

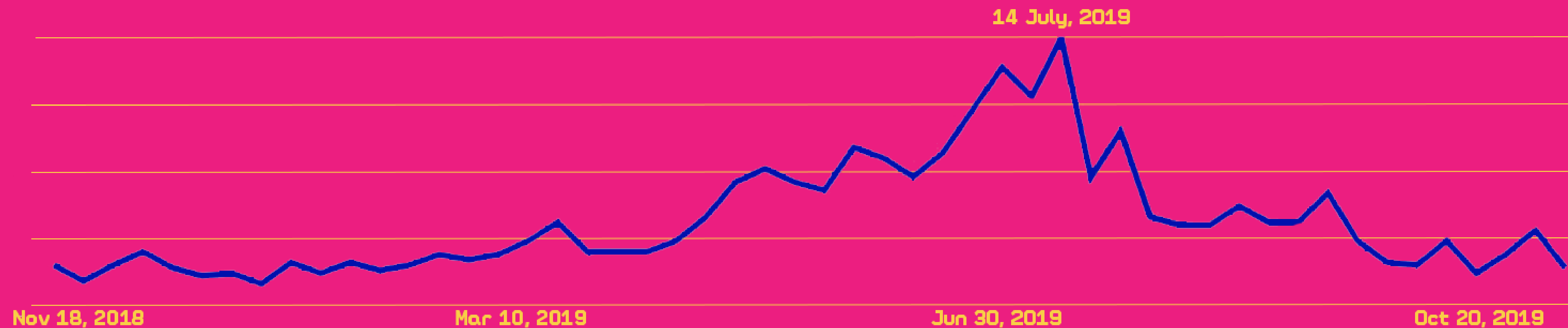
WELCOME

DYNAMOS
CRICKET



The Impact of the Cricket World Cup

Number of times “Kids Cricket” was searched



© 2019 ECB



Where we've come from

350+

KIDS AT OUR LOCAL SOUTH WALES
HAVE-A-GO SESSIONS

4

ACTIVATORS
PER CLUB

31

KIDS
PER CLUB



Complementing, not competing with junior cricket

More money back to clubs

