

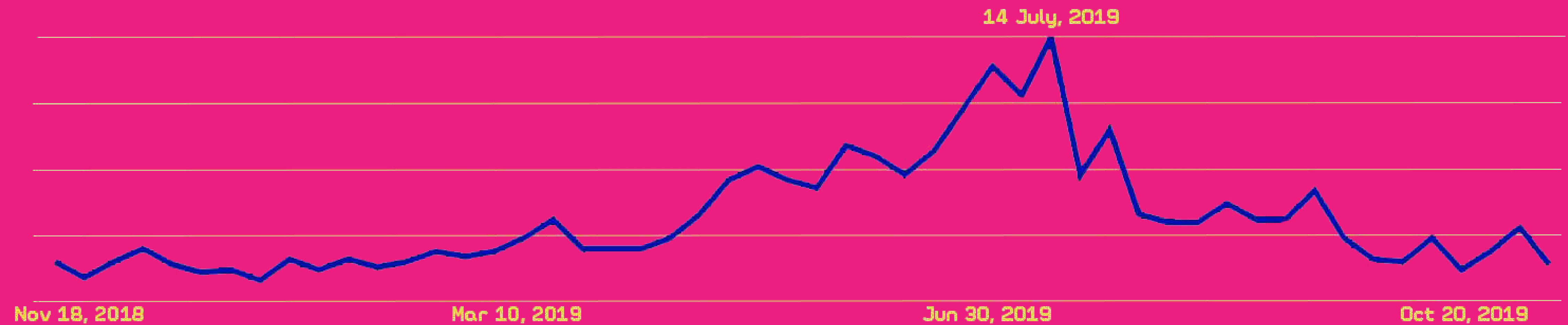
WELCOME

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

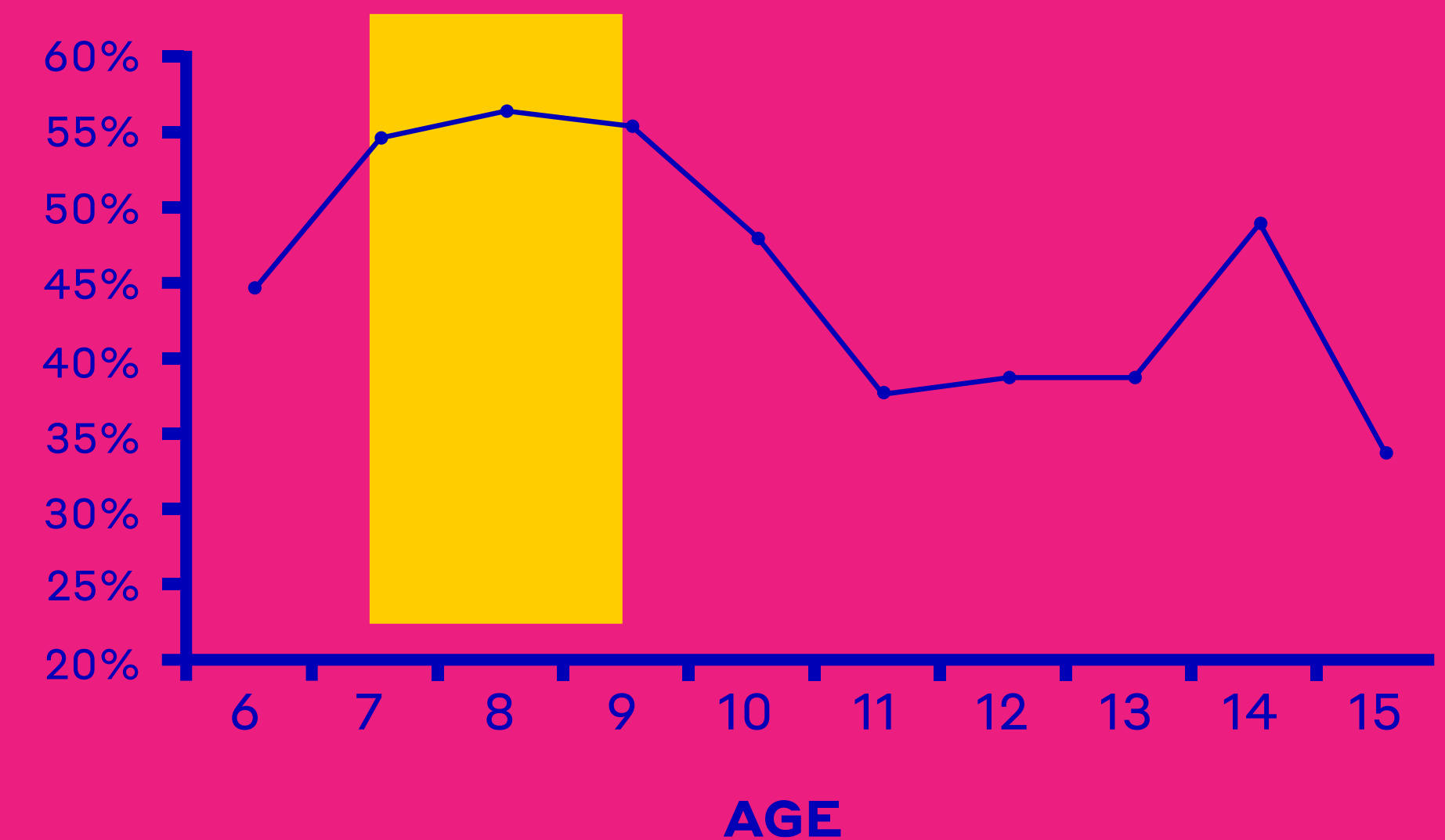
The Participation Brainstorm

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

