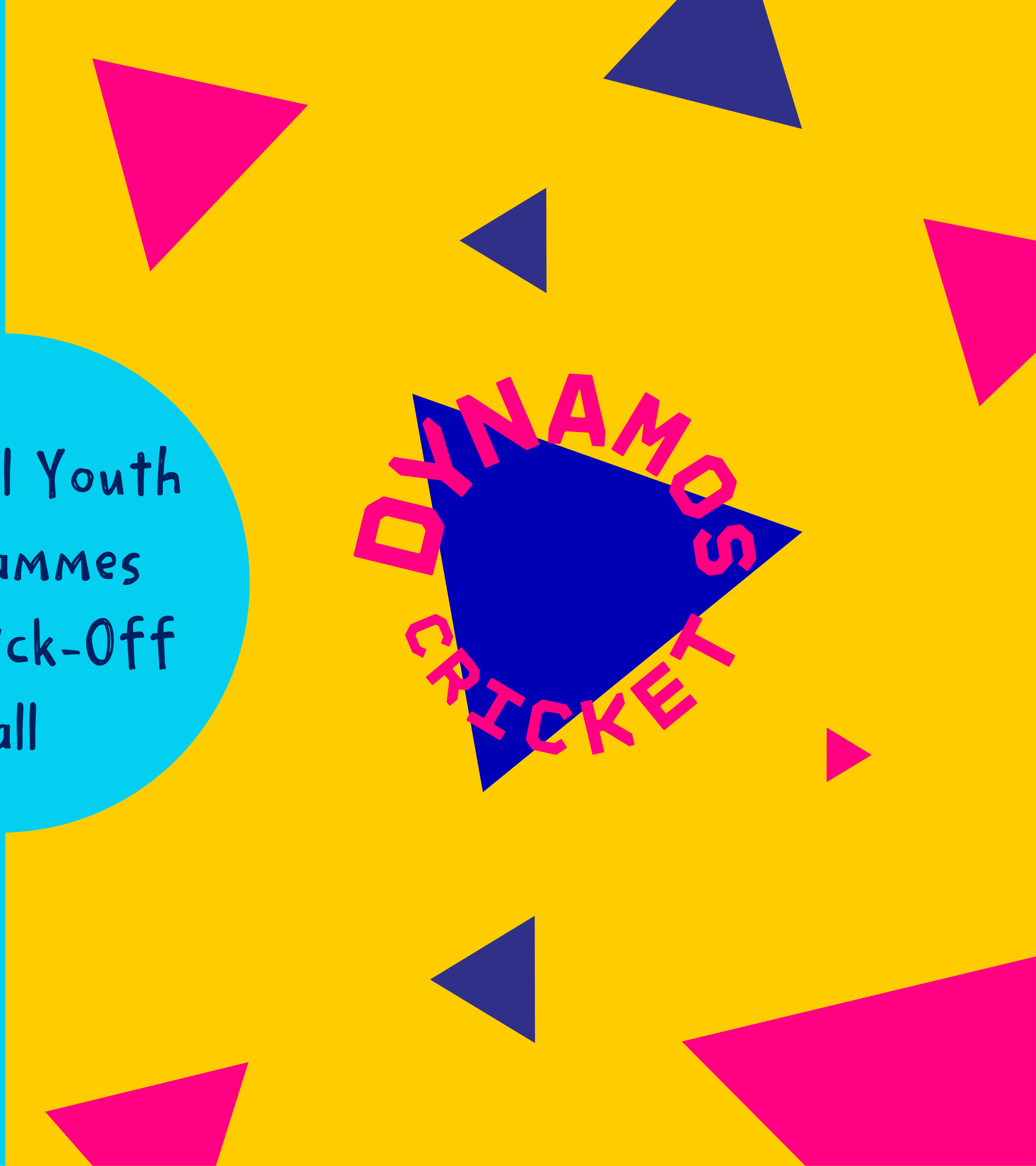




National Youth  
Programmes  
2025 Kick-Off  
Call





# NATIONAL PROGRAMMES 2024



**29%**

GIRLS ATTENDANCE –  
A RECORD YEAR



**103,000**

TOTAL COURSE BOOKINGS



**15%**

ETHNICALLY DIVERSE  
PARTICIPANTS



**+100k**

HOURS CONTRIBUTED BY VOLUNTEERS



**35,912**

SESSIONS  
NATIONWIDE



**92%**

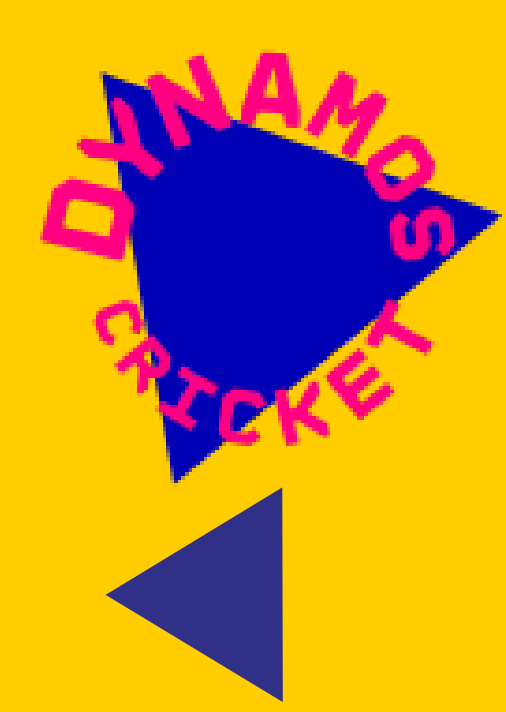
PARENTS WERE HIGHLY SATISFIED  
WITH THE COURSE EXPERIENCE



**94%**

WOULD LIKE TO CONTINUE  
PLAYING CRICKET AFTER  
ALL STARS & DYNAMOS





# Review of 2024

- 103k participants
- Highest percentage of girls ever involved
- More bursary spaces distributed than ever before
- Highest number of clubs and centres engaged in a year





# Review

- One of only three team sports trending upwards for under 16 participation
- 17,900 junior teams; up from 13,200 in 2021
- Junior fixtures increased by 40% in 4 years
- 20% year on year growth in Girls' Cricket

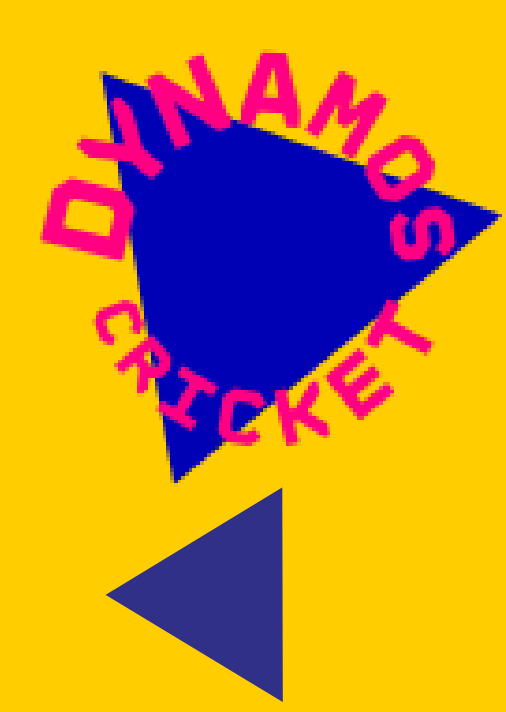




# Changes for 2025

- New and *improved* digital system
- New equipment supplier and return of the club shop
- Updated curriculum activities
- Marketing campaigns and assets
- Increase to national RRP





# Increase to national RRP £50.00 per programme



All Stars Cricket clubs and centres will receive £15 per participant.  
(£5 increase from the 2023 model).



Dynamos Cricket clubs and centres will receive £35 per participant.  
(£10 increase from the 2023 model).

For every registered participant, clubs and centres will receive £5  
online shop credit. This is the same as in 2023.



