



CLUBS NATIONAL PROGRAMMES 2021

**Complementing,
not competing
with junior cricket**

**More money
back to
clubs**

**Multiple delivery
windows**

**Enhanced
volunteer
recruitment &
ongoing support**



Today's Agenda

- All Stars Cricket Update
- Dynamos Cricket Update
- Club & Centre Support
- Marketing – Consumer & Network
- Activators & Volunteering
- Women & Girls
- Q&A Session







What is All Stars Cricket?

- ★ All Stars Cricket is a nationwide programme with a core ambition to inspire a whole generation of players, and just as importantly volunteers
- ★ Programme for 5-8 year-olds running for 8 sessions at your centre
- ★ Providing you everything you need to give kids a fantastic first experience of the game

Personalised pack for kids

- ★ New & returner packs
- ★ Personalised shirt
- ★ Tailored equipment
- ★ Delivered to the door



Money Can't Buy Experiences

- ★ England matches
- ★ Kids press conferences
- ★ Player appearances
- ★ Enhanced video links with players



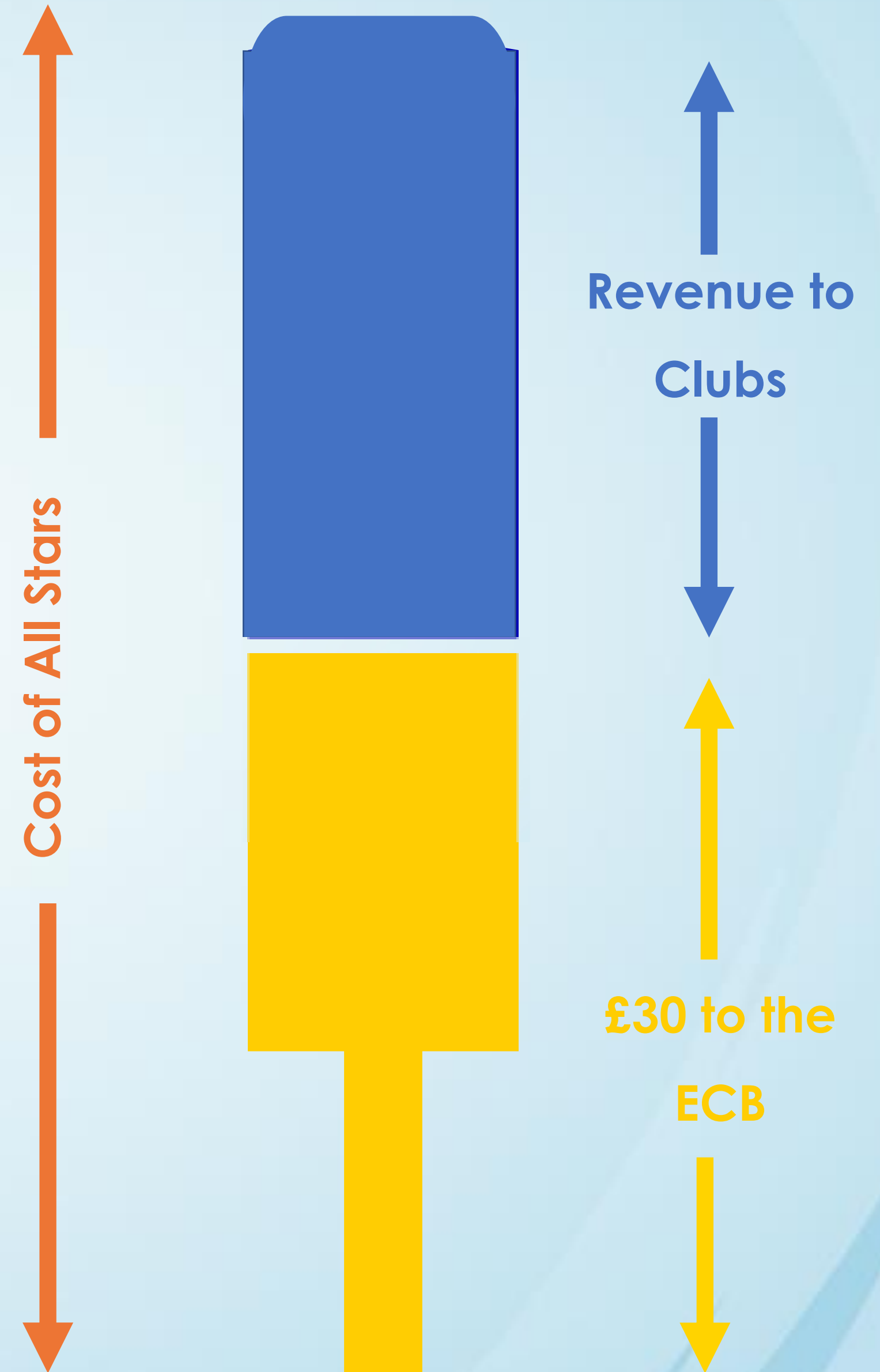
Centre Kit & Equipment

- ★ All new centres receive a starter kit free of charge
- ★ For every child that signs up, the centre will receive an additional £5 credit to spend in the All Stars Cricket Shop
- ★ Updated shop options



A Club Determined Price Point

- ★ RRP is £40
- ★ We have doubled the rebate to clubs to **£10**
- ★ Flexible pricing structure to suit the club & local community