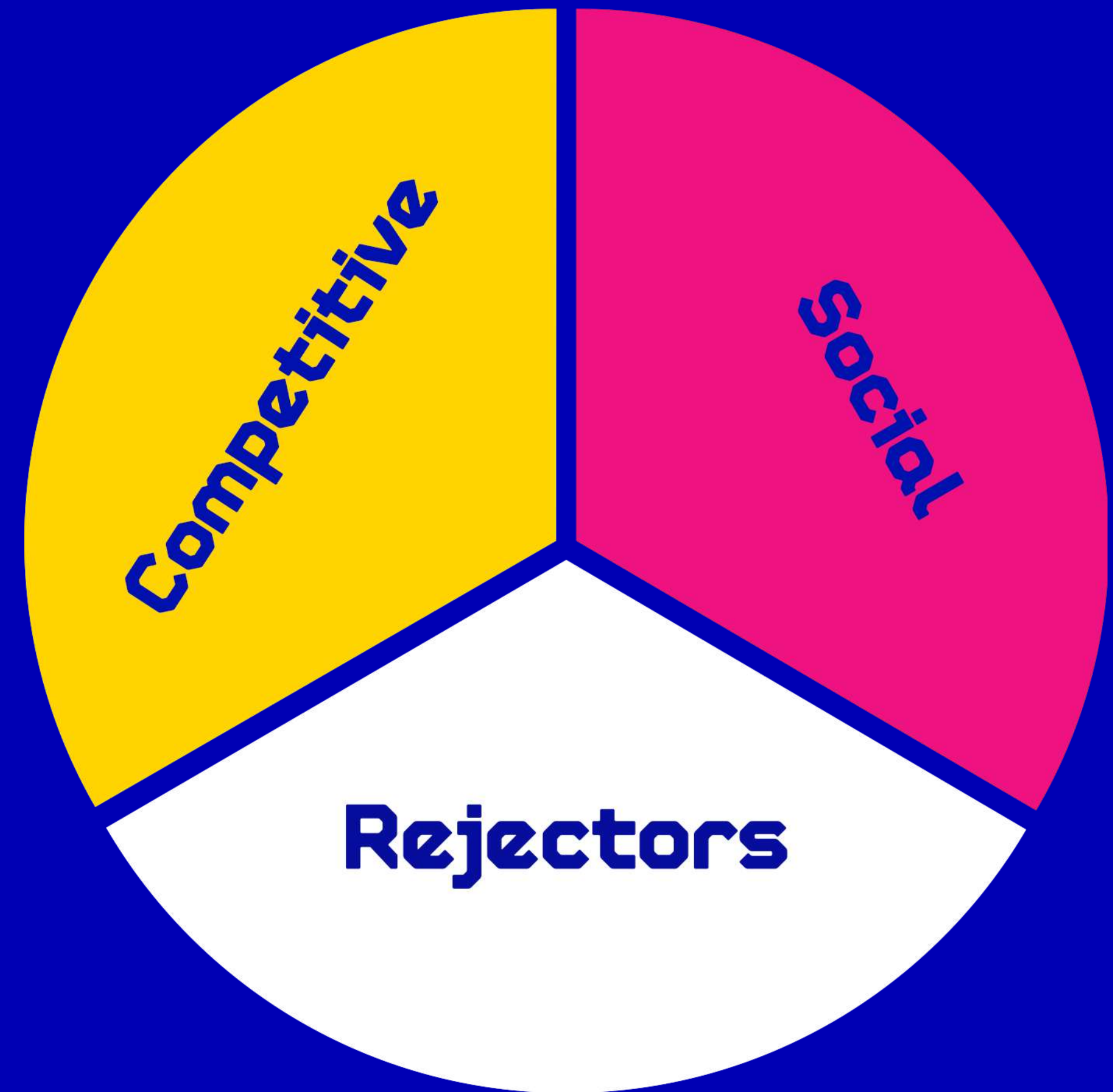


What children want from sport

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

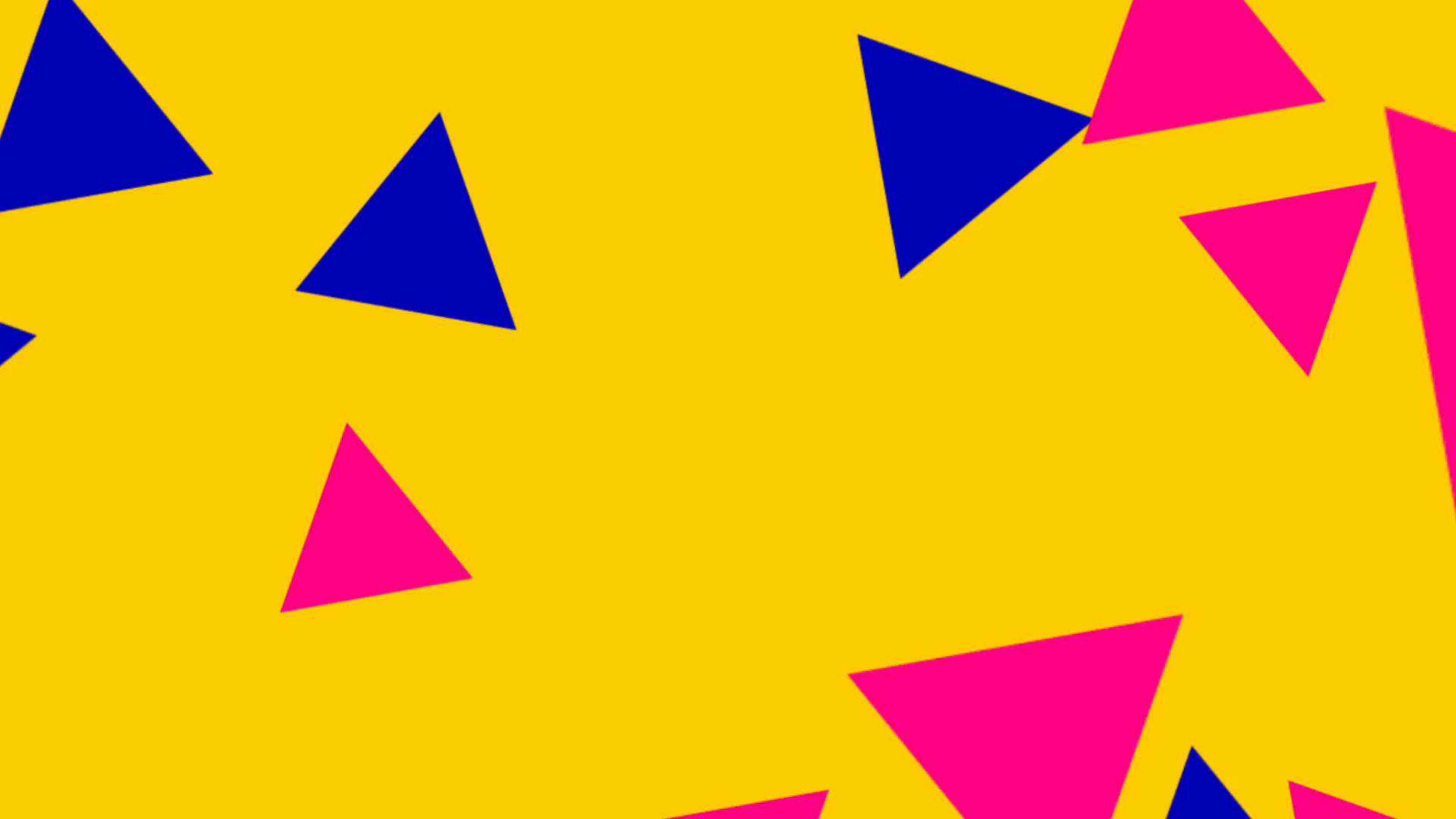
Competitive progression



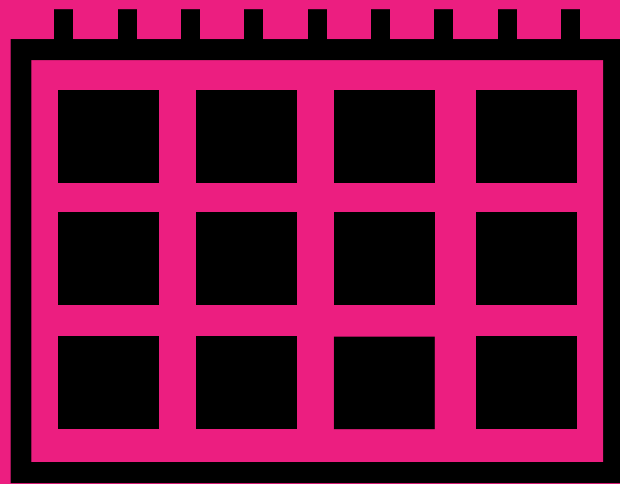
Club Cricket

