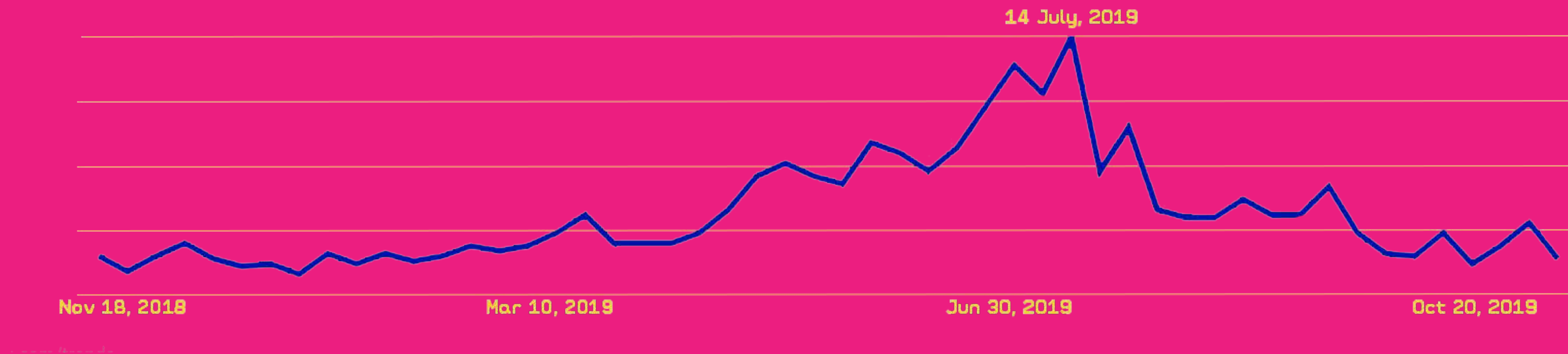


WELCOME

DYNAMOS
CRICKET

The Impact of the Cricket World Cup

Number of times “Kids Cricket” was searched



**Complementing,
not competing
with junior
cricket**

**More money
back to
clubs**

**Multiple
delivery
windows**

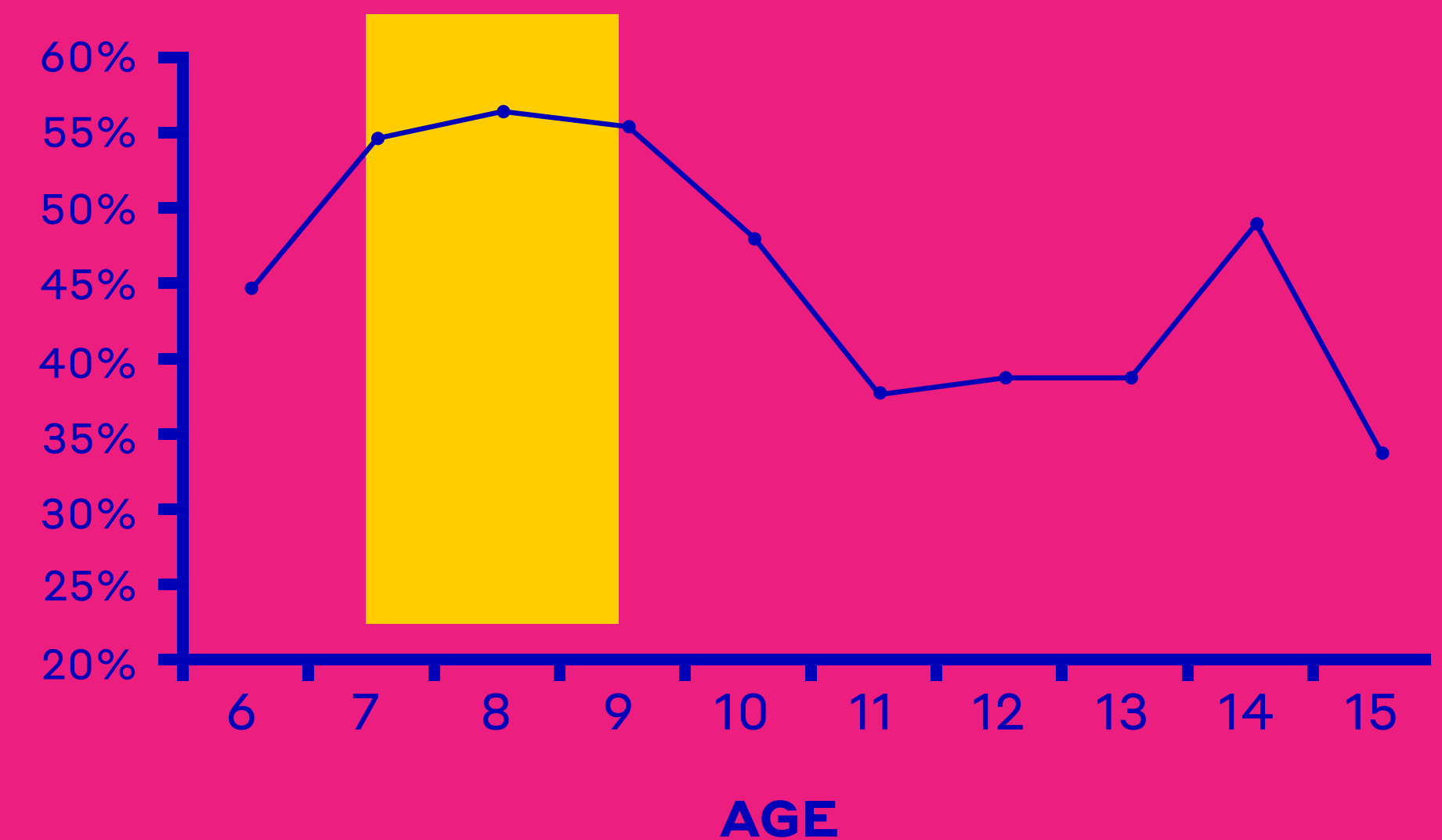
**Enhanced
volunteer
recruitment &
ongoing
support**

What children want

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 favourites.