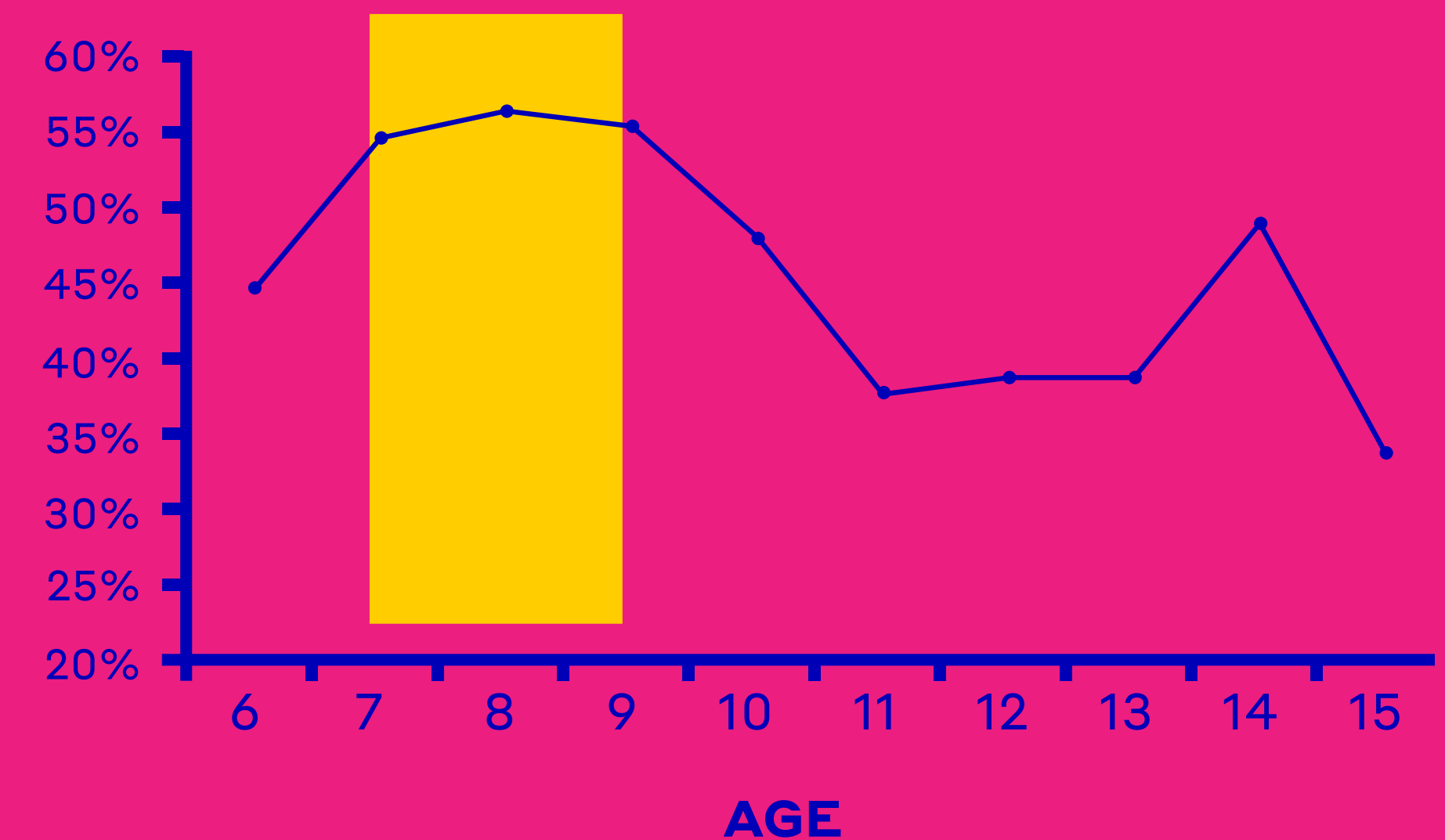




A Window of Opportunity From 7 - 9 Years-old

- ▶ Children are most receptive and open to exploring sporting interests between 7-9
- ▶ From 10 years old, children begin to focus in on their favorite

