

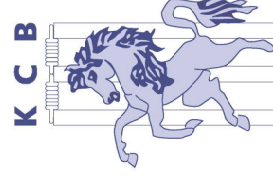
Kent Cricket Board

Talented Player Development Strategy 2007-09

A Guide For Players, Parents, Coaches, Clubs, Districts And All Involved With The Development Of Cricket In Kent

Jamie Clifford
Director of Cricket Development

Updated: January 2007



Providing the Best

Welcome players, parents, coaches, clubs, districts and all involved with the development of cricket in Kent.



It is my pleasure to introduce you to the Kent Cricket Board's *Talented Player Development Strategy*. The purpose of the *Talented Player Development Strategy* is to provide a framework for all those involved in developing the game and working with the most talented young players.

The *Talented Player Development Strategy* has been produced from the feedback gained from coaches, administrators, players and parents. My hope is that with an increased awareness of what Kent Cricket Board is trying to achieve clubs, schools and districts will start to consider how they can help make the programme stronger.

Whilst this guide is extensive, it is designed as a point of reference for all questions relating to the development of talented players. In particular this *Talented Player Development Strategy* will help you:

- Understand the player pathway;
- Gain an insight into the Kent Cricket Ethos;
- Know where young people should be developing their skills;
- Get involved in developing our talented young cricketers.

Please do not hesitate to contact me, or one of my team, at any time if you need guidance. Contact us too if you feel things are not working as they should be. We passionately believe that we can help every young player be the best that they can be, but this vision will only be achieved with your support.

Most of all, remember the game is about fun. Kent Cricket Board is committed to making sure this message is carried in all that we do, whilst still achieving the stretching and demanding standards we set for ourselves.

Yours sincerely,

Jamie Clifford
Director of Cricket Development

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• Be recognised as the leading example of talent development in cricket.

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7 • Optimise the talent development programme at all levels of Kent Cricket to underpin the health of the game in the county.

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9 • Develop a programme that uses the leading and emerging best practice in coaching, training and player development.

10 • Develop the “player pathway” model to encourage active participation in playing, coaching, umpiring and administration.

11 • Establish high quality programmes to develop young cricketers.

12 • Develop appropriate specialist programmes to encourage traditionally

13 “weak” areas - spin and pace.

14 • Develop an optimum player and welfare support structure that incorporates a “total life” approach.

15 • Review venues and facilities to ensure they are optimal for talented player programmes.

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Performance Measures

District Cricket

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18 • A positive trend in young players joining the KCCC staff.

19 • Kent cricket increasingly recognised as the leading example of talent development in cricket.

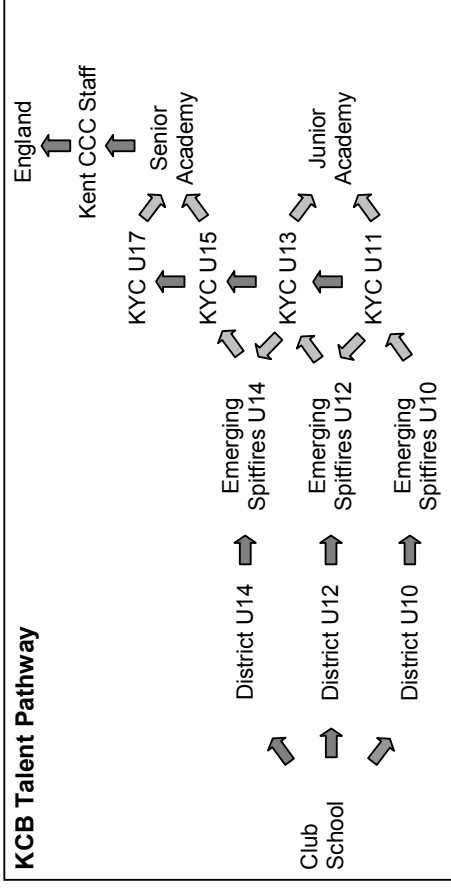
20 • Widespread ‘buy in’ to the philosophy of ‘home grown’ KCCC players achieved across the county.

• On field success at all levels.