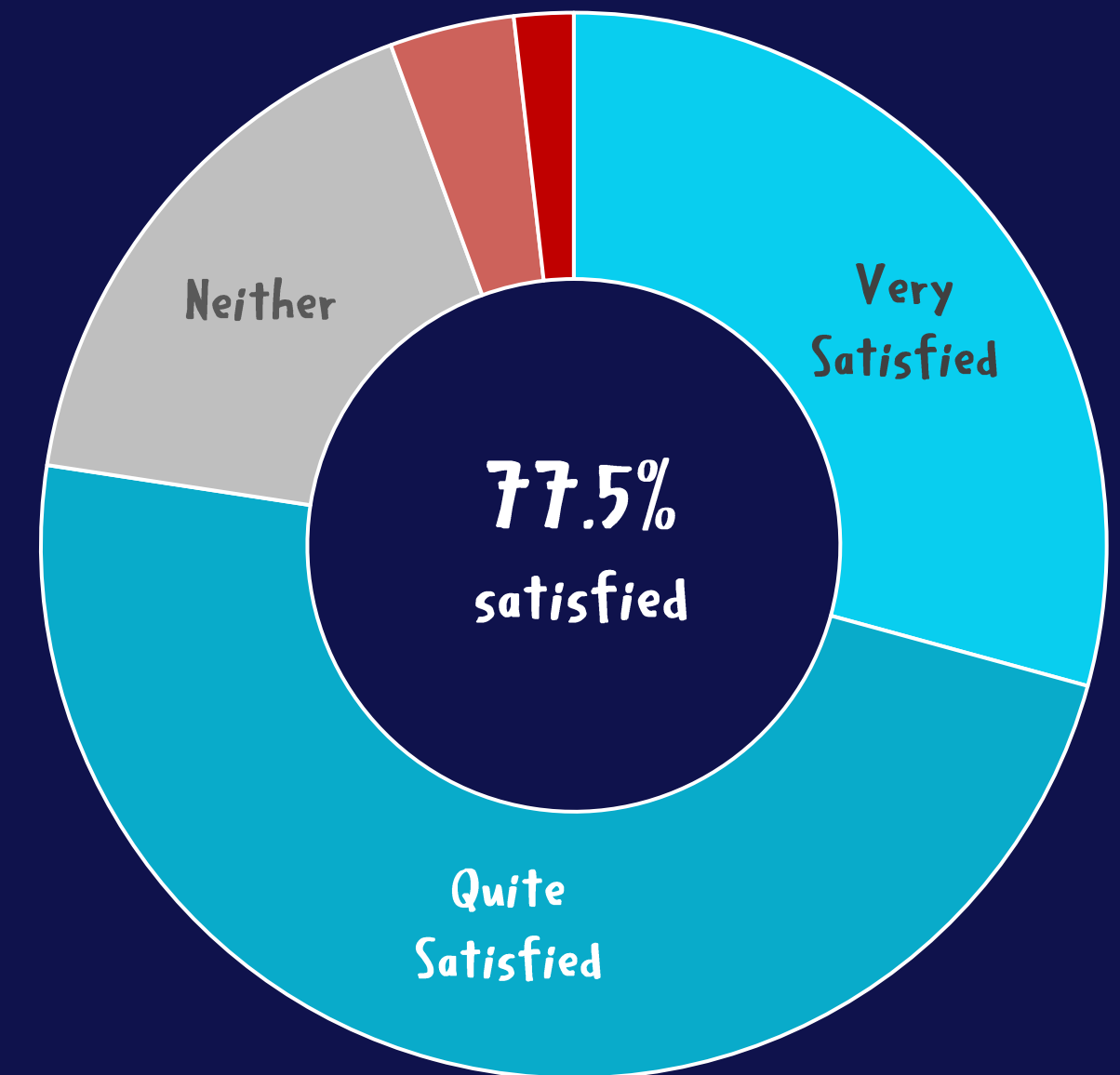
# ClubSpark – Your Say

This summer we asked you how we could improve ClubSpark

You said you'd appreciate it most if we could improve ...

