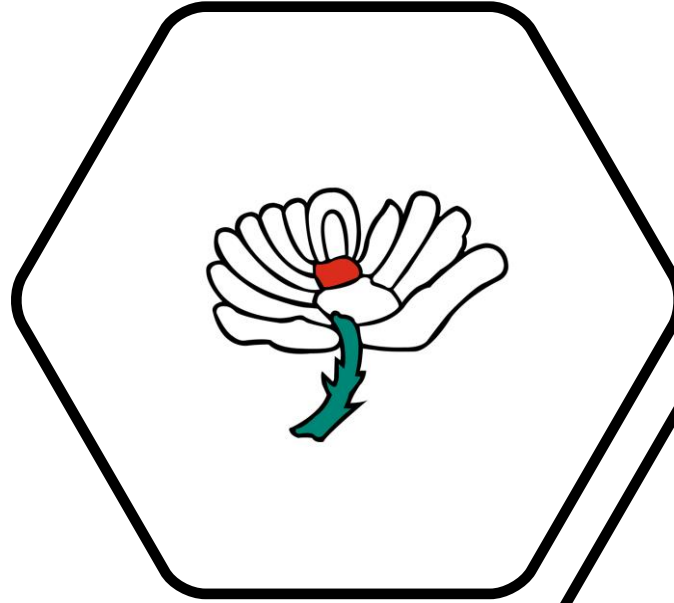
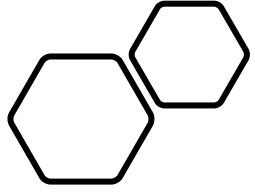


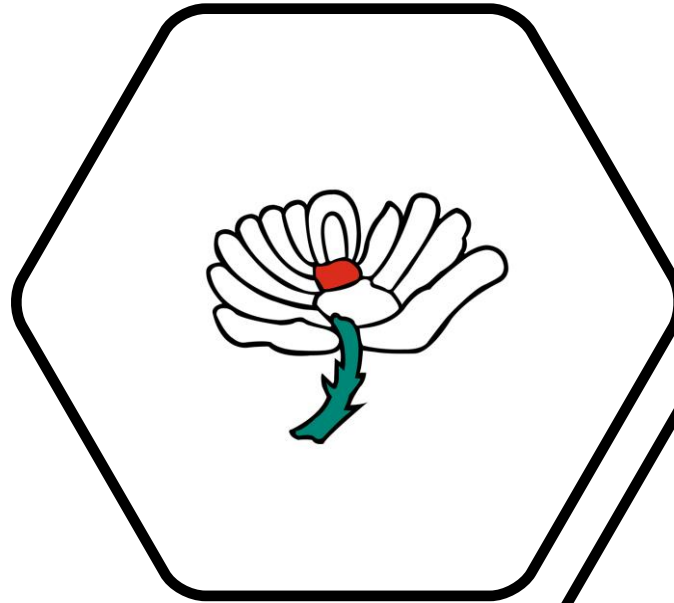
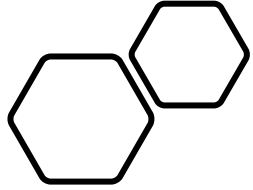
# Parent & Player: Playback Session

James Martin  
22<sup>nd</sup> March  
Howard Suite



# What We've Done – 70 Days

Parent & Player :  
Playback Session



# Listening

- 24<sup>th</sup> January @ Headingley
- 14<sup>th</sup> February @ York Cricket Club
- 15<sup>th</sup> February @ Headingley
- 932 Responses to Digital Survey







# 7 Questions – Parents

1. “What is good about the current player pathway”
2. “What is the #1 problem with the current programme and why?”
3. “What improvements should we make to the player pathway?”
4. “How could we make the pathway programme more accessible?”
5. “What would you like to see implemented that would inspire your child and make the pathway a better experience for them?”
6. “How could the programme be better at identifying talent?”
7. “What could be improved regarding Winter, Summer & Matches?”

# 5 Questions – Players

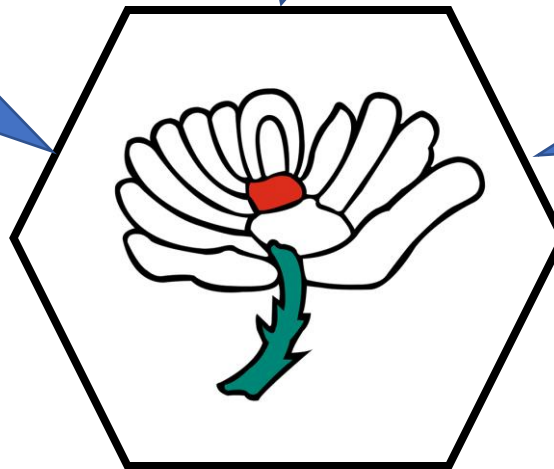
1. “What do you enjoy most about Playing & Training”
2. “What could we start doing that would make you a better cricketer?”
3. “If we could do one thing - what would it be”
4. “What could we do that would make you feel like you love playing for / representing Yorkshire?”
5. “What could be improved regarding Winter, Summer & Matches?”