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



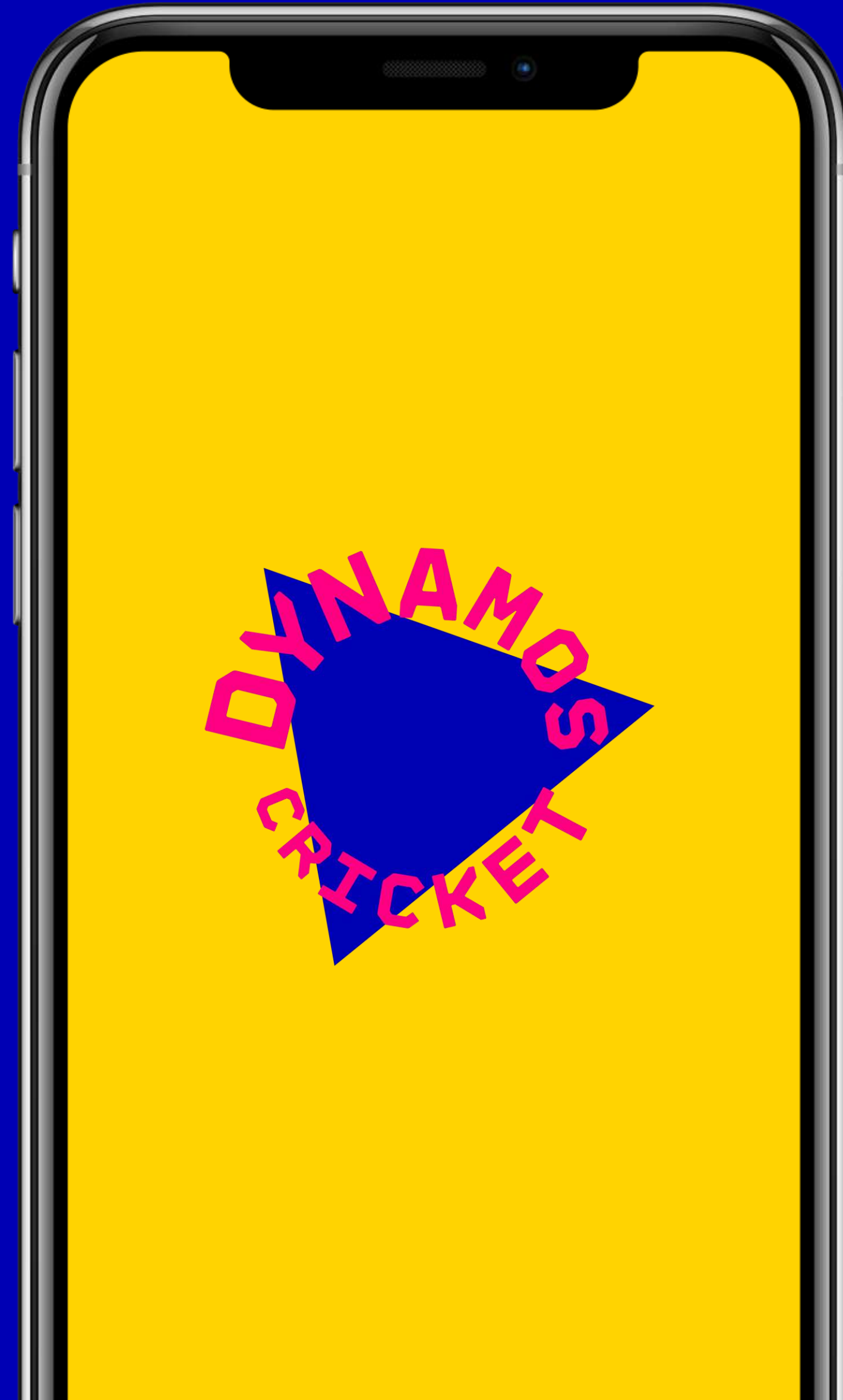


Personalised New Balance T-Shirt



The Participant App

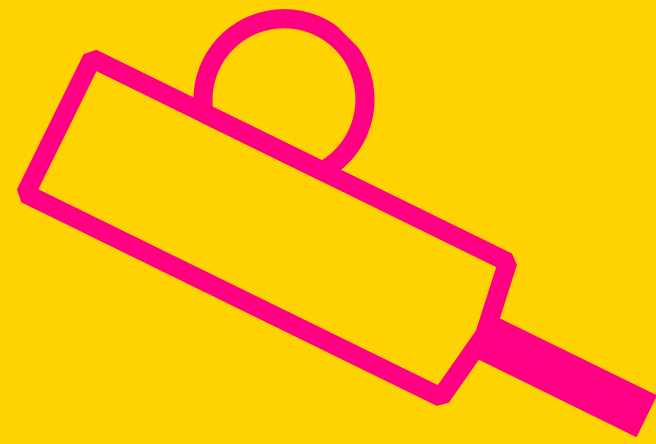
- ▶ Dynamos at home
- ▶ Player content
- ▶ Gamification