Key Contacts

Talent Pathway 2007-9

Representative Cricket at all age levels is extremely important for the development of talented cricketers. It provides the opportunity for players to be challenged and have their skills extend to a greater extent than in normal competition. Many players who progress along the pathway to first class and international standard have participated in representative cricket at various levels



Academy

The Academy was established by KCCC to develop those players with potential to become professional cricketers. With a proven track record, it should be what every Kent cricketer is aiming for. The Academy Scholars receive the very best coaching available.

Kent Young Cricketers

The Kent Young Cricketers programme is the key to the representative pathway. All teams will play against other counties in a competitive match programme, since the reduction in the number of KYC teams this represents a truly elite programme.

Emerging Spitfires

The Emerging Spitfires squads have been developed to accommodate those cricketers who are close to achieving a place in a Kent Young Cricketers squad. All players in these squads should be working hard to win inclusion in the KYC programme.

District Cricket

With 16 districts all running comprehensive development programmes, cricket in Kent is very strong. This structure allows a massive reach and opportunities for all. Each district runs a representative side at Under 10, 12 and 14.

Club Cricket

In recent years the volume of representative cricket has increased at many levels. However, participation in club cricket remains vitally important in the development of young players. The team aspect of cricket is extremely important and participation in a club certainly develops an understanding of this concept. Therefore representative players, parents and coaches should not fail to recognise the value of club cricket.

Skill Development

Representative cricket is a fantastic opportunity to develop the skills of players under pressure and competition they will not normally experience at school and club level. Players should experience as many different situations as possible eg bowlers opening the bowling / batting at end of innings/ batting for longer periods / building an innings, and also to increase awareness of strategy etc. Players should be encouraged to discuss scenarios of the game and develop thoughts on strategy.

Captaincy / Leadership

The development of leadership skills should be seen as a priority in representative cricket. Unfortunately many representative cricket teams have the same captain throughout the age groups. Although this player maybe the obvious leader in the group, captaincy should be rotated to ensure a number of players gain experience in this important aspect of the game. All the players may not develop into capable captains but the experience should improve their own game.

Spirit of Cricket

Representative cricket provides an excellent environment for the education of players in the 'Spirit of Cricket'. The reinforcement of the Spirit of Cricket is very powerful when players are under greater pressure to perform against respected peers. Coaches should be very aware of this and provide guidance and feedback on this important area of the game.

Facilities

Representative cricket should be played on and in the best available facilities to allow the best players of an age group to display their skills. From the earliest age it is beneficial for representative cricket to be played on quality wickets where possible. It is important that indoor facilities are of a high standard or the experience could be negative.

Pathway

It is vital for players in representative cricket to understand the future steps in the pathway. Players should understand what opportunities exist both short and long term.

Selection

Selection of cricket teams at all levels often becomes difficult when more players than positions are available. Selection for junior representative cricket can be contentious and quite emotional for those involved. For clubs and districts selecting representative teams selection criteria should be developed to ensure all selectors understand the objectives of selecting the team.

Selection criteria for Kent Young Cricketers and Emerging Spitfires will:

- Be based on clear measures: Performance, Potential and Desire.
- Use statistics as a guide for selection, but they will not be the only consideration
- Be communicated to all involved. This may not prevent disappointment for those not selected but may assist understanding the principles by which coaches select teams.

Non-selection

It is important for all to appreciate that although representative cricket provides opportunities for young players all will, at some stage, encounter disappointment. This is the nature of an elite system. However it should be remembered that players have reached higher levels of cricket, including International Cricket, without participation in representative youth cricket.

Programme 2007-9

Academy Programmes

Senior (or Normal) Academy - 14-19 years of age.

Kent County Cricket Club (KCCC) Academy is funded by the England & Wales Cricket Board (ECB) for up to 12 places.

Players don't attend any age group Squad sessions.