# Top #3

“Develop cricketers to be the best they can be”

“Improve Communication to Parents & Players”

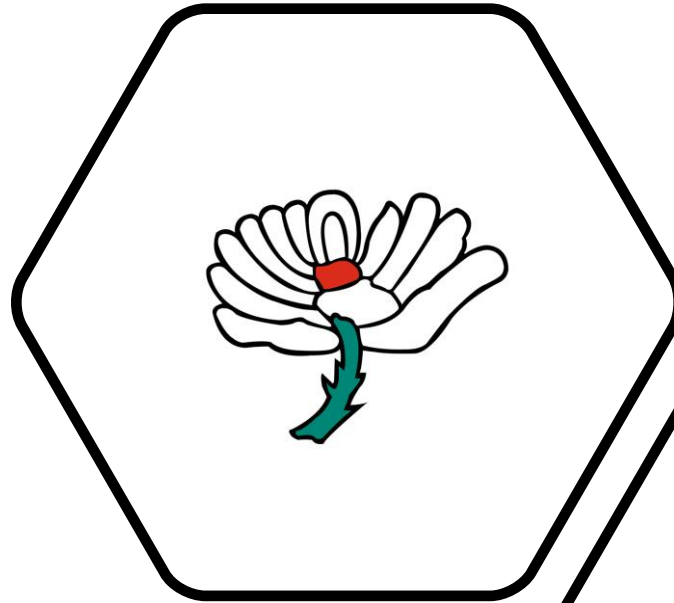
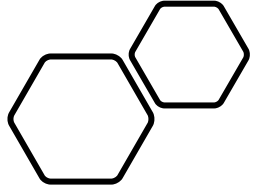
“Feel part of Yorkshire County Cricket Club”





**Listening**  **Playback**





# Vision, Objective & Aims

Parent & Player :  
Playback Session



# Vision

“To provide an experience and structure that we are all proud of, where all are left with a long-lasting love of cricket and Yorkshire CCC and where players can develop to be the best cricketer they can be for Yorkshire & England.”



# Objective

“To have the best talent pathway in world cricket, that is Player-Centred and Feelgood”



# Aims

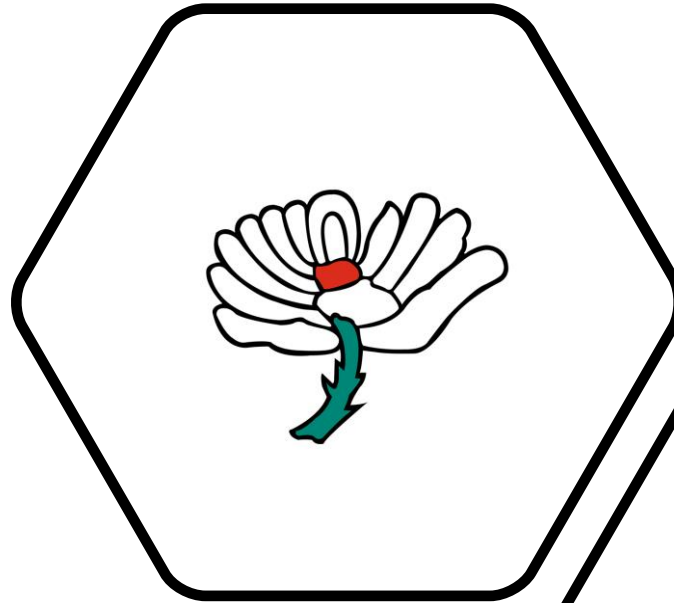
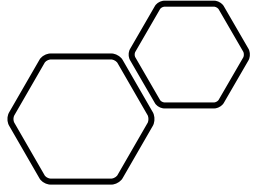
- Create and maintain an over-supply of cricketers that are equipped to perform for Yorkshire CCC and England
- Develop players that are fit, robust and mentally strong enough to cope with the demands of professional sport - who are also great people, who love cricket and who are proud to play a “full role” in the Yorkshire cricket family
- Develop players who become highly skilled match winners that put the team first
- Provide a high level of support to enable players to move into other careers - not everybody will be a professional cricketer
- Develop every player to be the best cricketer they can be
- Ensure players have a lifelong love of cricket and Yorkshire CCC





# Key Deliverables

- Improve communications to be clear and consistent
- Develop every player to be the best cricketer they can be
- Ensure players have a lifelong love of cricket and Yorkshire CCC



# Improved Communication

Parent & Player :  
Playback Session

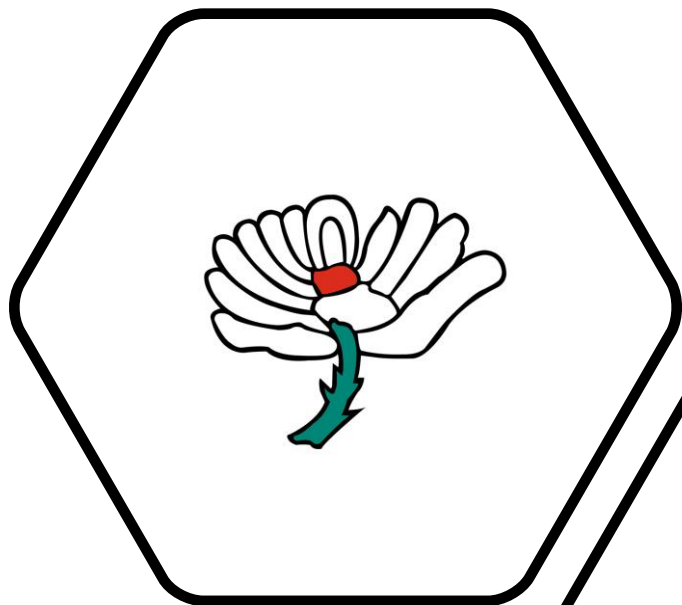
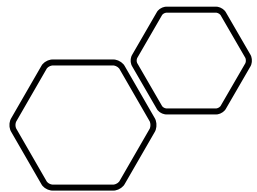


# Improved Communication

- Received an e-mail from Yorkshire County Cricket Club with access to:

