilitators





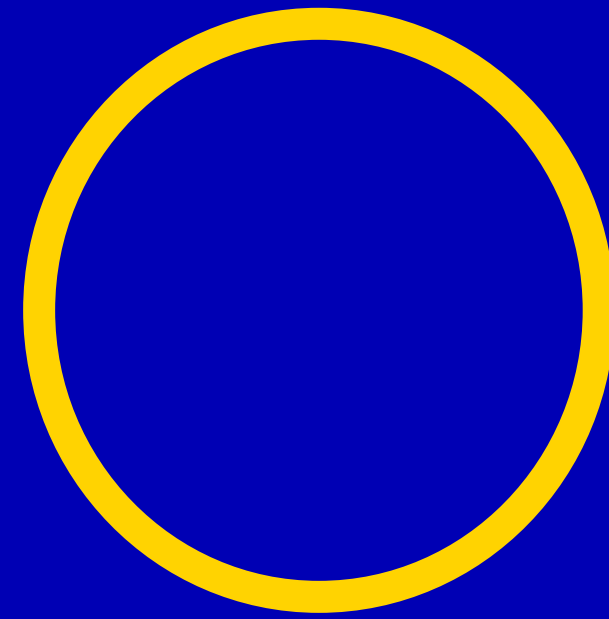
# Local and National Marketing Support

- ▶ Digital
- ▶ Print
- ▶ Out of home
- ▶ Radio
- ▶ Schools



# The Programme

## Volunteers



Volunteering  
