



NATIONAL PROGRAMMES NEWSLETTER

Hi there,

The priority window for All Stars and Dynamos Cricket opens on **Wednesday 6th March**, so with less than 2 weeks, now is the time to upload your courses if you've not already.

It's really important that courses are set up to be visible on the search results when parents and guardians are finding the best location for their children, so please double check this.

[Here](#) is our guide on how to upload courses. See below for the link to ClubSpark where you can upload yours.

This week's update covers Activator support, our newly created Clubs Checklist, Stripe Verification information (again - but it is important!), a call out for the Get Set Weekend, and an interview with Charlie Hartley-Hodge from Backwell Flax Bourton Cricket Club in Somerset.

[UPLOAD COURSES](#)

ACTIVATOR SUPPORT

As a reminder, we have a dedicated [online resource](#) to support clubs and Activators in the volunteering space. It's packed full of advice, best practice tips and information for clubs and centres to help attract and recruit volunteers through National Programmes. There's also support on communicating with parents.

The 'Supporting Activators' section provides video content - featuring some of our most experienced Activators and coaches - giving their advice on the key challenges Activators may face in sessions.

Fresh content is added all the time, so check it out throughout the season for updates.

[ACTIVATOR WEBSITE](#)



BRAND NEW CLUBS CHECKLIST

We have designed a Clubs & Centres Checklist to support National Programmes Leads at Clubs and Centres which can be used as a personal checklist to plan and prepare for delivery in 2024.

We'd love to hear your feedback so let us know if this is helpful, and if there's anything else you would like to see added.

[CLUBS CHECKLIST](#)