<https://yorkshireccc.com/performancepathway>

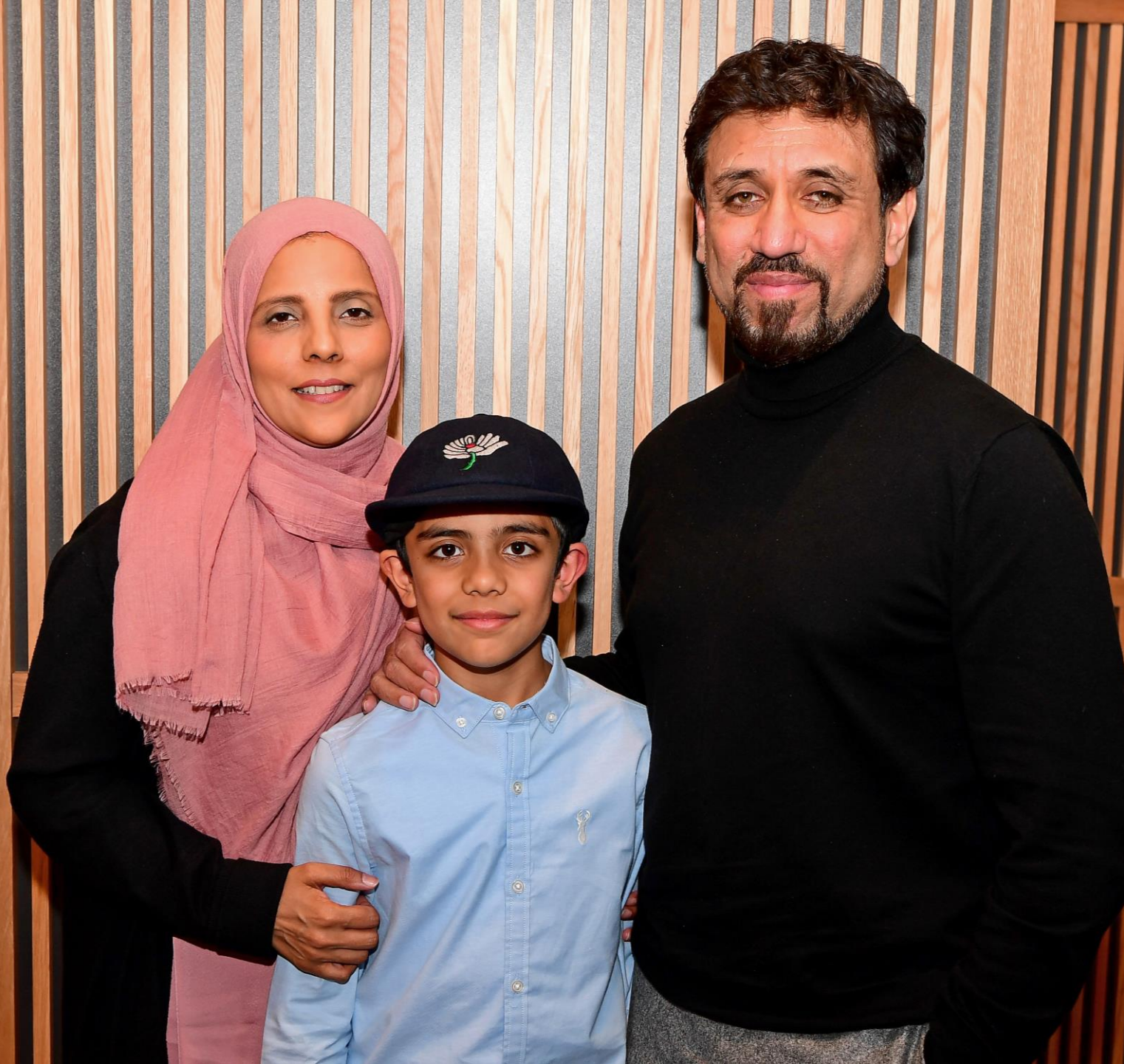
- Vision, Aims & Objectives
- Structure
- Yorkshire Performance Pathway Map
- Yorkshire Performance Framework
- 2022 Calendar & Fixtures (Regional & CAG)
- Policies & Procedures



# Lifelong Love of Cricket & Yorkshire CCC

Parent & Player :  
Playback Session







SEPTEMBER

3



SEPTEMBER

4

# Lifelong Love of Cricket & Yorkshire CCC

- Junior Viking Membership
  - Regional
  - County Age Group

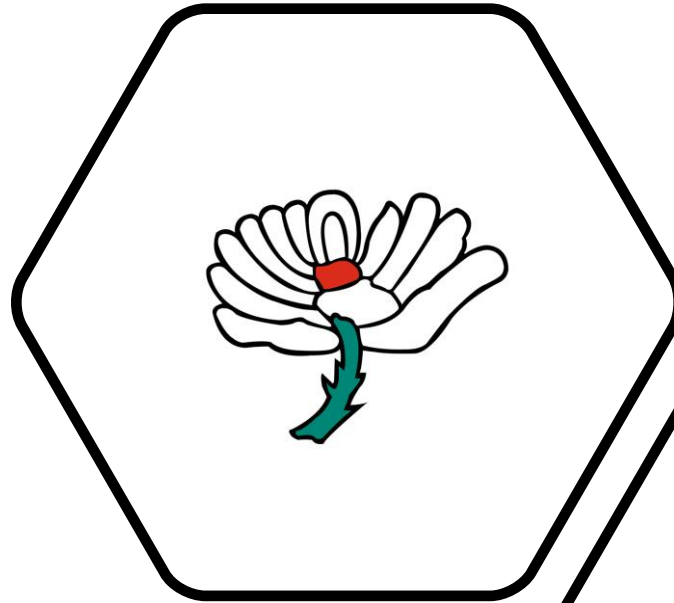
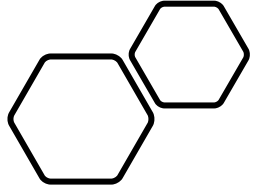




# Affordability – Removing Barriers

- No more Match Fees – Regional or County Age Group
- Kit
  - Free Regional Shirt & Cap
  - Free Yorkshire CAG kit
  - Anonymous Contribution (**Voluntary**)
- Free Regional and Winter Performance Pathway Training