journey

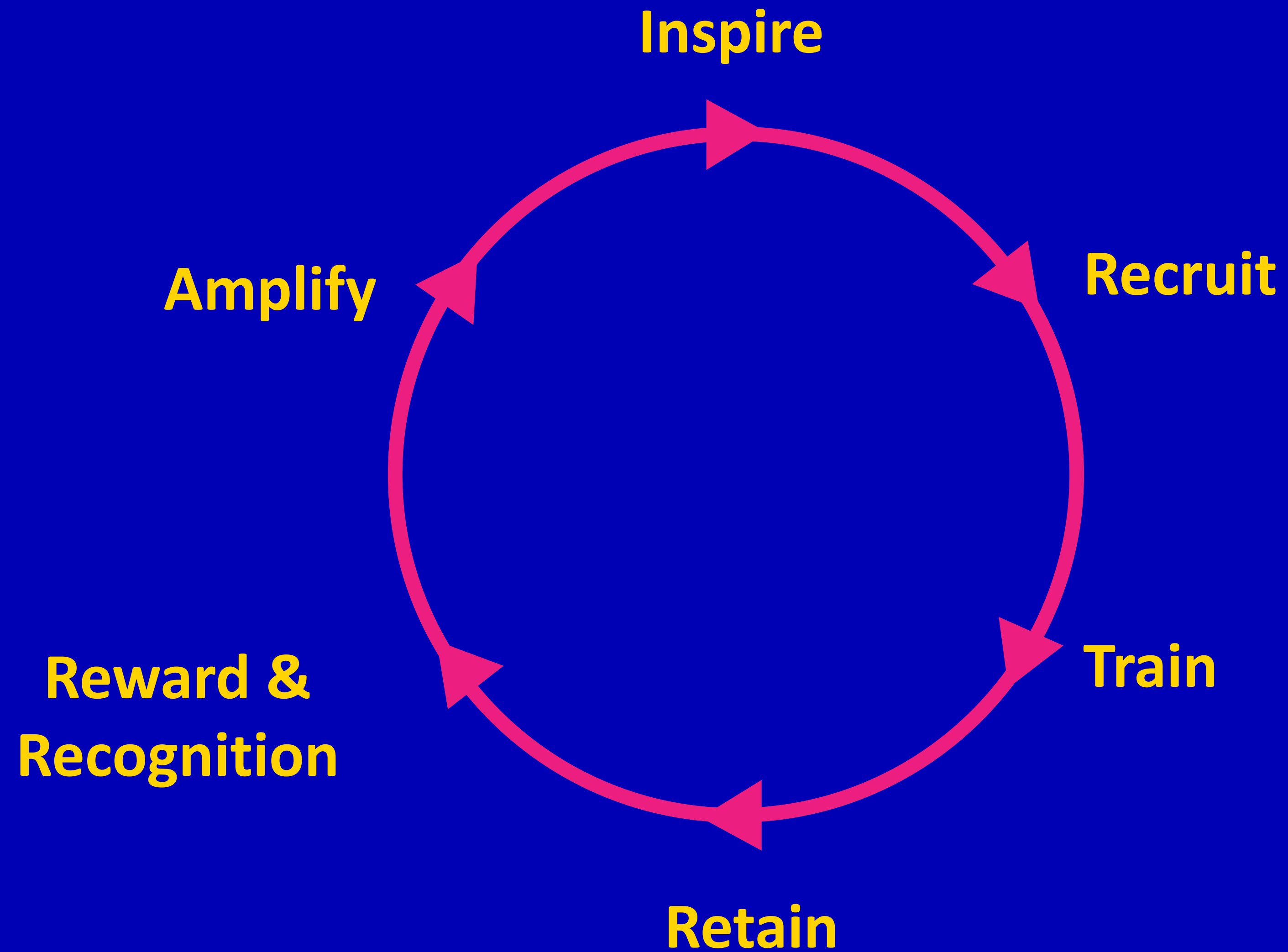


Reward  
&  
recognition

*Spacehive*

Crowdfunding

# Providing Support to Grow the number of volunteers