Percentage of children who like sport

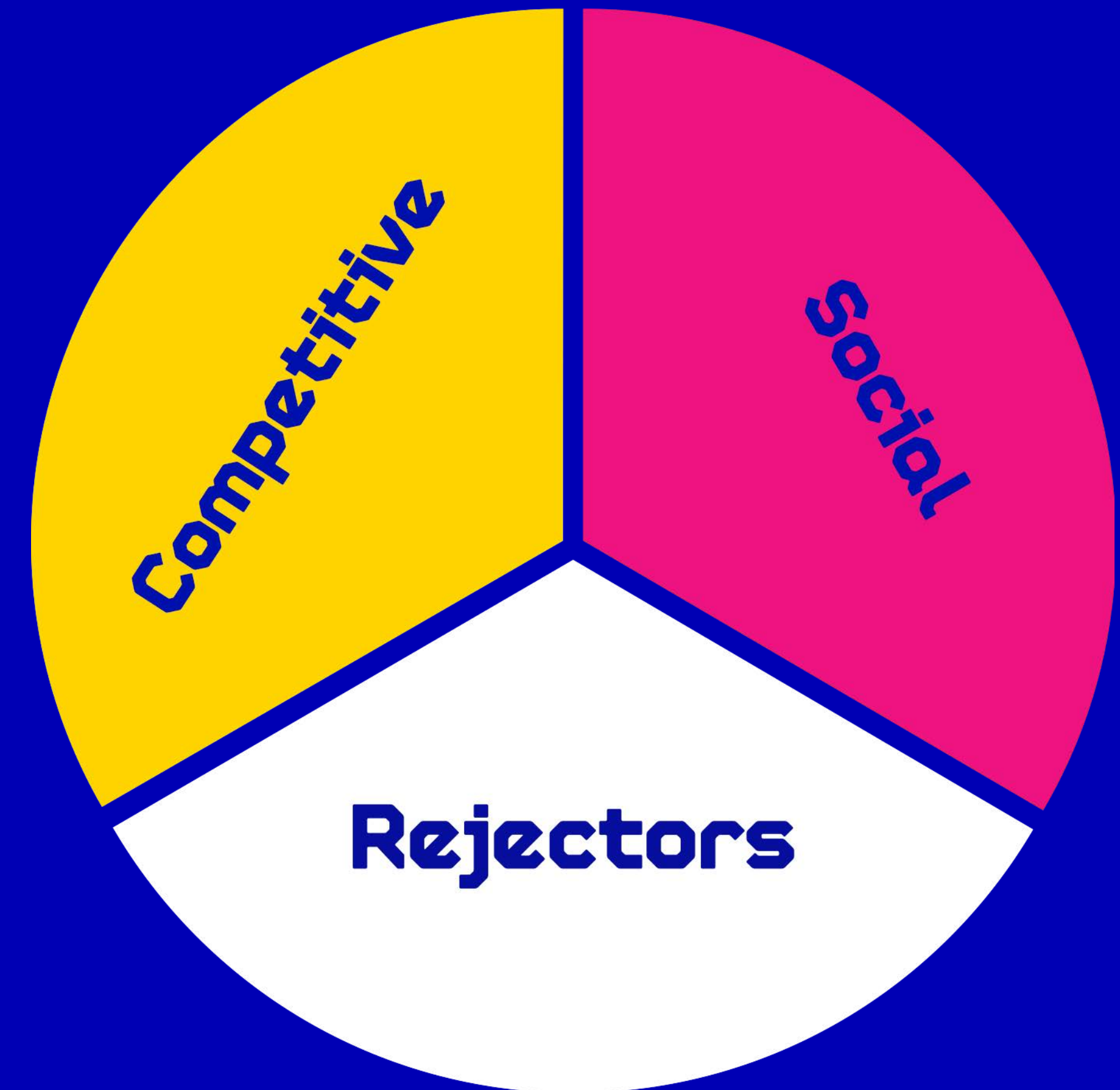


What children want from sport

Key Drivers of participation:

- 1 Fun
- 2 Competence
- 3 Confidence
- 4 Understanding of the benefits

Definitions of "fun":



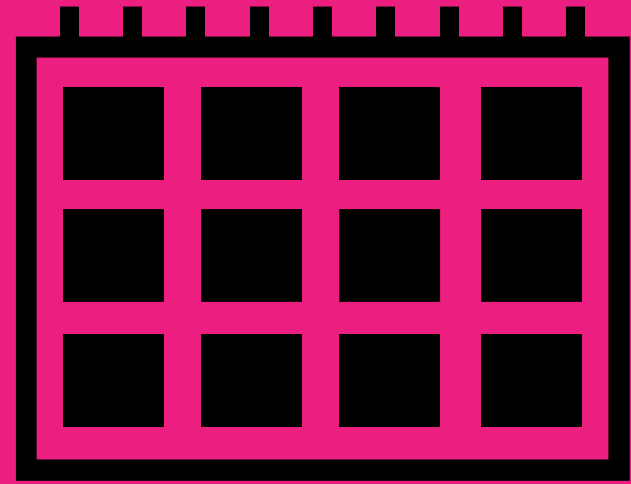


Dynamos Cricket Programme

Dynamos Cricket is a game-play based programme for 8-11-year-old girls and boys as the next step from All Stars Cricket, or for those of this age group who are new to the game.