Percentage of children who like sport

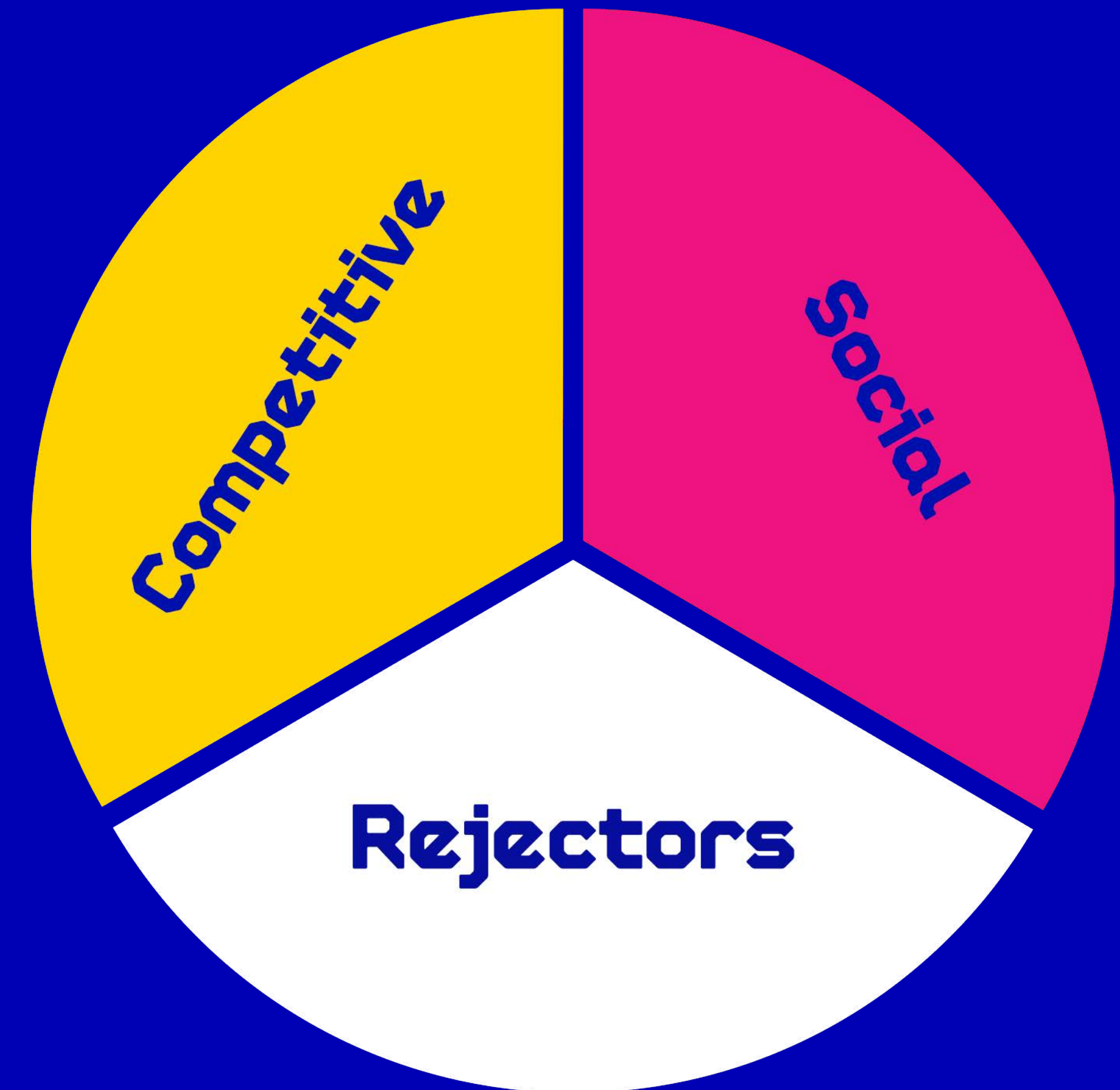


What children want from sport

Key Drivers of participation:

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

Definitions of "fun":



