



**CRICKET
SCOTLAND**

Junior Cricket Starter Pack – Developing Your Junior Section

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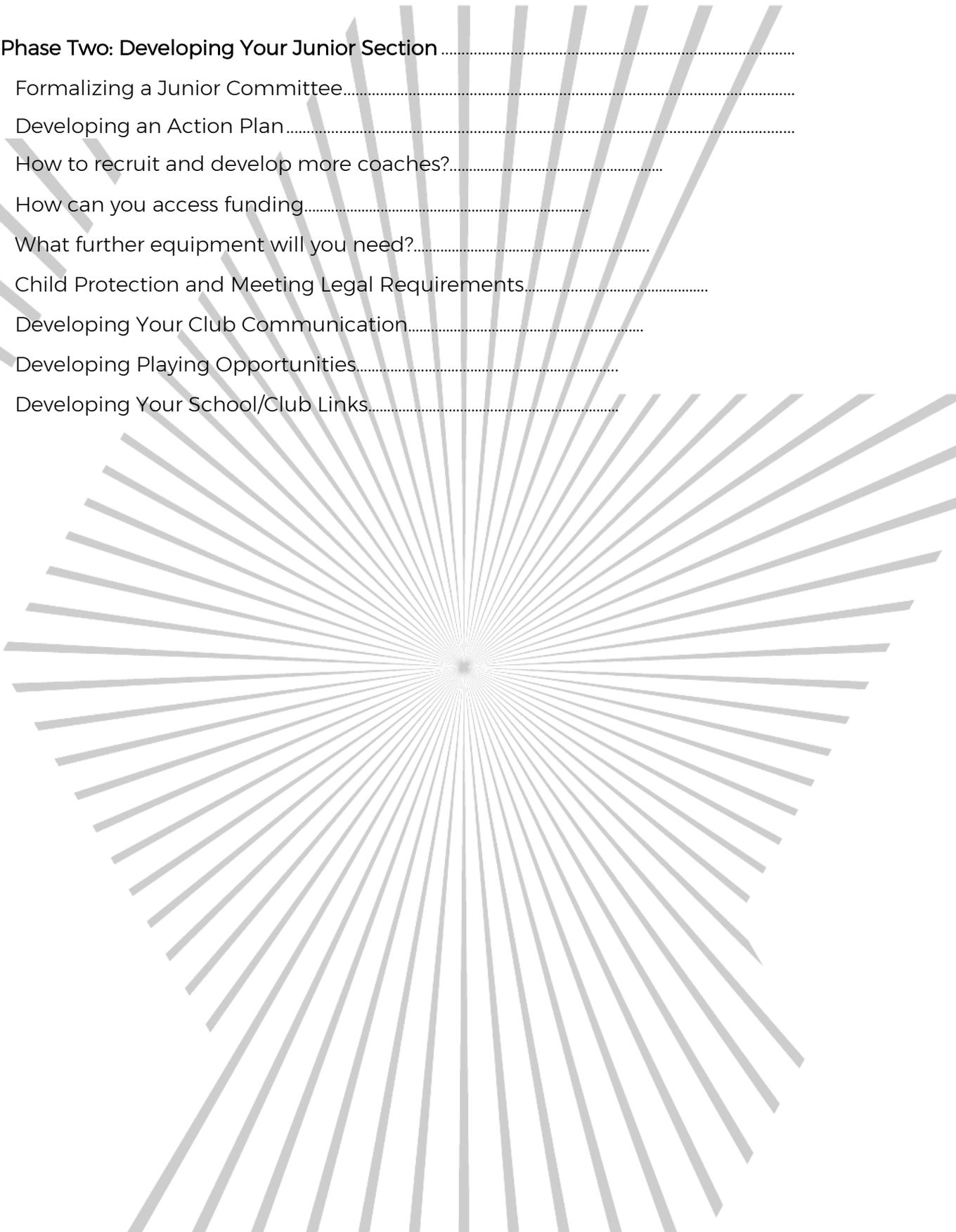
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Introduction

Cricket Scotland are keen to encourage more clubs to start a junior section and/or help them deliver a better junior section for the overall health and well-being of their club.

We very much believe in the `bottom up` approach to the sustainability of club cricket. If a club has a strong and thriving junior section then in the long term the overall strength of the club will only improve.

