



ALL STARS CRICKET

Heathcoat CC



Lead Activator: Pete Guest

Pete started helping at All Stars after his son was taking part. He now leads the programme with over 70 kids!

What has the All Stars Programme added to the club?

"All Stars is a great introduction for young children, and their parents, to cricket and the club! It makes the transition to under 9/10s cricket a lot easier and has also helped get new parents to the club, who may turn into long term volunteers, committee members, players or coaches. The club has also gained additional revenues through the ECB payments, and the Bar and BBQ. The widespread All Stars marketing has attracted new families and raised the profile of the club in the community."

How did you recruit activators/helpers at the club?

- Approached parents who said they wanted to take part - parents say how much they want to help/be involved upon signing their child up.
- Parents of 4 yr olds had to be present, so we recruited some of them to be full time helpers.
- Highlighted the need for more coaches at committee meetings
- Spoke to parents at school and on AS nights.
- Approached players, captains, current coaches and overseas player
- Provided incentives of activator t-shirts and social membership
- The club bought activators a drink after each session
- Approached older juniors. This year we had a previous AS keen to help, she still counted as a child, but was fantastic with 4/5 year olds!



Before the programme started I was worried about.....

Getting it wrong - I had never done anything like this before!

Managing people - Managing people at work is one thing, but volunteers is a bit of a tougher prospect

All the kids - what activities would we do with 50+ kids, how long for?!



We managed this by....

- Personally attending the Activator training and ECB Foundation 1 course
- Offered Activator training to specific parents
- Using the resources such as session plans and videos on icoachcricket
- Surveying past parents and looking to improve
- Communicating with activators about activities before the sessions
- Turning up 45mins-1hr before the start to prepare



The best parts of All Stars are...

To see children proud to wear their AS tops evolving into mini cricketers after 8 weeks, and certainly after a couple of years, it's amazing!

The popularity of the programme, with so many children signing up. Then receiving positive feedback from parents, club members, activators and most importantly the AS, it is so personally satisfying.

To turn off the work computer and switch into delivering a fun AS session, hopefully in the sun, with a beer afterwards, is a clear sign the weekend has arrived. It even keeps me a little fitter!

The parents said...

Exceptionally enthusiastic coaches

Well run, fun and they learnt a lot

Fun, friendly and a great intro to the game

Well run, efficient and engaging

Skills were developed

Fun and inclusive and our son loves it

Loads of differentiated activities

Made to feel part of the team and valued



For more information about the All Stars Cricket Programme, visit www.allstarscricket.co.uk