5-8

8-11

11-15

15-19

Adult



Learn the skill



Learn
to play



Junior Club Pathway

Competitive progression

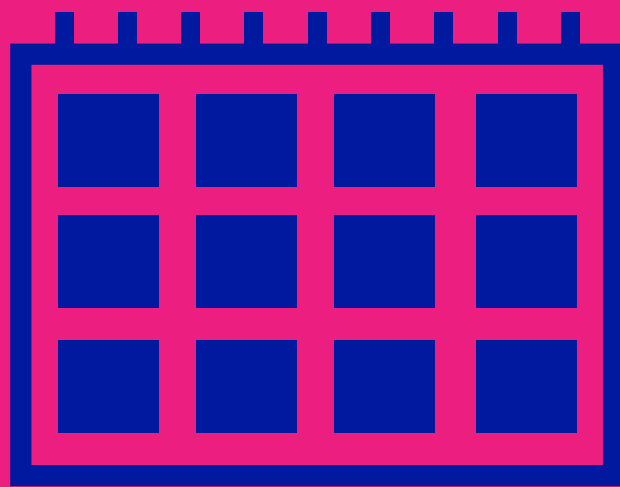


Club Cricket

Competition



The Programme Children



**8- week of countdown
cricket**



**Personalised New
Balance t-shirt**



**Digital participant
app**

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

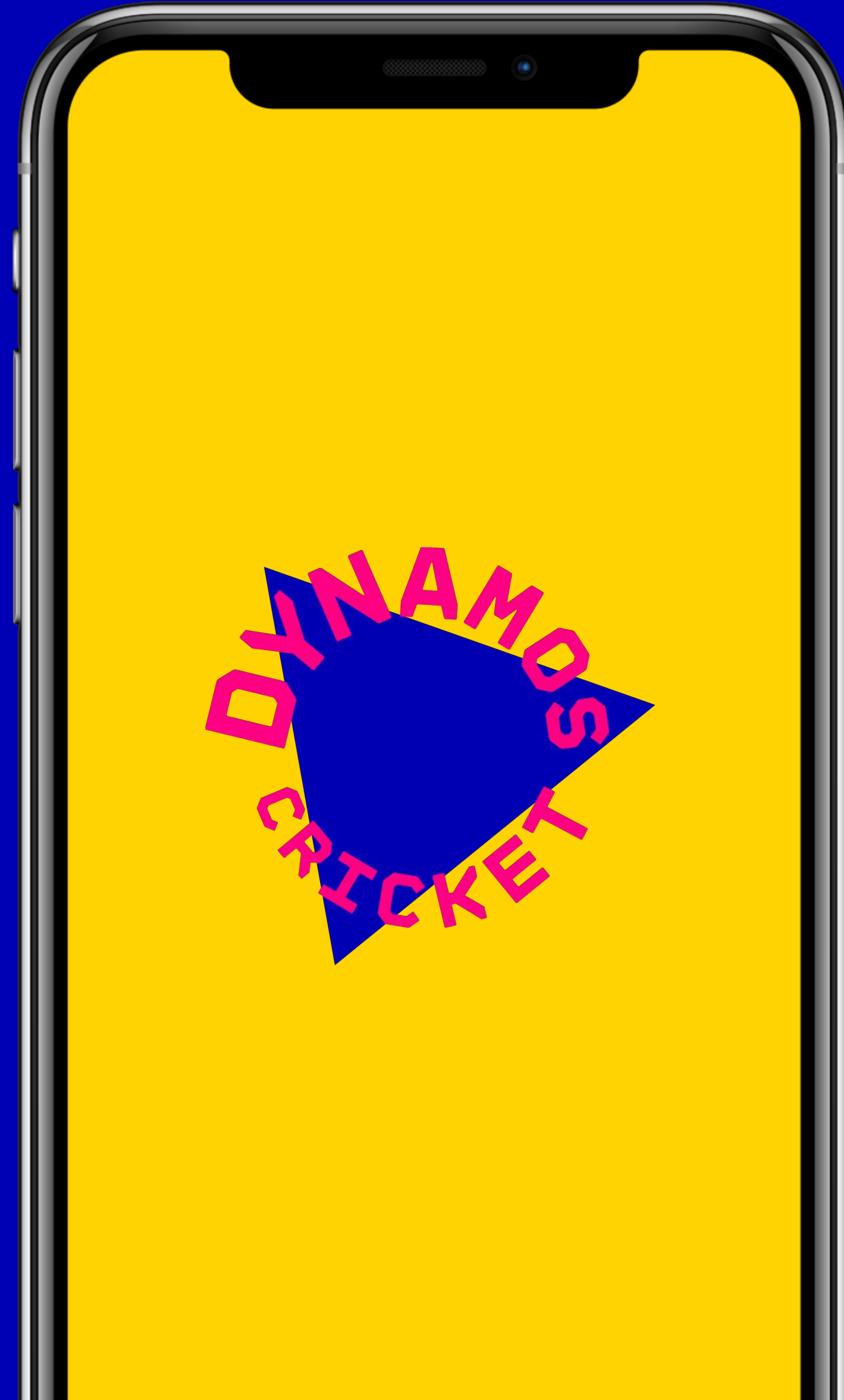


Personalised New Balance T-Shirt



The Participant App

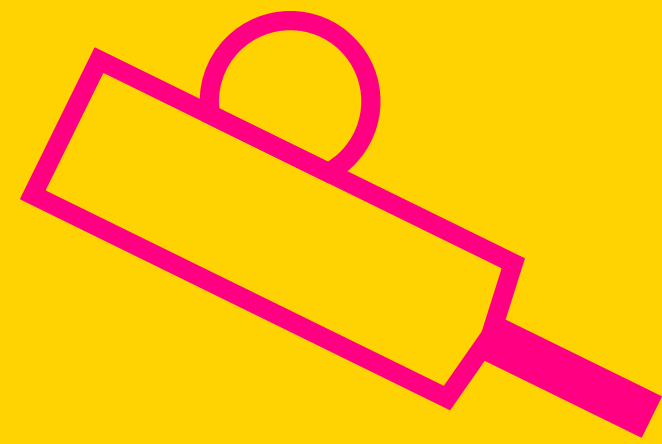
- ▶ **Dynamos at home**
- ▶ **Player content**
- ▶ **Gamification**



