



## National Youth Programmes 2025 Kick Off Meeting

### FAQs for Clubs, Centres & Activators

This document contains answers to questions raised by clubs, centres and Activators during the National Youth Programmes Kick Off Meeting on 5<sup>th</sup> December 2024. It covers the themes listed below relating to All Stars Cricket and Dynamos Cricket in 2025.

#### [Pricing Structure and RRP in 2025](#)

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## [Pricing Structure and RRP in 2025](#)

### **Will the RRP of National Programmes change in 2025?**

Yes, the ECB is recommending a price increase for both All Stars Cricket and Dynamos Cricket. The new RRP from 2025 onwards is as follows:

- All Stars Cricket - £50 per participant (previous RRP of £40 *except for 2024 when it was £30, based on participants receiving a t-shirt only*)
- Dynamos Cricket - £50 per participant (previous RRP of £40)

### **What will the financial model be for All Stars Cricket and Dynamos Cricket for clubs and centres in 2025?**

- All Stars Cricket clubs and centres will receive £15 per participant. (This marks a £5 increase from the 2023 model).
- Dynamos Cricket clubs and centres will receive £35 per participant. (This marks a £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.)

Whilst this is an increase in funds back to clubs compared to the financial model from 2016-2023, we appreciate that it is a £10 reduction in money back to clubs in comparison to the disrupted 2024. This is because the club and centre income in 2024 was a one-off and reflective of the reduced kit and equipment offering for clubs and participants, and the need for clubs and centres to purchase additional equipment.

We are pleased to confirm that in 2025, the starter and returner packs for All Stars participants will be resuming - these are a core component of the All Stars programme and help to encourage continued play at home, backed-up by feedback that we received via surveys in 2024. Therefore, the RRP £10 increase for All Stars Cricket is based-upon a like-for-like programme offer in 2023, for which the RRP was £40.

**Why is the RRP of National Programmes increasing in 2025?**

We are excited to confirm that in 2025 we are making some improvements to the quality of kit and equipment, but with this comes higher costs. This marks the first time the RRP has increased since All Stars started in 2017.

The ECB has conducted market and consumer research which has demonstrated that an increased price will remain highly competitive against equivalent offerings as shown below and retain the outstanding value for participants.

|                                | ASC/DC (ECB)                  | Rugby Tots (RFU)                     | Wildcats (FA) | LTA Youth (LTA)                      |
|--------------------------------|-------------------------------|--------------------------------------|---------------|--------------------------------------|
| <b>RRP</b>                     | £50.00                        | £82.00                               | N/A           | £115.50                              |
| <b>Cost Per Session</b>        | £6.25                         | £9.00                                | £3.00         | £10.50                               |
| <b>Minimum no. of sessions</b> | 8                             | 6-8 sessions + joining fee<br>£29.00 | 16            | 6                                    |
| <b>Kit provided</b>            | Yes - starter or returner kit | No                                   | No            | Yes - racket, ball wristband t-shirt |

**Can clubs and centres still set their own price, below or above the RRP?**

Clubs and centres can continue to set their own RRP, based on individual running costs and as per previous years, the price of courses will vary from club to club, as each is subject to individual discretionary pricing.

If clubs charge less than the RRP, they will receive a reduced income. For example, if a club charges £40 for an All Stars programme, they will only receive £5 per participant.

When clubs upload course details onto Clubspark, the default price will automatically be set at £50.

If a club would like to increase the course price above £50, they will be able to manually make the change after logging in.

If they choose to lower the course price below £50, they will need to contact the ECB Customer Experience team [here](#) who will be able to perform this task on the clubs' behalf, as has been the process in previous years.

Any profit that clubs and centres make will be subject to a 1.5% Stripe charge.