Money Can't Buy Opportunities

THE HUNDRED

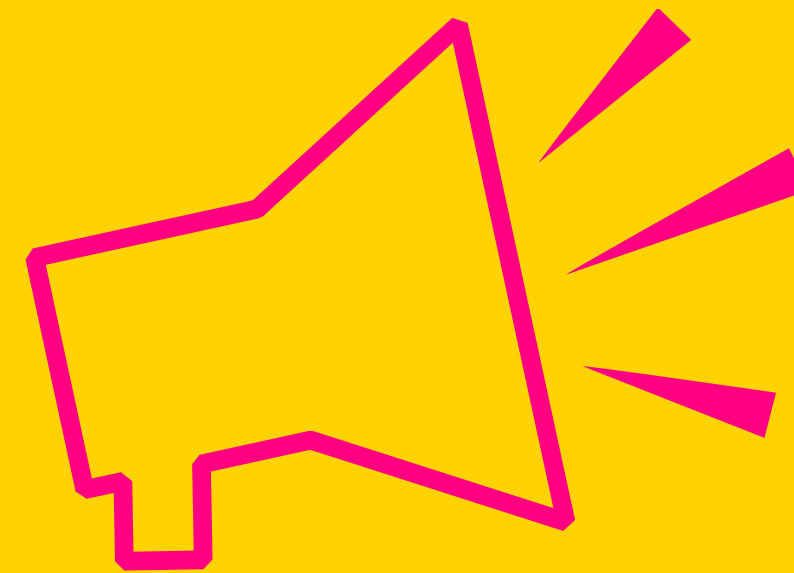
The Programme Clubs



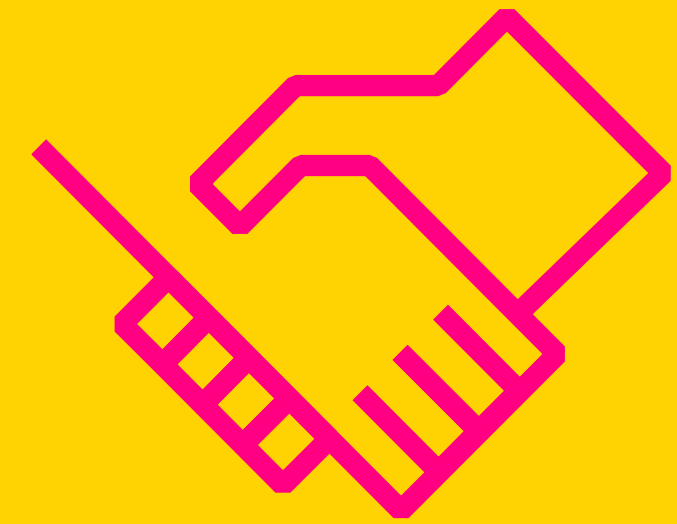
Free kit
in 2020



Full management
system



Local and national
marketing support

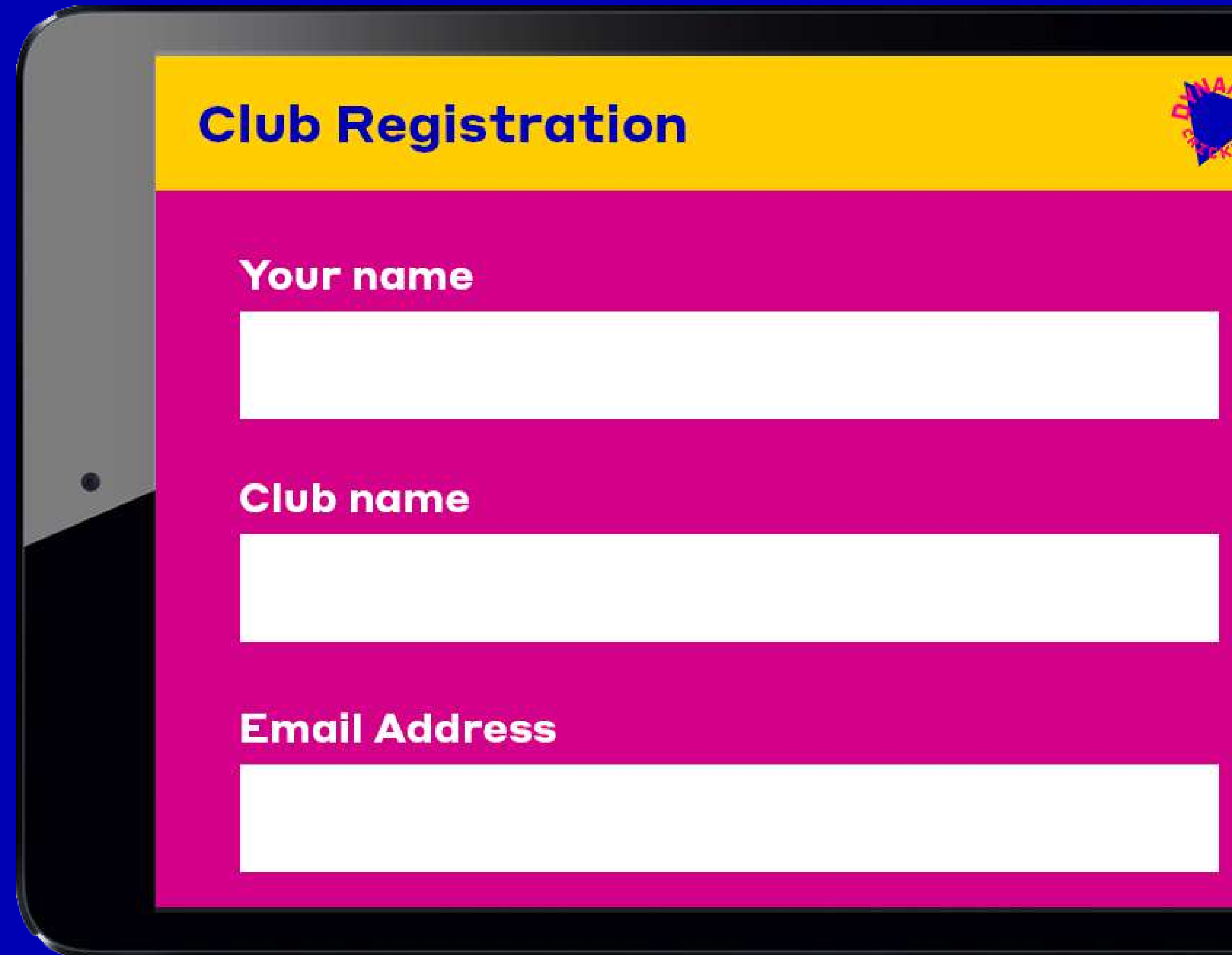


Enhanced support to
drive volunteer
recruitment

2020 Special - Free Kit for Clubs

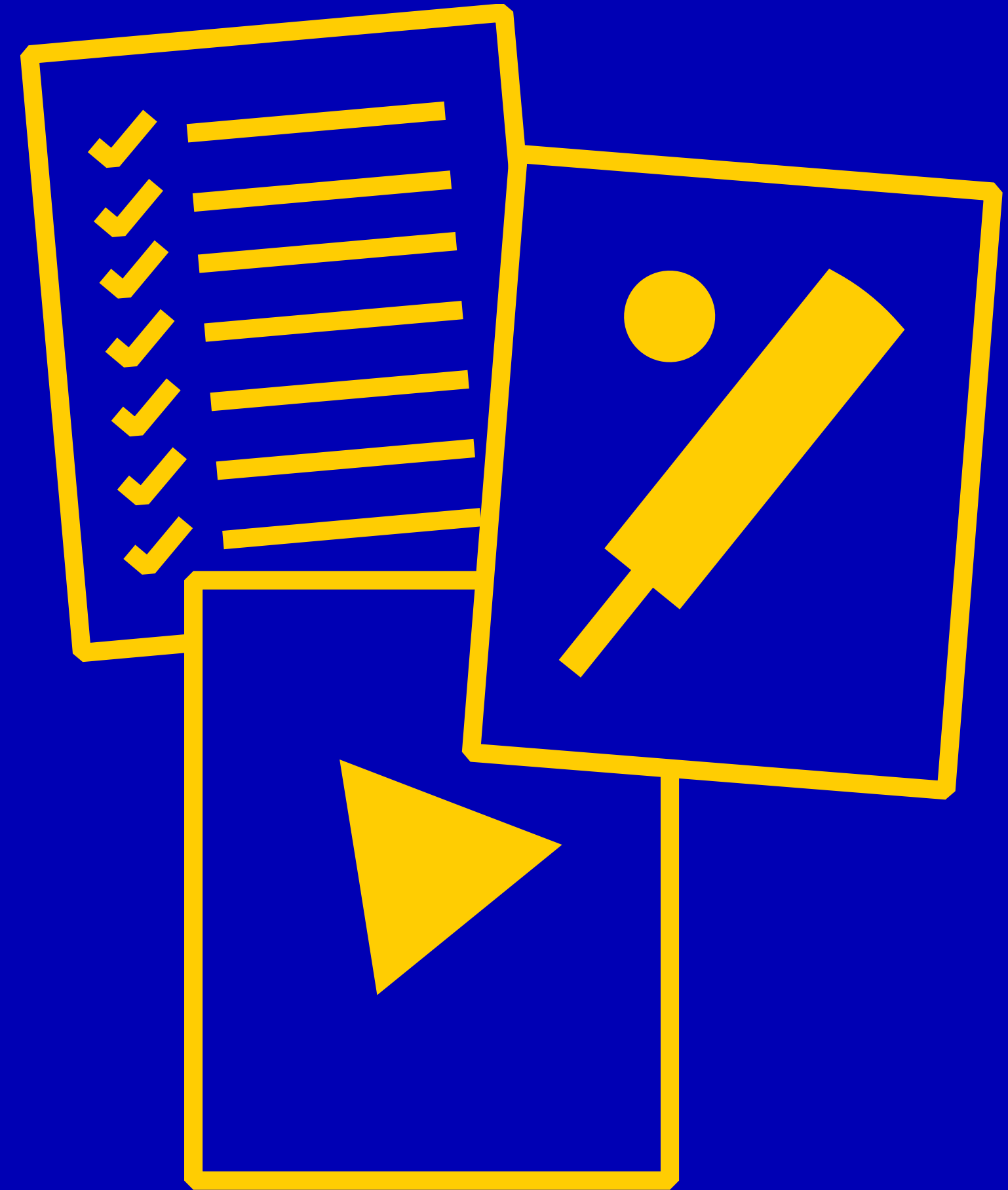


Management System for Clubs

A tablet displaying the "Club Registration" form. The form has a yellow header 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 blue and pink logo is visible in the top right corner of the form area.