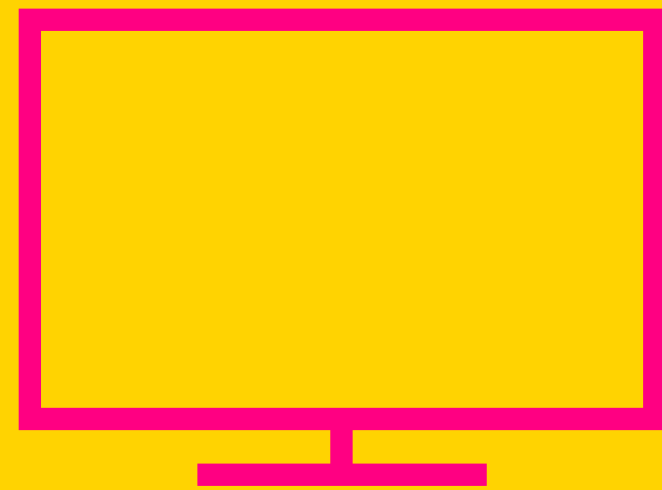
Money Can't Buy Opportunities

THE HUNDRED

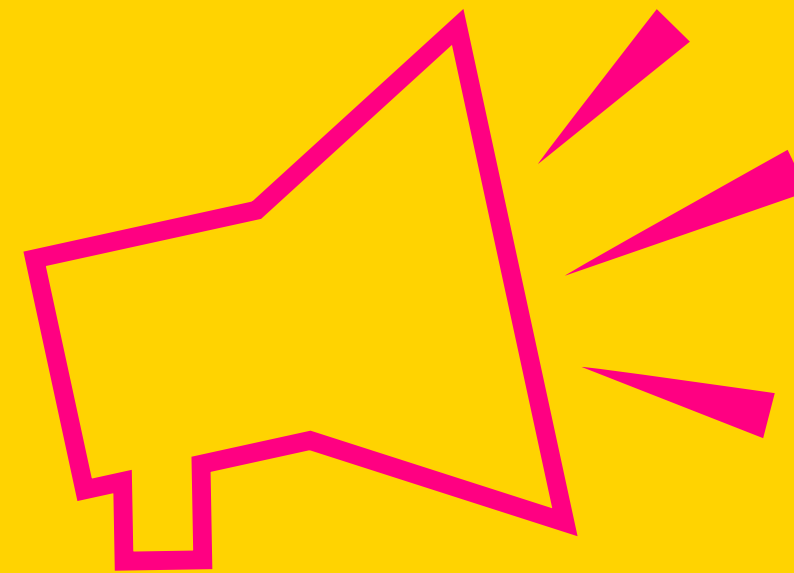
The Programme Clubs



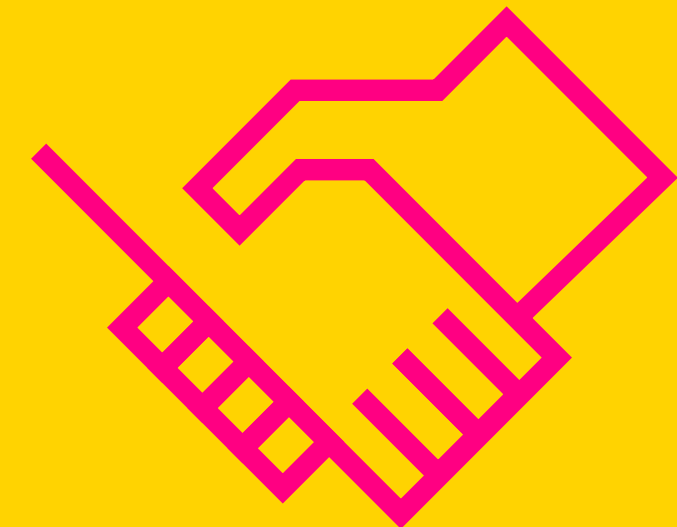
Free kit
in 2020



Full management
system



Local and national
marketing support

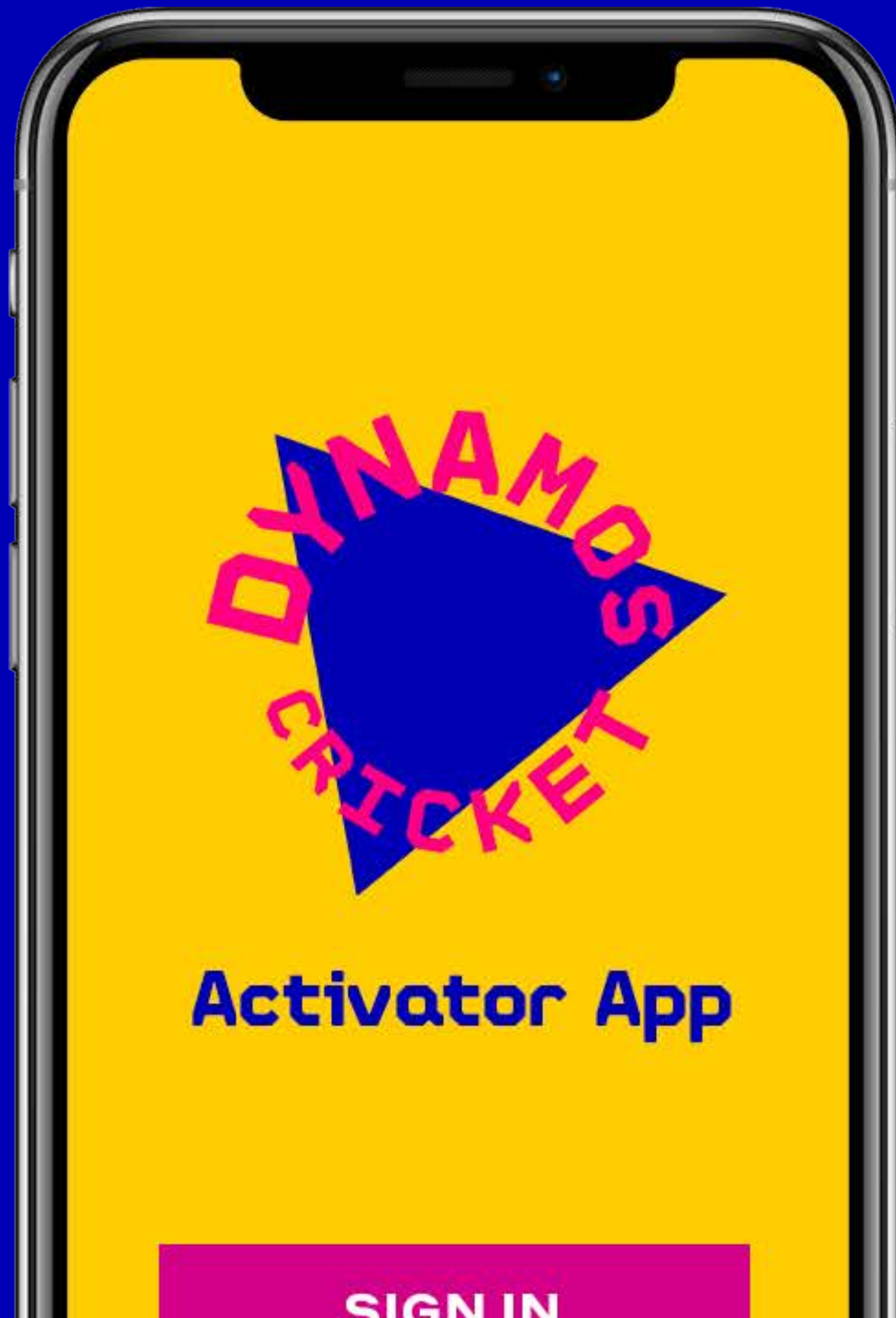


Enhanced support to
drive volunteer
recruitment

2020 Special - Free Kit for Clubs



Management System for Clubs

A tablet screen showing the 'Club Registration' form. The header is yellow with the title 'Club Registration' in blue. The form area has a pink background and contains three white input fields. The first field is labeled 'Your name', the second 'Club name', and the third 'Email Address'. A small logo is visible in the top right corner of the pink area.