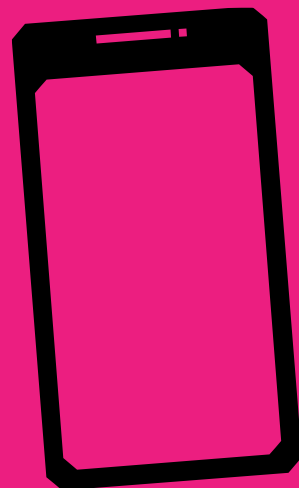
The Programme – For Participants



**8- sessions of
countdown cricket**



**Personalised New
Balance t-shirt**



**Digital participant
App & Topps Cricket
Attax**

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**

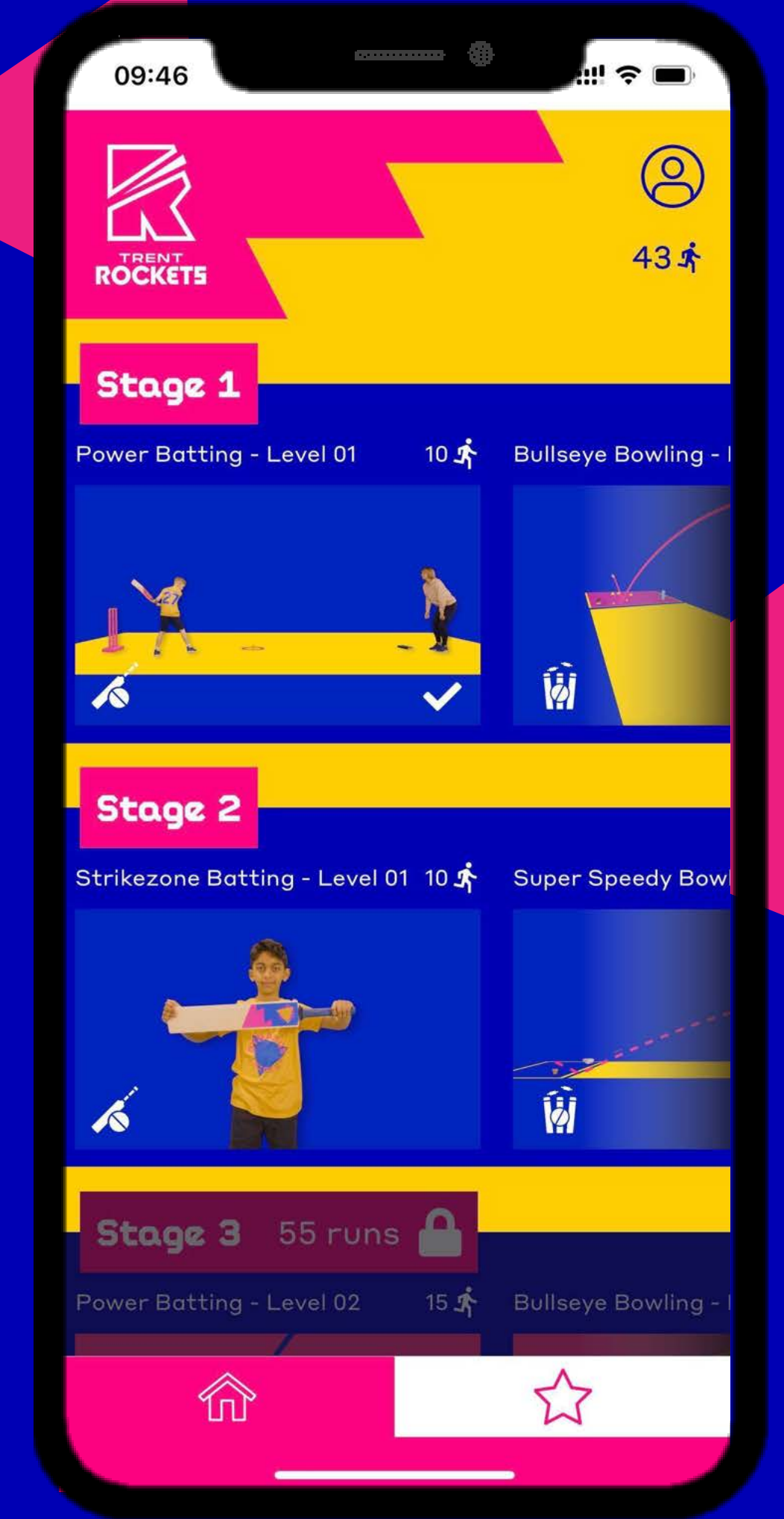
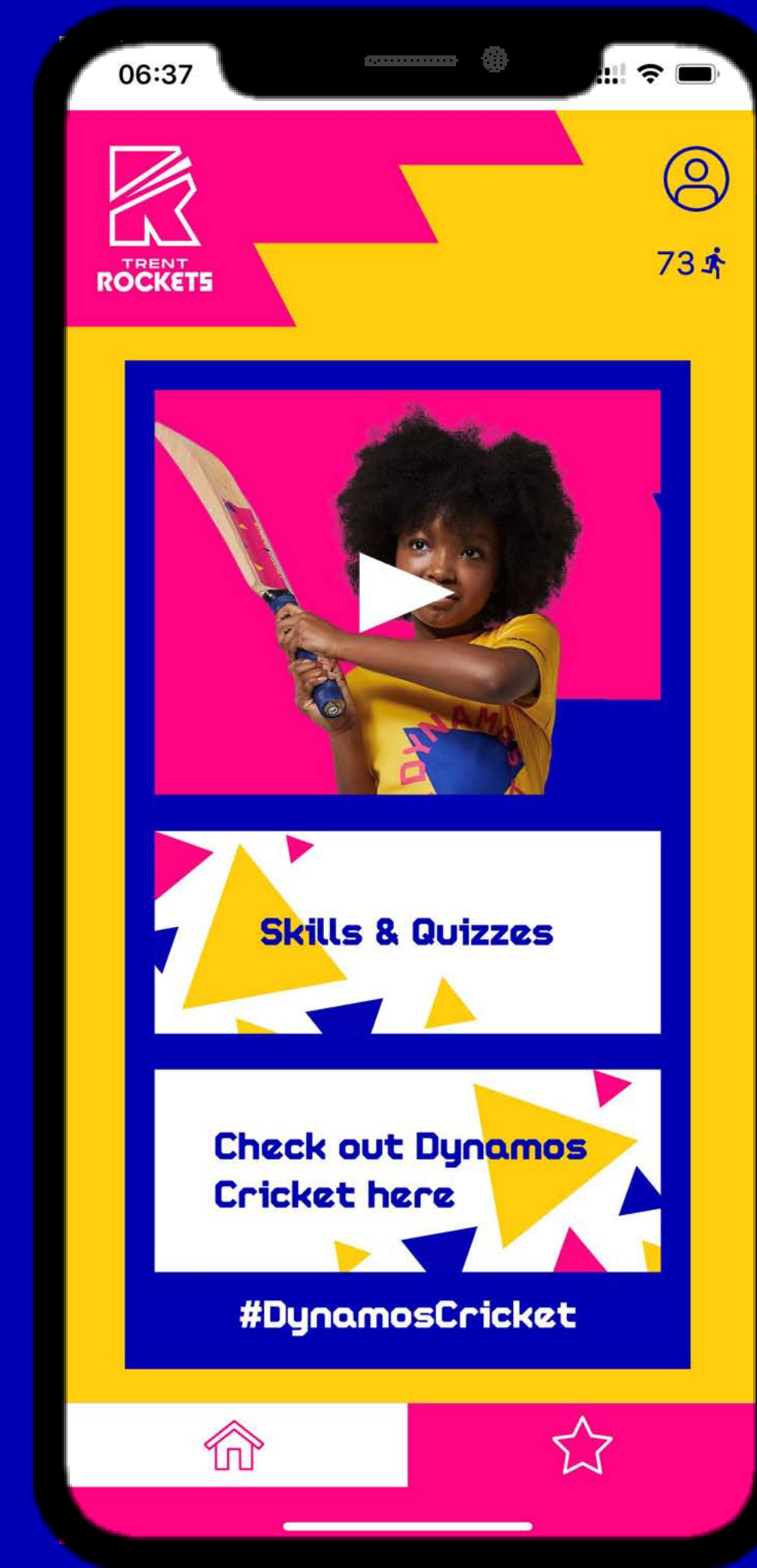
The Format

- ▶ Fun fielding warm-up
- ▶ Game-based skill builders
- ▶ Game of countdown cricket



Dynamos Cricket App

- ▶ For all Dynamos Cricket participants - a digital experience to complement the physical sessions
- ▶ Skills content and activities
- ▶ Weekly videos from The Hundred players
- ▶ Unlockable player content
- ▶ Quizzes and challenges
- ▶ Cricket Attax card scanner and digital binder
- ▶ Countdown Cricket Scorer deep-link