We also recognise that starting a junior section is a considerable undertaking and that many clubs are seeking some advice on where to start. Hopefully, this guide can provide enthusiastic clubs with some direction in how to go about it. The format of the document will be the following:

- Phase One - Getting Started
- Phase Two - Developing
- Phase Three - Refining
- Documentation and Templates

We hope that this resource can provide the following:

- Allow you to get advice and use the templates that are needed for your club
- Give you a practical outline of how to get things started and develop your structures
- Have everything in one document for you to access quickly and simply
- Reinforce that there`s no right or wrong and that there`s plenty of support available to you from Cricket Scotland

Finally, if you`re reading this then you`re taking the first step in making junior cricket happen at your club. The time and effort you put into your club is massively appreciated by Cricket Scotland, and volunteers like you are the lifeblood of the game. If there`s one piece of advice to come out of this document it`s to work together and delegate. You won`t be able to do it all yourself and for the overall good of the club, having a group of good volunteers will achieve far more than one on their own. We believe junior cricket is hugely rewarding on many levels so remember to enjoy your involvement in inspiring and developing the next generation of young cricketers.

Phase Two: Developing your Junior Section

Hopefully at this point you've had your junior section up and running for a season or two. You will no doubt have aged more than is normal and you will be an expert on pairs cricket, non-stop cricket and the Lords Game I'm sure! We also hope that you've had a great time and seen many new kids try the game and enjoy being part of your cricket club. Now you've got things established we hope you're ready to take the next step in the journey of your club. This section is called *Developing*, and is all about the small actions you can now take to continue to grow and improve your junior section.

We recommend that you continue to make sure all the actions from the *Getting Started* section are completed each year, and that these recommendations simply add to the strong foundations you've already laid.

Formalizing a Junior Committee

When starting a junior section it's important that you simply get out there and make things happen. In most cases, this will mean not worrying too much about the formal aspects of running a club as you're too busy trying to create one to start with! However, now you've got something going we think it's important to create a Junior Committee to help steer things in the right direction, and most importantly, to share the work load.

You can form your Junior Committee however you like but we recommend you appoint the following key positions first:

- Chairman/Junior Convenor
- Treasurer
- Secretary
- Child Protection Officer

Once you've got these key people in place then you have the bones of a committee. You can then appoint or allocate other roles as you see fit and depending on the size of your junior section. Potential roles could include:

- Coaching Coordinator
- Communications/Website Administrator
- Gear and Equipment Manager

You could also include others on the committee who have skill sets that can help you - e.g. an interested parent who has experience in applying for grants; key coaches that help run the junior section etc. We believe a group of around 6-8 people is an ideal size for a junior committee.

Top Tip

Sometimes starting a Junior Committee from scratch can be difficult. If you're an existing senior club you may want to form a 'shadow committee' made up of people from the Senior Club Committee initially – basically a Sub-Committee. You can then start to separate the two committees piece by piece at your own pace and as you get volunteers and parents involved

Other key considerations:

- We strongly recommend that you also have a representative from the Junior Committee that sits on the overall Club Committee to represent the views of junior cricket and to feedback regular reports
- It is also important at this stage to check your *Club Constitution* and its wording around junior cricket. This is particularly important if you decide to apply for funding grants as many applications are rejected because of unsuitable club constitutions.
- Set dates for Committee meetings for the year – aim to have a meeting approximately every 2 months
- Take minutes and circulate to all key people so you have a record

Top Tip

- Provide your committee members with brief Role descriptions so they're aware of the key tasks you want them to undertake. Templates of job descriptions are included with this pack
- A sample Club Constitution suitable for junior cricket is included in this pack. Take it and adjust for your club and you will tick all the boxes around constitutions when applying for funding

Developing an Action Plan

As stated above, the *Getting Started* section was very much about getting things going and enthusing kids, and not dwelling too much on the documents and details that all good clubs will eventually have. However, now you've got established we think you should take the opportunity to formalise the plans for your junior section a little more. We recommend that your Junior Committee work together to produce an Action Plan that details the key tasks you will complete for the year. It doesn't have to be a masterpiece, and in fact, the simpler the better in our opinion. The advantages and reasons why we think you should develop an Action Plan are as follows:

- If you write things down and formalise your goals and key actions the more likely you are to achieve them
- It helps you take a step back and consider all the things you are doing and prioritise
- You can clearly allocate tasks to people to share the workload
- It provides you with direction – what to do, when to do things, and a reference point for meetings and club operations
- Presents the club in a professional manner and will help you in attracting new members, volunteers and working with potential partners and funders – you look organised!

