



NATIONAL PROGRAMMES NEWSLETTER

Thank you to all those who have offered support and taken time to reach out with questions regarding the recent kit and equipment announcements.

One Week Until Priority Launch

As we now look ahead to the season, we are excited that the priority booking window is only one week away, opening **next Wednesday (3rd April)**, so this week's newsletter features important detail around club pricing of courses, info on Stripe verification and a reminder about the essential marketing materials.

Additionally, a reminder to please make sure you **upload any outstanding courses** ahead of the priority window so that when parents and guardians are looking for courses for their children, your club and centre appears in their search.

[Here](#) is our guide on how to upload courses, and below is the link to Clubspark where you can upload yours.

[UPLOAD COURSES](#)

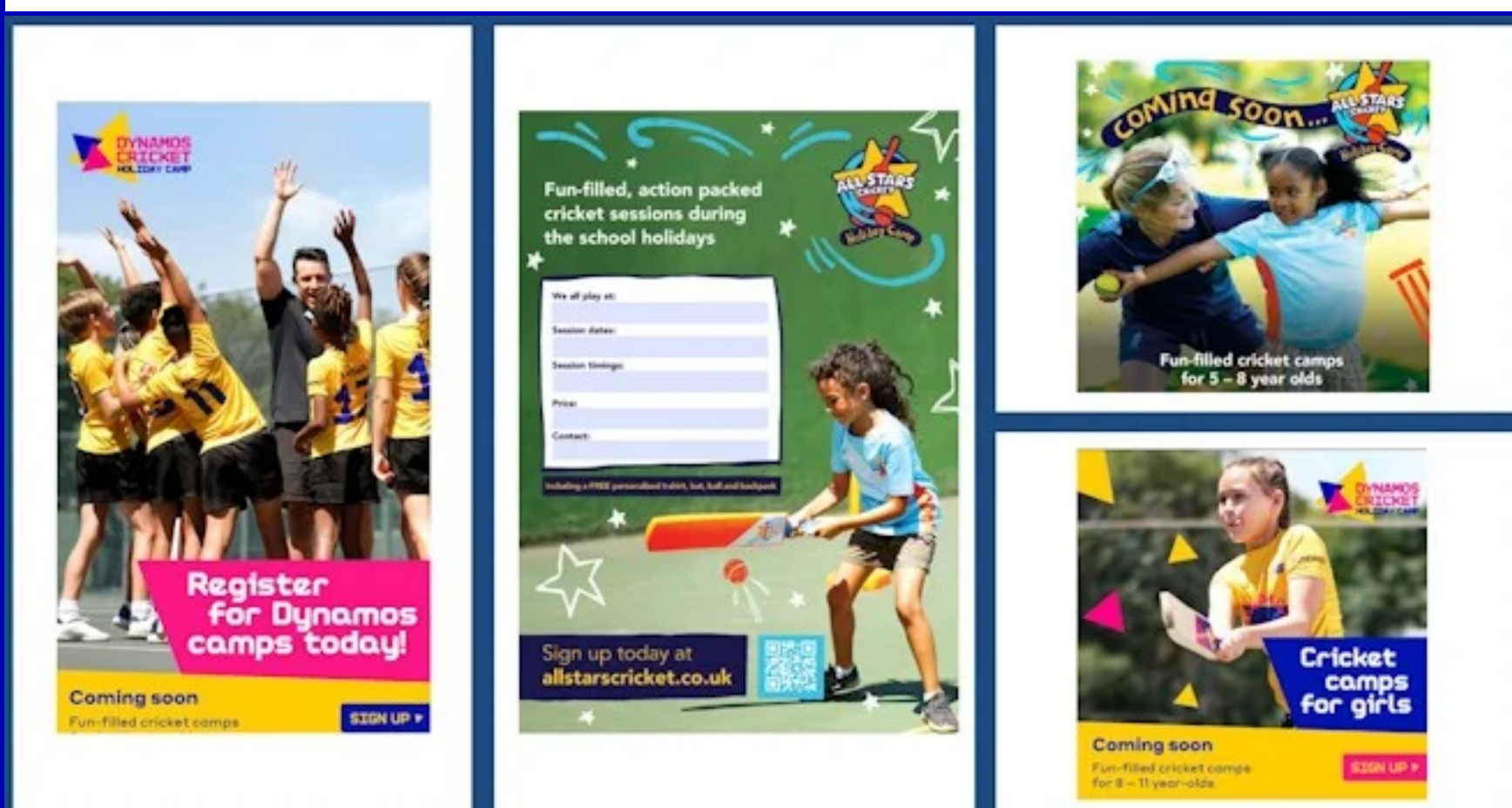
MARKETING MATERIALS

The Resource Hub remains the go-to area for any marketing materials that might be useful for promoting courses in your area. The **Essential All Stars** and **Essential Dynamos Marketing Collections** are a great place to start for social media imagery, videos, posters and leaflets, and even better, you no longer require a log into access those specific collections.