Multiple delivery windows

Enhanced volunteer recruitment & ongoing support

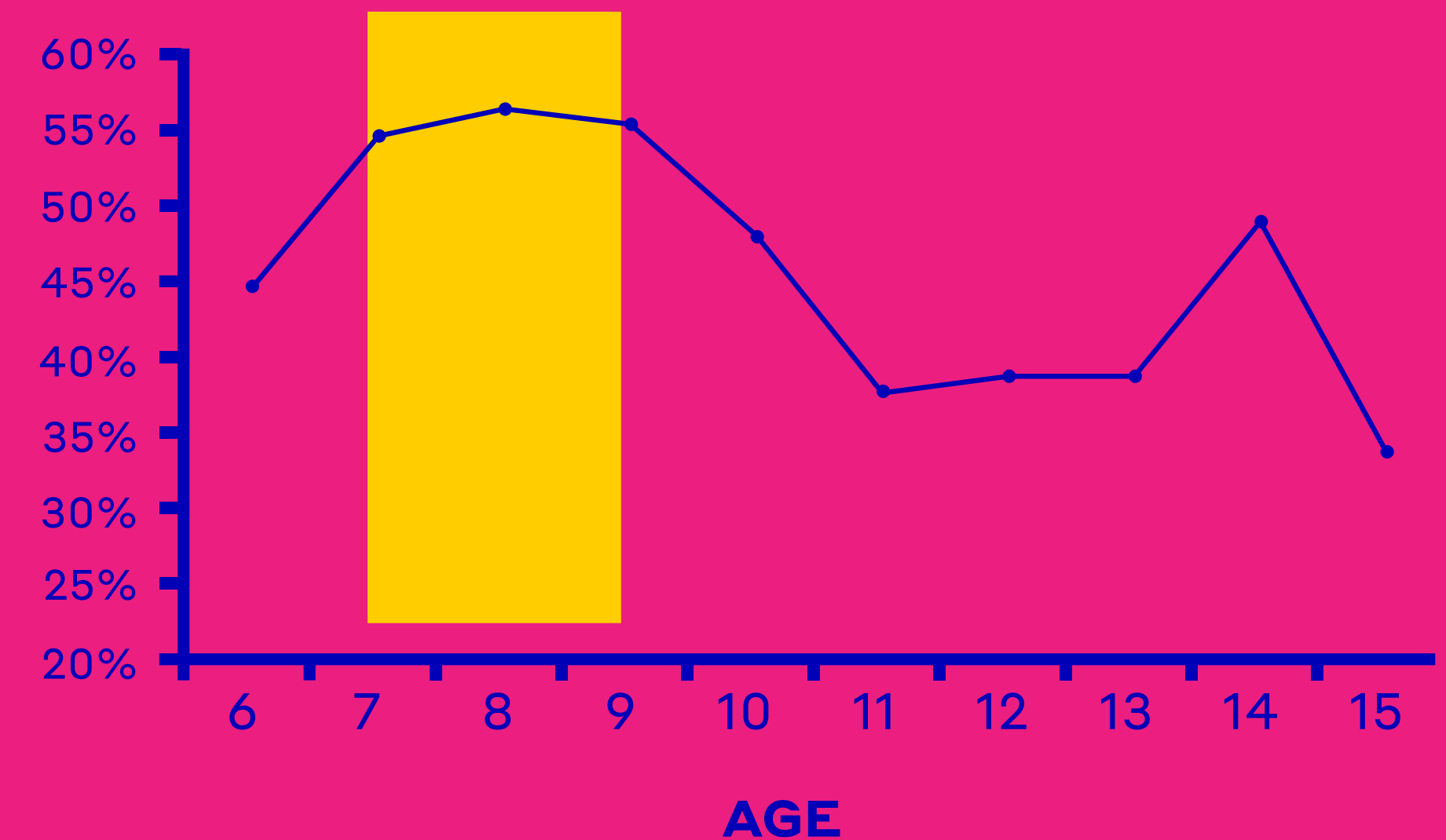
The Participation Brainstorm

What children want

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

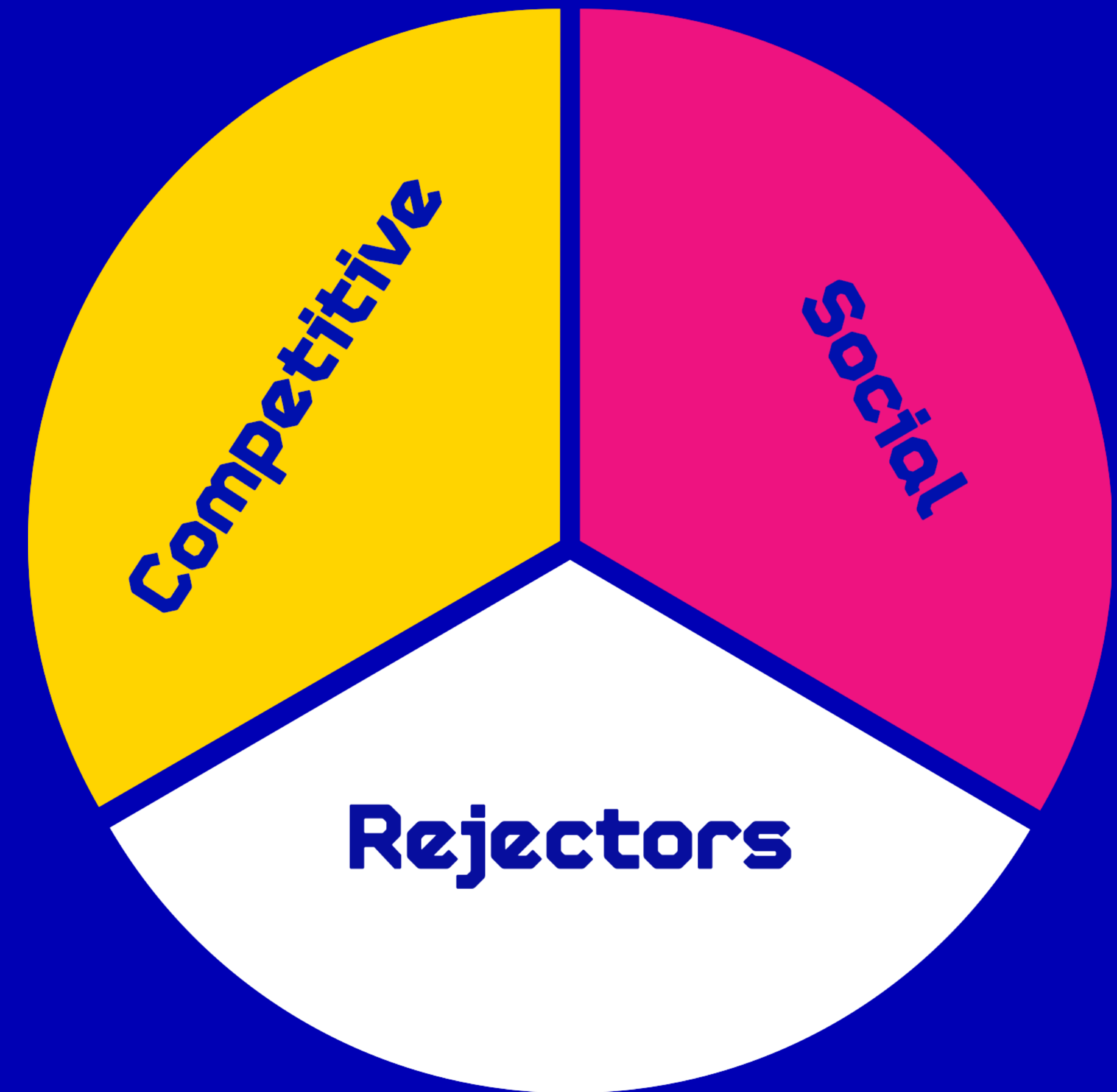


What children want from sport

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



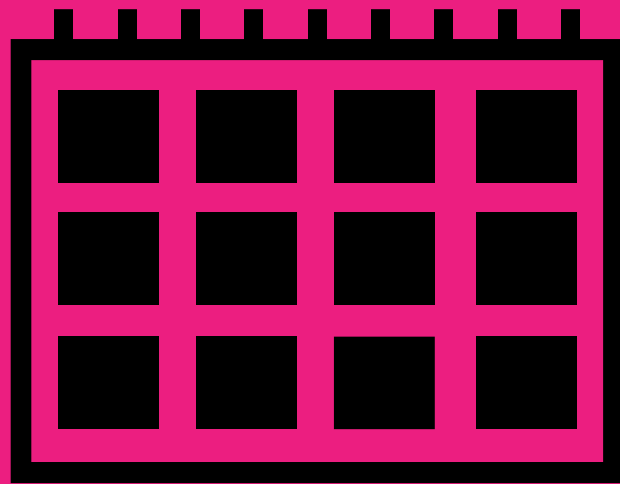