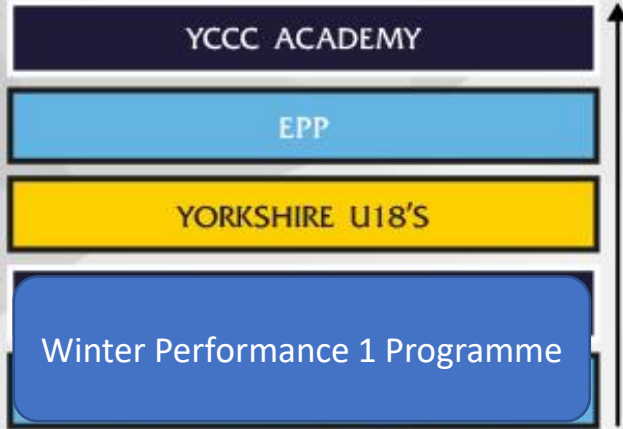
# Develop every cricketer to be the best they can be

Parent & Player :  
Playback Session

# YORKSHIRE JUNIOR CRICKET MAP



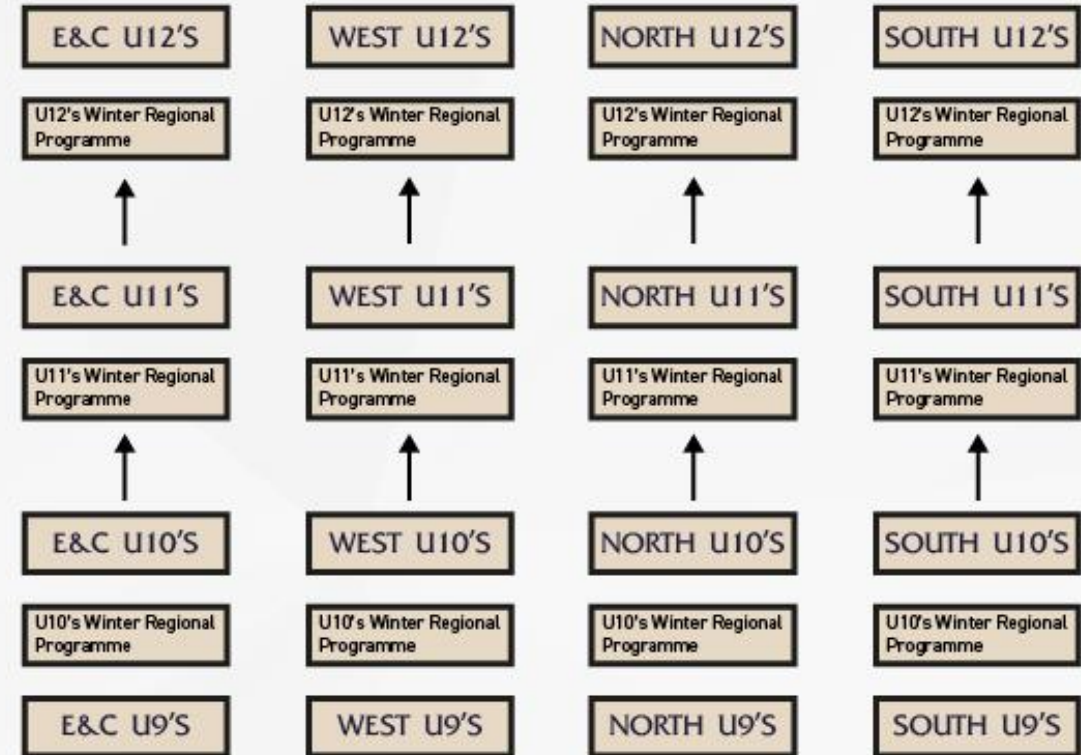
Futures



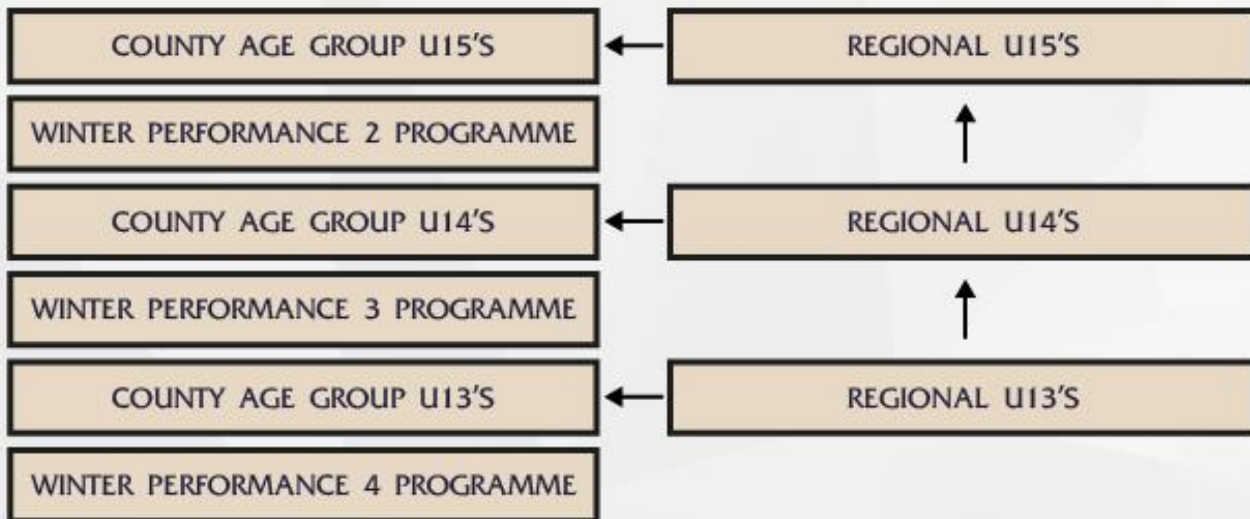
## CONFIRMATION & TRANSITION PHASE

## FOUNDATION PHASE

### County Age Group U12'S



## DEVELOPMENT PHASE





# Objectives

- **“Develop every cricketer to be the best they can be”** – Broken down into two specific areas of:
  1. Performance Identification
  2. Performance Development