1. How easy it is to navigate around the system
2. How joined up it is with other ECB systems
3. How reliable it is

## Your Satisfaction





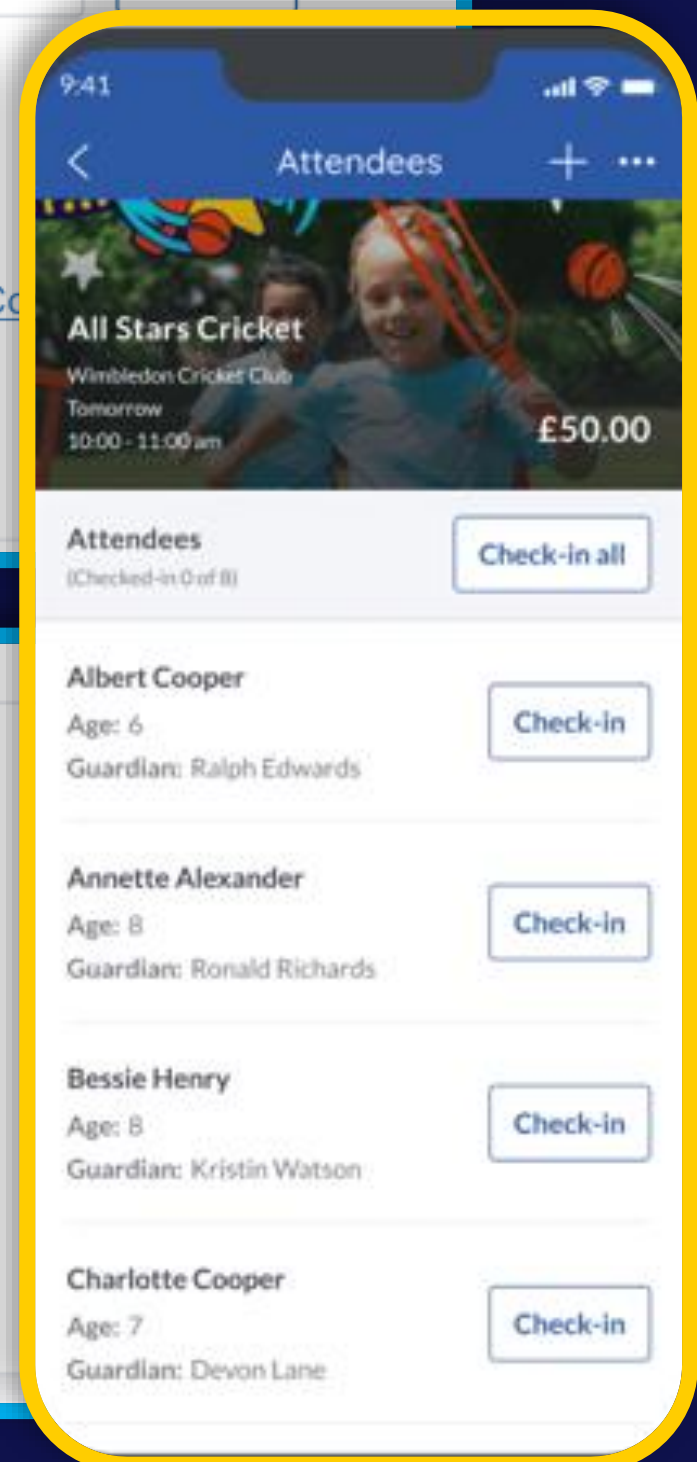
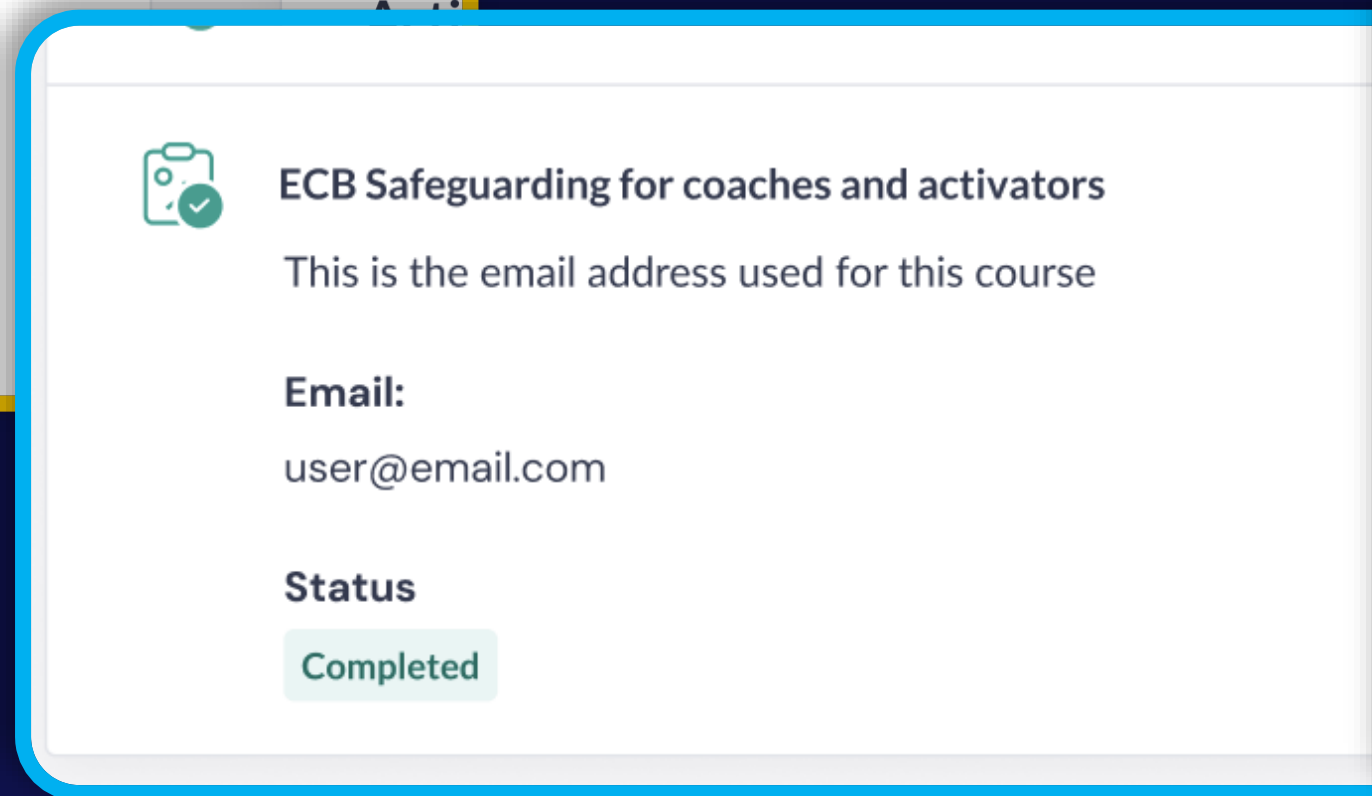