Activator Training

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



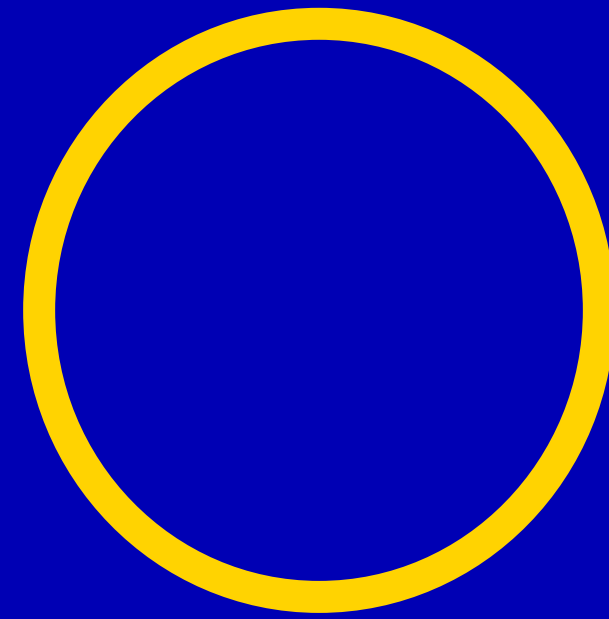
Local and National Marketing Support

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

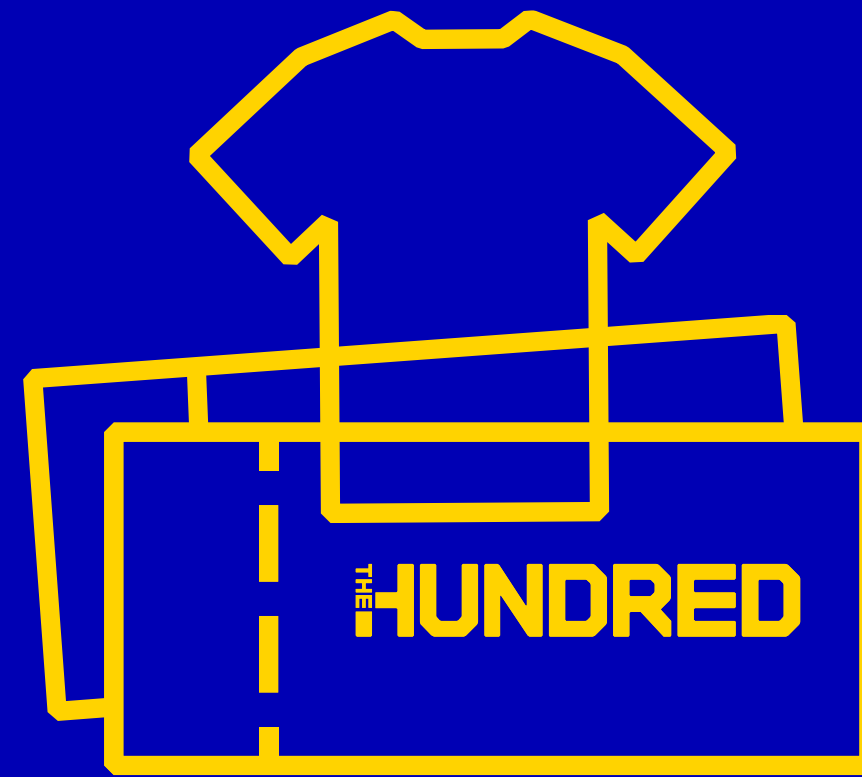


The Programme

Volunteers



Volunteering
journey

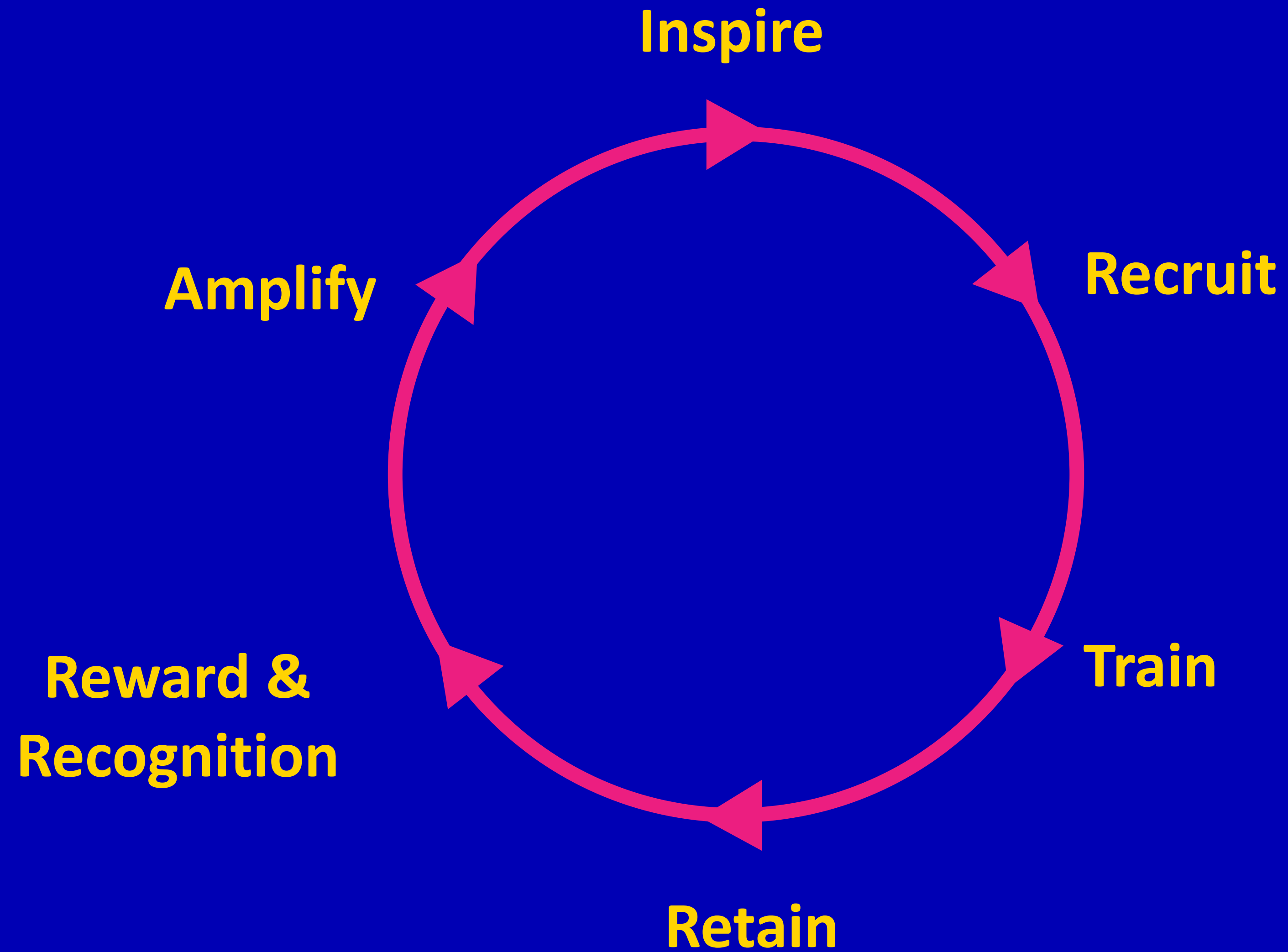


Reward
&
recognition

Spacehive

Crowdfunding

Providing Support to Grow the number of volunteers



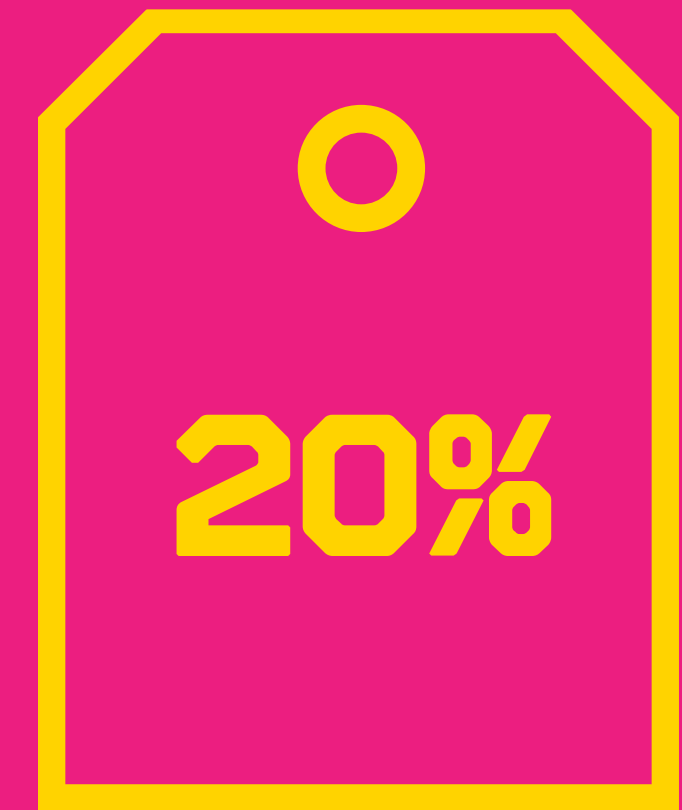
Funding to drive volunteer recruitment

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

Spacehive

Our volunteers

- ▶ Volunteer apparel
- ▶ Incentive & reward



The programme

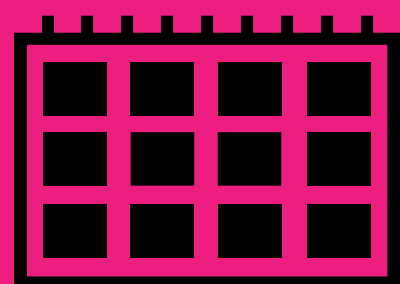
Children