Topps Cricket Attax Cards

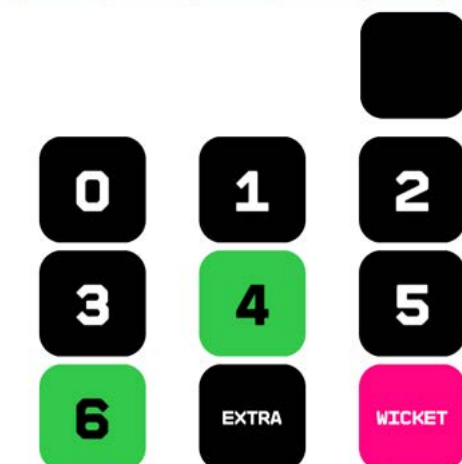
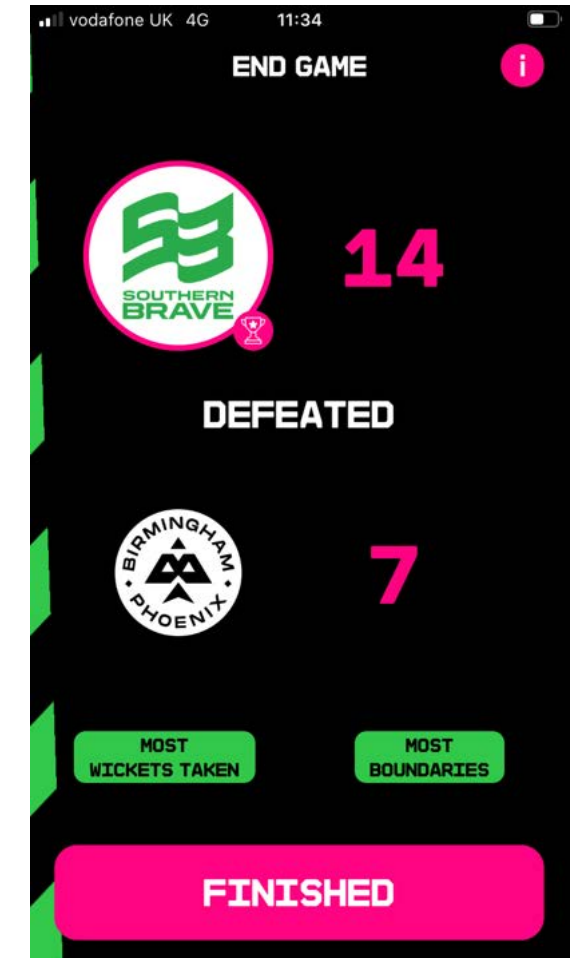
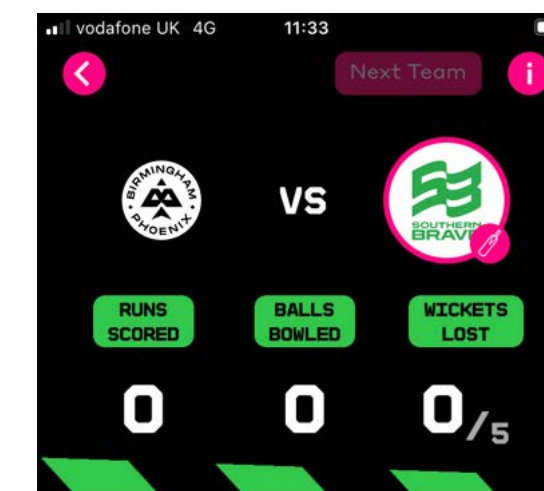
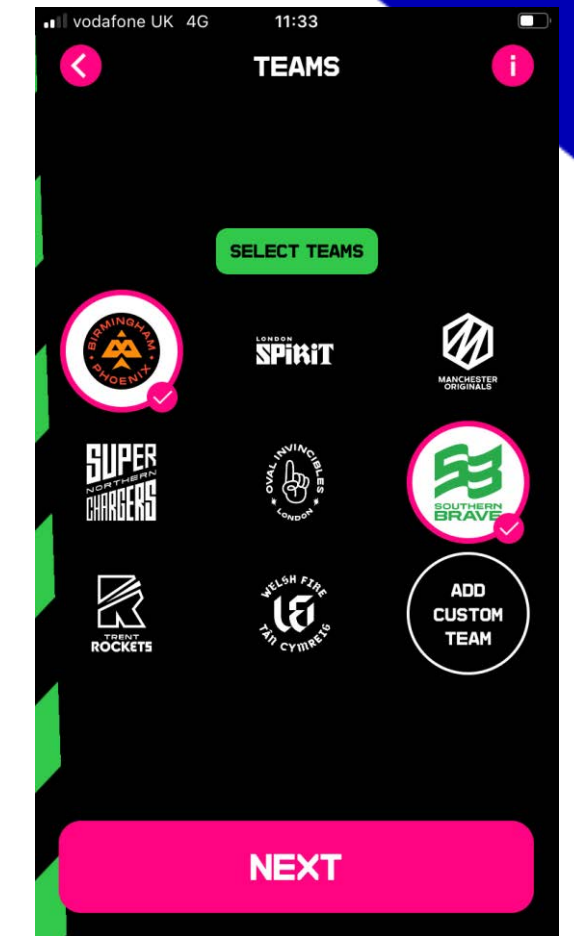
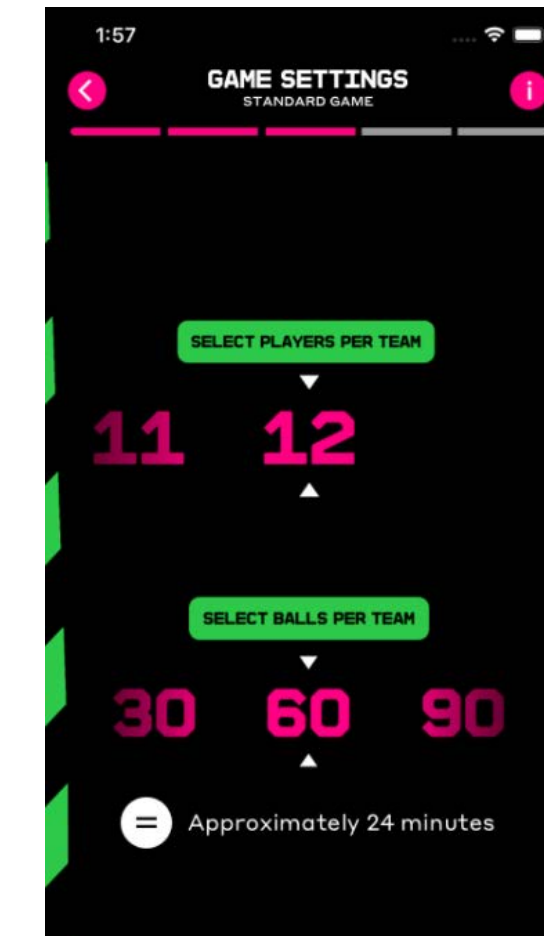
- ▶ Cricket Attax card for every men's and women's player
- ▶ Dynamos Participants will receive a pack of cards at each of their Dynamos sessions, plus a scannable card that is redeemable in the DC app
- ▶ All clubs will be asked to hand out one pack per participant at each session