September	Induction day For all players and parents Players to sign contracts with Chief Executive
October	Contact made with schools and places of education Academy Director to meet parents' and players for detailed meeting
November	One 1:1 session per week at Canterbury or other venue Group session on Thursday on fitness at Canterbury Group session on Sundays at Canterbury
December	One 1:1 session per week Group session on Thursdays Group session on Sundays
January	Two 1:1 sessions per week at Canterbury or other venue Group sessions on Sundays at Canterbury
February	Two 1:1 sessions per week at Canterbury or other venue Group session on Sundays at Canterbury Half term week off
March	Two 1:1 sessions per week Group sessions on Sundays
One parents session before Christmas, as well as induction day, two parents' sessions after Christmas.	
April	Players to have individual programmes for pre-season period
May	Monday night sessions 5.30 until 7.30pm
June	Monday night sessions 5.30 until 7.30pm

Junior Academy. - 11-14 Years of age.

Funded by KCB for up to 12 players per year.

Players will attend their own Squad sessions as well.

September	Induction Evening For all players and Parents
October	Meeting with players and parents for discussion
November	One group session on a Sunday
December	One group session on a Sunday
January	One group session on a Sunday
February	One group session on a Sunday
March	One group session on a Sunday
April	Two half day sessions during pre-season
May	Half term one day group session
The group sessions will take place when main academy are doing split sessions, to free some hall space up for the Junior Academy.	
Under 11 and 13 coaches to work on Sunday group sessions each month.	

Kent Young Cricketers

Under 17 KYC Programme - 2007-9

September	Squad selected - winter Squad of 14 to 16 players
October	No cricket Coaches planning their sessions Coaches confirming their coaching teams
November	No cricket Coaches meeting to chat over key issues
December	2 cricket sessions Session one, whole group at Canterbury, fun session team building type activities. To include parents meeting. Session two, fitness testing, held at Canterbury.
January	3 cricket sessions One venue only, Canterbury. Each session two and a half hours (or three hours.) Parents session at end of January, 'managing parents expectations' type of session.
February	3 cricket sessions Week off from normal sessions at half term Feb half term, full Squad day at Canterbury, reassess fitness levels and do group tactical work.
March	4 cricket sessions Last session to include parents, in an active way Winter coaching finishes at the end of March
April	2 day camp with overnight stay Squad day with indoor and outdoor facility
May	Squad day on a Sunday in mid-month Squad day in half term 2 matches in half term End of May Squad reduced to 14 players for the rest of the season.
June	Squad day Match towards the end of month, post exams
July	Squad day early in month 3 x 2 day matches
Aug	3 x 2 day matches / Squad day

Under 15 KYC Programme - 2007-9

September	Squad selected - Winter Squad of 16 to 18 players
October	No cricket Coaches planning their sessions Coaches confirming their coaching teams
November	No cricket Coaches meeting to chat over key issues
December	2 cricket sessions Session one, whole group at Canterbury, fun session team building type activities. To include parents meeting. Session two, fitness testing, held at Canterbury.
January	3 cricket sessions One venue only, Canterbury. Each session two and a half hours (or even three hours.) Parents session at end of January, managing parents expectations type of session.
February	3 cricket sessions Week off from normal sessions at half term Feb half term, full Squad day at Canterbury, reassess fitness levels and do group tactical work.
March	4 cricket sessions Last session to include parents, in an active session Winter coaching finishes at the end of March
April	2 day camp with overnight stay Squad day with indoor and outdoor facility No festival for this group, mini tour to Holland in May half term
May	Squad day on a Sunday in mid-month Squad day in half term 2 matches in half term At the end of May Squad reduced to 14 for the rest of the season
June	3 matches Squad day
July	5 matches
Aug	ECB Comps play off finals 2 Squad days if needed if reach play offs

Under 13 KYC Programme - 2007-9

September	Squad selected - Winter training Squad of 20 players
October	No cricket Coaches planning their sessions Coaches confirming their coaching teams
November	No cricket Coaches meeting to chat over key issues
December	2 cricket sessions Session one, whole group at Canterbury, fun session team building type activities. To include parents meeting. Session two, fitness testing, done at Canterbury.
January	3 cricket sessions Group split in two, half at Canterbury, half at other venue, West or North Kent. Each session two hours each Parents session at end of January, managing parents expectations type of session.
February	3 cricket sessions Week off from normal sessions at half term Feb half term, full Squad day at Canterbury, reassess fitness levels and do group tactical work.
March	4 cricket sessions Last session to include parents, in an active session Winter coaching finishes at end of March
April	2 day camp with overnight stay Squad day with indoor and outdoor facility
May	Squad day on a Sunday in mid-month Squad day in half term Match in half term At the end of May Squad reduced to 14 players for rest of season
June	2 Sunday matches Squad day
July	3 Sunday matches Squad day at end of term
Aug	2 matches Squad day 5 days at festival

