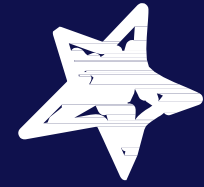


**NATIONAL
PROGRAMMES
2024**



KEY 2023 ACHIEVEMENTS



CLUB AND CENTRE DELIVERY

59k
ALL STARS

26%
GIRLS

15%
ETHNIC
MINORITIES

23.5k
DYNAMOS

31%
GIRLS

15%
ETHNIC
MINORITIES



2023 FEEDBACK SUMMARY – PARENTS, CLUBS, ACTIVATORS



PARENTS

Overall satisfaction is high for both All Stars & Dynamos, with over 90% of respondents satisfied or very satisfied, remaining in line year on year

Courses substantially increase casual cricket participation, 73% of kids who had never or rarely played are now playing more often.

90% of children would be interested in playing more cricket

21% of parents would be interested in volunteering opportunities supporting sessions

CLUBS

88% of club's stated that they were either 'very likely' or 'likely' to run a session next year

65% of club's stated that their income has increased as a result of running All Stars and Dynamos.

Promoting youth cricket was one of the main reasons clubs ran All Stars/Dynamos this year.

ACTIVATORS

Since taking on the role of an Activator, 41% have taken on additional volunteering roles in cricket

83% of Activators are likely to be an activator next year, which has increased by 5% compared to last year

NATIONAL PROGRAMMES AMBITION



CLUBS AND CENTRES

To create and support thriving clubs and centres at the heart of the community, who use National Programmes to kick start and maintain their junior numbers, with an engaged volunteer / activator base and improved finances through extra opportunities

PARTICIPANTS AND PARENTS

To provide the best first experience of cricket for children within their community through All Stars or Dynamos, with an opportunity for continued play if wanted. Plus, volunteer and development opportunities for parents



THE BENEFITS: HOLIDAY CAMPS



NEW CLUBSPARK MODULE



CURRICULUM GUIDANCE

National Programmes Holiday Camps – Advice and Adaptations

Suggested Camp Timetables

Holiday camp activity could take place in many forms and all centres will have their own plans for how it could run. Below are some examples of how a holiday camp could be set up.

2 Day – Full School Day Holiday Camp (All Stars example)		2 Day – Half-day Holiday Camp (All Stars example)	
Day	Activity	Day	Activity
1	9:00 – 9:30 Arrival and kit out for free play	1	9:00 – 9:15 Arrival and kit out for free play
	9:30 – 10:15 Session 1: All Stars Cricket Week 1 – 10 min Warm-up, 3 X 10 min rotations		9:15 – 10:00 Session 1: All Stars Cricket Week 1 – 10 min Warm-up, 3 X 10 min rotations
	10:15 – 10:30 Short Break		10:00 – 10:15 Break
	10:30 – 11:15 Session 2: All Stars Cricket Week 2 – 10 min Warm-up, 3 X 10 min rotations		10:15 – 11:00 Session 2: All Stars Cricket Week 2 – 10 min Warm-up, 3 X 10 min rotations
	11:15 – 11:45 Extended Break with indoor/non-active/quiet weather activities		11:00 – 11:15 Break
	11:45 – 12:30 Session 3: All Stars Cricket Week 3 – 10 min Warm-up, 3 X 10 min rotations		11:15 – 12:00 Session 3: All Stars Cricket Week 3 – 10 min Warm-up, 3 X 10 min rotations
	12:30 – 13:30 Lunch		12:00 – 12:15 Break
	13:30 – 14:15 Session 4: All Stars Cricket Week 4 – 10 min Warm-up, 3 X 10 min rotations		12:15 – 13:00 Session 4: All Stars Cricket Week 4 – 10 min Warm-up, 3 X 10 min rotations
	14:15 – 14:30 Short Break		13:00 – 13:15 Parent pick-up
	14:30 – 15:15 Session 5: All Stars Cricket Week 5 – 10 min Warm-up, 3 X 10 min rotations		9:00 – 9:15 Arrival and kit out for free play
	15:15 – 15:30 Parent pick-up		9:15 – 10:00 Session 5: All Stars Cricket Week 5 – 10 min Warm-up, 3 X 10 min rotations
2	9:00 – 9:30 Arrival and kit out for free play	2	10:00 – 10:15 Break
	9:30 – 10:15 Session 6: All Stars Cricket Week 6 – 10 min Warm-up, 3 X 10 min rotations		10:15 – 11:00 Session 6: All Stars Cricket Week 6 – 10 min Warm-up, 3 X 10 min rotations
	10:15 – 10:30 Short Break		11:00 – 11:15 Break
	10:30 – 11:15 Session 7: All Stars Cricket Week 7 – 10 min Warm-up, 3 X 10 min rotations		11:15 – 12:00 Session 7: All Stars Cricket Week 7 – 10 min Warm-up, 3 X 10 min rotations
	11:15 – 11:45 Extended Break with indoor/non-active/quiet weather activities		12:00 – 12:15 Break
	11:45 – 12:30 Session 8: All Stars Cricket Week 8 – 10 min Warm-up, 3 X 10 min rotations		12:15 – 13:00 Session 8: All Stars Cricket Week 8 – 10 min Warm-up, 3 X 10 min rotations
	12:30 – 13:30 Lunch		
	13:30 – 15:00 Modified games – Round Robin games with inbuilt rest for teams		