**What support is available for families or parents/guardians facing financial challenges to participate in All Stars and Dynamos? Can a club offer the programmes below the RRP?**

We recognise that cost can be a barrier to participation and we encourage clubs to work with any families for whom this may be the case in a sensitive and supportive manner, to try to ensure that junior cricket is accessible to all. Across All Stars and Dynamos Cricket, we can provide a limited number of free bursary spaces in the form of a discount code that brings the cost for a participant to zero. To access a discount code, please contact your local Cricket Board or Foundation.

As covered in the previous answer, a cricket club can offer a programme at below the RRP. The minimum price that a club can choose to set an All Stars course at is £35. For a Dynamos course, the minimum price is £15. Each of these course prices would equate to zero income per participant for the club.

## Participant and Centre Equipment in 2025

### **What will be included in centre equipment packs for new and existing All Stars and Dynamos Cricket clubs and centres in 2025?**

The ECB will once again be providing a full, bespoke kit package for new clubs and centres in 2025. Due to this being unavailable in 2024, any cricket clubs who were new to delivering a National Youth Programme(s) in 2024 will also receive a full kit package in 2025.

Delivery of these kit packages will be triggered once clubs or centres reach 10 participant bookings. The centre kit includes a banner set, two free t-shirts and all the playing equipment a club needs to set up and run their programme activities, such as bats, stumps, and a variety of balls. In addition, clubs will receive £5 per child to spend in the online shop.

Returning clubs will receive £5 credit for each registered participant, which can be used to purchase kit and equipment through the online shop. Returning clubs are encouraged to use the shop to restock any equipment needed ahead of the new season.

### **What will be included for new and returning All Stars Cricket participants in 2025?**

In 2025, children who have never taken part in All Stars before will receive a personalised t-shirt, bat, ball and backpack.

Returning All Stars participants will receive a personalised t-shirt, stumps, ball and a kit bag. For 2025 only, returners will also receive a bat.



**Starter kit**



**Returner kit**

### **What will be included for new and returning Dynamos Cricket participants in 2025?**

Both new and returning Dynamos Cricket participants will continue to receive a personalised New Balance t-shirt. From 2025, children will be able to choose whether their t-shirt includes both their name and chosen number, or just one of those two options.

### **Will Dynamos Cricket participants receive Topps Wild Cards in 2025?**

New for 2025, Dynamos Cricket participants will receive their Wild Cards directly to their home, in the same delivery as their personalised t-shirt. The cards will no longer be given out by Activators at the end of sessions.

## Online Shop in 2025

### **Will the online shop be coming back for 2025?**

Yes, we are delighted that the online shop will be back as normal in 2025. Clubs will be able to spend the £5 shop credit they receive per participant on items sold on the shop. The URL remains the same as previous years - [www.allstarscricketshop.co.uk](http://www.allstarscricketshop.co.uk) or [www.dynamoscricetshop.co.uk](http://www.dynamoscricetshop.co.uk).

Once booking links open for the priority window, clubs and centres will receive their £5 per participant payments automatically, through API integration as per previous years. The online shop will open in April 2025, all centres will receive an email directly from the shop to grant access.

### **Will any existing club credit with the online shop be carried forward?**

Yes, any club credit from 2023 will be carried forward into 2025 when the online shop opens. We are currently finalising this process and will communicate this prior to the online shop opening.

From 2025 onwards, all store credit will need to be spent within the calendar year (by 31<sup>st</sup> December 2025), and no credit will be carried forward to the next year.

## **Activators**

### **What resources are available to support Activators and Club Volunteers in 2025, and where can they access them?**

This year's Activator Handbook will be available as a digital copy, on [icoachcricket](#), and as a printed copy available at the online shop from April 2025. We are aware that many of you like to print the individual activities - or whole curriculum - at home, so we will be producing a simplified version to reduce printing costs. This will be hosted in the Supporting Resources section of icoachcricket, with each activity in the curriculum having both a full colour and greyscale version of the card to choose from, which will be hosted alongside the activity video itself from February.