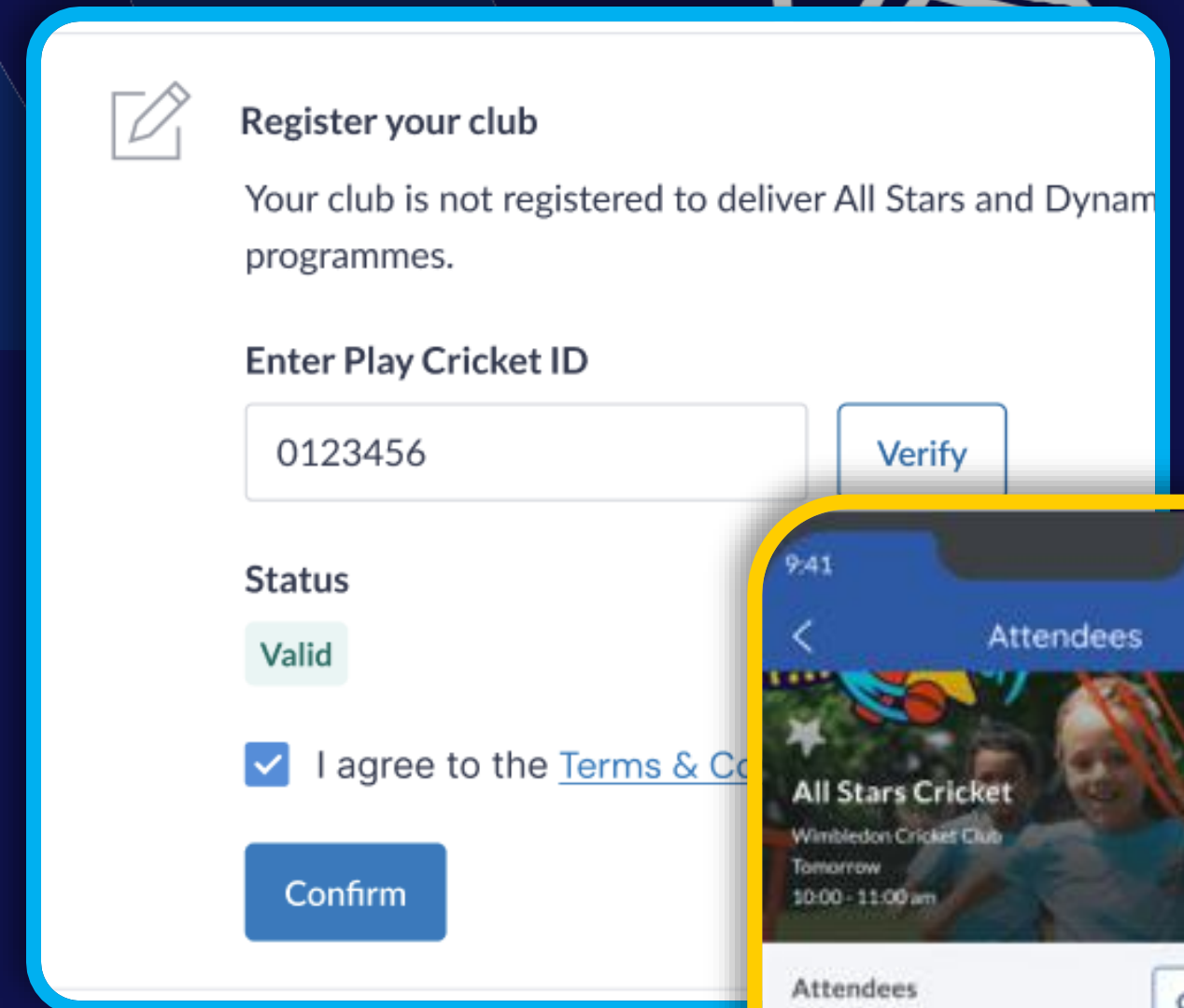
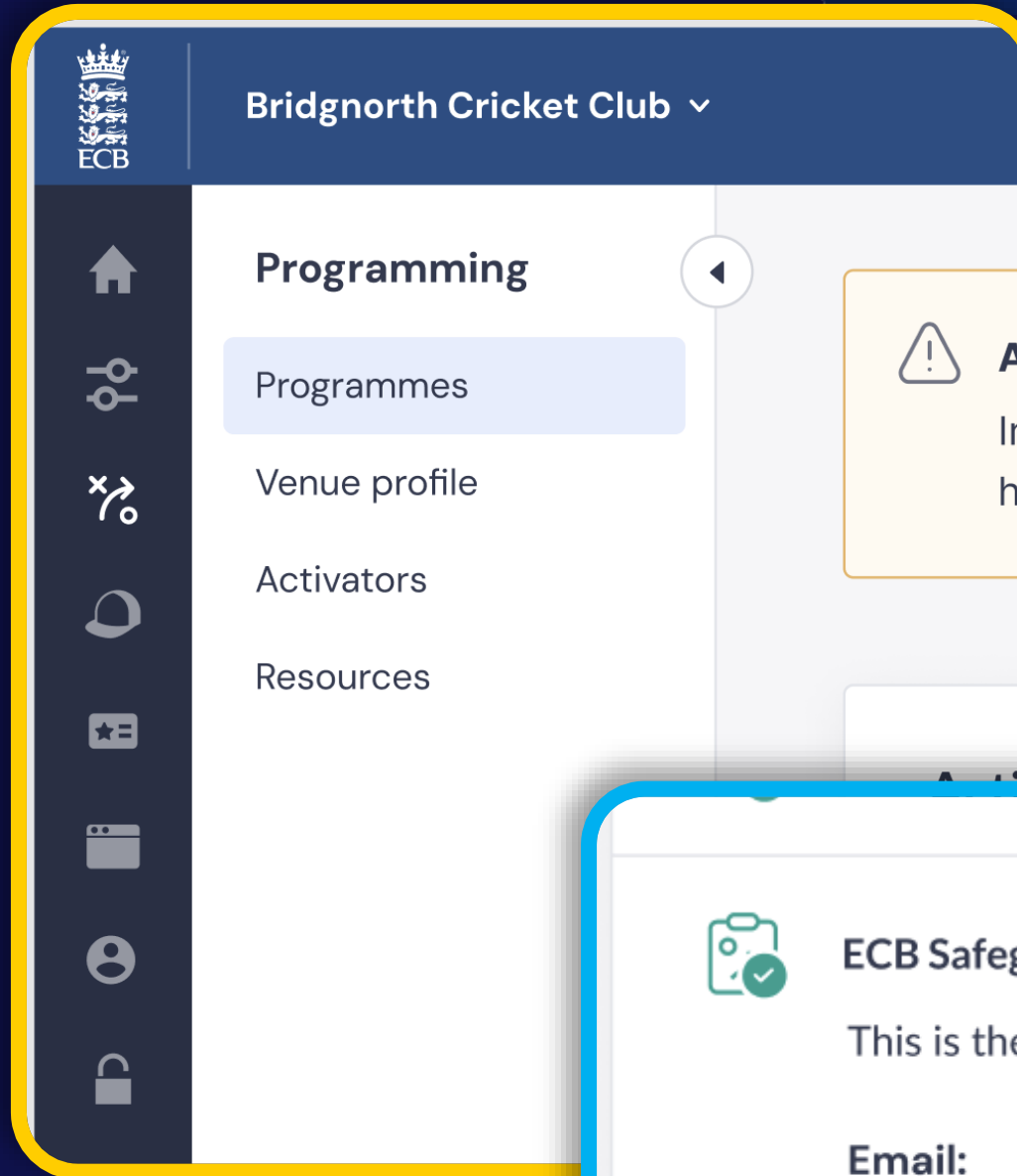
# ClubSpark Engage