WET WEATHER ASSETS



MARKETING SUPPORT

Home Assets Collections Digital Templates Brand Guidelines

Product Asset Type Advanced

Collections / All Stars Holiday Camps

Created by Ellie Dixon

Description: Assets to support All Stars Holiday Camps

Collection details: Created 141 days ago, Viewed 68 x

Shared (0)

Support Help Upload Obligations document

94 Files Order by Name

Holiday camp adaptati... ASC_Social_Static_W... ASC_Sc



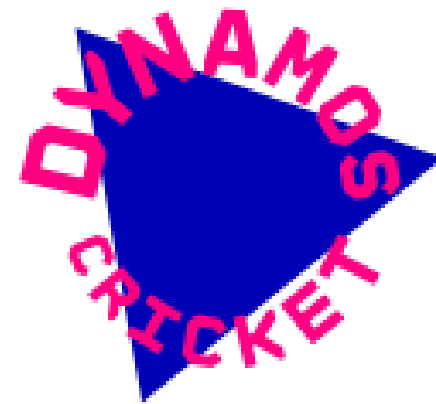
THE BENEFITS: BOOST TO CLUB FINANCES



RRP OF £40 FOR BOTH PROGRAMMES REMAINS FOR 2024

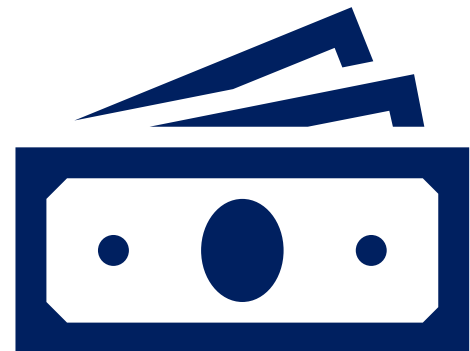


= £10 to clubs
per participant



= £25 to clubs
per participant

KEY CONSIDERATIONS FOR 2024



Set your own
price point



Consider the
optimum date
and time



THE BENEFITS: MARKETING



MARKETING RESOURCES

Home Assets Collections Digital Template

Product Asset Type Advanced

Collections / Dynamos Essential assets

Created by Ellie Dixon

Description: Most widely used Dynamos marketing assets

Collection details: Created 0 minutes ago, Viewed 0 x

0 1 Files Order by Date

DC_A3_Poster_Editabl...

ECB RESOURCE HUB
The home of cricket marketing assets for England & Wales

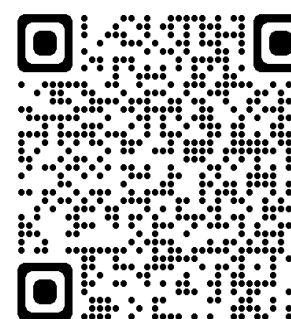
Cricket camps for girls

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DC_A4_Poster_Editabl... Asset Type Image

DC_A3_Poster_Editabl... Asset Type Image



<https://resourcehub.ecb.co.uk/login/>

ALL STARS & DYNAMOS SOCIAL CHANNELS

All Stars Cricket
Page · Sport & recreation

57K likes · 60K followers

A nationwide, fun, skills based, cricket programme for boys and girls aged five to eight.

allstarscricket.co.uk

Sign Up Message Liked

14:43 dynamoscricet

140 Posts 6,923 Followers 14 Following

DynamosCricket Sport & recreation #ThisIsOurGame! Download the free #DynamosCricket app now!

Followed by the_boys_of_four_boys, allstarscricket and 2 others

This is our game.

Dynamos Cricket

Post: DYNAMOS MEET THE NORTHERN SUPERCHARGERS

ACTIVITY SPACE AND APP

It all starts with... ALL STARS CRICKET

ALL STARS ACTIVITY SPACE

ROCKETS 73.4

ROCKETS 43.4

Stage 1 Power Batting - Level 01

Stage 2 Strikezone Batting - Level 01

NEW ALL STARS HERO VIDEOS



THE BENEFITS: ACTIVATOR RECRUITMENT & PROGRESSION



PARENTS

21% of parents were interested in volunteering to support National Programmes

12% of parents did not know they could become Activators but would be interested in volunteering

25% of Activators were “often supported” by parents

91% of parents gave a 4 or 5 out of 5 rating when assessing the performance of their activators

ACTIVATORS

2,700 New Activators across National Programmes clubs and centres in 2023

40% of Activators didn't previously have a cricket coaching qualification

40% of those would like to do an additional coaching qualification



THE BENEFITS: ACTIVATOR SUPPORT



www.cricketactors.co.uk

Home · Recruiting Activators and Volunteers · Supporting Activators · Celebrating Activators



Activator Webspace

As volunteers, your support gives children the opportunity to experience the joy of cricket. We thank you!