Club Registration

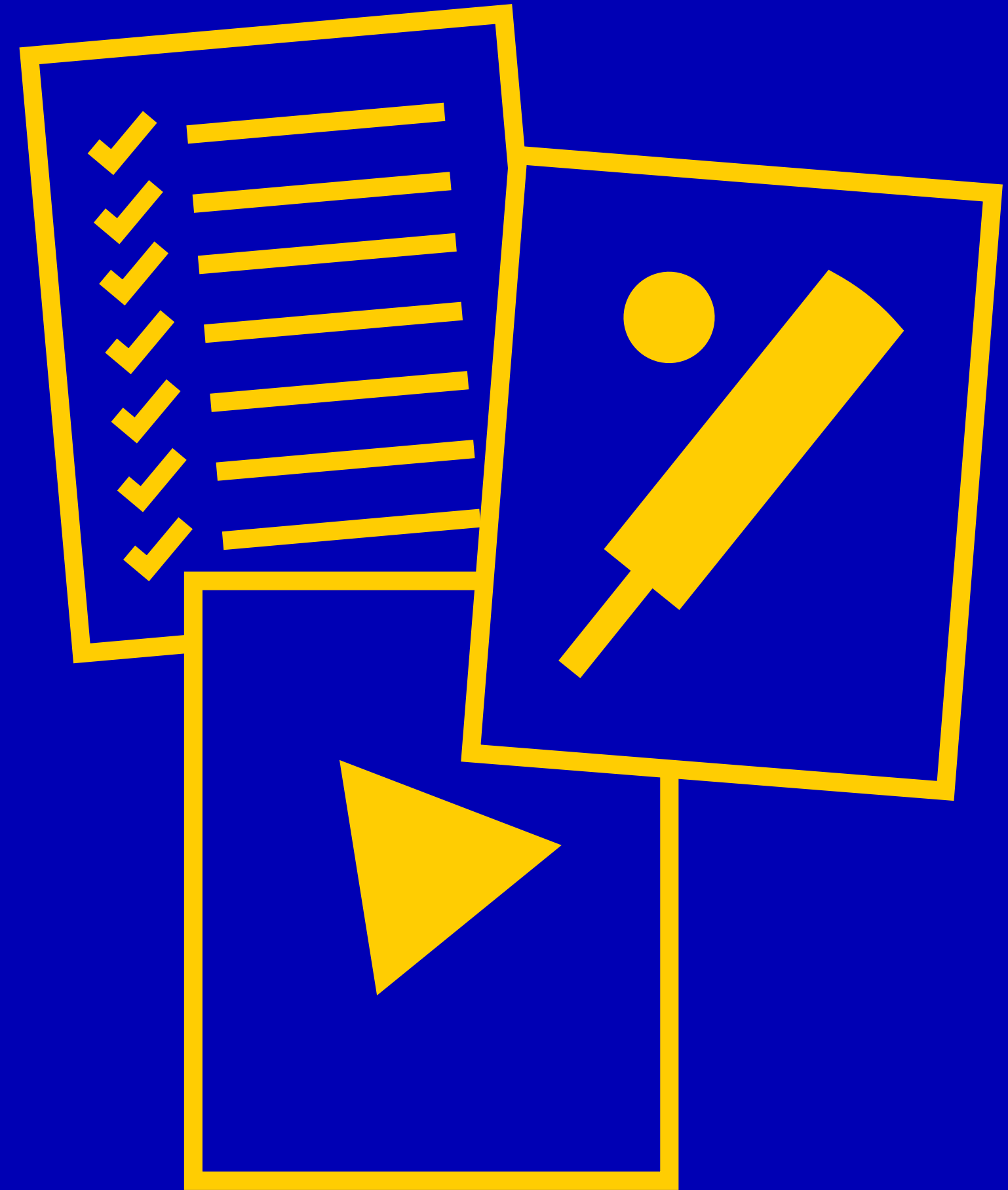
Your name

Club name

Email Address

Activator Training

- ▶ Using the All Stars Cricket framework
- ▶ Looking for key facilitators

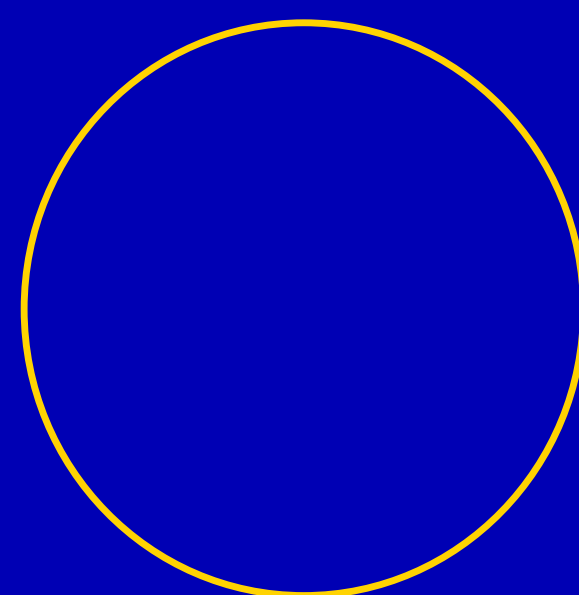


Local and National Marketing Support

- ▶ Digital
- ▶ Print
- ▶ Out of home
- ▶ Radio