Why not create a working group to oversee the forming of your Action Plan. The questions below are useful when developing this plan for your junior section:

1. What do you want your junior section to look like?

2. What are the key areas you need to cover and the outcomes you want?
3. What steps must you take to deliver in each key area?
4. When do you need to complete key tasks, how much will they cost, and who should be responsible for them?
5. All plans should be SMART – Specific, Measurable, Attainable, Relevant and Time Bound

This process doesn't have to be onerous but simply formalising a lot of what already happens at your club. We strongly believe though, that having this direction will help you move the club forward after the initial `setting up` period.

Top Tip

- Included in this pack is a template Action Plan that you can use and adapt to suit your needs
- Instigate a meeting with your local Development Officer or RPM to get them to help you put together a suitable plan
- Talk to other clubs about what they do and any advice

You may be interested in developing as a `Community Sports Hub` that fits in with the Sport Scotland strategy around shared facilities, resources and knowledge. Getting together with other likeminded sports clubs in your area is a great way to work towards a sustainable, healthy club over the long term. If you are interested in pursuing something like this for your club please contact your Regional Participation Manager for advice on this

How to recruit and develop more coaches?

Recruiting

Recruiting coaches for your club is an on-going task. We believe clubs should put in place some key actions each year to keep trying to attract new coaches to replace the coaches you will undoubtedly lose. Here's some ideas to help you find some more coaches for your club:

- Work with your local secondary school to put senior students through coaching qualifications as part of `Sport Leaders` programmes – your Development Officer or Regional Participation Manager can help here
- Make contact with local Universities that may have students involved in sport and coaching qualifications that need to gain experience
- Keep trying senior club members and encourage them to come down and give up their time
- Include as part of registration form a section that parents can fill in if they're available to help with coaching
- Organise a `Junior Opening Night` where all kids come down for the first time in the season, provide a BBQ and then deliver a `Parents Welcome` - 30/40mins explaining what the club is about and can provide, some

basic coaching info so they can help their own kids, and then try to recruit some extra `coaching helpers` at the end

Top Tip

- Contact your RPM or Development Officer to help run your `Junior Opening Night` and deliver to parents
- Building a relationship with your local school s and training senior students and staff is a great way to get coaching help for your club. The ICC Introduction to Cricket Award is free for teachers and students, and if they`re interested in this then they`re likely to want to help out with school or club teams
- Lobby the senior club about making 1st/2nd team players available to help out at junior training nights on rotation

Retaining and Developing Coaches

We all know it`s very difficult to recruit coaches so it makes sense that once you have some coaches that the club does their very best to keep them. This has great positives for the club including:

- Kids build a rapport with the coaches if they`re there every year
- Coaches get to know the kids and their needs and can better help them develop
- Your coaches get better through practice and you can invest in them for everyone`s benefit
- Familiar faces make it easier to retain both players and volunteers
- You don`t have to recruit large numbers of coaches all the time

At this point we recommend that you initiate some basic practices that make your coaches feel valued to improve your chances of retaining them. You could make sure you do the following:

- Mention them in speeches and thank them for their input
- A small token of appreciation for them at the end of the season
- Identify your coaches that want to develop further and put them through coaching courses. Make it as easy as possible for them by meeting course costs but also make sure there`s the expectation that they do coaching at the club in return.
- Provide them with some club clothing and additional equipment to enhance their coaching experience
- Ensure you have them coaching in an area they`re comfortable with i.e. the right age group, and provide coaching assistants where possible to make it easier for them
- Offer a reduction in membership fees for those people who coach
- Consider paying your Level Two qualified coaches as recognition for their development

Top Tip

Take the time in your coaches meeting to find out who they want to coach and what they want in terms of training and assistance. You can alleviate many issues from the start if you know their needs and act on it.

How can you access funding to grow your junior section?

You will reach a point where the fees charged will cover the basic costs associated with your juniors but little else. If you want to improve facilities, train your coaches, get better equipment or increase the scope of your programme to attract more kids, you will need to access other revenue streams to make it happen.