Club Cricket

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

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

The Format

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



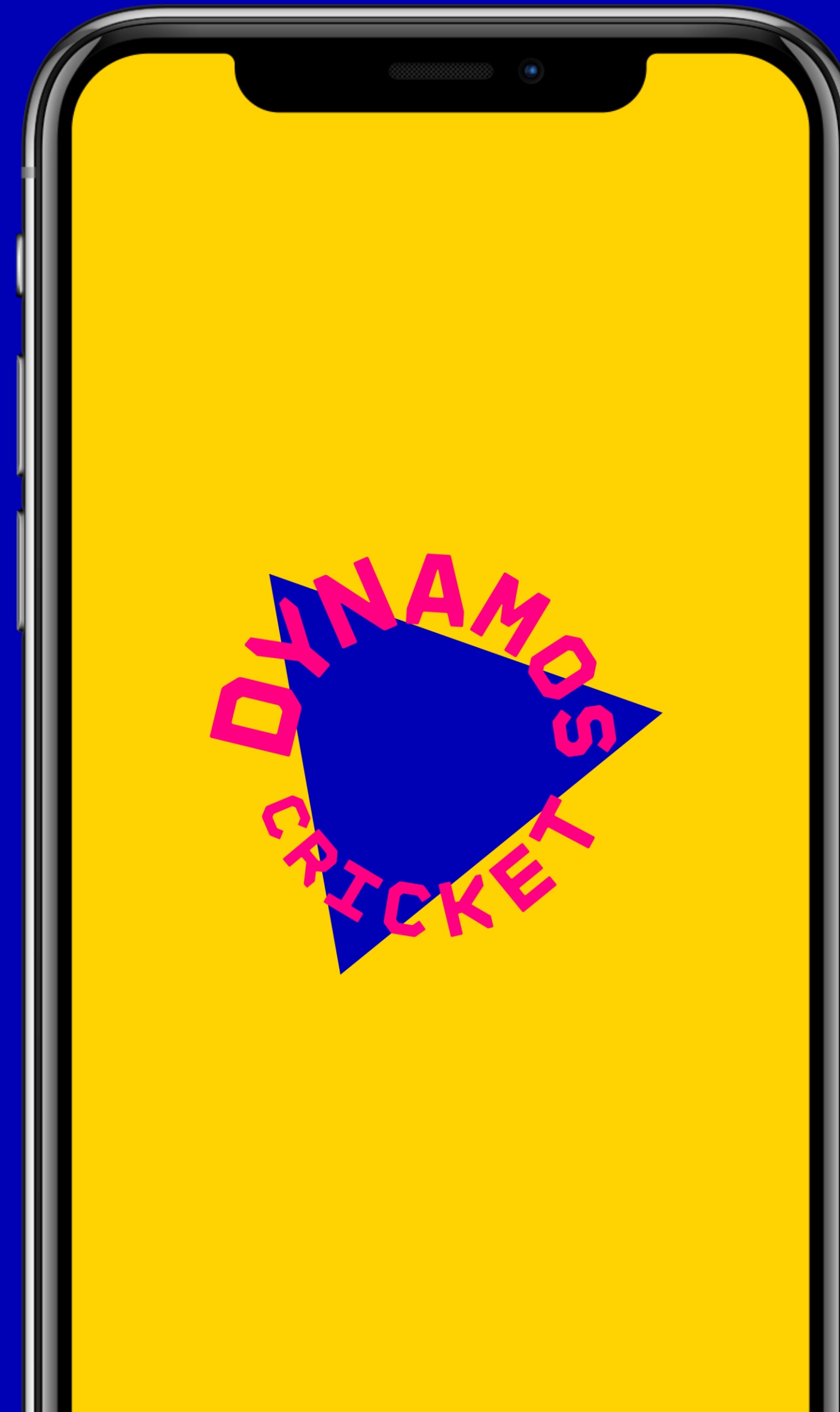


Personalised New Balance T-Shirt



The Participant App

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

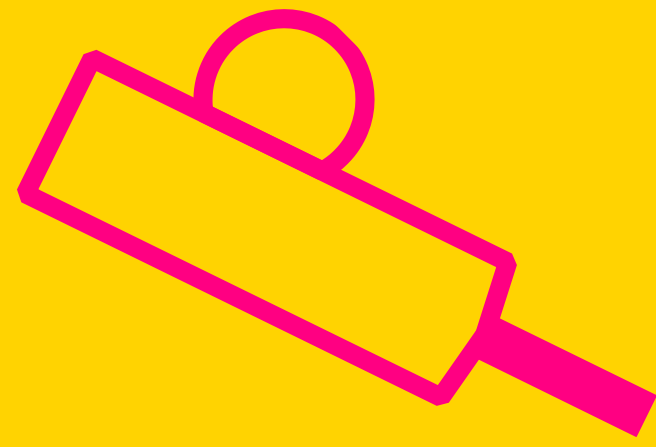