Welcome to your
Activator Webspace

Activators are the key ingredient to making All Stars and Dynamos Cricket happen. Thanks to each of you, more kids than ever before are able to play and fall in love with cricket.

This Webspace provides support and guidance to existing activators in three main areas:

1. Advice and resources on recruiting new helpers and activators
2. Templates for communications with volunteers
3. Tips and tricks on delivering All Stars and Dynamos sessions

Activator Recruitment Toolkit

The ECB will be encouraging parents and guardians who have signed their children up to All Stars or Dynamos to get in touch with their clubs and offer their support as volunteers. This creates a fantastic opportunity for clubs to recruit new Activators and parent helpers for the upcoming season. Here you can find advice and guidance on how to maximise this opportunity and recruit more volunteers to support your club's activities

Benefits of Recruitment

ENGAGING MORE ACTIVATORS IN YOUR NATIONAL PROGRAMME DELIVERY BRINGS A LOT OF BENEFITS, INCLUDING:

1. Making your sessions even more effective by having more people supporting the delivery
2. Improving your volunteer experience as workload and responsibilities are shared out
3. Being able to expand and grow your All Stars and Dynamos offering
4. Finding engaged volunteers for other areas of your club's activity

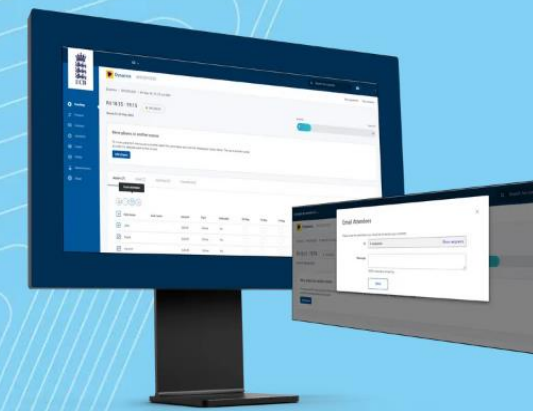
Club Comms to Parent Volunteers

As parents sign up to the programme you will have an opportunity to welcome parents and guardians to your club or centre and we would always encourage contacting them with key information about sessions. This could cover information about your venue, key contacts of activators and the club safeguarding officer, as well as what will happen in bad weather etc, but it's also an opportunity to lay the foundations for developing parents and carers as volunteers.

By setting expectations around parents being involved in sessions alongside their All Stars, or umpiring or scoring games for Dynamos, you can begin to break down the barriers or preconceptions that might be in the way of grown ups getting involved. For returning participant parents and carers, the messaging can be adjusted slightly to encourage engagement in training to become Activators. See below suggested template Emails for how you might go about contacting parents and guardians about your sessions and volunteering opportunities.

Emails can be sent through the clubspark system by selecting the individual or the full group of participants from the programme and then selecting the "Email Attendees". (See screenshots of process and resulting email)

[EMAIL TEMPLATE DOWNLOAD](#)



What is an Activator: Recruitment Poster

Check out our new flyer below or download it from the link provided



[DOWNLOAD](#)

[DOWNLOAD](#)

[DOWNLOAD](#)

An Activator's Advice

1

WHAT DO YOU ADVISE ACTIVATORS TO DO IF A GAME ISN'T WORKING



2

DO YOU ALWAYS STICK TO PLAN?



3

HOW DO YOU MANAGE KIDS THAT ARE OVERLY TIRED OR DISTRACTED



4

HOW IMPORTANT IS ENGAGING PARENTS AND GUARDIANS IN SUPPORTING SESSIONS



THE BENEFITS: EXPERIENCES



DYNAMOS PLAY WITH THE HUNDRED



ALL STARS MONEY CAN'T BUY EVENTS



ACTIVATOR TICKETS



REWARD AND RECOGNITION



YOUR CALL TO ACTION



PEOPLE

Do you have the right number of activators, could one more allow you to grow your offering?



PLACE

Are you making the best use of your space? Could you split your ground in two and run multiple sessions?



PARTICIPANTS

What could you try to boost your participants numbers? Check out all the marketing support and spread the word!



**QUESTIONS
AND ANSWERS**



**DYNAMOS
CRICKET**