Similarly, we have also re-designed the All Stars and Dynamos participant certificates. There is now a version with a plainer background available to reduce the required ink and printing costs if printing at home. As always, these can be found on the Resource Hub (in the [All Stars Essential Assets folder](#) and the [Dynamos Essential Assets folder](#)). There will also be an option to purchase the certificates from the online shop which we recommend due to the colour and paper quality, giving the certificates a premium feel that the children will be really proud to receive.

### **What are the requirements for Clubs regarding fully compliant Activators and when can this be completed?**

For an Activator to be considered as "fully compliant" they require an up to date and valid ECB DBS check which can be started now, by contacting your club safeguarding officer or getting support from your local Cricket Board or Foundation. There is no cost associated with completing an ECB DBS check for a volunteer role.

As well as DBS, they need to complete the National Youth Programmes Activator E-Learning (please note this is the same as previous National Programmes Activator E-Learning) and complete an official ECB safeguarding qualification, both of which should be re-completed on a 3-year basis. Please note that the new ECB safeguarding qualification comes online in January but any other relevant ECB safeguarding qualification, completed within the last 3 years, will still be considered valid for the time remaining on that accreditation. Finally, an Activator should attend the Initial Activator Training, run by your local Cricket Board or Foundation. This tends to be a face-to-face session and should only be completed once by an Activator. These sessions will be live to book on the Clubspark platform from around the end of January. No All Stars or Dynamos Cricket programmes will be able to go live in 2025 without a recognised and fully compliant Activator in place, so if you are struggling with any element of this process, please seek support from the National Programmes Helpdesk or your local Cricket Board or Foundation.

### **Many of our existing Activators already have a DBS with their work, why do they need an ECB specific one as well?**

As a National Governing Body, the ECB requires a DBS check to be completed regardless of other roles a person has outside of their cricket volunteering. Cricket undergoes independent audits conducted by the Child Protection in Sport Unit, a division of the NSPCC, and needs to be able to demonstrate suitable checks and oversight for positions classified as regulated activities (i.e. official volunteering roles). The information provided in a DBS check, which the ECB needs to fulfil its safeguarding requirements, is confidential between the governing body and the individual themselves. Therefore, as an organisation, the ECB can only access the required information if the check is completed by the ECB. From a National Programmes perspective, we can also only link up the individual to their DBS

through Clubspark, which means that system is the only way the ECB has visibility of the correct safeguarding measures.

### **We have qualified coaches running our National Programmes, why do they need to attend another session to deliver All Stars and Dynamos Cricket?**

Anyone delivering National Youth Programmes need to be registered on the Clubspark system and complete the Activator checklist so that we have an accurate picture of who is supporting the sessions from a safeguarding point of view. As a qualified coach, two of the four elements of Activator training (DBS & Safeguarding) will already be in place. The National Programmes E-learning - beyond the basic coaching/delivery support it provides - contains a whole raft of information that links specifically to the National Youth Programmes. That is specific information that would not be covered in a current Foundation or Core Coach qualification, so we always ask coaches to complete that irrespective of their level and experience. In terms of the face-to-face Initial Activator Training element, we recognise that qualified coaches will have the skills and experience to be able to deliver the on-pitch activities, but the training would be a very useful element of CPD for coaches, with more emphasis on the specific programme elements than you would get on coach develop courses. Please contact your local County Cricket Board if you wish to discuss further.

## **Clubspark**

### **When will the ClubSpark Engage platform go live and when will parents/guardians be able to start registering their children?**

From 16th January 2025 the admin area will be available for clubs to establish their compliance and setup courses. Courses will be available to book on to from the start of the Priority Window, which launches on 5th March specifically for those who have pre-registered or are repeat bookers, and then from 13th March for everyone else. See the timings section below for more detail.