- ▶ Schools



The Programme Volunteers



Volunteering
journey

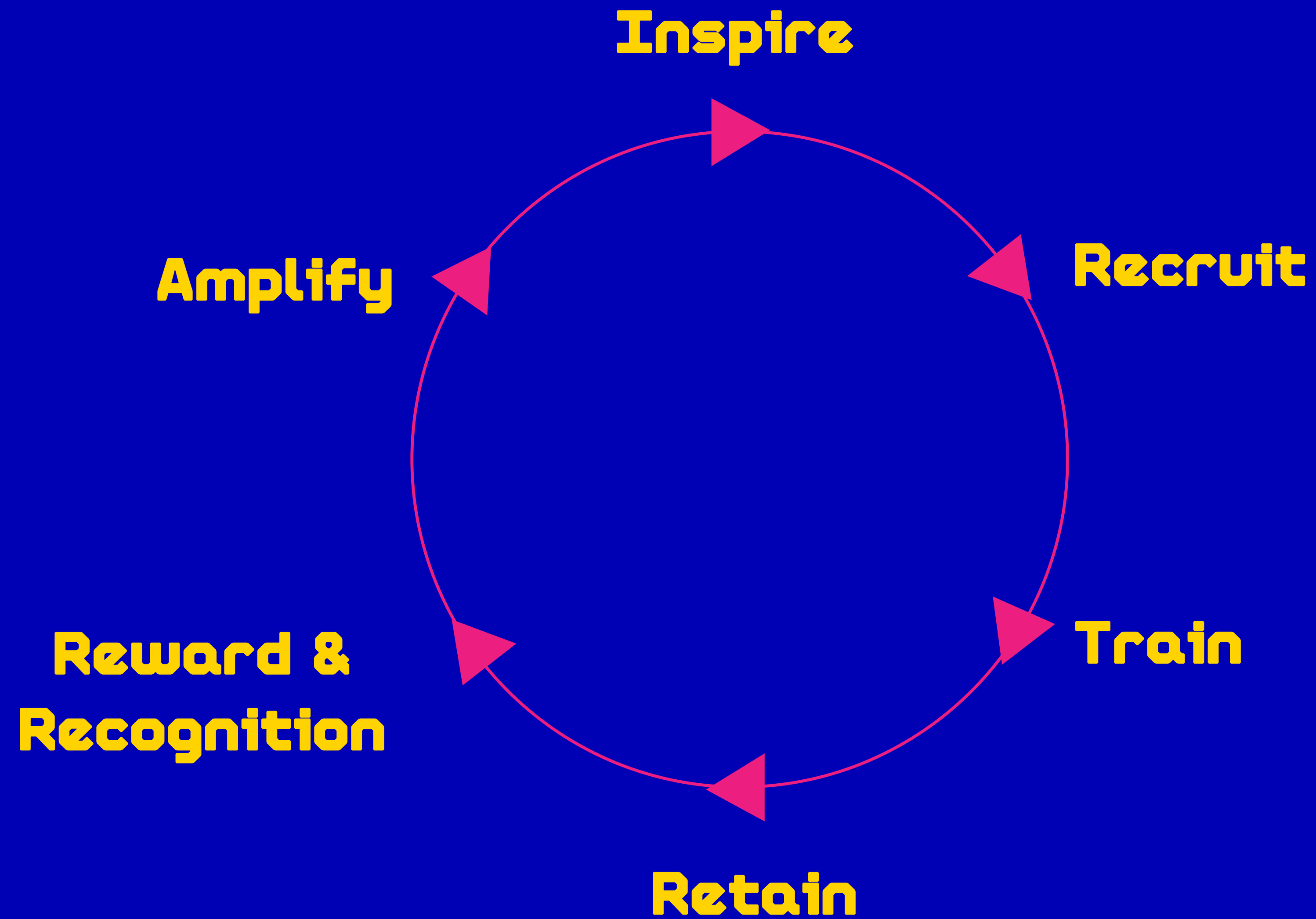


Reward
&
recognition

Spacehive

Crowdfunding

Providing Support to Grow the number of volunteers



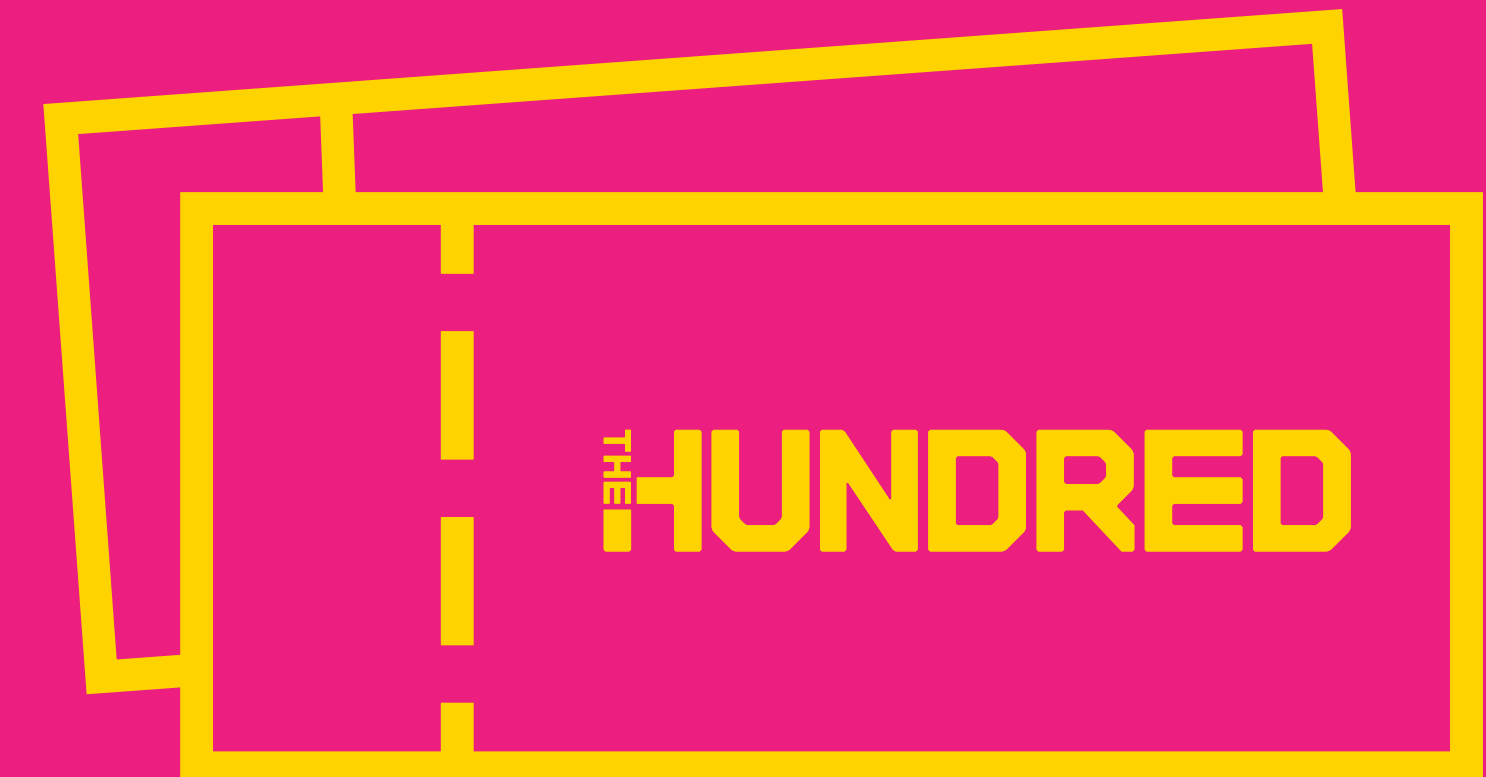
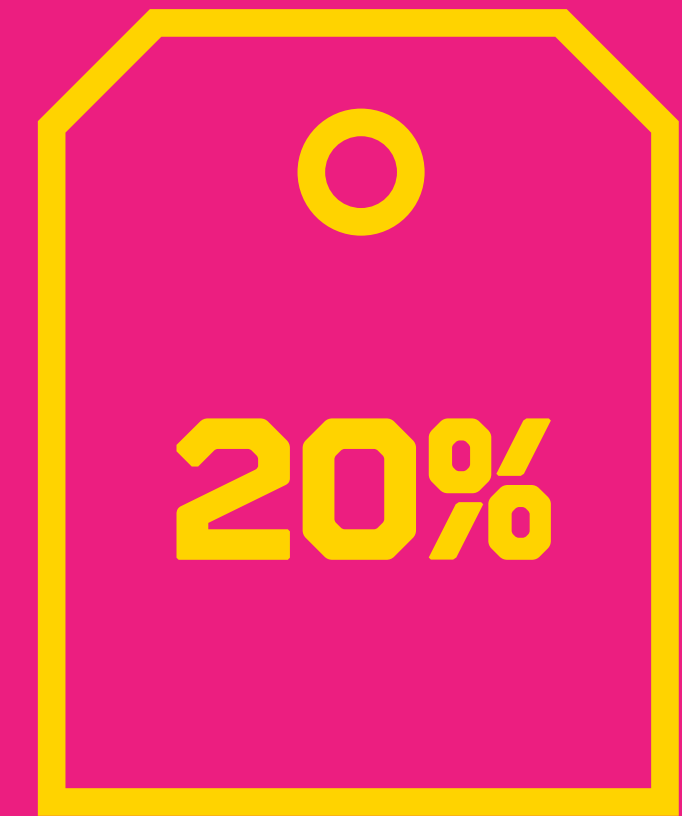
Funding to drive volunteer recruitment