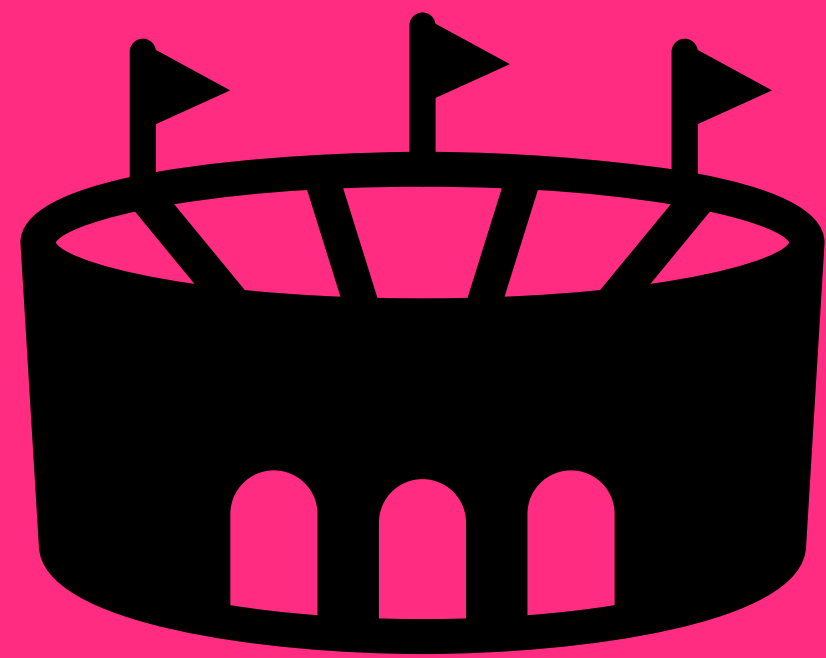
Countdown Cricket Scorer

Countdown Cricket Scorer allows anyone to easily play the format of The Hundred.

Countdown Cricket Scorer will be linked to the Dynamos Cricket app, allowing all participants and Activators to score their games.



THE HUNDRED



PROMOTION

- ✓ Broadcast
- ✓ Hundred.com/Play
- ✓ The Hundred app
- ✓ Activation zones
- ✓ LED boards



COMMUNITY ENGAGEMENT

- ✓ Player visits
- ✓ Schools
- ✓ Clubs & Urban centres
- ✓ Local festivals



MONEY CAN'T BUY

- ✓ On-pitch
- ✓ Player meets
- ✓ Video links

Centre Kit - Free in 2021



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



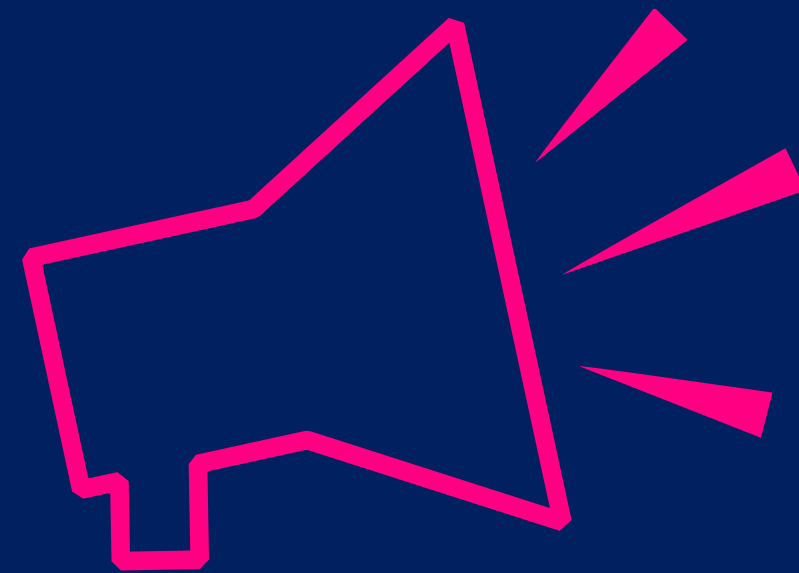


INSERT YOUR QUESTIONS INTO THE QUESTION BOX

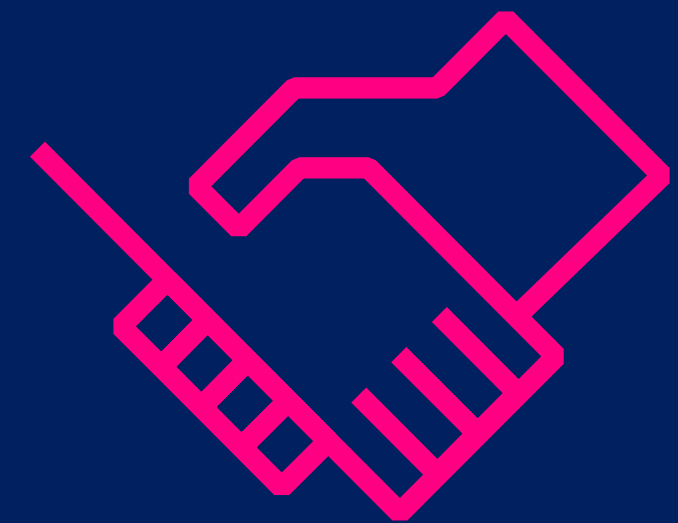
Club & Centre Support



**Full
management
system**



**Local and national
marketing support**



**Enhanced support to
drive volunteer
recruitment**

Management System for Clubs

- Girls Only sessions
- Improved Stripe support
- All Stars Cricket helpdesk – allstarscricket@ecb.co.uk
- Dynamos Cricket helpdesk – dynamoscricicket@ecb.co.uk