### **Will current data relating to participants, clubs and Activators from the existing ClubSpark platform transition over to the new ClubSpark Engage?**

Clubs that have run programmes in the last 3 years will be migrated to the new system. We have worked with our Cricket Board/Foundation colleagues to remove inaccurate and lapsed club profiles. Clubs that had a profile but have never run a programme will be removed. If in January you are expecting and do not receive an email request inviting you to a club - or you cannot find your club listed on the system - please reach out to your local Cricket Board or Foundation, or the ECB support team, who can ensure your club is correctly setup. For all retained club profiles, we will be migrating across club and Activator information, so you should not need to repeat your setup.

When it comes to participants, we are making changes in line with our privacy policies to ensure that we continue to only store customer data in line with GDPR policy. This means that you will only retain access to parent/guardian details for those who have specifically opted in to receive marketing communication from your club. Parents/guardians who have not opted in to receive marketing communications are only able to receive communication directly relating to their course. The ECB will retain the full dataset of participants, but this is exclusively for reporting and compliance purposes.

### **What devices / browsers are supported for the ClubSpark Engage system?**

The system will support the latest version of each browser, as well as the previous two most recent versions. This ensures compatibility with a wide range of devices and operating systems while still maintaining up-to-date security and functionality.

Standard Browsers Supported:

**Google Chrome:** Latest version and two previous versions.

**Mozilla Firefox:** Latest version and two previous versions.

**Microsoft Edge:** Latest version and two previous versions.

**Safari:** Latest version and two previous versions for macOS and iOS.

Devices Supported:

**Desktop:** Support for Windows, macOS, and Linux devices running the latest or two prior versions of supported browsers.

**Mobile:** Devices running iOS 14 and above, and Android 10 and above, using the latest or two prior versions of supported mobile browsers.

This policy ensures compatibility with most users while still adhering to modern web standards for performance, security, and user experience.

### **What will happen to any 2025 bookings already on the current system, especially those set to the 2024 RRP?**

We understand that there are a small number of programmes taking place with start dates in January and February. These courses that have already been uploaded to the system will be unaffected.

However, for any programmes already uploaded but due to start on, or after 1<sup>st</sup> March 2025, these will be cancelled and removed from the system. We will contact any participants affected by these changes and any paid-for spaces will be fully refunded. We apologise for any inconvenience caused.

## **Holiday Camps**

### **Should we be continuing to deliver Holiday Camps into 2025?**

Yes, the holiday camps that have run so far have been a great success. We encourage clubs and centres to explore delivering holiday camps - whether in addition to an 8-week course or as the primary offering. If you haven't considered running All Stars or Dynamos Holiday Camps in the past, please reach out to the team at your local Cricket Board or Foundation who can provide further information and support.

## **Marketing Resources**

To promote courses in your local area, a full suite of editable and non-editable marketing assets are available on the Resource Hub (in the [All Stars Essential Assets folder](#) and the [Dynamos Essential Assets folder](#)). This includes posters you can tailor to include your course details, templates for social media posts and artwork for leaflets and stickers if you would like to get these printed locally. Do check out the folders on the Resource Hub as there's a lot of content, including marketing materials available to support girls-specific sessions you may be running this year.

As detailed in the Activator section, we have also re-designed the All Stars and Dynamos participant certificates, producing a version with a plainer background to reduce the ink and printing costs if printing at home. These can also be found on the Resource Hub, and there will also be an option to buy the certificates from the online shop (which we recommend due to enhanced colour and paper quality and giving the certificates a more premium finish).