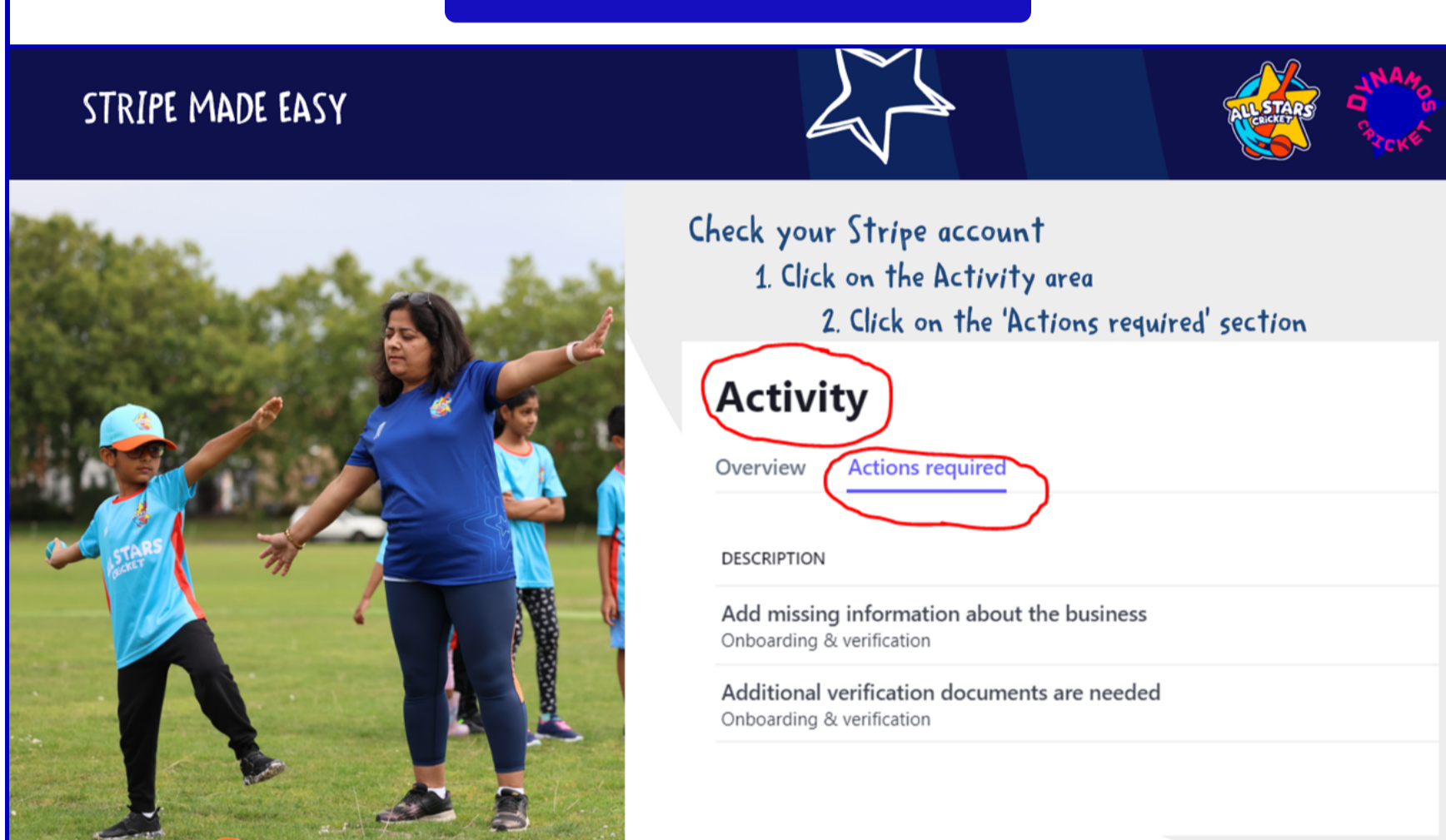
STRIPE VERIFICATION

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 - please take the time ahead of the season 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](#)



GET SET WEEKEND - 23rd & 24th MARCH

ECB research found that 76% of cricket volunteers just want a simple thank you for their time. Through delivering National Programmes you can create a culture of thanks and gratitude, especially for those volunteers that might not be so visible, such as the car park attendants or the grounds teams.

The Get Set Weekend - powered by the Cricket Collective - will be on 23/24th March 2024 and is a great chance to prepare your volunteers, getting them feeling motivated, invested and appreciated.

You can register your club for Get Set Weekend [here](#), and if you register by 29th February, you'll be in with a chance of winning one of 1,000 Jewson vouchers available, each valued between £25 and £500. All clubs registered by this date will also receive a Resource Pack sent directly to your club.

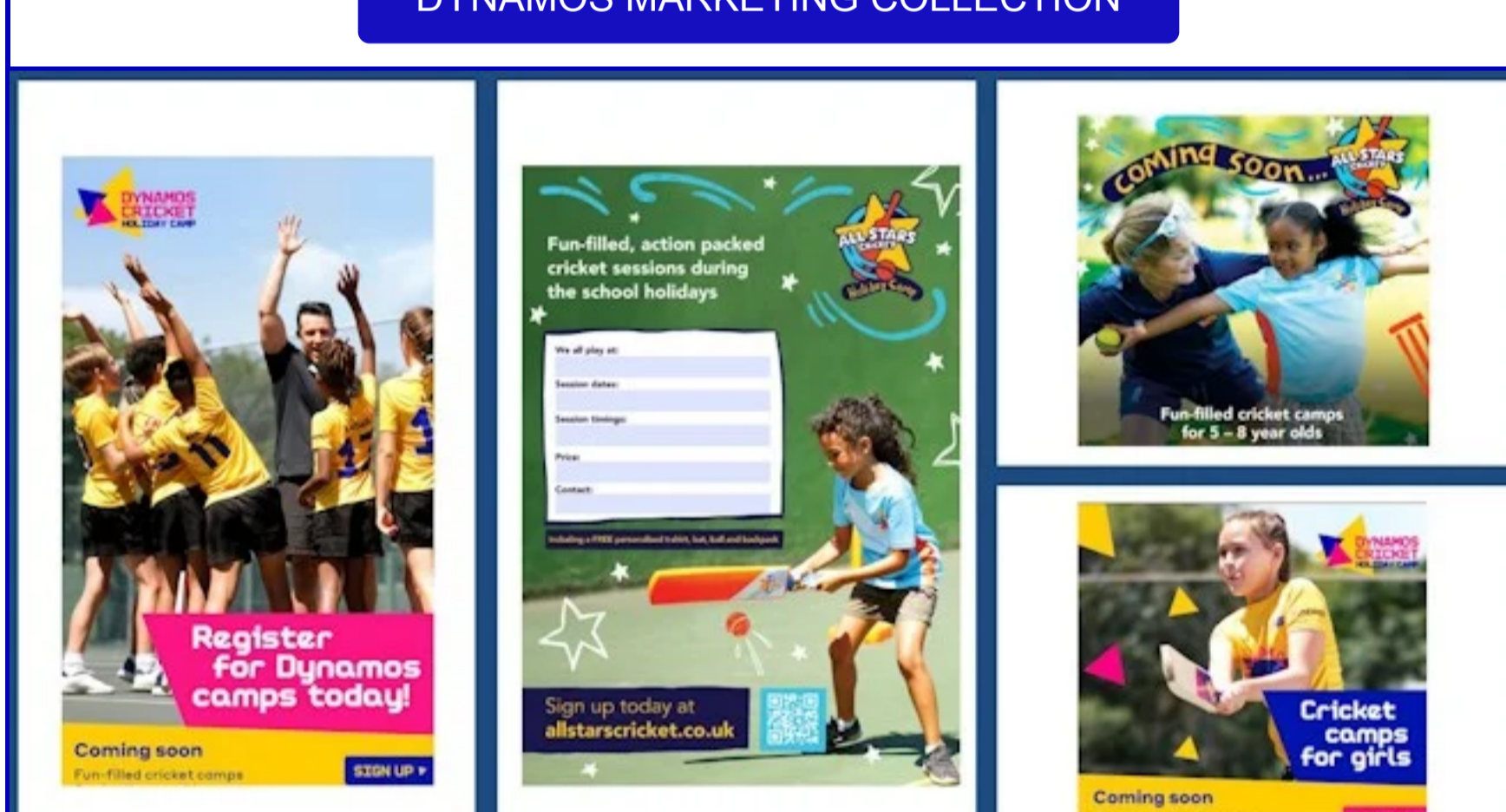
[GET SET WEEKEND REGISTRATION](#)