# Performance ID

- More players in the Pathway - **For Longer**
- Make “more” Informed Decisions on Cricketers
- Widen the Yorkshire Performance Pathway Pipeline



# County Age Group – U16s and Below

- Regional Cricket - U9 - U15
  - Extended U10 & U11 Programme (Inc Counties)
- County Age Group Match Squads - U12 - U16
  - We envisage using over 25 players per age group per year
  - No Squads
- No County Age Group Trials
- More fluidity from Regional to Yorkshire CAG Match Squads
- Festivals (CAG & Regional)

# Festivals – Regional

## Yorkshire Regional Ampleforth Cricket Festival

Dates	Age Group	Category
24 <sup>th</sup> – 26 <sup>th</sup> July	U15	Regional
7 – 9 <sup>th</sup> August	U10 & 11	Regional
10 <sup>th</sup> – 12 <sup>th</sup> August	U12 & 13	Regional
14 <sup>th</sup> – 16 <sup>th</sup> August	U14	Regional

# Festivals – County Age Group

## Rugby Festival 2022

<b>Dates</b>	<b>Age Group</b>	<b>Category</b>
14 <sup>th</sup> – 16 <sup>th</sup> August	U12	CAG
17 <sup>th</sup> – 19 <sup>th</sup> August	U13	CAG

## Yorkshire CAG Ampleforth Festival 2022

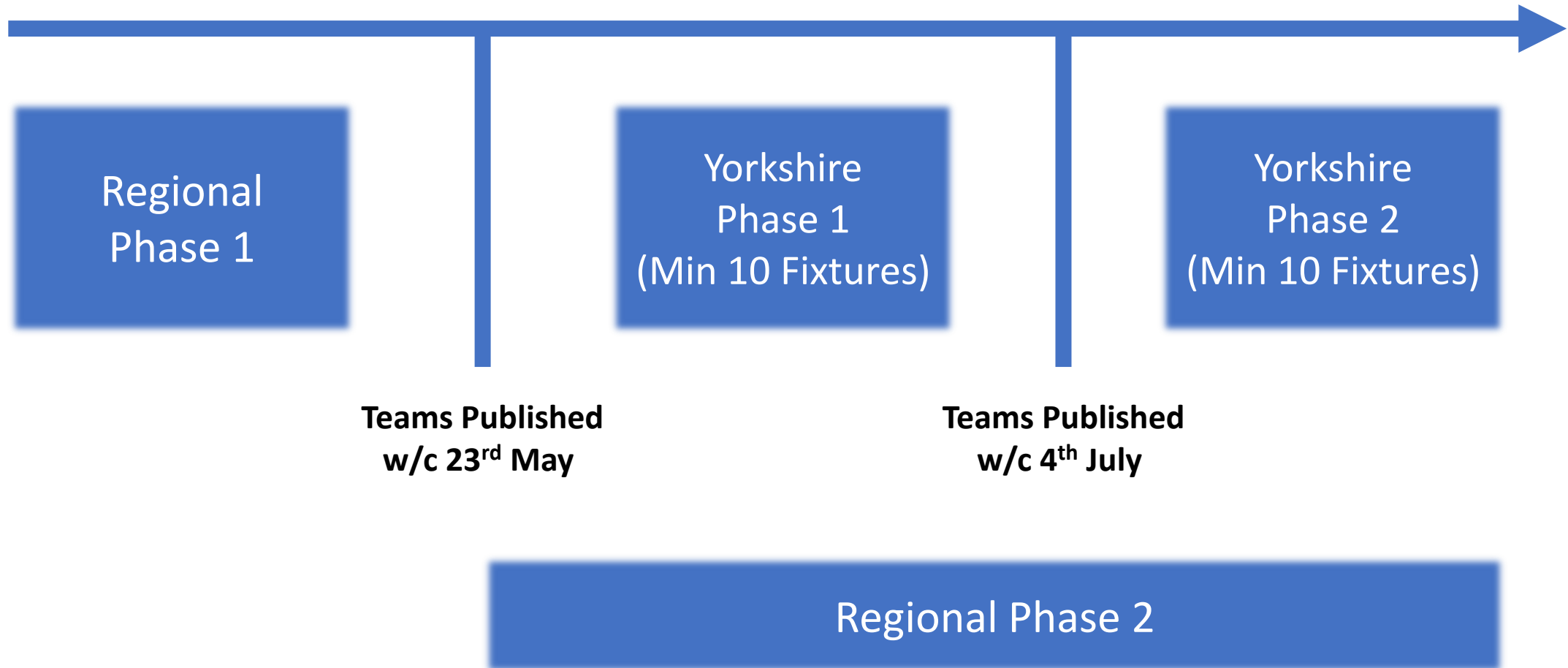
<b>Dates</b>	<b>Age Group</b>	<b>Category</b>
27 <sup>th</sup> – 29 <sup>th</sup> July	U14	CAG

## Lancashire Festival 2022 (Cheadle High School & Manchester Grammar)

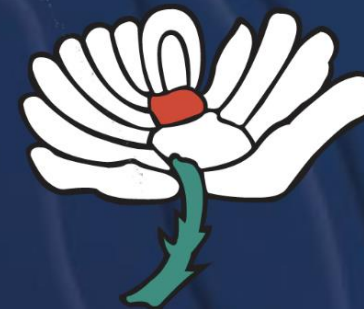
<b>Dates</b>	<b>Age Group</b>	<b>Category</b>
11 <sup>th</sup> – 13 <sup>th</sup> July	U15	CAG



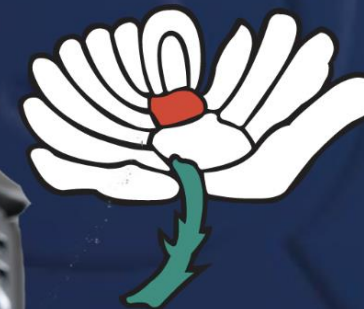
# In the Season...