Any references to the All Stars participant kit has been removed from the materials located within the All Stars Essential Marketing Collections.

[ALL STARS MARKETING COLLECTION](#)

[DYNAMOS MARKETING COLLECTION](#)



ADDITIONAL KIT AND EQUIPMENT FAQs

Following the announcement regarding changes to participant and club kit this year, we have had some further FAQs which we would like to share with you. These can be read in full [here](#) - but to help you navigate the information, some specific areas we want to draw your attention to are:

- All Stars course pricing details (more info provided in the section below)
- Images added of the impacted kit and equipment

CLUB PRICING

As we announced on 14th March, the RRP for All Stars Cricket courses is now £30.

For courses that are already on the Clubspark system, tomorrow afternoon (27th March) the RRP of these All Stars courses will automatically reduce by £10. That means that for any courses that were originally set at £40, these will become £30, and for any courses that were set either higher or lower, £10 will be taken off these.

For any outstanding courses that are uploaded to Clubspark from tomorrow afternoon onwards, the system will automatically set the price at £30.

Clubs or centres who wish to set their course price at either more or less than £30 will need to contact the All Stars [helpdesk](#) before 2nd April, as they will be able to do this manually.

As a reminder, from the RRP for this year, All Stars Cricket clubs and centres will receive £20 per participant. This is an increase on the £10 received in 2023, to help provide additional club support. There will also be a £5 additional cash payment per participant, paid to each club, replacing the £5 shop credit model from 2023.

Clubs and centres will gain the additional payments automatically through the usual Stripe method, once bookings open, following the priority window on 3rd April 2024.

STRIPE VERIFICATION


Clubspark uses Stripe's payment processing platform to handle course payments and to pass these funds on to your club. **You must have your own merchant account with Stripe** for these payments to reach you.

So that parents can find and book onto your courses, it's essential that your accounts are correctly setup and linked in the system. If you haven't already, please take the time now to check your account [here](#) to make sure all runs smoothly for your courses.

If you need any support we have some handy guides to help, search [Stripe](#) to find what you need.

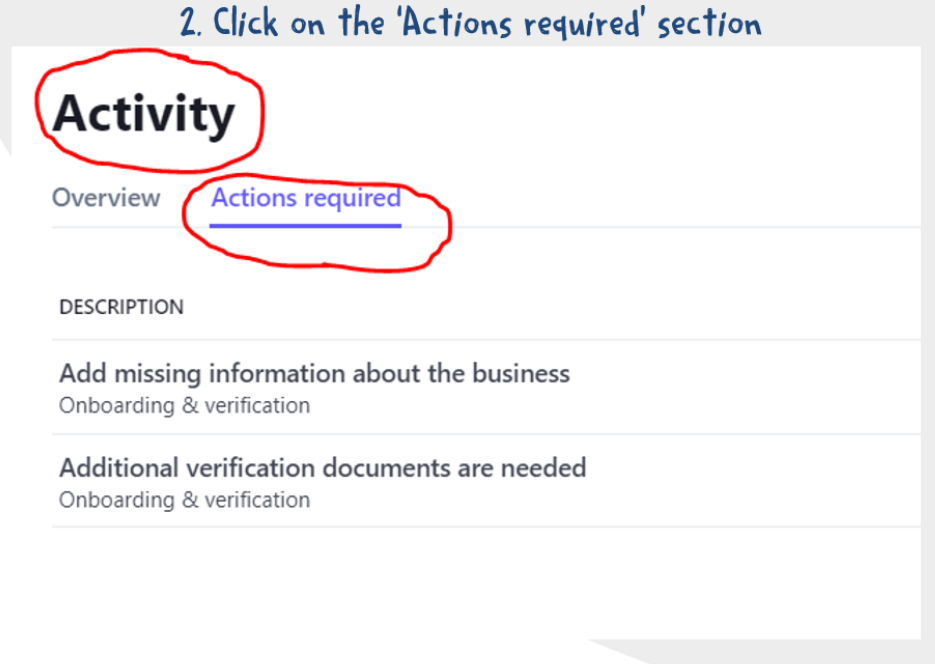
[CHECK STRIPE ACCOUNT](#)





Check your Stripe account

1. Click on the Activity area
2. Click on the 'Actions required' section



As always, if you have any general questions, you can also contact us via our helpdesk for [All Stars here](#) and [Dynamos here](#).

The ECB National Programmes Team