Under 11 KYC Programme - 2007-9

September	Squad selected - Winter training Squad of 20 players
October	No cricket Coaches planning their sessions Coaches confirming their coaching teams
November	No cricket Coaches meeting with over key issues
December	2 cricket sessions Session one, whole group at Canterbury, fun session team building type activities. To include parents meeting. Session two, fitness testing, done at Canterbury.
January	3 cricket sessions Group split in two, half at Canterbury, half at other venue, West or North Kent. Each session two hours each Parents session at end of January, managing parents expectations type of session.
February	3 cricket sessions Week off from normal sessions at half term Feb half term, full Squad day at Canterbury, reassess fitness levels and do group tactical work.
March	4 cricket sessions Last session to include parents, in an active session Winter coaching finishes at end of March
April	2 day camp with overnight stay for whole Squad Squad day at venue with indoor and outdoor facility
May	Squad day on a Sunday in mid-month Squad day in half term 1 match in half term End of May Squad reduced to 14 players for the rest of the season.
June	2 Sunday matches 1 Squad day
July	3 Sunday matches Squad day at end of term
Aug	2 matches 1 Squad day 5 days at festival at Taunton

Kent Young Cricketers Spin Squad Programme

Who is involved?	Every Spin bowler in the KYC programme
Stage 1	Film each bowler from four angles - side, behind, front and above. This will be done at Canterbury in mid September. Once each bowler has been filmed a report will be written on each that will help shape the coaching programme for the coming winter. Each player will also get a fitness programme after a fitness test.
Stage 2	The reports will allow coaches to follow a set pattern for each bowler over the six winter months.
Stage 3	The players' technical work will start in early November and will be done in two groups, twice during November.
Stage 4	The players will be re-assessed at the end of December to enable confirmation that the work being done is the right work and the player is happy with his progress.
Stage 5	The players will join their normal Squads from January to March. They will come together as a bowling Squad once a month in January, February and March.
Stage 6	The group will spend a whole day together in early April. Their fitness will be checked with any technical issues clarified. They will be re-filmed at this stage as well.
Stage 7	The bowling Squad will come together in the May half term for a day. This session will also involve the captains of the senior players from their clubs. This will give us a chance to explain to the captains how we have worked with the young seamers and what our seam philosophy is. We will be able to talk about when to bowl these seamers and what fields we would like them to bowl to.
Stage 8	Each bowler will be filmed throughout the season to help with technical issues and to help shape their winter programme.
Stage 9	Mid-July the group will meet again to check on issues that have arisen and allow issues to be addressed.
Stage 10	Early September the end of season debrief will take place and planning for the winter will start. The players will be able to keep in constant touch with the three coaches throughout the summer months.

Kent Young Cricketers Pace Squad Programme

Who is involved?	Every Pace/Seam bowler in the KYC programme
Stage 1	Film each bowler from four angles - side, behind, front and above. This will be done at Canterbury in mid September. Once each bowler has been filmed a report will be written on each that will help shape the coaching programme for the coming winter. Each player will also get a fitness programme after a fitness test.
Stage 2	The reports will allow coaches to follow a set pattern for each bowler over the six winter months.
Stage 3	The players' technical work will start in early November and will be done in two groups, twice during November.
Stage 4	The players will be re-assessed at the end of December to enable confirmation that the work being done is the right work and the player is happy with his progress.
Stage 5	The players will join their normal Squads from January to March. They will come together as a bowling Squad once a month in January, February and March.
Stage 6	The group will spend a whole day together in early April. Their fitness will be checked with any technical issues clarified. They will be re-filmed at this stage as well.
Stage 7	The bowling Squad will come together in the May half term for a day. This session will also involve the captains of the senior players from their clubs. This will give us a chance to explain to the captains how we have worked with the young seamers and what our seam philosophy is. We will be able to talk about when to bowl these seamers and what fields we would like them to bowl to.
Stage 8	Each bowler will be filmed throughout the season to help with technical issues and to help shape their winter programme.
Stage 9	Mid-July the group will meet again to check on issues that have arisen and allow issues to be addressed.
Stage 10	Early September the end of season debrief will take place and planning for the winter will start. The players will be able to keep in constant touch with the three coaches throughout the summer months.