A new system will bring ...

- New & refined interface
- ECB Single Sign On
- Safehands integration
- Instant e-learning connection
- Simpler checklists  
(clubs & activators)
- Improved (+ growing) app
- Continuous improvement

+ More features for clubs coming in 2025







## Key Dates & Training

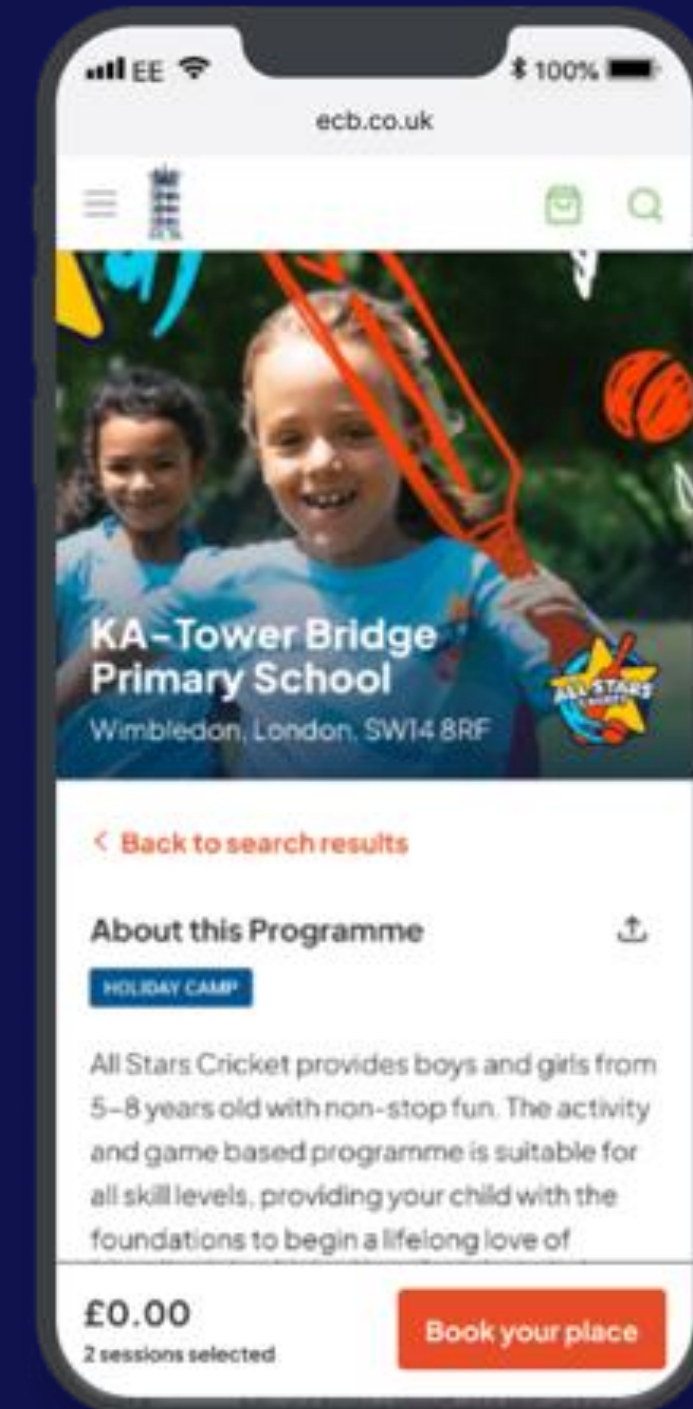
Training in January and ongoing support all year:

- New, refreshed short 'how to' videos on the ECB helpdesk and through tooltips in the platform itself.
- Clubs and Activators will be able to reach ClubSpark agents through the ECB Customer Support desk.
- Sessions will be made available to get tailored assistance and to answer any questions you have.

ClubSpark Engage  
Launches  
16<sup>th</sup> January 2025

Priority Window  
5<sup>th</sup> – 12<sup>th</sup> March  
2025

Public Launch  
13<sup>th</sup> March 2025

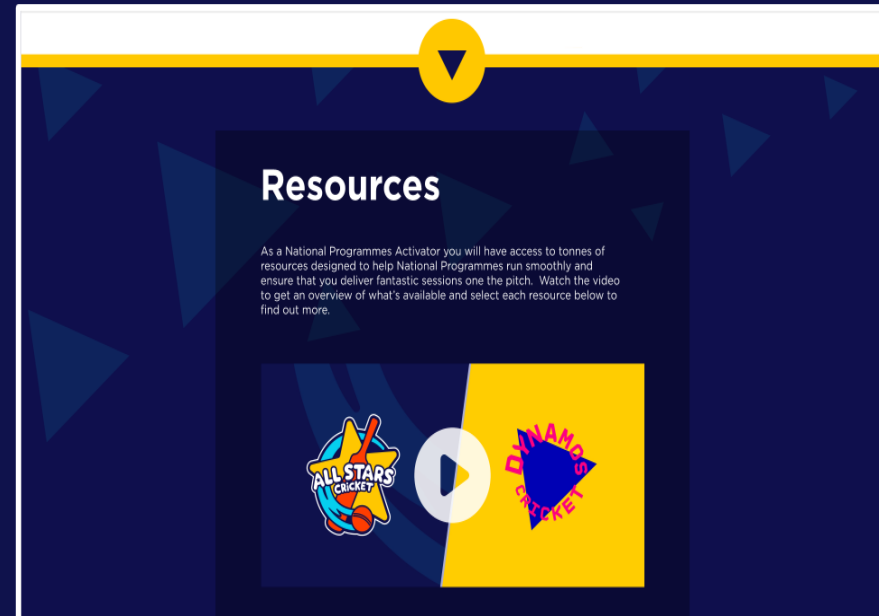




# Delivery Update – What's New?

## Updated E-learning for 2025

## 11 New Curriculum Activities



Plus refreshed and updated resources including printable activity cards and new video content on [www.cricketactors.co.uk](http://www.cricketactors.co.uk)



# Delivery Update : Activator Training

Activator Training Completion.....

DBS Check



E-learning



Safeguarding



Initial Activator Training



**What is a National Programmes Activator?**

National Programmes Activators are the volunteers key to creating a fantastic first cricket experience for hundreds of thousands of kids and families across the country. National Programmes Activators make All Stars Cricket and Dynamos Cricket happen! It is one of the MOST important roles in the game, but you don't need cricketing knowledge or experience to get involved.

**AN ACTIVATOR...**

- Helps bring All Stars Cricket and Dynamos Cricket sessions to life!
- Gives more kids the chance to pick up a bat and ball
- Does **not** need any previous cricket or sports experience
- Does receive training, support, kit and equipment from the ECB, their County Cricket Board and club!

**So what exactly does an Activator do?**

**AN ACTIVATOR...**

- Sets the mood for sessions, helping to create a fun and welcoming environment
- Supports or lead the activities on the All Stars Cricket and Dynamos Cricket Curricula
- Is trained to adapt activities to suit the needs of your own group
- Encourages and inspires new parents and guardians to get involved

**An Activator is...**

- Enthusiastic
- Approachable
- Fun
- Reliable
- And enjoys working with kids - no previous experience necessary!