- ▶ **Crowd-funding platform**
- ▶ **£100 seed-funding for each club**

Spacehive

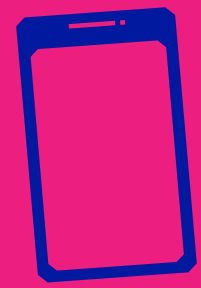
Our volunteers

- ▶ Volunteer apparel
- ▶ Incentive & reward



The programme

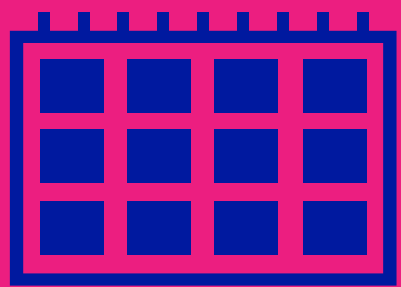
Children



Digital participant app

THE HUNDRED

Money-can't-buy Experiences

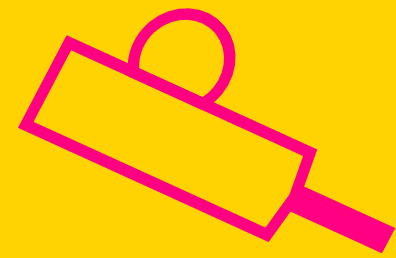


8- week programme of countdown cricket

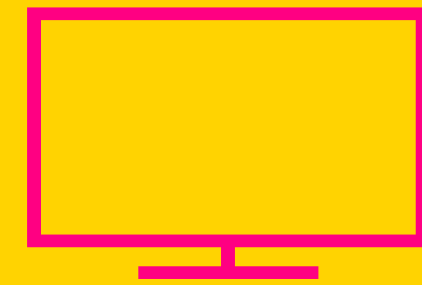


Personalized New Balance t-shirt

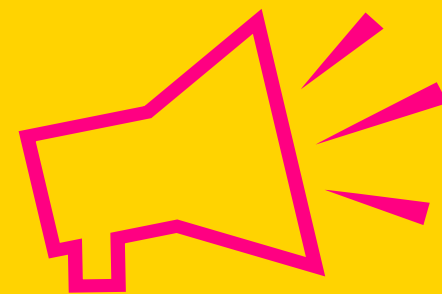
Clubs



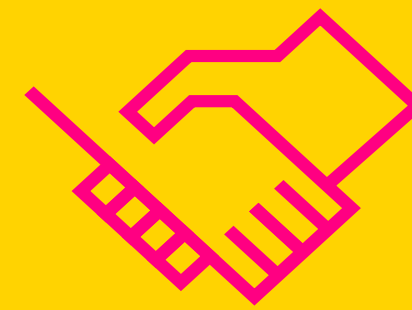
Free kit In 2020



Full management system



Local and National Marketing support



Enhanced support to Drive volunteer recruitment

Volunteers will receive



A New Balance t-shirt



A free ticket to The Hundred



20% off New Balance merchandise

5-8

8-11

11-15

15-19

Adult



Learn the skill



Learn
to play



Junior Club Pathway

Competitive progression



Club Cricket

Competition



Simplifying The Player Pathway

1

Consistency

Consistency of experience regardless of where you play

2

Clear Next step

Obvious to the player / parent how they move through the pathway

3

Flexible progression

Age and stage progression fine tuned to each individual

4

Flexible choice

Players can 'ladder-up' and 'ladder-down' as they move through the pathway

Different centres with different needs

- ▶ All Stars Cricket has been the start of building a junior section
- ▶ Clubs have embraced All Stars Cricket alongside a pre-existing junior section
- ▶ Clubs don't currently run All Stars Cricket
- ▶ All Stars Cricket is run in a non-traditional club setting