Digital participant app



Money-can't-buy Experiences

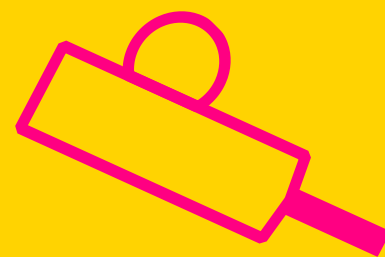


8- week programme of countdown cricket



Personalized New Balance t-shirt

Clubs



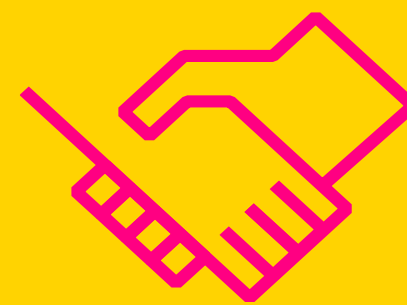
Free kit In 2020



Full management system



Local and National Marketing support

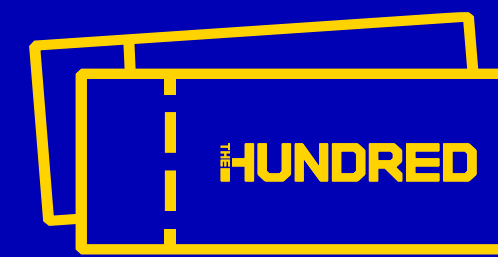


Enhanced support to Drive volunteer recruitment

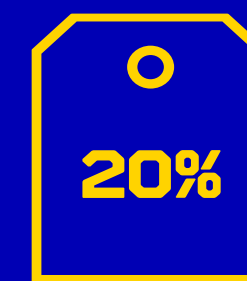
Volunteers will receive



A New Balance t-shirt



A free ticket to The Hundred



20% off New Balance merchandise

5-8

8-11

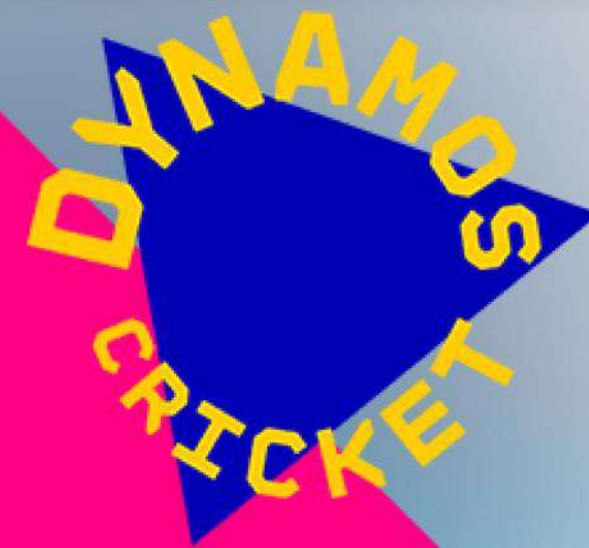
11-15

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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