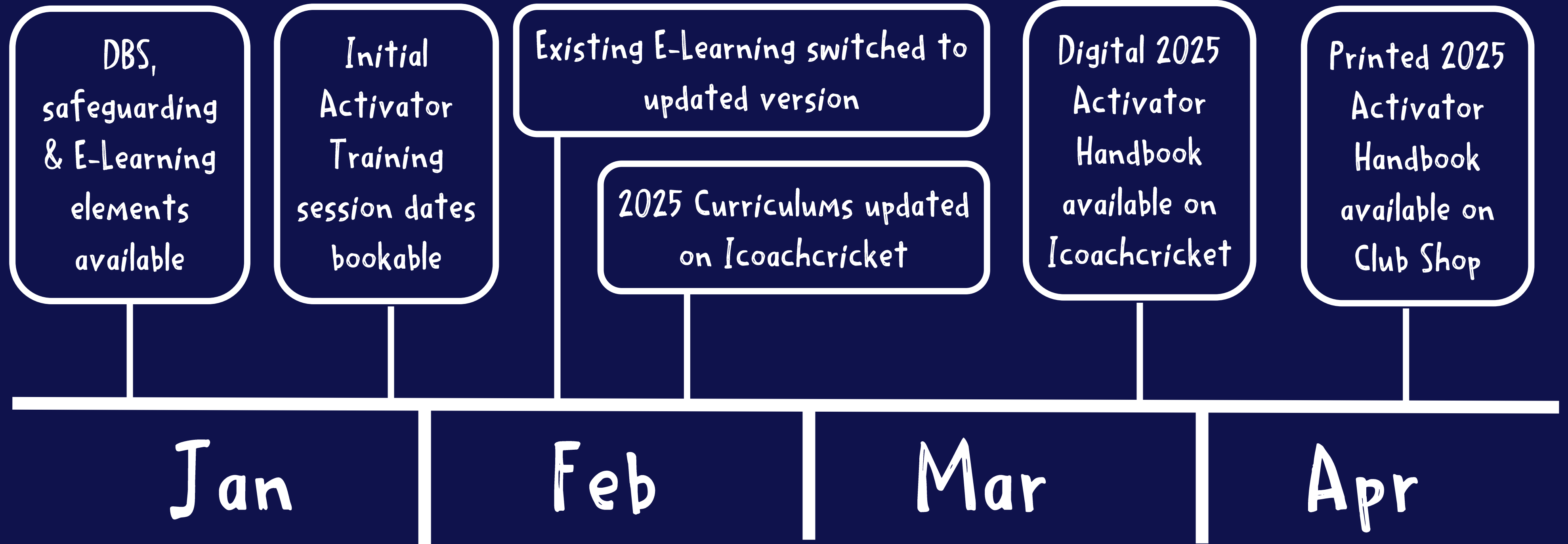
**Interested in becoming an Activator?**

Contact your Club All Stars and Dynamos Cricket Lead or County Board Representative today!

.....for at least one Activator before a programme can go live



# Activator Training and Support Timeline



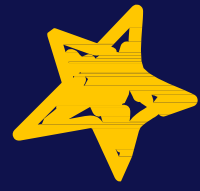


# Kit & Equipment 2025 Plans

What can you expect in 2025?

- Introduction of a new supplier (Hy-Pro International)
- Reintroduction of the All-Stars Participant Packs
- Participant distribution of Dynamo's Cricket "Wild Cards"
- Reintroduction of the online shop and credit model
- Start-up centre kit offer for new All Stars or Dynamos centres





# Marketing



**DYNAMOS CRICKET**

For all 8-11 year olds

**SIGN UP NOW**

[DynamoCricket.co.uk](https://DynamoCricket.co.uk)

Want to search for something?

**ECB RESOURCE HUB**

The home of cricket marketing assets for England & Wales

Read more

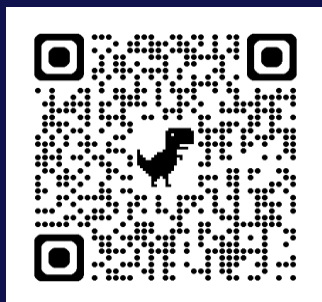


It all starts with...

**ALL STARS CRICKET**

The fun first cricket experience for 5-8 year-olds

Register today



All Stars and Dynamos Help Desk



All Stars marketing materials on Resource Hub



Dynamos marketing materials on Resource Hub



# Key Dates & Reminders

ClubSpark Engage  
Launches  
16th January

ClubSpark system  
requirements complete  
by 23<sup>rd</sup> February

Priority Window  
5<sup>th</sup> – 12<sup>th</sup> March

Public Launch  
13<sup>th</sup> March

Online Store Opens  
April 2025

Course Delivery  
National Launch  
8th May (onwards)