Money Can't Buy Opportunities

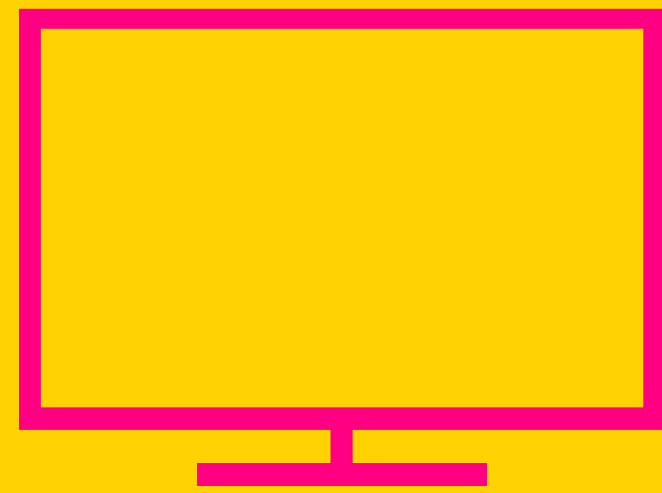
THE HUNDREDD



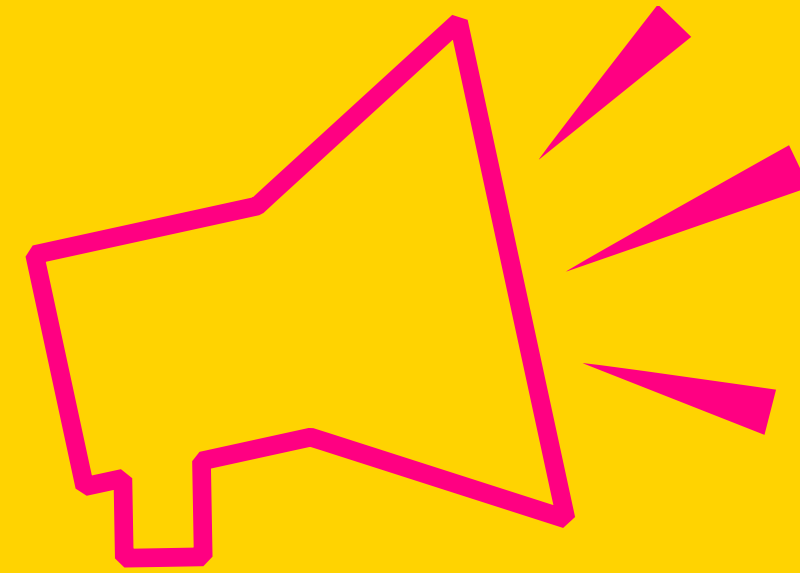
The Programme Clubs



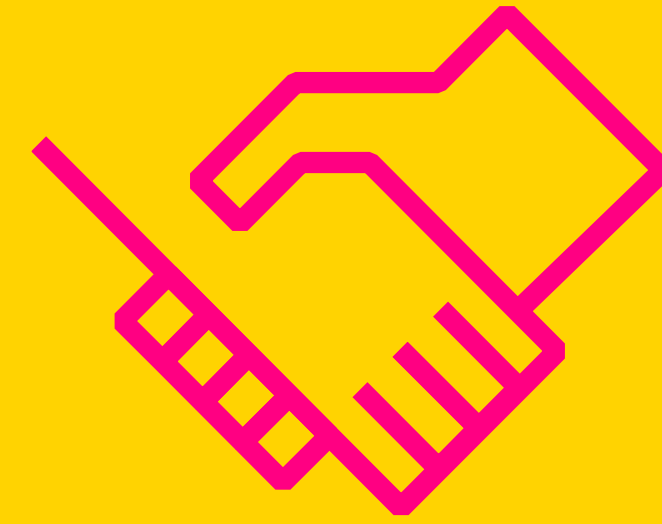
Free kit
in 2020



Full management
system



Local and national
marketing support

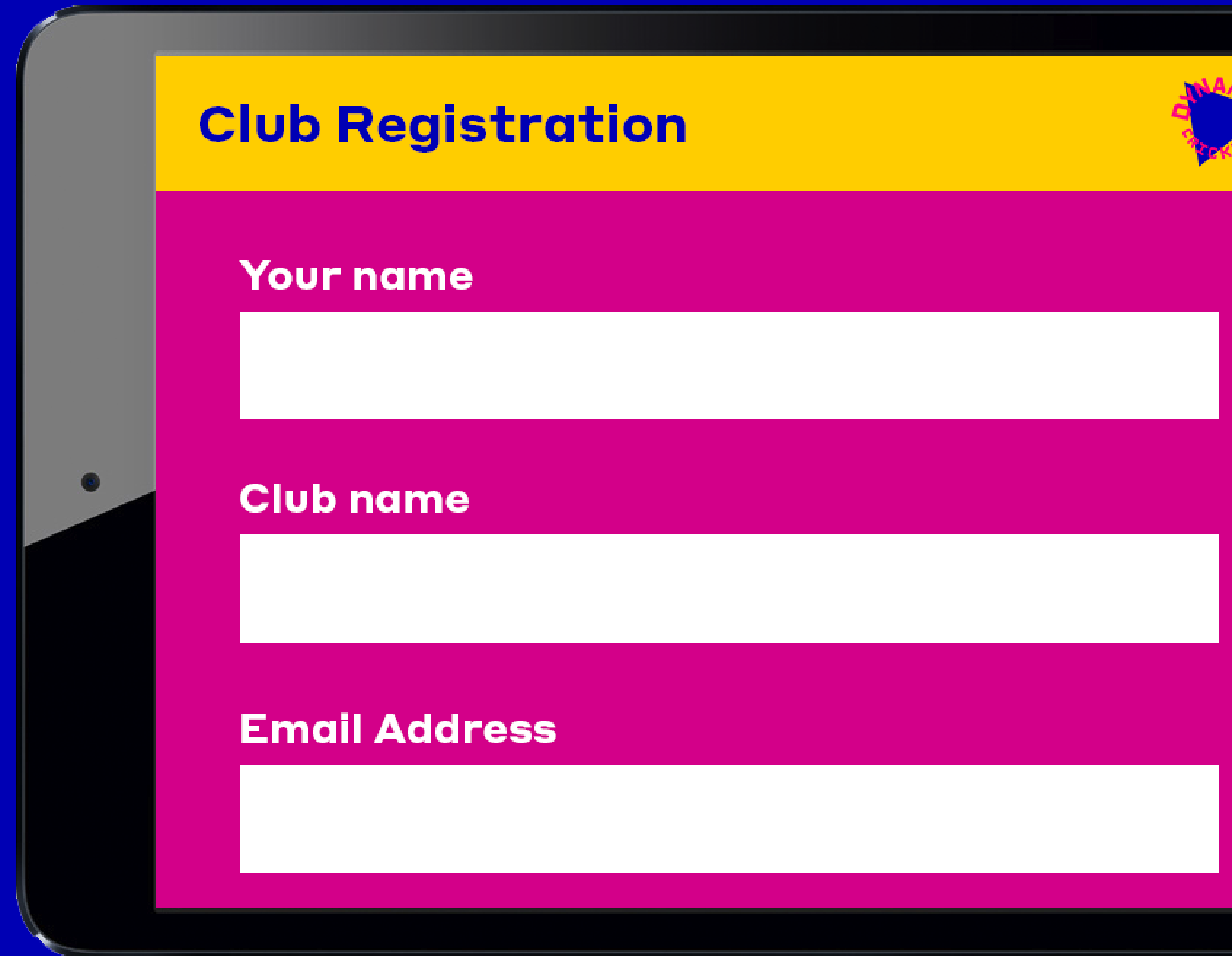
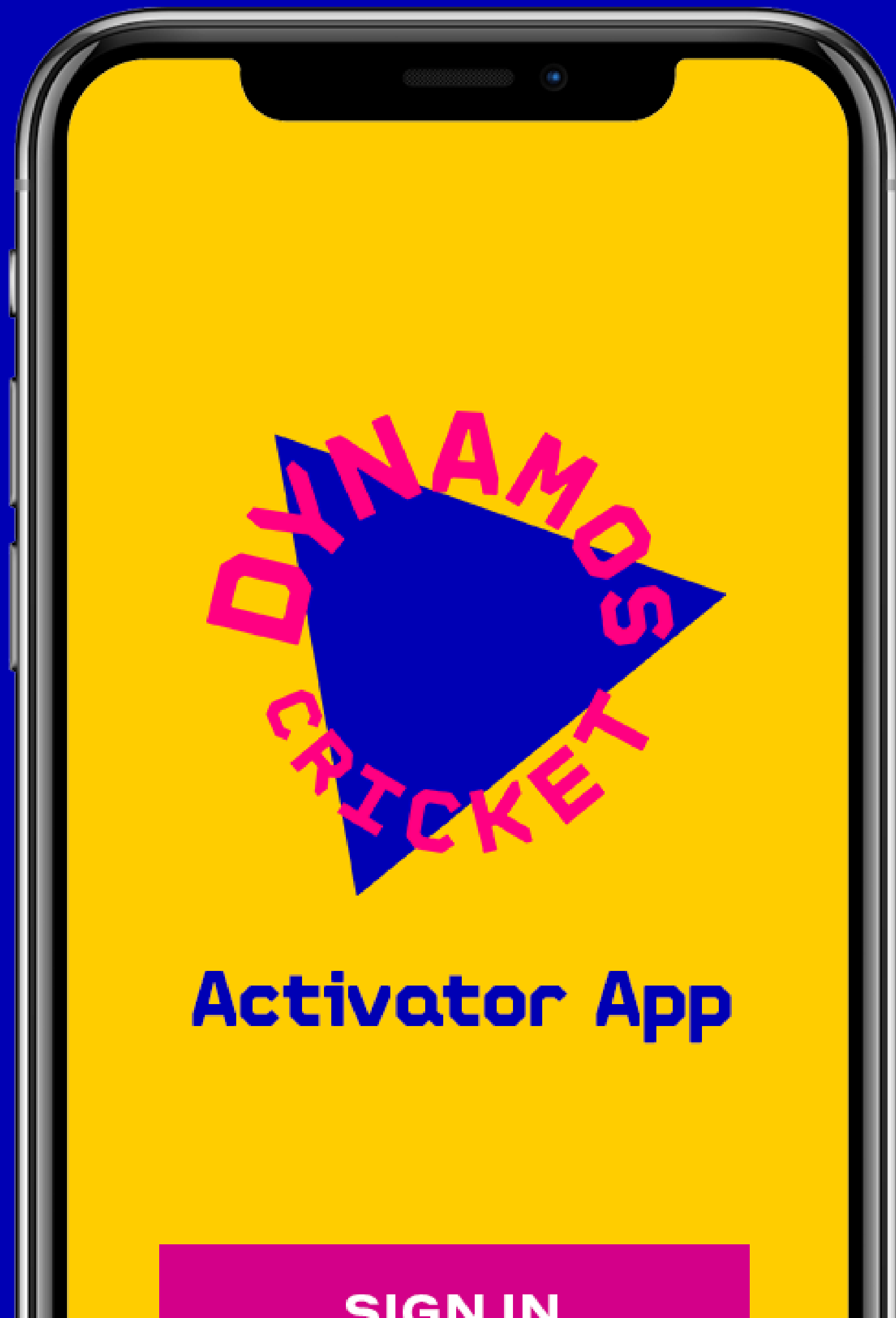