## **Developing Junior / Girls sections**

### **How can All Stars and Dynamos support clubs in developing Junior/Girls Sections?**

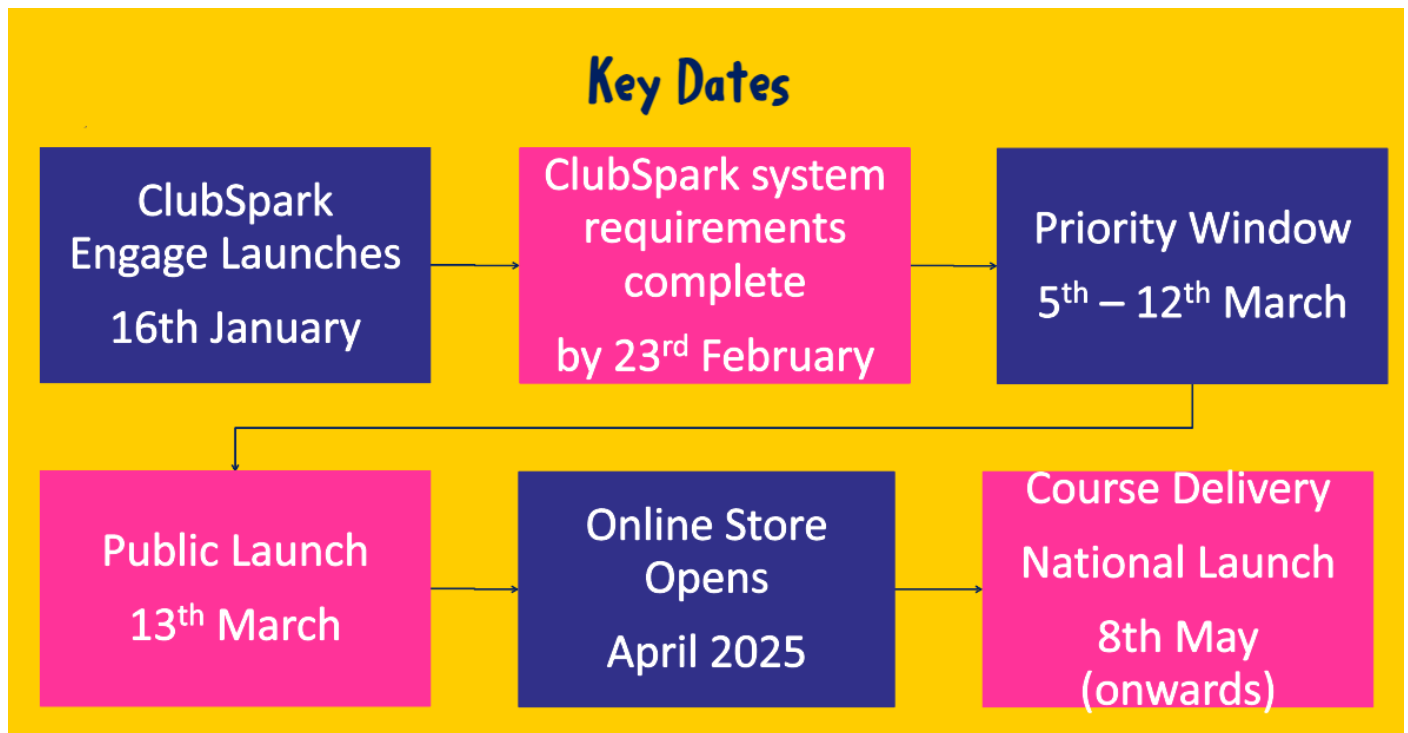
In line with the ECB's Inspiring Generations Strategy, All Stars and Dynamos Cricket can be utilised as a gateway tool to develop junior or girls' sections. We have seen this work successfully across the country in the last couple of years.

We strongly encourage you to talk to your local leagues and Cricket Board or Foundation to ensure there is a local offer relevant for the players within your club. For example, an Under 11s softball league or a girls' league may better meet the needs of your Dynamos cohort.

## Timings

### When can we start running courses and taking bookings for 2025?

Courses will be available to book on from the start of the Priority Window, which launches on 5<sup>th</sup> March - specifically for those who have pre-registered or are repeat bookers - and then from 13<sup>th</sup> March for everyone else. To get priority access, parents/guardians [register their interest](#) for 2025's courses on the ECB website now.



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