# Funding to drive volunteer recruitment

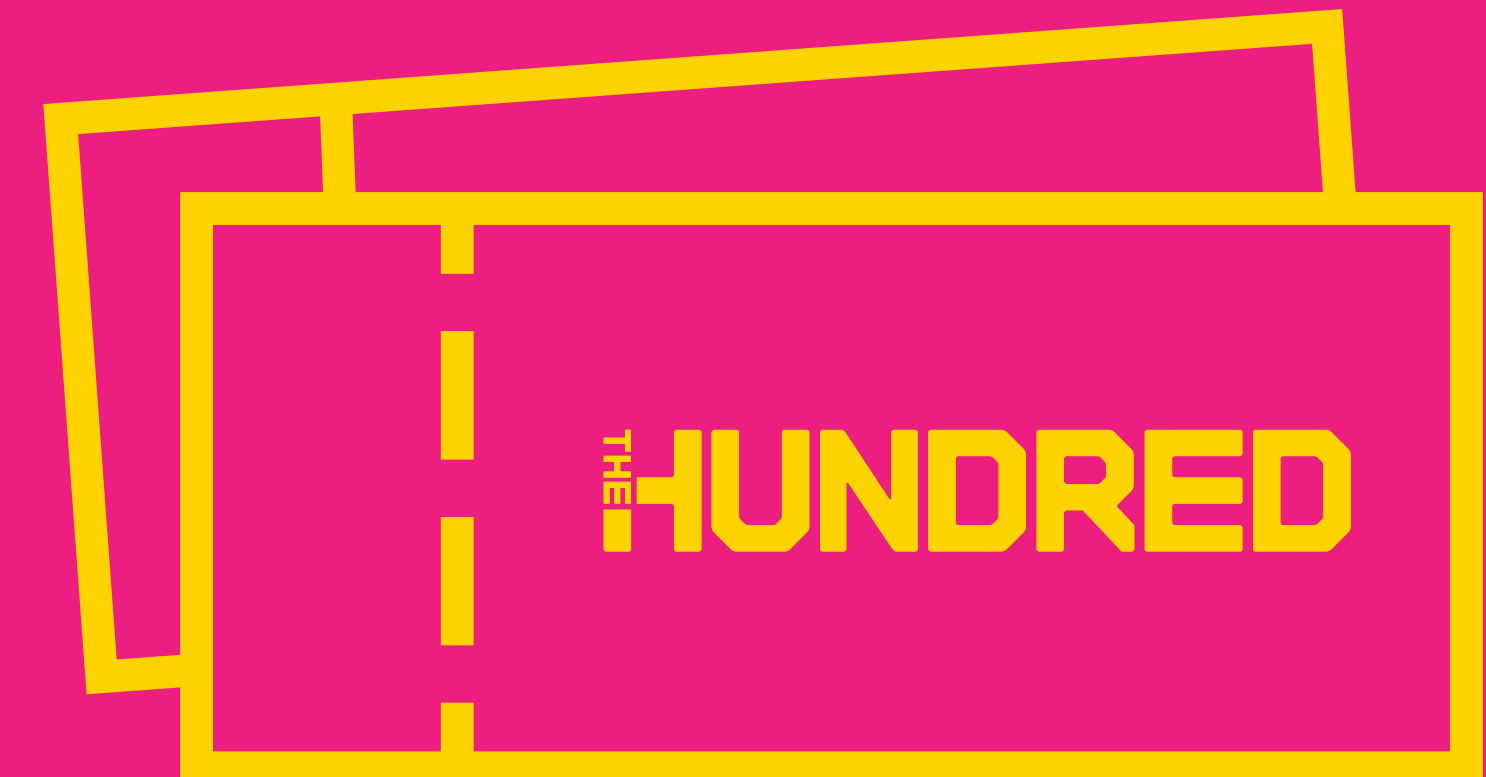
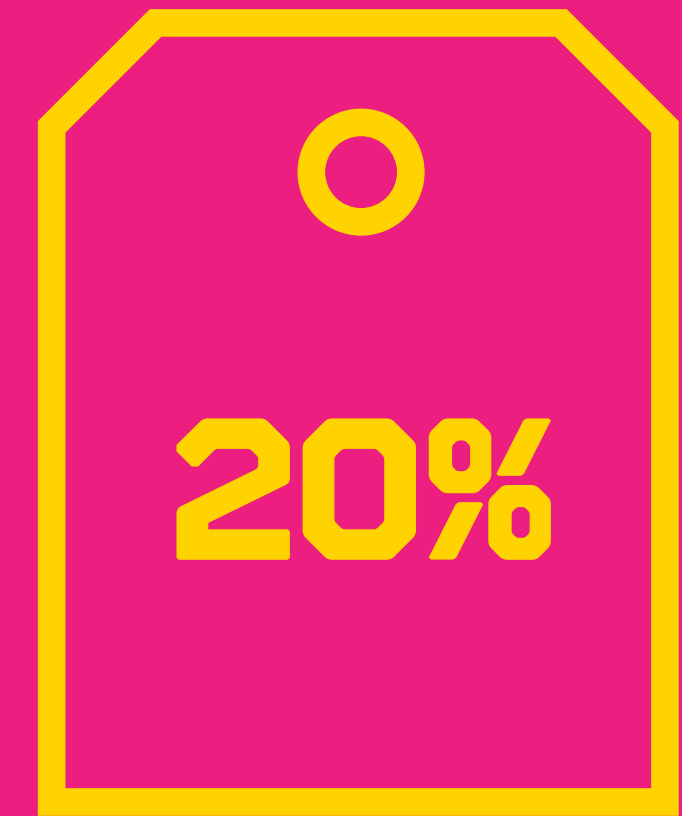
- ▶ Crowd-funding platform
- ▶ £100 seed-funding for each club