One of the most common ways to get additional funds to run your club is through the vast number of grant schemes available to clubs to apply for. As a club you need to decide what areas you need additional funds for. The most common things to apply for relate to the following:

- Training and developing coaches
- Gear and equipment for junior sections
- Facilities - artificial pitches, nets, batting cages
- Coaching Programmes - delivering outcomes for health and well-being in the community and getting young people involved with sports clubs

Top Tip

If you're interested in getting more information about Trusts and Foundations then we recommend the following:

- Contact your local Development Officer or Regional Participation Manager as they have expertise in this area or are able to point you in the right direction
- Talk to other clubs about what they do and the successes they've had
- Go to the funding section of the Sport Scotland website that lists many of the available grant schemes - <http://sportscotland.org.uk/funding/funding> - or simply do some research into the Trusts and Foundations available to you
- Make sure your Club Constitution is up to date and includes clauses relating to equity, open to all, dissolution procedures

Top Tip

What does a good funding application look like?

Apart from providing the necessary details and following the process correctly, if you're able to 'sell' your project you will give yourself the best chance of being successful. In telling your story we believe you should answer the following questions:

1. What's the need in your local community?

All Trusts and Foundations will have key outcomes they have to meet. The majority of them are around social outcomes so make sure you link what you're applying for with the specific outcomes of each trust

2. How will you address this need in your community with the funding given to you?

Make it clear the actions you will do to meet this need

3. How will you prove you will deliver on this?

You need to outline how you will measure your success so the trust can have some hard evidence that their investment will make a difference and that you've clearly thought about why you want the funding. Also, if you've delivered in the past – previous grants/projects or shown growth and improvement in your club – include this in your application as a good way of showing that you will be a worthwhile investment

Fundraising

Increasing your revenue as a club doesn't have to be restricted to grants and junior fees. No doubt most people have been involved in some form of fundraising for a club, school or community group before, and getting involved in fundraising events is a great way to build the culture at a club while also raising important funds. The list below shows some ideas that have been used at clubs but this is by no means exhaustive. We encourage you to think of innovative and sustainable methods to bring funding into your club. Potential fundraising ideas:

- Fundraising disco
- Fundraising dinner and auction
- Races night
- Poker night
- Shirt and club sponsors – it can be easier to get shirt sponsors for junior teams because of the wider reach they provide and links to developing youth
- Selling advertising space
- Sponsored challenges
- Hiring out club facilities
- Quiz Nights

- Car washes
- Bag packing at Supermarkets
- Selling additional merchandise

Top Tip

One of the roles on your Junior Committee could be the `Social Coordinator` - this person could be in charge of organising one fundraising event for the club

What further equipment will you need?

As your junior section expands you will require more gear and equipment. What you will need to purchase will depend on the size and level of the kids you have. If you are still just doing Kwik Cricket then your equipment requirements will be reasonably basic. However, if you've managed to attract juniors at U11 level and above then you're looking at hardball cricket. This will bring with it a number of challenges in terms of the necessary equipment. You should consider the following for each hardball team:

- 2/3 sets of pads of suitable size
- Helmets
- Thigh pads
- Gloves
- Boxes
- Wicket-keeping gloves and pads
- Bats
- Wooden stumps and bails
- Cricket balls of required size
- Scorebook - if they will be playing competitive matches

Many kids will have their own gear once they get to hardball level but it's important that the club has enough equipment for those that don't. The above would be the basic requirements in terms of gear but some of the additional pieces of equipment you might consider for trainings to challenge kids more could include:

- Rebound net
- `Katchet` board
- Throwing nets
- Slips cradle
- Baseball/softball mit
- Different types of balls - `Incrediballs`, hard tennis balls, red/white balls
- Bowling machine

Any additional equipment you can purchase to enhance the experience and motivate the kids can only be helpful. It will also assist your coaches and encourage them to make trainings varied and fun, which will in turn, only enhance the experience for the players and help keep them in the game.

Top Tip

- Lords Taverners provide a range of significantly subsidised `Hardball` cricket gear bags suitable for clubs. These can be applied for through their scheme at a small cost to the club. Go to <http://www.lordstaverners.org/cricket-kit-bags> to find out more
- Once you start having a significant amount of gear appoint a `Gear and Equipment Manager` to coordinate its distribution and management. Initiating a process for giving out equipment and getting it back is very important as you can make significant savings by retaining your equipment and not letting it find its way into other people's bags!