Enhanced support to
drive volunteer
recruitment

2020 Special - Free Kit for Clubs

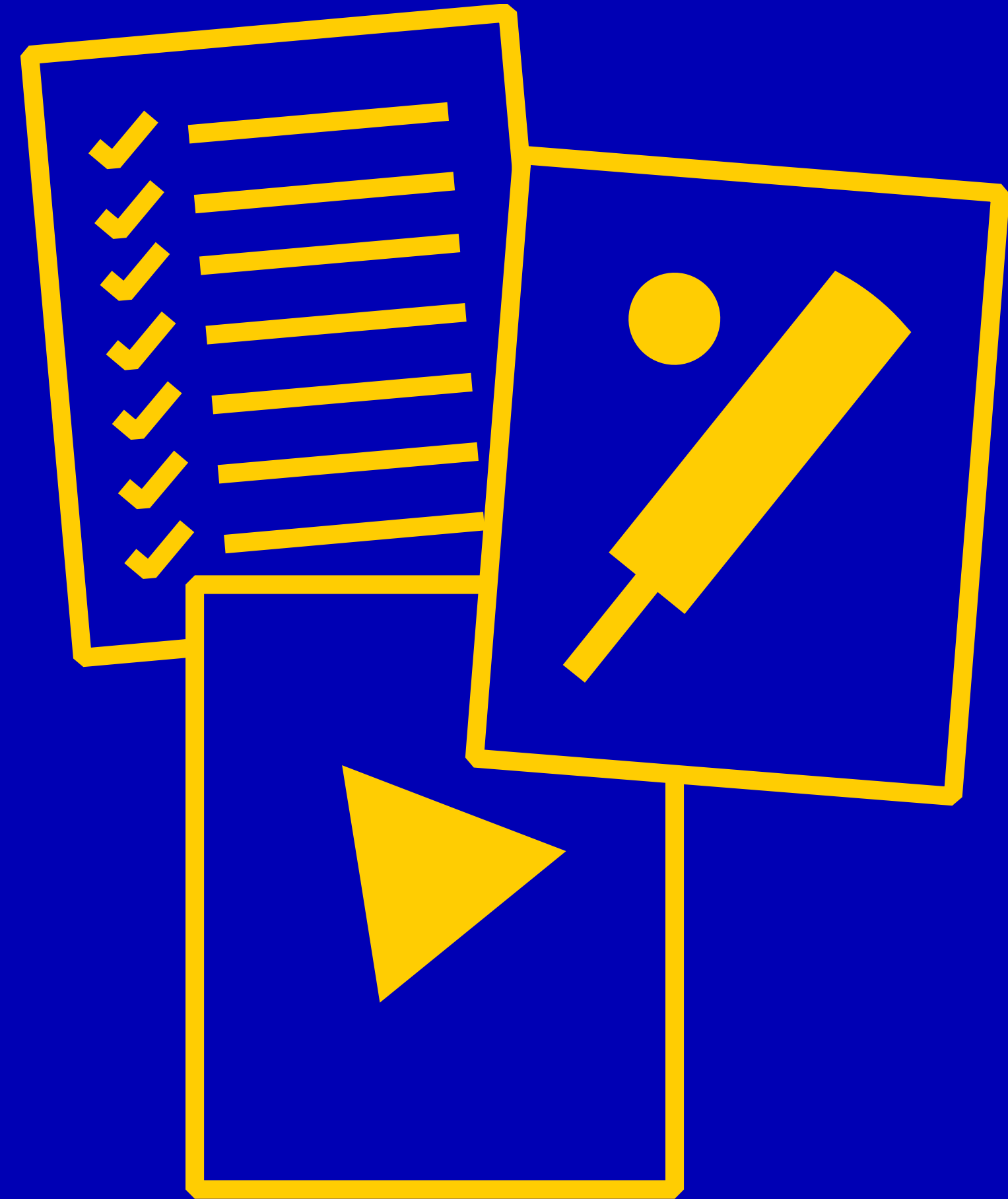


Management System for Clubs



Activator Training

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