MARKETING MADE EASY

As we get ever closer to launch week, don't forget check out the Resource Hub to download 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.

[ALL STARS MARKETING COLLECTION](#)

[DYNAMOS MARKETING COLLECTION](#)



SPOTLIGHT ON...CHARLIE FROM BACKWELL FLAX BOURTON CC

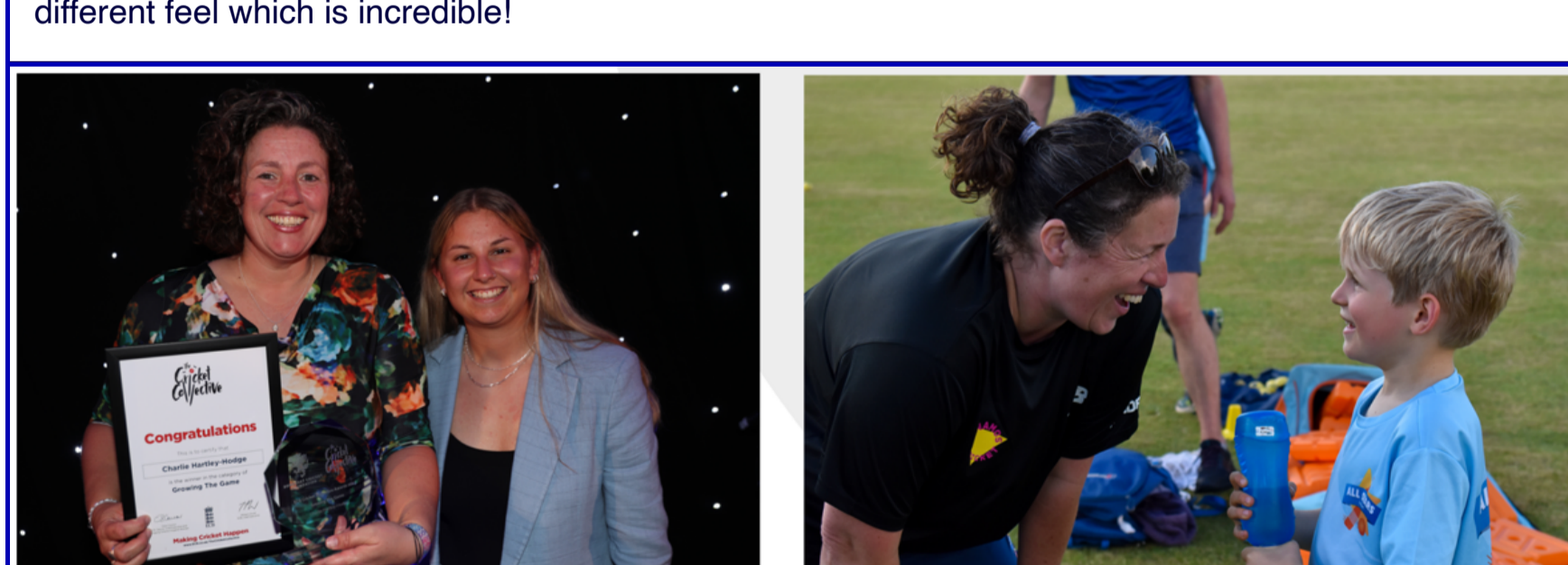
Last time we called out Charlie Hartley-Hodge from Backwell Flax Bourton Cricket Club for winning the **Somerset Cricket Foundation Cricket Collective Award** in 2024, for Growing the Game. We caught up with her at the end of the 2023 season to hear how All Stars and Dynamos Cricket has transformed her club.