Child Protection and Meeting Legal Requirements

One of the key requirements in the *Getting Started* phase was around child protection and meeting the legal requirements to work with young people. You should have in place already:

- A Child Protection Policy that is available to all members and visible at the club
- A PVG contract with Cricket Scotland to enable you to get PVG disclosures for all your volunteers working with young people at your club
- All coaches and volunteers involved having a PVG and the required documentation

At this point, you may be starting to build up a number of coaches and volunteers that are involved in varying capacities at the club. We would recommend that you're now encouraging as many of these people to attend child protection workshops as part of their personal development but also as part of their responsibility in working with young people. The more people who have a clear understanding on the requirements when working with young people and vulnerable groups, then the better chance of avoiding any issues in this area.

To find out about upcoming child protection workshops visit www.safeguardingsport.org.uk

Top Tip

Aim to have a couple of people each year from your club attend one of these workshops and get them to report back to the club

Also, workshops run internally are fine as long as the person delivering has had the suitable training

Ten Steps to Safeguarding children in Sport

To start the process of safeguarding children and vulnerable adults in sport follow the guidance below:

1. Role Description - appoint a named contact to co-ordinate child protection within your organisation who has attended `Safeguarding & Protecting Children` or other basic child protection awareness training and `In Safe Hands - Club Child Protection Officer` workshop
2. Adopt a Child Protection Policy for your club
3. Identify any risks to children participating in your activities
4. Code of Conduct - get all adults working with children in your organisation to sign up to a Code of Conduct for working with children
5. Adults attend safeguarding training - support all adults working with children at your club to attend `Safeguarding & Protecting Children` or other basic child protection awareness workshops
6. Adopt and use an effective `recruitment and selection` procedure to make sure new staff/volunteers have been carefully considered and vetted to do regulated work with children
7. Adopt responding to concerns procedures to ensure that staff/volunteers get the appropriate help for a child or challenge the inappropriate conduct of any adults within the club
8. Adopt a disciplinary procedure to ensure your club can deal with any inappropriate conduct or child abuse and if necessary refer any individual to Disclosure Scotland for consideration on the Children`s List
9. Adopt a procedure to review any child protection concerns which have arisen to ensure procedures are followed and appropriate action taken in the best interests of the child
10. Adopt `safe in care` guidelines that are appropriate to your organisation`s activities e.g. trips away, physical contact, adult to child ratios, social media etc

Remember to communicate all of the above to the children in your organisation and to their parents/carers so that everyone recognises and understands the important safeguards put in place to help keep children safe

Developing Your Club Communication

Communication with your new members and potential members is very important and requires some time and thought. Obviously, you will already be communicating with your members in some way. However, we believe that now you`ve got established you should look at your communication methods and how they can be improved. Some key considerations regarding communication are:

- Effective communication can help attract new members to your club
- Communications can identify why participants are taking part to understand their needs
- When done effectively it can help retain members interest

- Where and when will your cricket activity take place and how will you communicate this to your members
- Through what channels will you communicate the information

Therefore, we recommend that you perhaps look at developing the following communication methods:

- Use of `Teamer` or similar programmes to help communicate easily and effectively with members
- Set up social media communication for your club – Facebook page, Twitter are all easy to set up and are quick and effective ways to communicate with your members
- Start to develop a website or Junior Section on your club website
 - Young players love reading about their games and performances on-line and it's a great way to engage all members and parents of the club. A website can really bring your club together and will probably be your most powerful communication tool.

Top Tip

Find a technology savvy member at the club and get them to set up your social media communication

Developing a Website

A current and attractive website is a crucial communication tool that can significantly help attract and retain new members.

Creating Content

- Websites can be developed with a unique look or you can access free club websites to start from initially. You can try the following:
 - www.pitchero.com
- Recruit a computer literate member to help create, build and maintain your page
- Create useful, high quality material that is of interest to users
- Present your pages concisely and clearly
- Learn which pages are most popular among users and focus your attention on them
- Present information in more than one way
- Keep it regularly updated!!