*Spacehive*



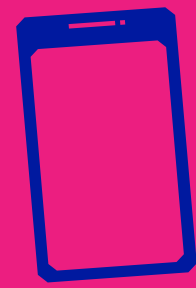
# Our volunteers

- ▶ Volunteer apparel
- ▶ Incentive & reward



# The programme

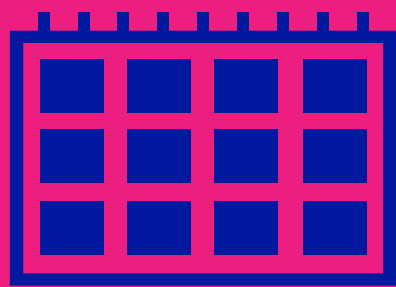
## Children



Digital  
participant  
app

THE **HUNDRED**

Money-can't-buy  
Experiences

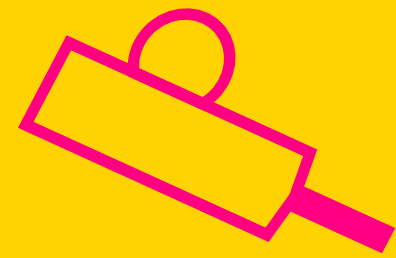


8- week programme of  
countdown cricket

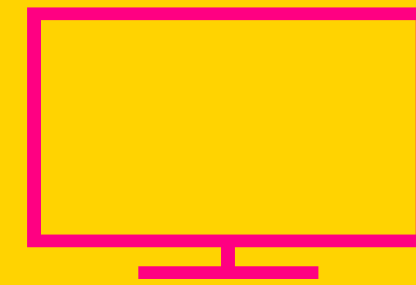


Personalized  
New Balance  
t-shirt

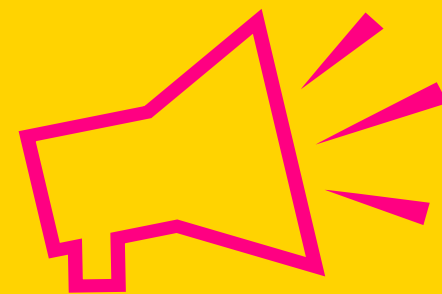
## Clubs



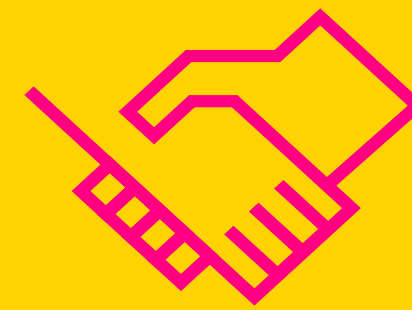
Free kit  
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Full management  
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Local and  
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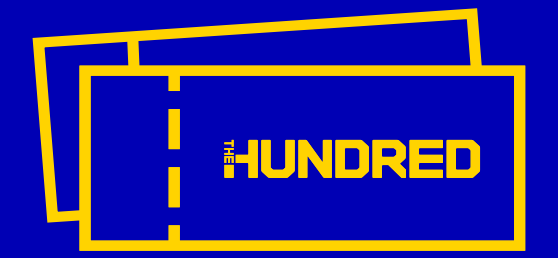


Enhanced support to  
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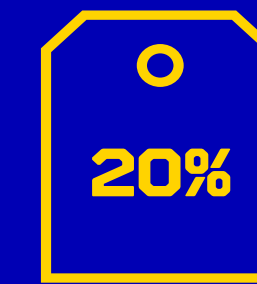
## Volunteers will receive



A New Balance  
t-shirt



A free ticket to  
The Hundred



20% off New Balance  
merchandise



# Simplifying The Player Pathway

1

## Consistency

Consistency of experience regardless of where you play

2

## Clear Next step

Obvious to the player / parent how they move through the pathway

3

## Flexible progression

Age and stage progression fine tuned to each individual

4

## Flexible choice

Players can 'ladder-up' and 'ladder-down' as they move through the pathway

# Different centres with different needs

- ▶ All Stars Cricket has been the start of building a junior section
- ▶ Clubs have embraced All Stars Cricket alongside a pre-existing junior section
- ▶ Clubs don't currently run All Stars Cricket
- ▶ All Stars Cricket is run in a non-traditional club setting