# YORKSHIRE CCC PATHWAY FRAMEWORK



YORKSHIRE REGIONAL  
CRICKET



YORKSHIRE CCC  
AGE GROUP

# **YORKSHIRE COUNTY CRICKET CLUB – SKILLS & CHARACTER FRAMEWORK**

- **Accountability**
- **Responsibility**
- **Courage**
- **Resilience**
- **Self-Awareness**
- **Enjoyment**







# **YORKSHIRE COUNTY CRICKET CLUB – CORE BEHAVIOURS**

## **PLAYERS WHO:**

- **continuously help others, encourage and put the team first**
- **love playing for Yorkshire, understand the club's history and ethos, and have a strong desire to contribute towards winning games of cricket for their county**
- **stay humble and treat every selection for Yorkshire as an opportunity and not an expectation**
- **practice smart and hard; and who lead their own development**
- **are prepared to help others when they aren't developing themselves**

# BATTING FRAMEWORK

## UNDER 9 - 12



- **Awareness of identifying length with an understanding of decision making**
- **Awareness of the importance of good balance, strong base and good defense**
- **Aware of contact and how to effectively use hands**
- **Find ways to score runs**
- **Awareness of positive running between the wickets**



# BATTING FRAMEWORK

## UNDER 13 - 16



- **Develop the skill of identifying length and effectively play on the front and back foot**
- **Develop the ability to create scoring opportunities against pace and spin**
- **Develop the ability and desire to make influencing performances**
- **Continue to develop positive running between the wickets**

# **PACE BOWLING FRAMEWORK**

## **UNDER 9 - 12**



- **An awareness of working in straight lines towards a target**
- **An awareness of basic principles of swing and seam**
- **An awareness of bowling to left-handed and right-handed batters**
- **Challenge the stumps**



# **PACE BOWLING FRAMEWORK**

## **UNDER 13 - 16**



- **Develop the ability to bowl a length at pace to challenge the top of the stumps whilst generating lateral movement**
- **Develop one day and t20 skills to deceive batter in the air or off the pitch. Develop the ability to bowl Yorkers**
- **Develop tactical awareness and understanding plans**
- **Continue to develop the desire and ability to make match influencing performances**

# **SPIN BOWLING FRAMEWORK**

## **UNDER 9 - 12**



- **Desire to spin the ball and take wickets**
- **An awareness of working in straight lines and towards a targets**
- **An awareness of bowling to left-handed and right-handed batters**
- **Awareness of appropriate fields**



# **SPIN BOWLING FRAMEWORK**

## **UNDER 13 - 16**



- **Develop an understanding of how to maximise spin on the ball**
- **Develop the ability to bowl a length challenging to the stumps with a desire to be a wicket taking threat**
- **Develop an ability to deceive the batsman in the air and off the pitch**
- **Develop tactical awareness and understanding of plans**
- **Develop variations to deceive batters**

# FIELDING FRAMEWORK

## UNDER 9 - 12



- **Awareness of how to create wicket taking chances through actions in the field**
- **Catch different types of catches**
- **Be ready to field the ball every ball**
- **Awareness of need to attack and release the ball quickly**



# FIELDING FRAMEWORK

## UNDER 13 - 16

- **Create wicket taking chances throughout actions in the field**
- **Develop the ability to catch a variety of catches**
- **Attack and release the ball quickly**
- **Develop a strong, accurate throwing arm**
- **Develop the desire to influence the game**





# WICKETKEEPING FRAMEWORK

## UNDER 9 - 12



- Awareness of good posture, head, hands and foot movement
- Catch different types of catches
- Confidence to stand up to the stumps
- Desire to influence the game

# WICKETKEEPING FRAMEWORK

## UNDER 13 - 16



- **Develop an understanding and consistency of posture**
- **Develop the ability to catch a variety of catches**
- **Develop the ability to create wicket taking chances**
- **Develop the ability to impact games tactically with the assistance of Bowlers, fielders and captains**





# PHYSICAL

## DEMONSTRATE A LEVEL OF:

- **agility that is currently and/or has potential to advance beyond peers**
- **balance that is currently and/or has potential to advance beyond peers**
- **co-ordination that is currently and/or has potential to advance beyond peers**
- **speed that is currently and/or has potential to advance beyond peers**
- **strength that is currently and/or has potential to advance beyond peers**



# MENTAL

- **Personal Motivation to Improve – Be self aware, personal responsibility in training and preparation and honest evaluation of their current skill.**
- **Relish the Battle – Willingness to compete, unwavering determination and commitment**
- **Critical Moments – Awareness of the impact during critical moments of close games when the outcome is decided.**
- **Clear and effective decisions – Player makes decisions that are rational, logical and are based on clear thinking around the situation**





# MENTAL

- **Bounce back emotionally – Player can put previous unsuccessful actions behind them and is able to move back into a positive emotional state**
- **Tough competitive situations – Player is willing to put themselves forward to compete against the toughest opposition**
- **Remain Confident – Player can maintain a stable level of confidence when dealing with both success and failure**
- **Belief – Player has confidence, which is stable, in their own ability to deal and produce necessary skills for that situation**