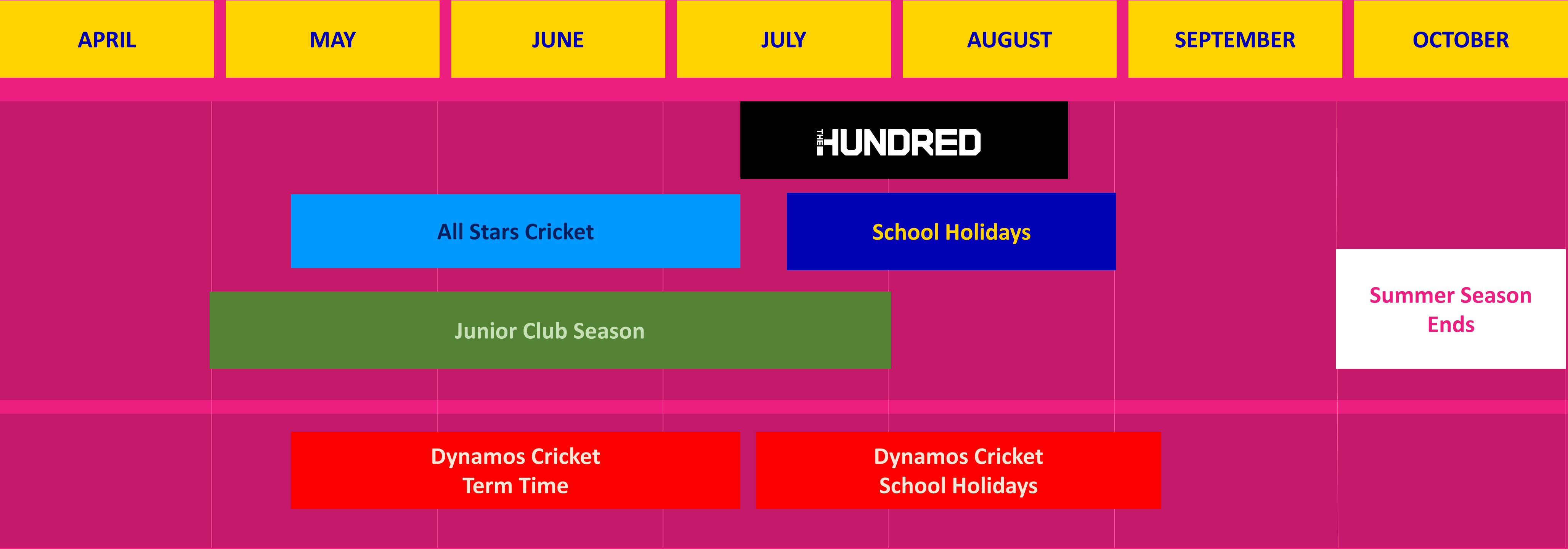


A club determined price point

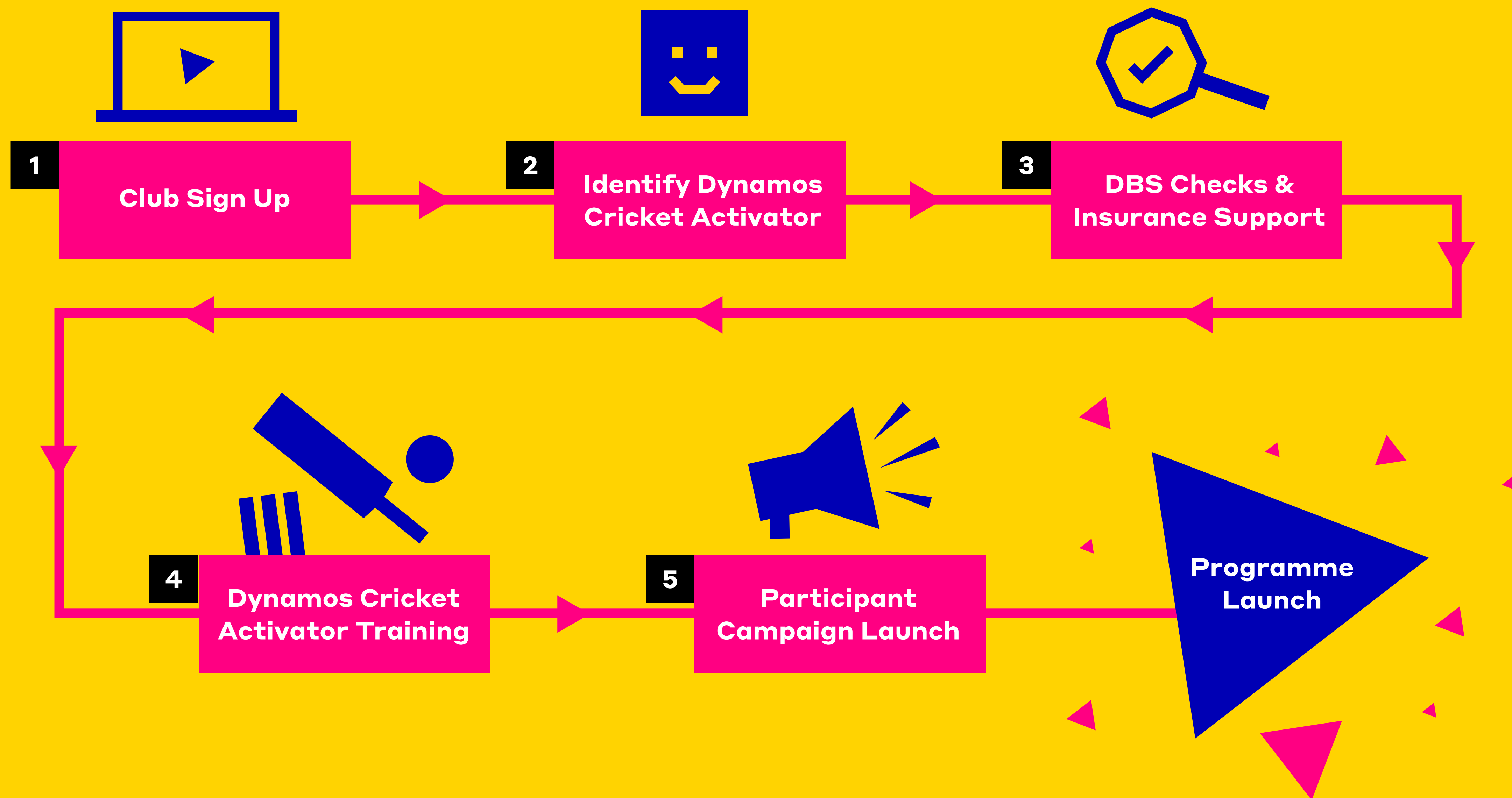
- ▶ RRP is £40
- ▶ Pricing options for low, middle- & high-income areas
- ▶ Flexible pricing structure to suit the club, local community & to fit alongside existing junior section