Charlie, your club was one of the very early adopters of National Programmes, what was the club like before you started delivering National Programmes?

Like many village clubs back in 2017, the club was traditional, and the junior section was very small. Josh Brown set up All Stars in 2017, with the aim of wanting to grow the junior section of the club, which was successful as we now have around 60 All Stars which grows every year, and we've grown our Dynamos provision to over 40 children.

Not only has National Programmes given us a strong base, those coaches or volunteers have gone onto develop our junior sections which are thriving. We now have women's cricket on offer.

National Programmes has given us an opportunity to engage the community, and one of the big transformations has been in terms of inclusivity. We attract a wide range of people to the club now which without National Programmes wouldn't have happened, and the club on a Friday has a very different feel which is incredible!



You mentioned you now have more volunteers at the club, how has National Programmes helped?

With parents getting involved in National Programmes, many have continued to support throughout our transition groups. A good example is our hardball team, where many Dynamos parents are now committee volunteers, and more.

One of the best things National Programmes gives is a structure - it's sociable for volunteers, it's really inclusive and provides a purposeful environment. We now have some young volunteers helping our Activators to achieve their Duke of Edinburgh Award too. I think the power of National Programmes, and making cricket accessible to all, has really helped ensure that we can provide a positive future for our club.

As you continue to grow, how do you manage the limited space you have?

We are a really small club and only have one field, so Friday night has been that new opportunity. Over the past couple years we've had to carefully plan our space out so we can manage 60 All Stars and 40 Dynamos alongside other junior activity. Our girls group also train on a Friday meaning we stagger timings so we can have our U10 transitions group and U13s training too, so everyone can see our pathway and feel part of it.

We run a Bar and Barbecue with volunteers and make it a really sociable event. It means we can engage more young people to stay and feel part of the community. Friday nights are now a big part of the club, and that growth has been vital to the sustainability of the club and its future success.

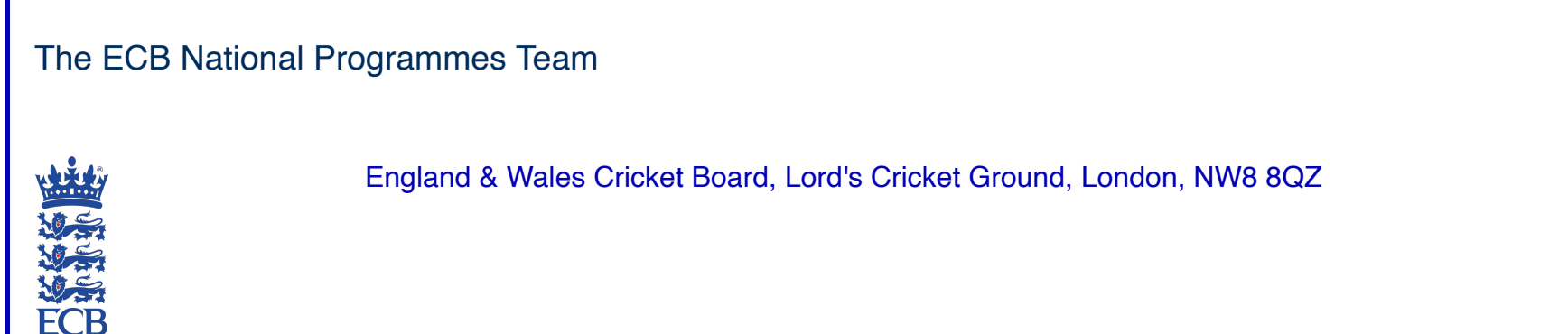
Somerset Cricket Foundation have been extremely supportive and we plan to just keep moving forward with keeping as many people involved as we can.

With thanks to Charlie for speaking to us and keep up the great work!



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



England & Wales Cricket Board, Lord's Cricket Ground, London, NW8 8QZ

[Unsubscribe](#) | [Forward this email](#)