Useful Pages

You might want to consider publishing different pages with the following info:

- Introduction to the club – who you are and what you do
- Range of activities offered and facilities
- Calendar of Events and coaching times, matches and tournaments
- Results and reports

- News section
- Membership info and forms
- Key contact info
- Coaching information
- Key club documents – committee papers, policies

Top Tip

Try www.pitchero.com to help you set up your first club website – they are FREE

Developing Playing Opportunities

As you move into the *Developing* phase you're likely to have an established 'Kwik Cricket' section and perhaps a 'hardball' team if you're lucky. Obviously, once you've got a decent base of players at any level it's important that the club provides some competitive playing opportunities for the kids. Providing excellent trainings that are enjoyable and stimulating is great but we all know that kids want to play matches and test themselves against others. Sometimes we can be a bit tentative about matches but really it's never too early to get them playing!

Some basic things to consider when organising fixtures for your teams:

- Entering them in the appropriate level competition
- Have you got appropriate support to run the fixtures – coach/manager, scoring, umpiring
- Do you have the appropriate facilities to host games and the preparation of them organised e.g. preparing a wicket
- Communication of fixtures to kids and parents, and checking availability
- Organising transport if necessary
- Do you know the rules and can you manager/run a game – either Kwik Cricket or Hardball
- Do your kids know how to play the game properly – either Kwik Cricket or Hardball

Top Tip

We recommend organising some 'friendly' fixtures against other clubs before deciding on entering any formal competitions and the associated commitment needed from you as a club and parents. You will also be able to see where your players are at and test how organised you are to run matches

For those with a Kwik Cricket section you have the following options open to you:

- Organise fixtures amongst your own junior section

- Play your closest neighbour in a game
- Club Kwik Cricket festivals are organized by local associations across the country with most taking place on Sunday mornings throughout the summer. You could enter one of these festivals to see how the kids go.
- Organise your own festival day and invite other clubs to attend

Top Tip

- Contact your local Development Officer or Regional Participation Manager for more information on Kwik Cricket Festivals and playing opportunities
- Put your coaches/parents involved in Kwik Cricket through a `Kwik Cricket Managers Course` so they are clear on how to umpire, score and generally run Kwik Cricket matches
- Teach your kids the rules and how to play the game before playing any competitive fixtures – if they actually understand what they should be doing they're more likely to have some success
- Focusing on basics like running between the wickets and what to do in the field (backing up, walking in, staying alert) will really help your team play well

For those clubs looking to get into a `Hardball` cricket competition you will have a range of competitions available to you. These could be, but not limited to, one of the following:

- U11 Grade
- U13 Grade
- U15 Grade
- U18 Grade
- Indoor Cricket competitions during the winter at all age-groups

Some local associations also run U12/14/16 leagues. We suggest you contact your local development officer or Regional Participation Manager to find out the options available to you.

Top Tip

If you've got a new hardball team together perhaps enter them in the winter Indoor Competition first to see how they go. These are short, exciting games played with a hardball and full equipment in a sports hall

You may also have the situation where you have some players at your club ready for hardball but not enough for a full team. These could be kids at a younger age (U11/U13) or they could be slightly older (U15/U18) and you want to make sure

they get the opportunity to play games as well. We would recommend the following:

- Contacting other clubs about providing combined teams at an age group
- For U15-18 players you could look to provide them opportunities with the senior teams for their development
- Contact your local Development Officer or Regional Participation Manager for further information and advise

Developing Your School/Club Links

It's important that you continue to develop the relationship with your local schools as you hope to grow your club. We will assume you've already been in to see the key people at the school and also delivered some kind of cricket 'taster' sessions for the children. Below are some small steps you could take to further improve your schools programme:

- Talk to your Regional Participation Manager about the possibility of getting some 'Summer Squad Coaching' assistance
- Identify the 3 closest primary schools to your club and deliver taster sessions in them
- Organise a formal meeting with your Active Schools Coordinator and Head Teachers at local primary schools to talk them through what the club would like to do and help with
- Organise a Kwik cricket festival for your local schools to attend at your club
- Contact your nearest high school about providing an after school club for cricket and entering a team in the 'Cricket Factory Cup' schools competition

Top Tip

Running a Kwik Cricket Festival for your local schools is a great way of providing a cricketing opportunity for local kids and also giving you an opportunity to try and attract them to your club



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