# Performance Development

- Extension of the Emerging Player Programme to Under 13 – 15
  - Selection based on Yorkshire CCC Performance Framework and Performances
  - Induction on 6- or 18-Month Programmes
- Selection at the end of the seasons
  - Becomes 12/24-month programmes

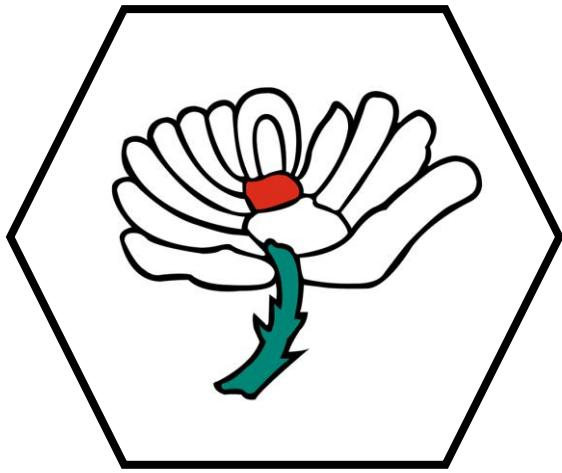


# Emerging Players Programme

- Extension of the Emerging Player Programme to Under 13 – 15
- Individualised programme of support for players aged Under 13 – 18 in First Class Counties
- Selected linked Yorkshire CCC Performance Pathway Framework
  - Consistent across all Yorkshire Player Pathway
- Enhance Talent Development across Yorkshire County Age Group

# What does Emerging Player Programme mean?

- No Regional Cricket and removal of Regional Observations
- Player Skill Development Support (via High Performance Coaches)
  - 1-1s
  - Group Sessions
  - ZOOM / Leadership Programme
  - Individual Development Plans
- More specialised development opportunities (SnC & Nutrition)
- Opportunities to play-up age-groups
- 6/18-month contractual agreement



# Performance Pathway Structure





# Academy Coach

**James Lowe**

- Yorkshire CCC Academy Coach
- Ex-Durham CCC Cricketer
- Former Durham Academy & County Age Group Coach





# County Age Group Core Coaches

- U16 – Ben Gibbons
- U15 – Mark Welford
- U14 – Andy Inns
- U13 – Tom Bates
- U12 – Dan Ranasinghe
- U11 – George Bentley and Grant White
- U10 – Joe Barr and Ryan Smith

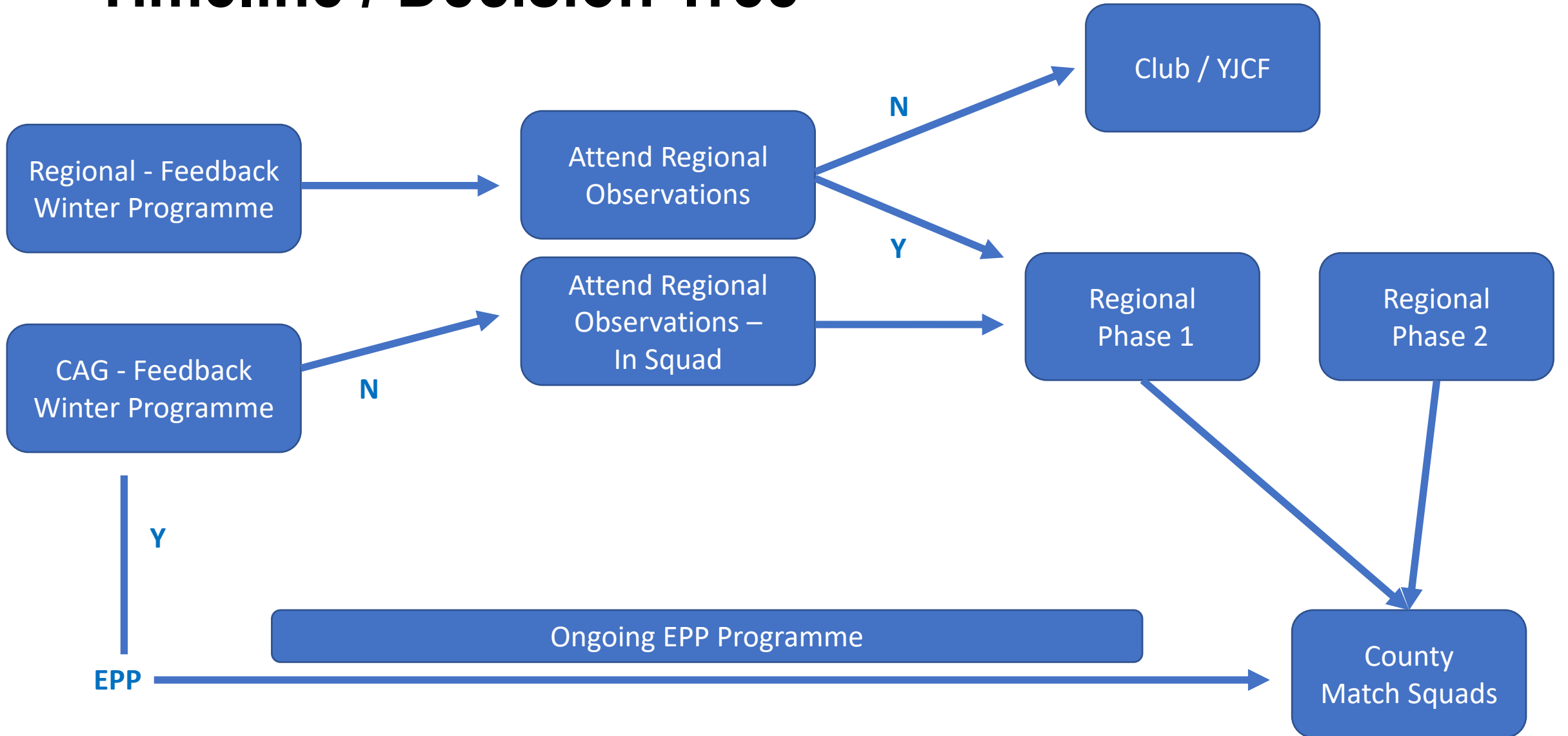


# Core Coach & Operations Manager

- More Professional Staffing – High Performance Coaches
- Core Coach for each age group for consistency
  - Robust understanding of every cricketer at there age-group (Quantitative & Observations)
- Administration done centrally through Operations Manager including availability and call-offs