# A club determined price point

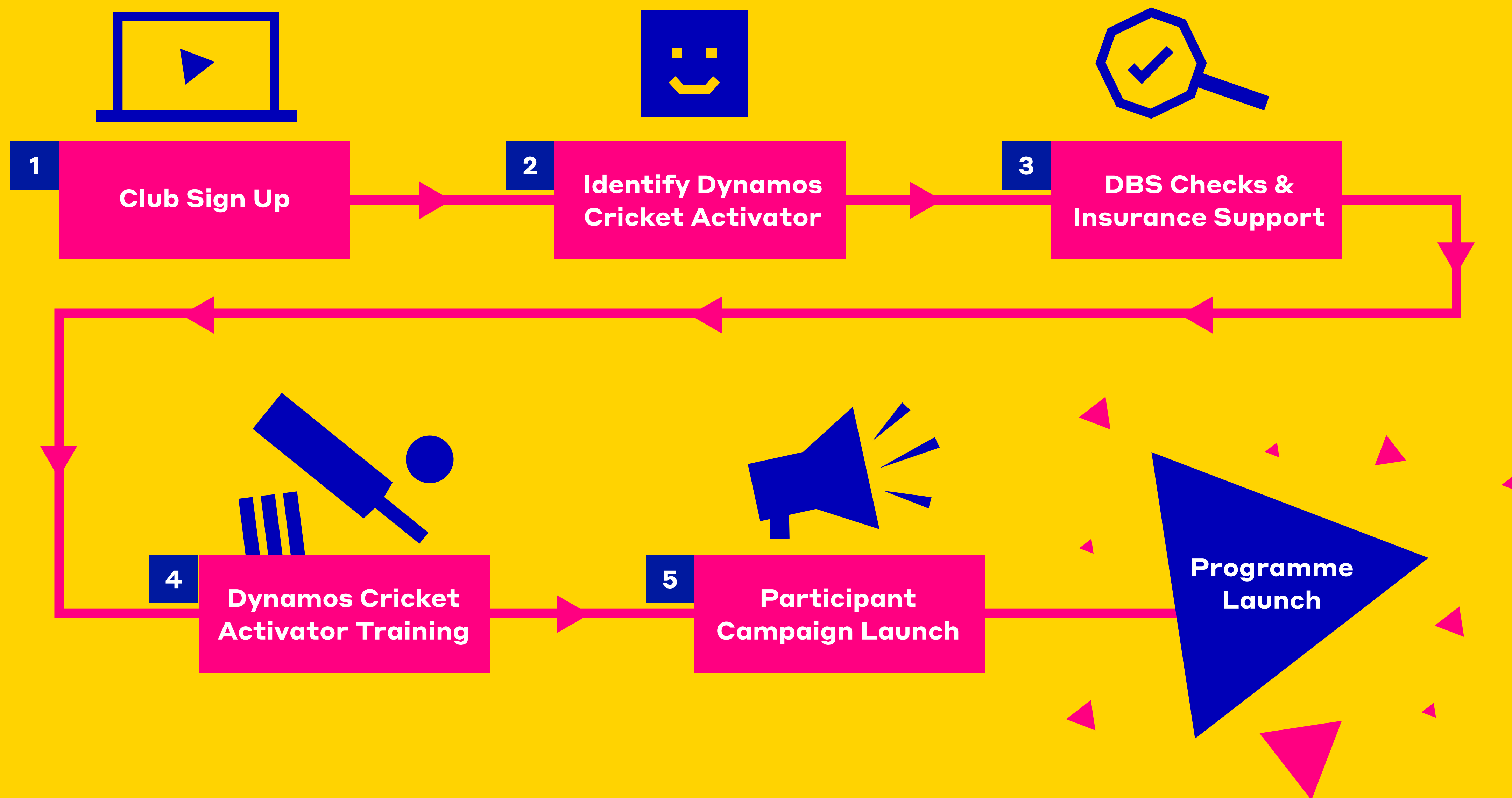
- ▶ RRP is £40
- ▶ Pricing options for low, middle- & high-income areas
- ▶ Flexible pricing structure to suit the club, local community & to fit alongside existing junior section



