



**CRICKET
SCOTLAND**

Thriving Clubs – Webinar Series

Guides and webinars helping your club to become more vibrant, visible and viable

45 minutes 6 Saturdays at 9.30am

1st April **Becoming a welcoming and enterprising club** - Clubs that grow tend to be more innovative and proactive, whereas those that adhere to 'the way we do things around here' syndrome, well...,so how do you adapt and change your club and provide an environment and experience that people appreciate? The session will also cover how to overcome challenges and exploit opportunities and start taking those 'baby-steps' which will lead your club to greatness.

22nd April **Getting young people to play cricket at your club** - adapt, listen, engage and speak their language. Clubs, coaches and others involved with cricket need to adapt what they offer young people and how they communicate with them. We appreciate that for some traditional cricket clubs this would present a rather large shift in culture, thinking and behaviour.

27th May **How to become #MoreThanACricket Club** - how your club can become a hub for your community. How to develop links with other organisations that offer collaborative gain and see the situation from the perspective of the other partners and making sure that their needs are met

1st July **More passionate and skilled volunteers at your club** – understanding and acting on the importance of developing and supporting a wider volunteer base which can help grow your club and develop new social networks. There will also be a specific focus on how to attract and retain parents as volunteers.

29th July **More coaches and activators at your club.** Great coaches listen, understand, adapt, communicate well and can transform clubs. So, how do you attract, train and support those great people who activate and motivate players? Especially, for those introducing newcomers to the game, there is plenty of scope for becoming involved as an activator even for those new to the game.

26th August **Grow your club's income** - how to develop a balanced income stream. Too many cricket clubs live a hand-to-mouth existence and could benefit from being more creative and strategic in the way they look at generating income to match their cricketing and community ambitions. This session will provide proven ideas and participants will receive templates and guides, they can use there and then.

Every webinar will finish with a section on *Making It Happen*. How to implement the lesson learned at each webinar/guide focusing on taking the initiative and being brave enough to change and innovate.



**CRICKET
SCOTLAND**

National Cricket Academy, Ravelston, Edinburgh EH4 3NT

e. general@cricketscotland.com t. +44 (0) 131 313 7420

Company Registration: SC 211761
VAT Registration No: 774 6658 77