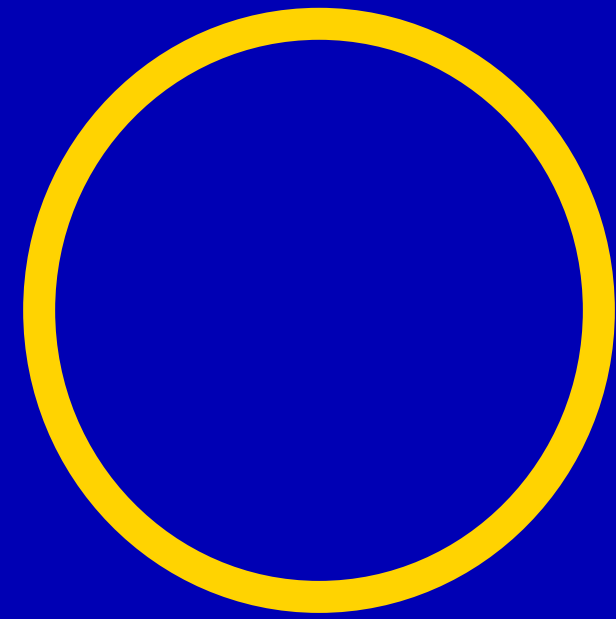
Local and National Marketing Support

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

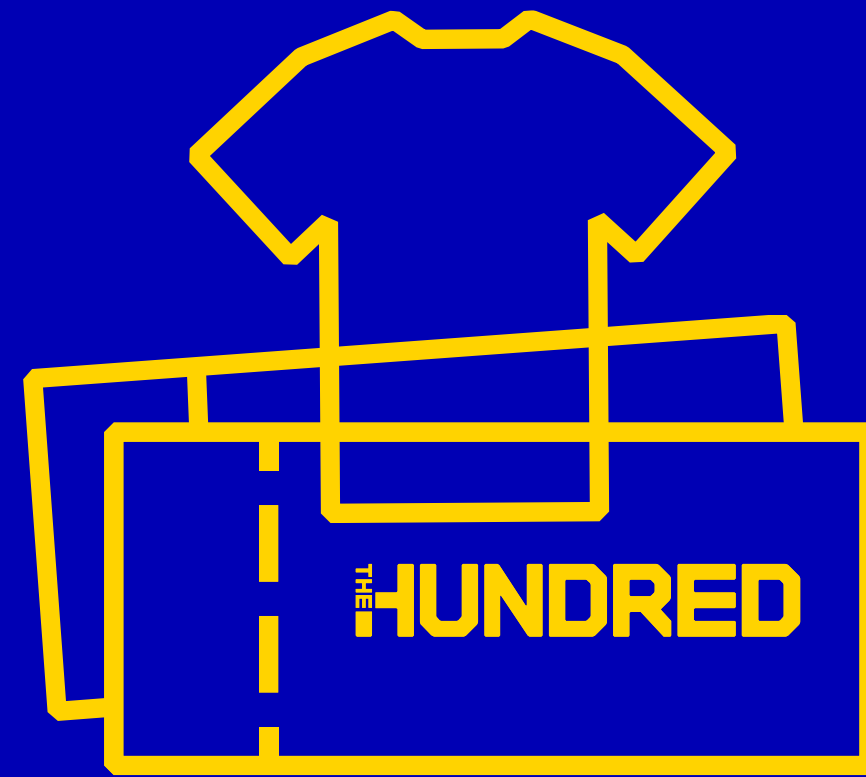


The Programme

Volunteers



Volunteering
journey