# Flexibility around when you can run dynamos cricket



# Next Steps



Complementing,  
not competing with  
junior cricket

More money  
back to  
clubs

Multiple delivery  
windows

Enhanced  
volunteer  
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ongoing support



# How can Dynamos Cricket fit at your club?

How can you use this programme to enhance your current offer, broaden your impact and strengthen your club?



# Different clubs with different needs...

- A complimentary offer to you current U9s/10s
- The offer for 8-11 year olds after All Stars
- A girls only programme
- A summer holiday programme

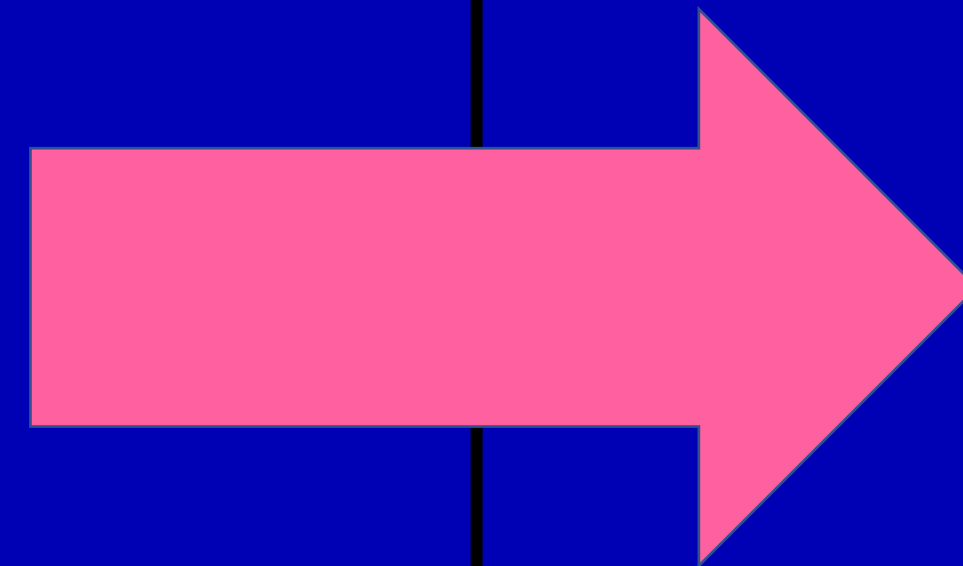
# A pathway for all abilities (Plymouth CC example)

## Community

All Stars Cricket



Dynamos Cricket



## Competitive

U9s League Cricket



U11s League Cricket



U13/U15 League Cricket



Senior Cricket

\*Flexible entry points

\* Pathway may vary for girls sections

# Dynamos for girls

- A clear progression for All Stars girls who will recognise the format and be comfortable with it.
- Option to split the girls within the sessions, so you have a girl only group – or at least give them the option.
- If you already run a girl's section, then you could offer Dynamos for girls alongside the competitive session.
- A girls only Dynamos could be a great way of starting a girls section

# Next steps...

Follow up email including presentation to be sent out by the end of the week

Club sign up set to open in the next 2 weeks

Get in touch for further information and support

## Club Seminars

4<sup>th</sup> February @ Whimble CC

5<sup>th</sup> February @ Bovey Tracey CC

10<sup>th</sup> February @ Braunton CC

12<sup>th</sup> February @ Plymouth CC

# THANK YOU

ECB and County Board Staff at the back to answer  
your questions