# Timeline / Decision Tree





# Easier for Parents

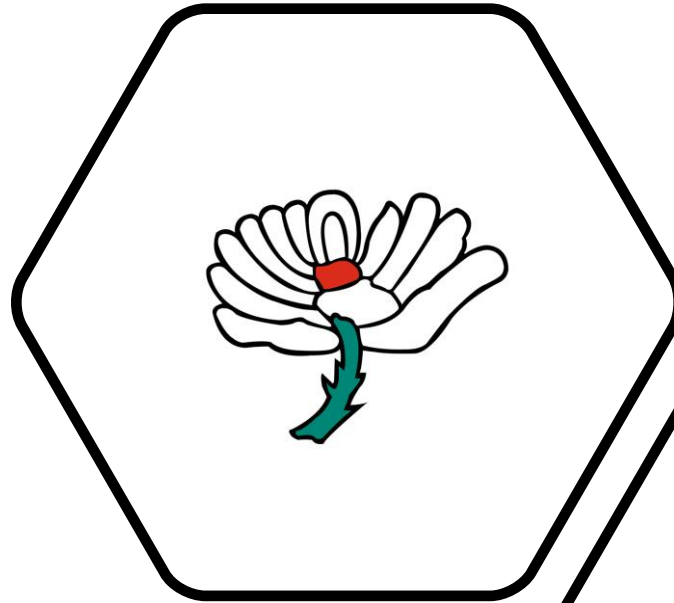
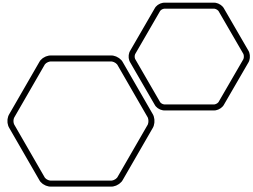
- Central Operations Management – **Jack Stockdale**
- Clearer & Consistent communications
- Visibility of Fixtures
- Holiday Windows



# Winter Programme

- County Age Group U12-U16
- Regional U9-U15 (Localised)
- Specific Skillsets Sessions (Bat, Pace, Spin & WK)
- Emerging Player Programme





# Summary

Parent & Player :  
Playback Session









# Vision

“To provide an experience and structure that we are all proud of, where all are left with a long-lasting love of cricket and Yorkshire CCC and where players can develop to be the best cricketer they can be for Yorkshire & England.”

# Aims

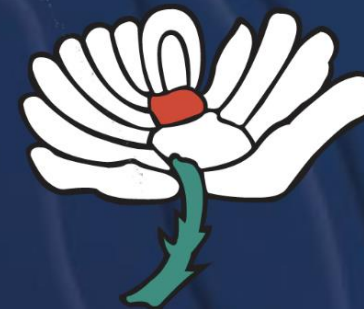
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- Develop players who become highly skilled match winners that put the team first
- Provide a high level of support to enable players to move into other careers - not everybody will be a professional cricketer
- Develop every player to be the best cricketer they can be
- Ensure players have a lifelong love of cricket and Yorkshire CCC



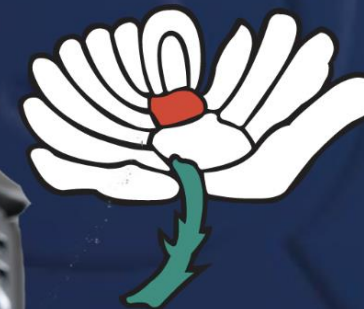
# Lifelong Love of Cricket and Yorkshire CCC



# YORKSHIRE CCC PATHWAY FRAMEWORK

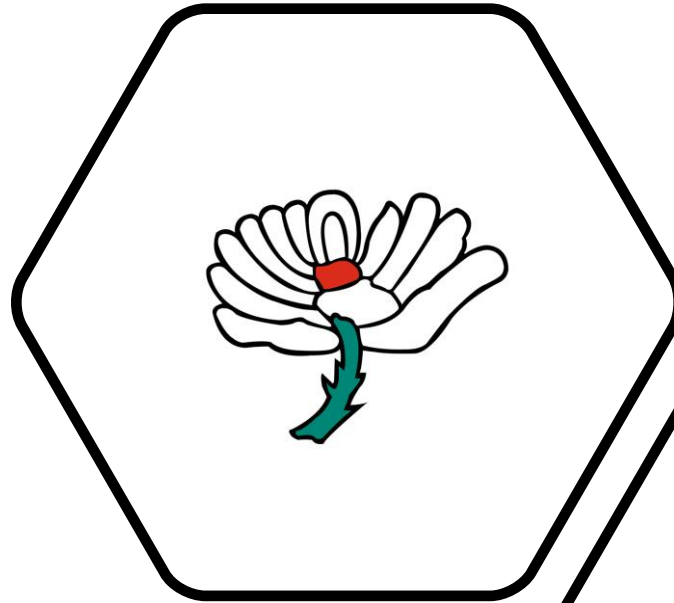
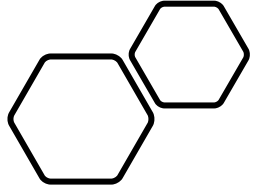


YORKSHIRE REGIONAL  
CRICKET



YORKSHIRE CCC  
AGE GROUP





**Thank you for Listening**

**Any Questions**

Parent & Player :  
Playback Session