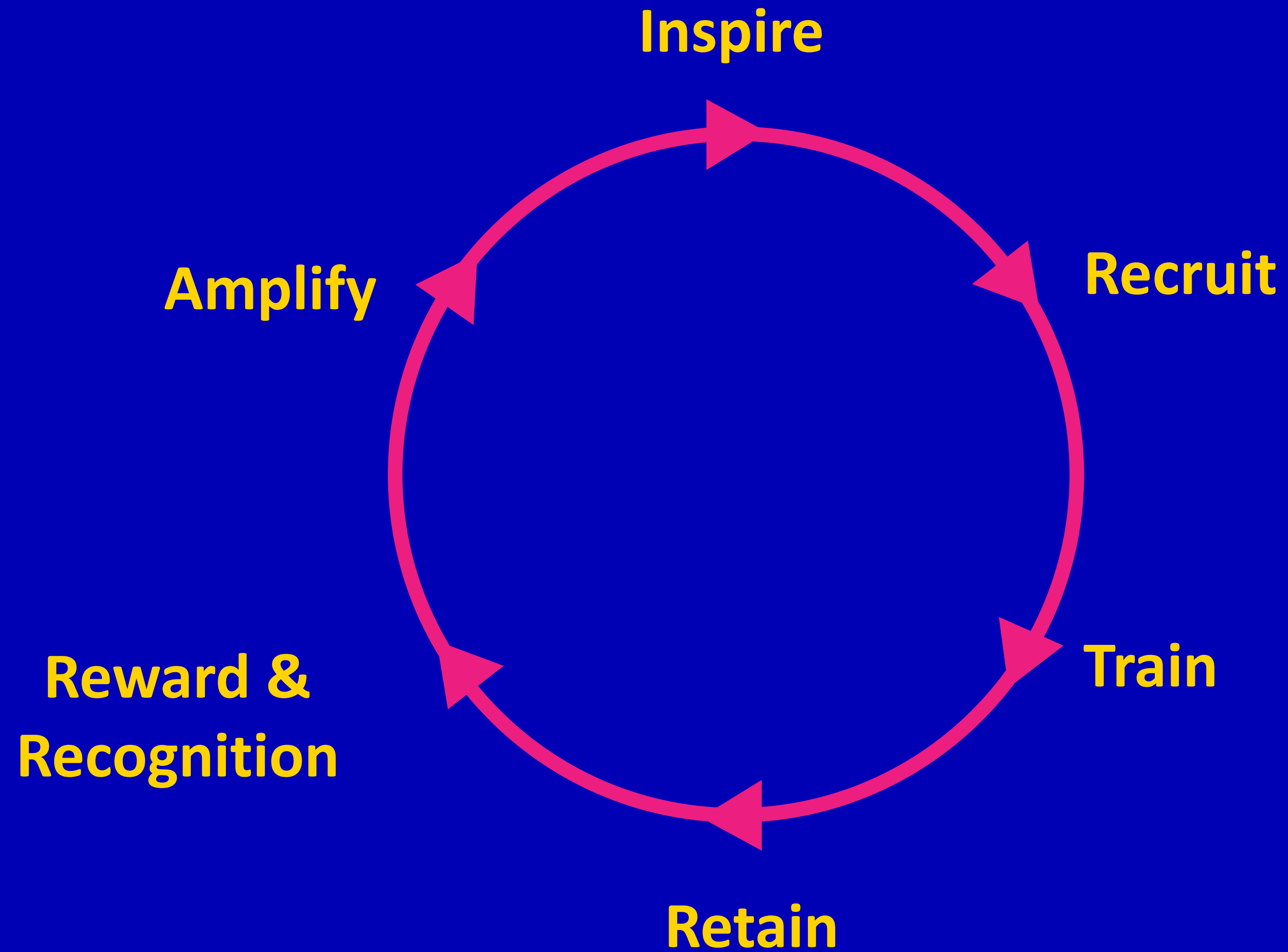


Reward
&
recognition



Crowdfunding

Providing Support to Grow the number of volunteers



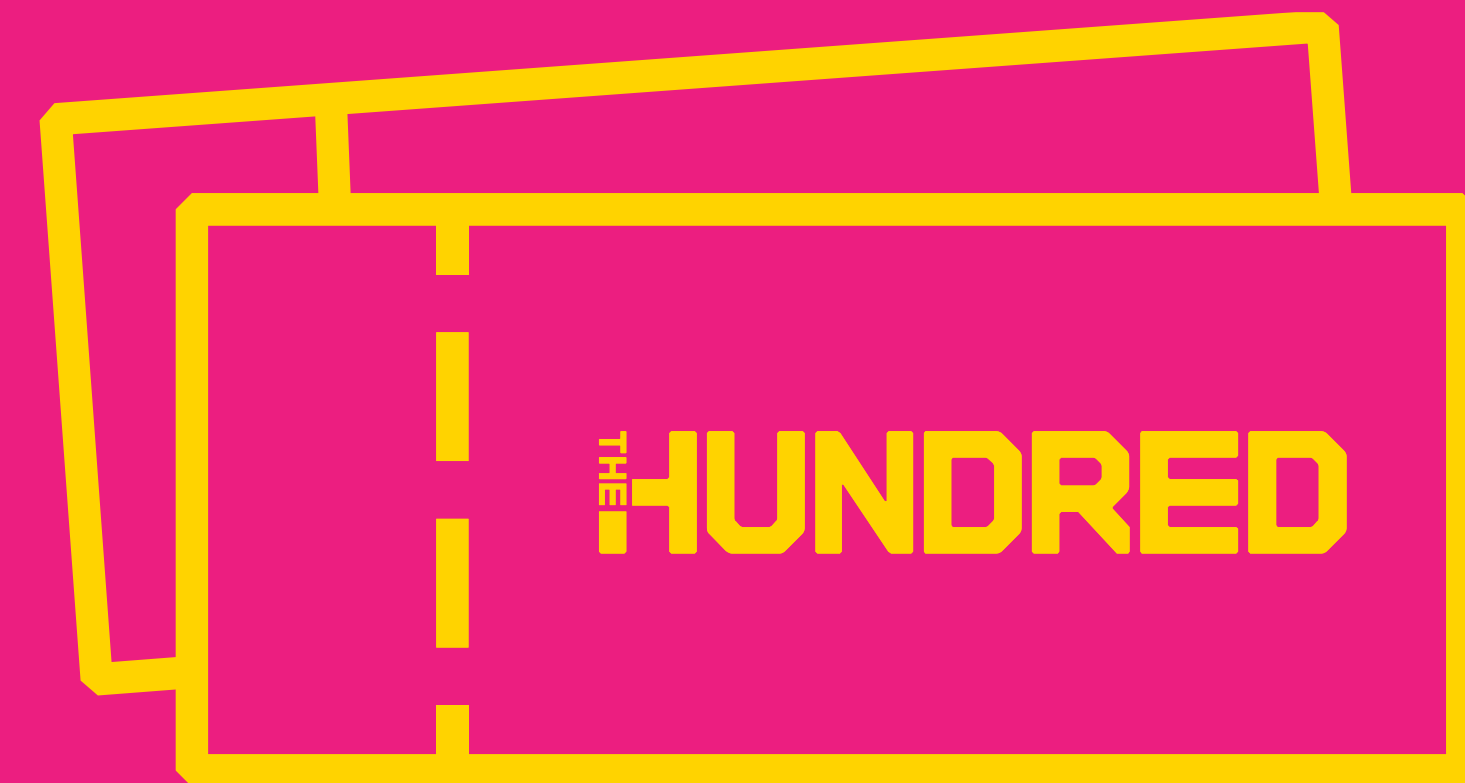
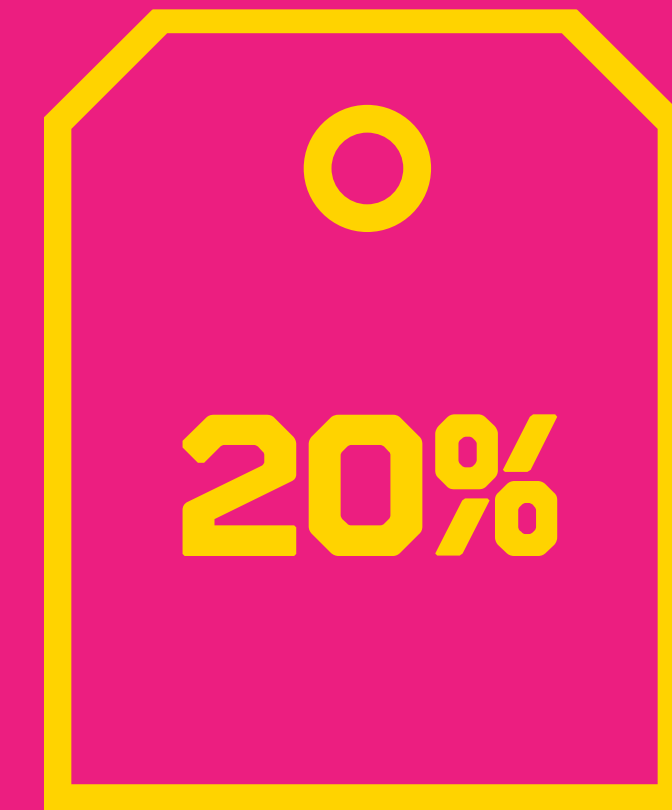
Funding to drive volunteer recruitment

