



Welcome

Thank you for expressing your interest in All Stars Cricket. **This is a new programme** which is a key priority within Cricket Unleashed – the ECB’s new national framework to broaden interest in cricket at every level.

We’re excited by this programme’s potential and we think you will be too. All Stars Cricket will play a key role in our plans to attract even more young people to cricket, giving the next generation of youngsters a great first experience at their clubs for both them and their parents.

Aimed at the **five to eight-year-old age-range**, All Stars Cricket will instil children with a lifelong love of not just cricket – but all forms of physical activity. Above all, we want them to stay in cricket for the long-term – whether that’s as players, volunteers, officials or spectators.

All Stars Cricket will give children opportunities to develop 9 of the 10 **key fundamental movement skills** in a safe, fun environment. As a dynamic, engaging programme, All Stars Cricket has a broad appeal to children and their parents.

It will take a collective team effort to deliver this programme successfully. That’s why we are asking all our cricket clubs and **volunteers across England and Wales** to get behind the programme.

Thank you in advance for showing your support, we look forward to working with you and your club as we come together to inspire the next generation of young cricketers and instil a lifelong love of the game.

Read on to find out **everything you need to know** to be a successful All Stars Cricket centre and don’t forget to sign up!

Matt Dwyer

Director, Participation and Growth, England & Wales Cricket Board



What is All Stars Cricket?

All Stars Cricket is a nationwide programme that aims to inspire 5 to 8 year olds to take up cricket and provide a fun first experience of the game.

- ✓ First and foremost – it's fun!
- ✓ Safe and inclusive
- ✓ Always striking a moving ball
- ✓ Highly Active
- ✓ Game-based
- ✓ T20 influenced - active and dynamic fielding
- ✓ Individual progression recognition – personal bests!
- ✓ Balance of all disciplines – batting, bowling and fielding
- ✓ Programme covers 9/10 fundamental movement skills



How do we create a great first experience of the game for kids?

- ✓ **Fun with friends** and parents
- ✓ **Personalised pack** for every child
- ✓ Collect the All Stars Cricket badges that highlights kid's **individual achievement**
- ✓ The chance to **meet England players**



Why Parents will choose All Stars Cricket

- ✓ **Fun, safe** and **inclusive**
- ✓ **Easy online registration** & payment, with their kid's pack delivered to their door
- ✓ The **first step of the national cricket pathway** that facilitates lifelong participation
- ✓ **Games and activities** for parents to play with their kids at home
- ✓ **Trained and accredited** All Stars Cricket Activators



Our support to you

- ✓ **Easy to use** online system
- ✓ Clubs receive All Stars Cricket equipment & **resources at zero cost**
- ✓ All Stars Cricket **Activator training**
- ✓ National marketing campaign that **promotes your club locally**
- ✓ **Connecting kids from your club** with the England teams
- ✓ **Support from Cricket staff** to help you implement All Stars Cricket at your club
- ✓ All Stars Cricket helpdesk



Becoming a All Stars Cricket centre

Your club must have:

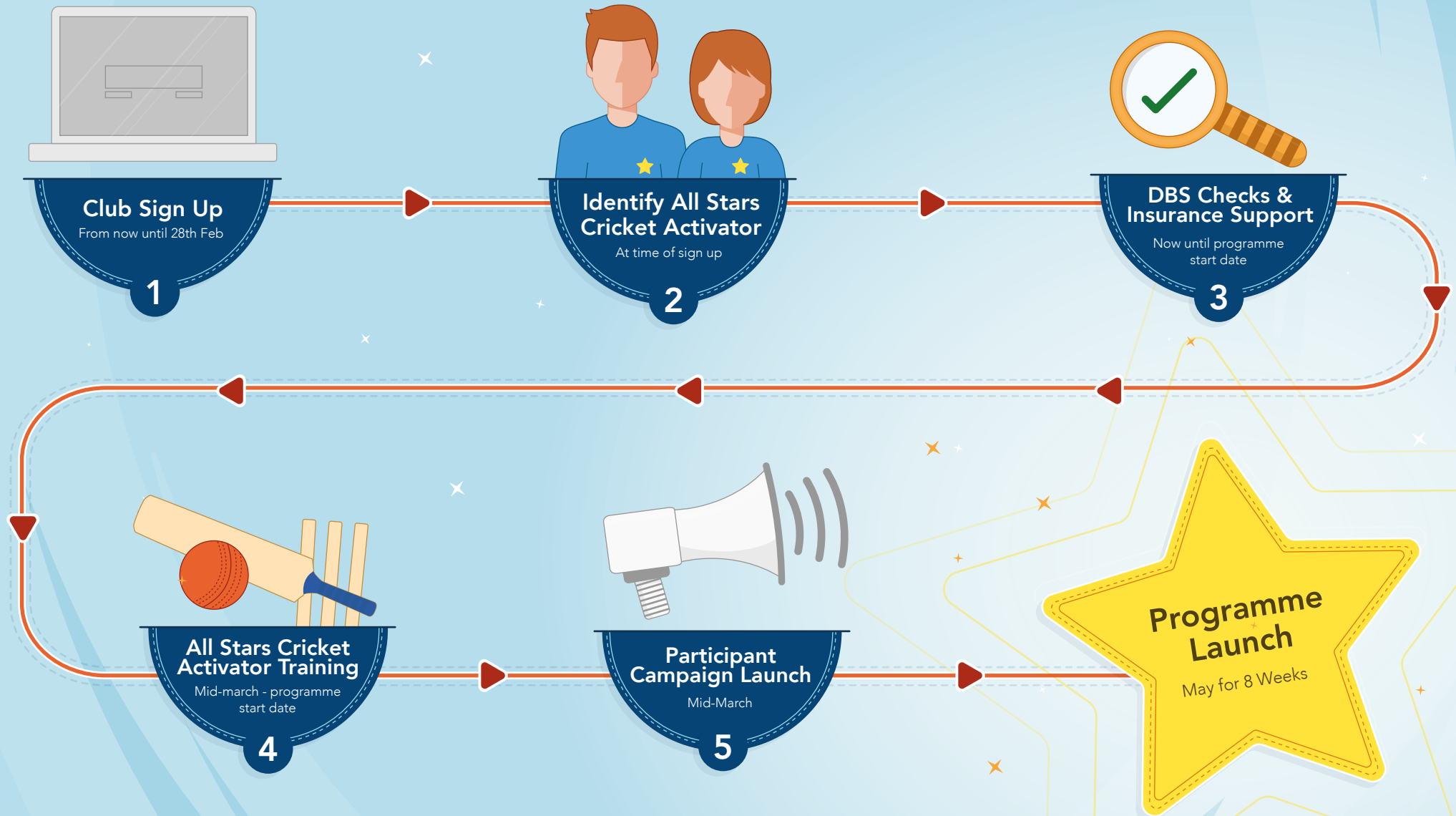
- 1** A Child Welfare Officer
- 2** An All Stars Cricket Activator at your club with a current DBS check
- 3** Trained first aider on site
- 4** Appropriate insurance that meets ECB requirements

We also recommend;

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

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

Pathway to All Stars Cricket



www.ecb.co.uk/allstarscricketcentres