All Stars Cricket Programmes

Wimbledon, London Within 10 miles Any day Any age (5 - 11) Search

All Stars Cricket Find a programme Parents Centres FAQ Sign in

Our programmes are for children of various ages and abilities. Which one is right for you?
[Compare our programmes](#)

We've found 6 programmes near Wimbledon, London Distance Date

Epsom Downs Cricket Club GIRLS ONLY SESSIONS Romford, RM5 2UU 2.61 miles away This course is for kids aged 5 to 8.	Sat 07 Sep - Sat 26 Oct 2019 09:00 - 10:00 £40.00	
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[Load more results](#)

Marketing – Network & Consumer

- Launch timings – 24th February for participant recruitment
- One marketing campaign for ASC & DC
- Updated Resource Hub with full suite of options, including editable assets
- Increased diversity and girls focused assets available
- Marketing guides for clubs
- Central ECB Comms and Digital campaigns to boost ASC & DC and 'kids cricket'
- Consumer media & marketing campaign for summer window



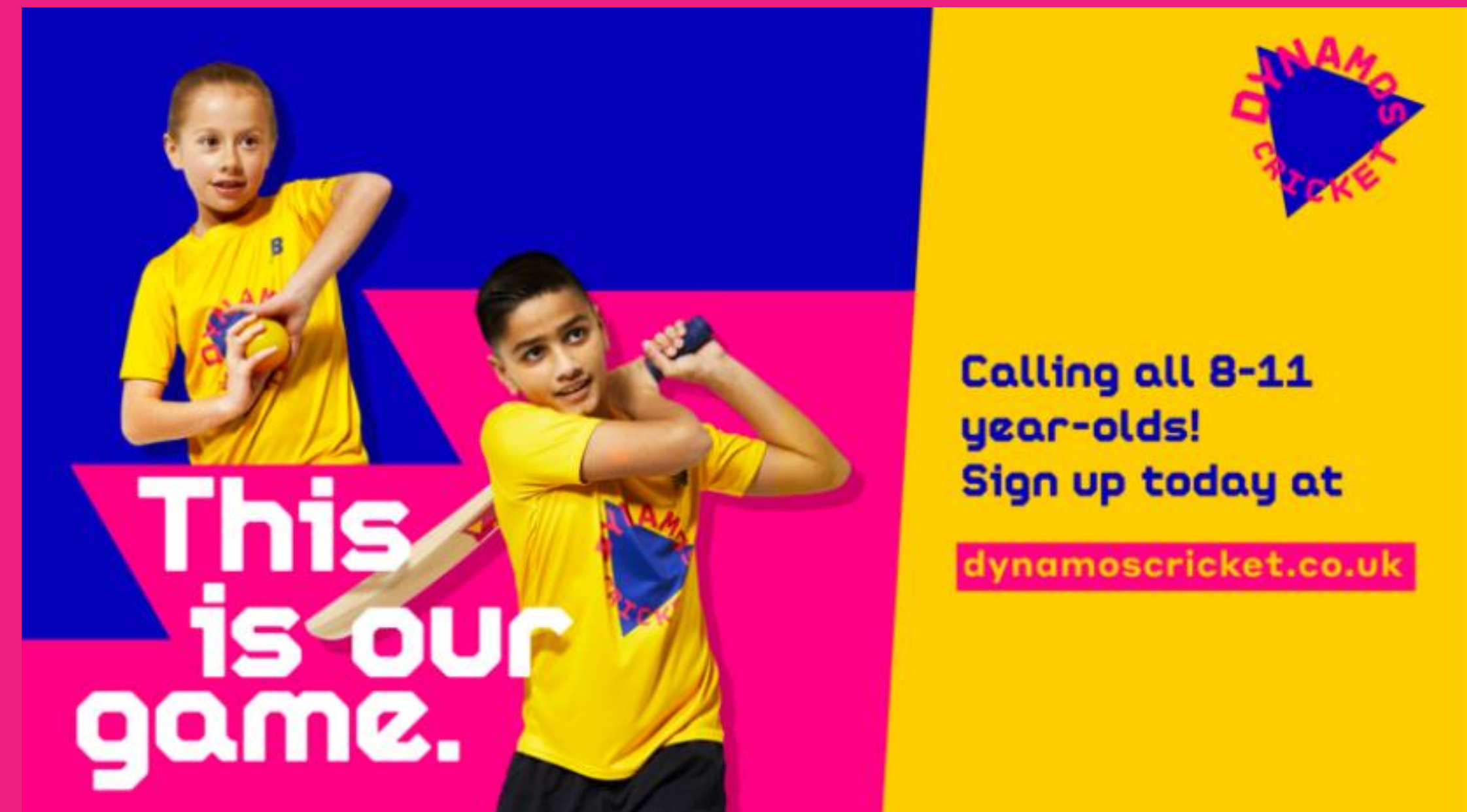
All Stars Specific Marketing

- ★ Hero campaign – Big Moments
- ★ New imagery and fresh content for 2021
- ★ Digital lead media campaign
- ★ Clear COVID-19 and refund messaging
- ★ Clear link to England Cricket



Dynamos Cricket Marketing

- ▶ Hero campaign – This is our game
- ▶ Awareness drive from launch, maximising the showcase of added benefits of the programme
- ▶ Digital lead media campaign
- ▶ Girl specific marketing assets
- ▶ Clear COVID-19 and refund messaging
- ▶ Strong emphasis on link with The Hundred



Our Volunteers

- National volunteer campaign
- Volunteer apparel
- Incentives, recognition & reward