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

Spacehive

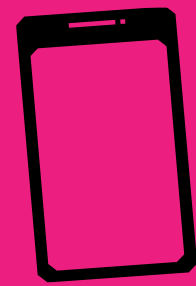
Our volunteers

- ▶ Volunteer apparel
- ▶ Incentive & reward



The programme

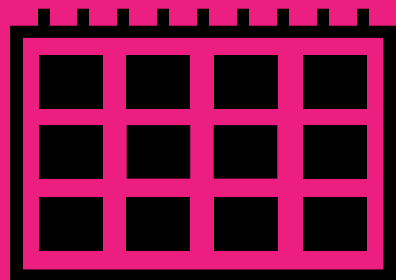
Children



Digital participant app

THE HUNDRED

Money-can't-buy Experiences

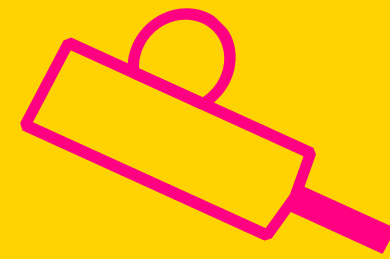


8- week programme of countdown cricket

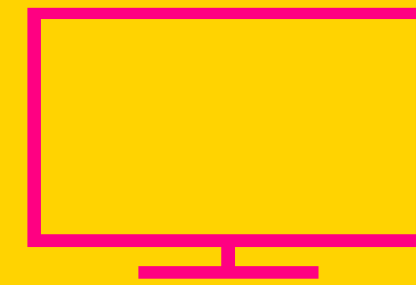


Personalized New Balance t-shirt

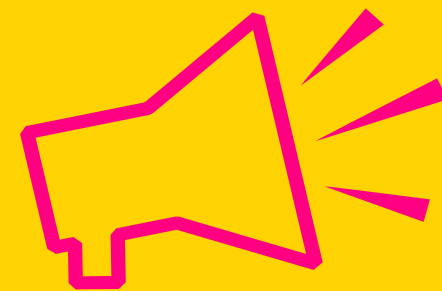
Clubs



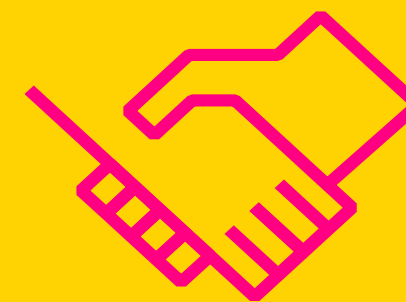
Free kit In 2020



Full management system



Local and National Marketing support

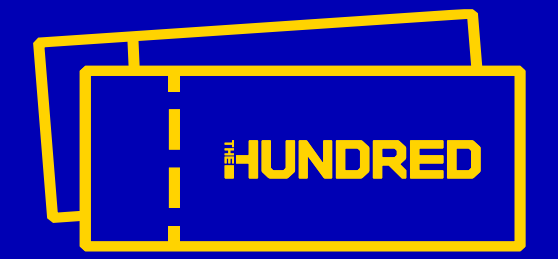


Enhanced support to Drive volunteer recruitment

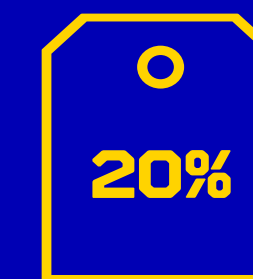
Volunteers will receive



A New Balance t-shirt



A free ticket to The Hundred



20% off New Balance merchandise

5-8

8-11

11-15

15-19

Adult



Learn the skill



Learn to play



Junior Club Pathway

Competitive progression



Club Cricket

Competition



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

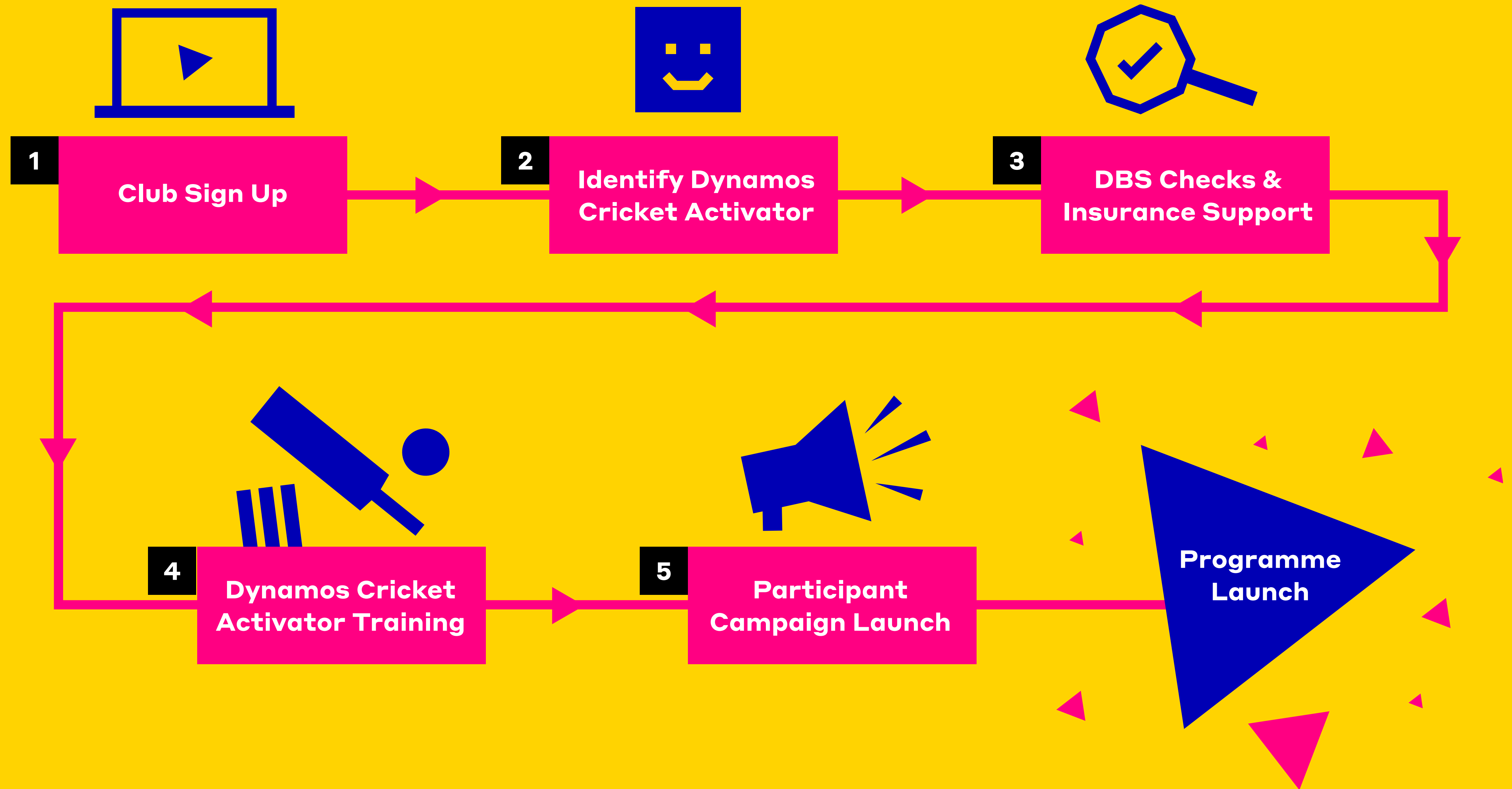
- ▶ RRP is £40
- ▶ Pricing options for low, middle- & high-income areas
- ▶ Flexible pricing structure to suit the club, local community & to fit alongside existing junior section



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 recruitment & ongoing support



THANK YOU

- ECB and County Board Staff at the back to answer your questions
- ECB will share the presentation at the end of the week
- Registration will open on Clubspark at the beginning of December
- Your county board will follow up with more information in coming weeks