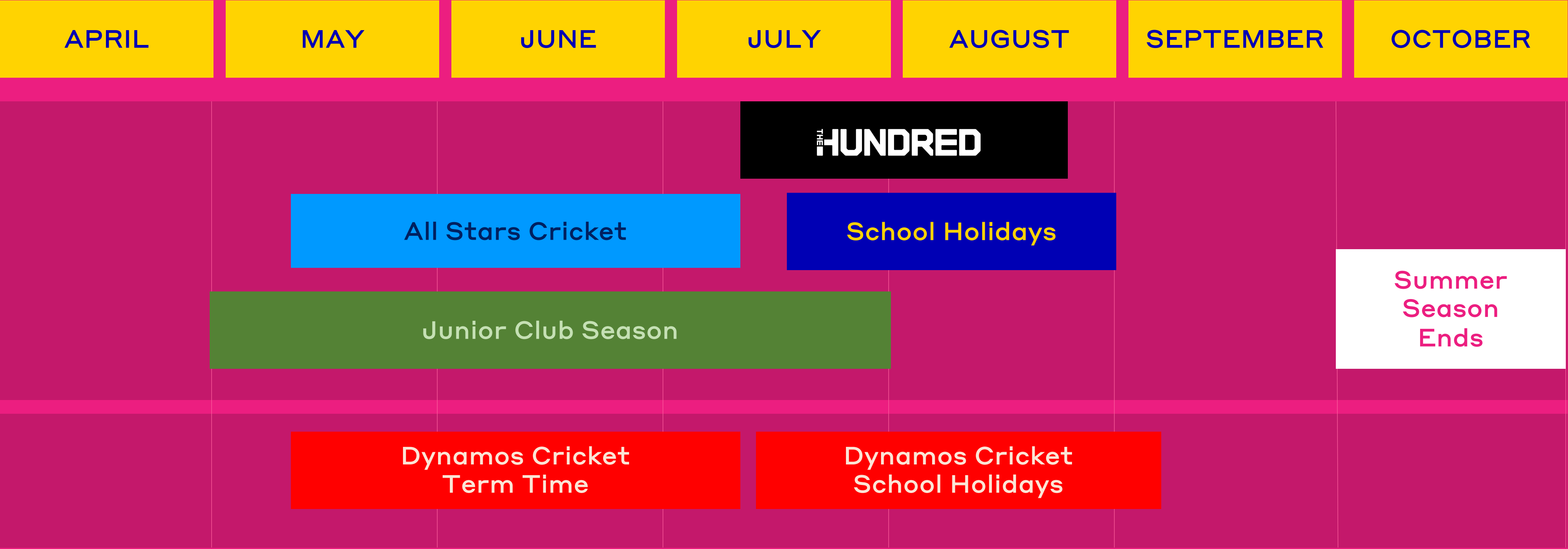


A club determined price point

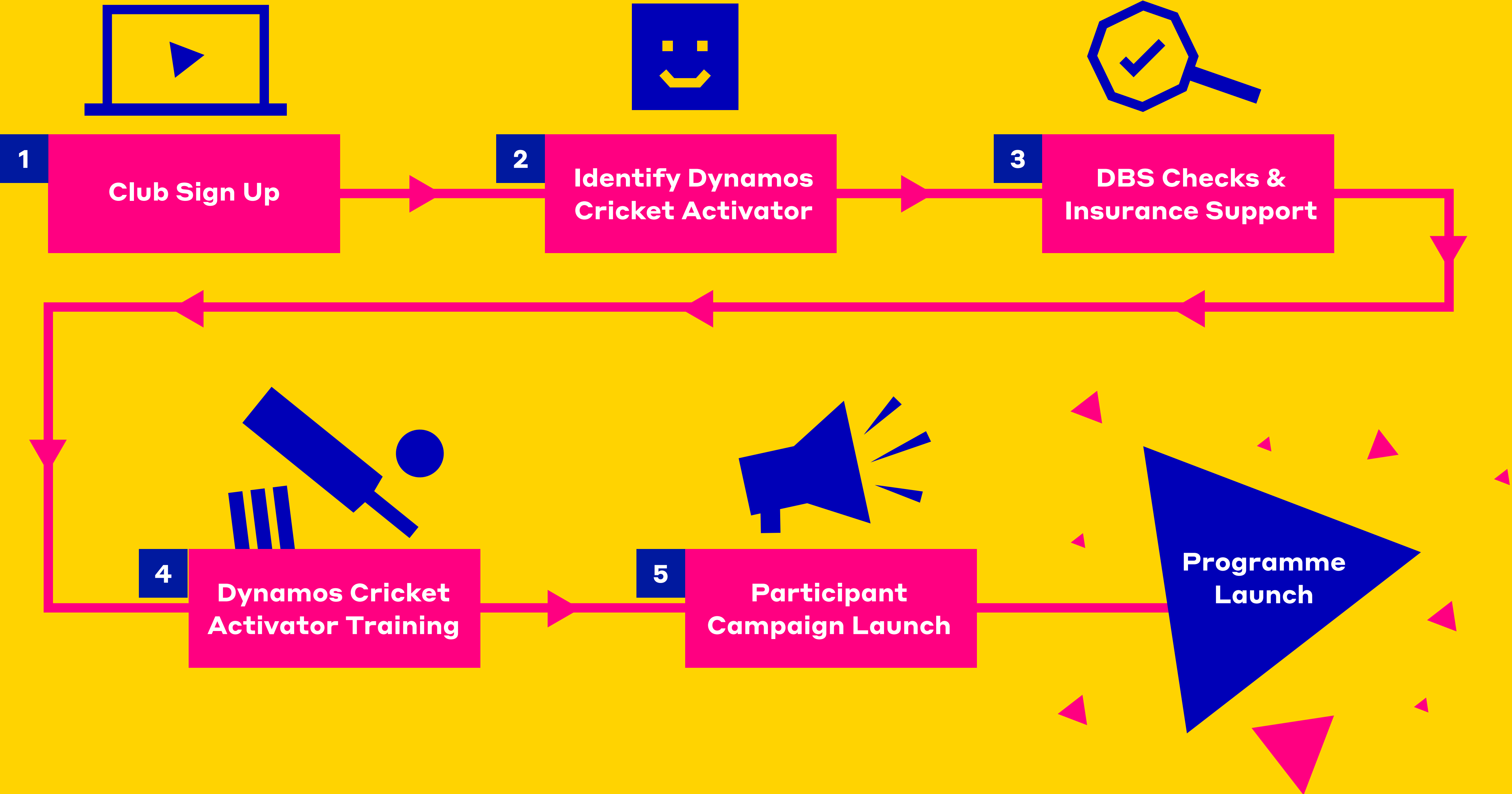
- ▶ RRP is £40
- ▶ Pricing options for low, middle- & high-income areas
- ▶ Flexible pricing structure to suit the club, local community & to fit alongside existing junior section



Flexibility around when you can run dynamos cricket



Next Steps



**Complementing,
not competing
with junior
cricket**

**More money
back to
clubs**

**Multiple
delivery
windows**

**Enhanced
volunteer
recruitment &
ongoing
support**

THANK YOU