Flexibility around when you can run dynamos cricket



Next Steps

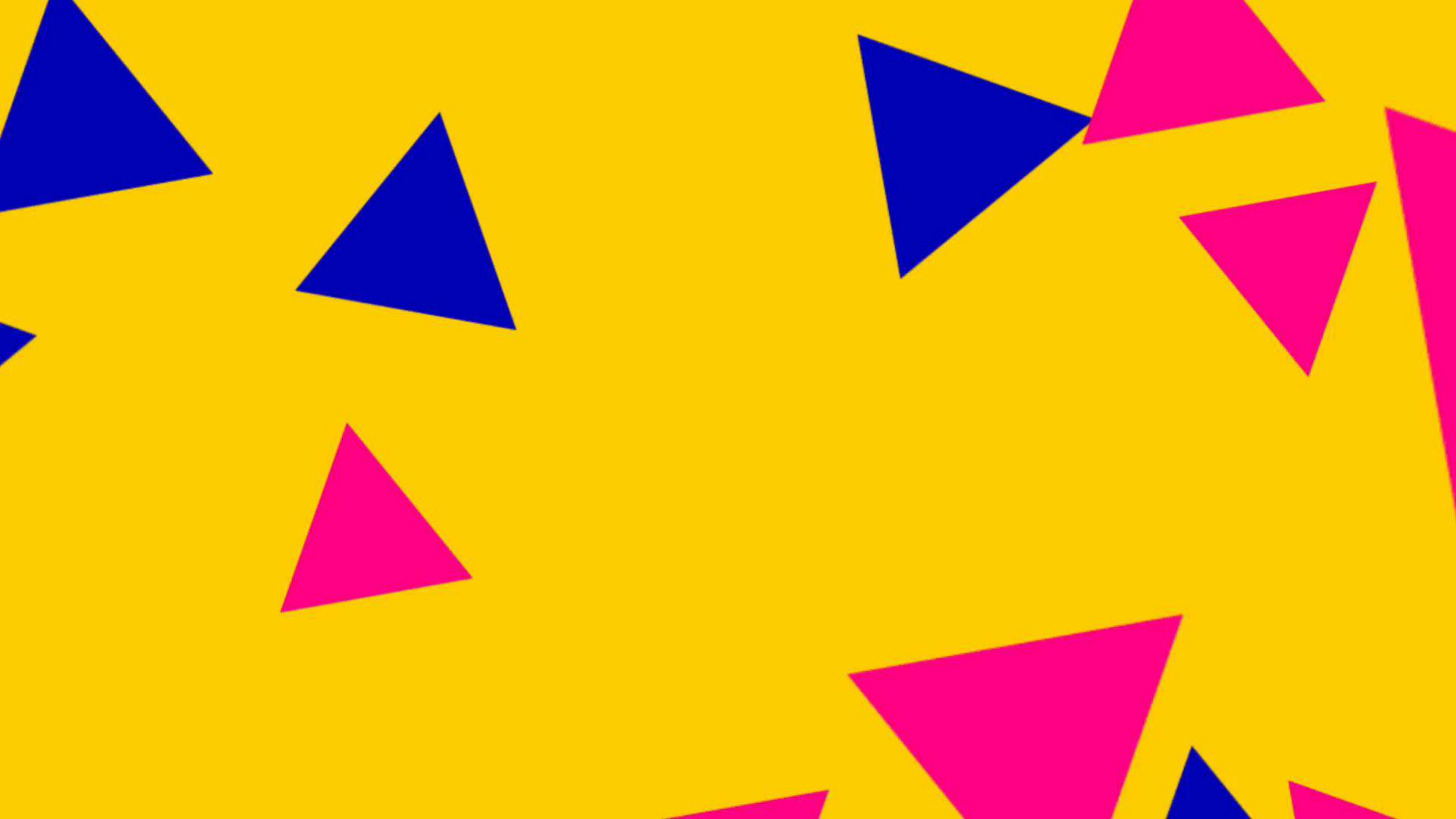


Complementing, not
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Multiple delivery
windows

Enhanced
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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