Activator Training

One training programme covering both All Stars Cricket & Dynamos Cricket

- Similarity - Delivery & philosophy
- Difference – Curriculum & Parent engagement
- Reduce confusion/repetition
- Activators delivering across both programmes
- Reset year



New Activators

- elearning – Including SYC*
- Online induction
- Face to Face (Covid-19 permitting)

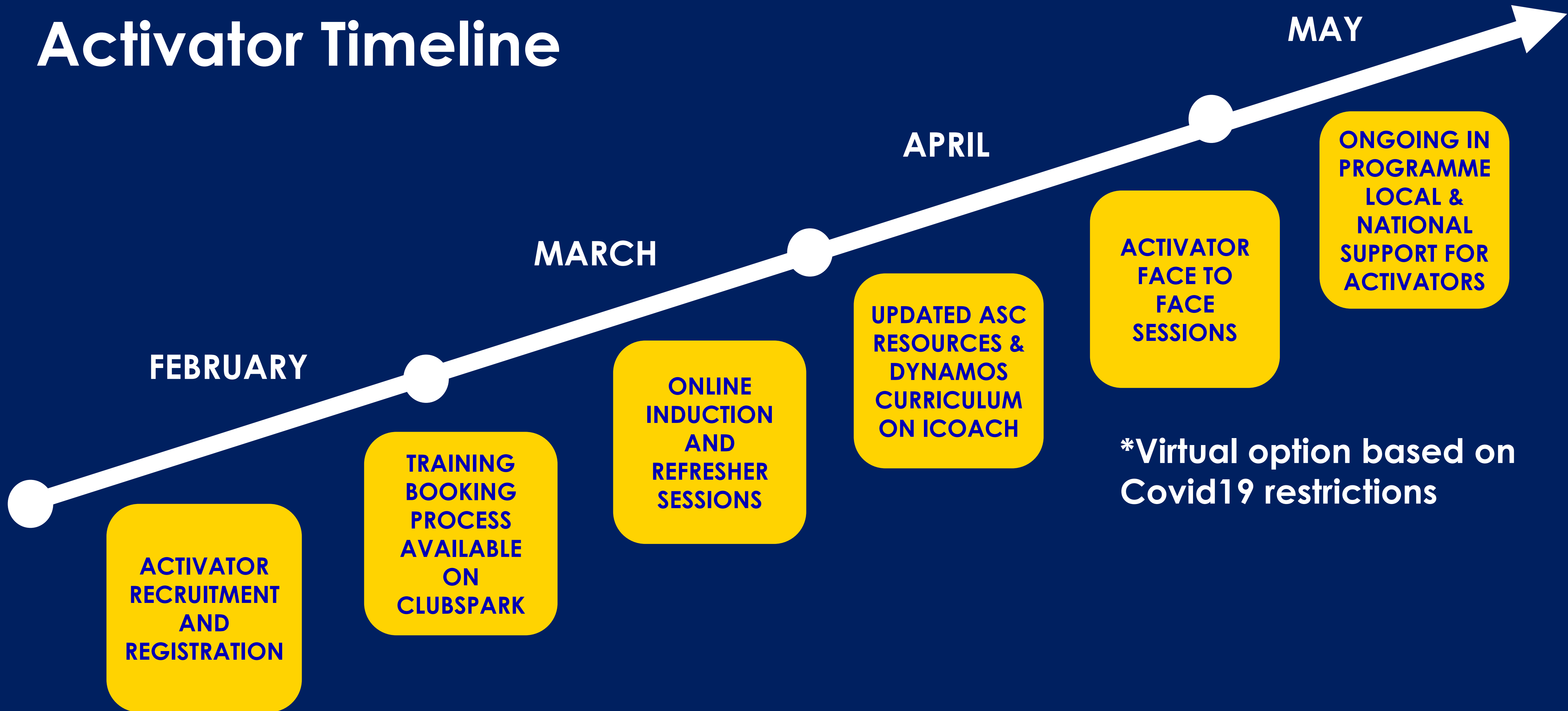
Existing Activators

- Online elearning (for 2021)
- Online refresher – Updated each year

* Elearning renewal on a 3 year rolling basis in line with SYC



Activator Timeline



***local dates will vary from county to county**



Delivery Elements

Priorities and developments for 2022

- Review and tweaks to Dynamos Cricket curriculum/resources
- Full review of ASC Curriculum and update (was planned for 2020)
- Refresh and reproduce content as required for both programmes
- Review of training process and see if changes enhance the experience



Women & Girls

- **14%** of girls are active every day, compared to 20% for boys
- **80%** of girls feel they do not belong in sport
- **4 in 10** girls define themselves as 'sporty' compared to more than 6 out of 10 boys
- Less than **15%** of cricket clubs offer women's and/or girl's cricket, so there is a postcode lottery to play



Women & Girls

- Strive for gender balanced participation
 - Girls only programmes can be registered more easily this year
- Girls only marketing toolkit
- Recruit more female Activators
- "Can't see it, can't be it "



Flexibility For Course Delivery



Becoming an All Stars or Dynamos Centre

Your club must have

- ✓ A Child Welfare Officer
- ✓ A National Programmes Activator at your club with a current DBS check
- ✓ Trained first aider on site
- ✓ Appropriate insurance that meets ECB requirements

We also recommend

- ✓ A commitment from the club to provide a fun and welcoming environment for the kids
- ✓ Male and female toilets
- ✓ Adequate space
- ✓ Accessible venue

Don't worry if this isn't currently in place, we will support you to meet the requirements



COVID-19 Support

- Government led
- Clear refund policy
- Sanitisation partner to be announced
- Adapted training & delivery advice



Key Timings

- February
 - Participant registration opens
- March
 - Updated resource hub material
 - Girls specific marketing toolkit
 - Activator elearning released and activator training begins
- April
 - Major national marketing and comms activity
 - New resources available on icoachcricket
- May
 - First sessions – May 7
 - Money Can't Buy Experiences begin
- June
 - Second phase marketing campaign
- July
 - School holiday National Programmes window
 - The Hundred begins



Next Steps