Emerging Spitfire Programme

Each squad, East & Mid and Met & West, will follow the same programme

September	Squad selected - Winter training Maximum squad of 20 players
October	No cricket Coaches planning their sessions Coaches confirming their coaching teams
November	No cricket Coaches meeting to chat over key issues
December	No cricket
January	One session, whole group at Canterbury, fun session team building type activities. To include parents meeting.
February	3 cricket sessions Each session two hours each Week off for half term from normal sessions Parents session at end of January, facilitated by coach managing parents expectations.
March	4 cricket sessions Last session to include parents
April	1 Cricket Session Winter coaching finishes at end of 8 th Session
May	Squad day on Sunday in mid month Squad day in half term Match in half term At the end of May Squad reduced to 14 players for rest of season
June	1 Sunday match
July	2 Sunday matches
Aug	Taunton Festival

Emerging Spitfire Programme U12 - 2007-9

Each squad, East & Mid and Met & West, will follow the same programme

September	Squad selected - Winter training Maximum squad of 20 players
October	No cricket Coaches planning their sessions Coaches confirming their coaching teams
November	No cricket Coaches meeting to chat over key issues
December	No cricket
January	One session, whole group at Canterbury, fun session team building type activities. To include parents meeting.
February	3 cricket sessions Each session two hours each Week off for half term from normal sessions Parents session at end of January, facilitated by coach managing parents expectations.
March	4 cricket sessions Last session to include parents
April	1 Cricket Session Winter coaching finishes at end of 8 th Session
May	Squad day on Sunday in mid month Squad day in half term Match in half term At the end of May Squad reduced to 14 players for rest of season
June	1 Sunday match
July	2 Sunday matches
Aug	Taunton Festival

Emerging Spitfire Programme U10 - 2007-9

A much smaller programme than Under 12/14 -used specifically as a talent pathway to KYC U11 Programme for the following year.

July 4 squads (15/16 players) will be selected from the district competition East, Mid, West and Met. They will train prior to the Emerging Spitfires Festival.

Aug Emerging Spitfire festival at The Mote (to include trial work by KYC U11 coaches).

September KYC U11 Squad selected - winter training Squad of 20 players. Players not selected return to District Cricket.

District Cricket Programme

Kent Cricket Board makes funding available to District Development Groups to run a large number of activities within each district. There are 16 districts and the nature of these programmes varies across the county. However there are 4 main components of each programme:

'Open' Coaching

'Open' coaching is available to all players (boys and girls) regardless of ability and experience in every district. From come and try it courses, to more specialist one-to-one sessions these opportunities are available to all. A special programme called 'Seedlings' is run for Under 9 cricketers.

Trials

Each District must hold squad trials before the final district squad is selected. All clubs and schools in each LA area must be made aware that trials are taking place. The whole structure relies on quality district trials, ensuring that the best players are discovered. KCB takes selection very seriously and aims to be open to all. Advertising for these trials should have the highest possible profile to ensure equity.

District Squads

Once the trials are complete the majority of districts run squad coaching. An opportunity for the best players in the district to work together with the best coaches available. At the end of this coaching programme they should be ready for the district competition.

District Competition 2007

The success of the district competition relies on an ethos that states "we are developing quality cricketers" not "we are looking to win this at all costs". This balance is difficult to achieve and requires sound judgement from managers; once established this should assist player development.

Each district has a District Development Officer who should be your first port of call for all cricket related matters. They will be able to offer advice on the right steps for a young player to take. Their contact details are on the back of this booklet.

District Competition Format 2007-9

Preliminary Stage within areas:

- Under 10 - play each other twice (home and away) - no matches rearranged for rain
- Under 12 - play each other once - matches rearranged for rain
- Under 14 - play each other once - matches rearranged for rain

Finals Stage

- Under 12 - top side in each area to go forward to semi-final and final
- Under 14 - top side in each area to go forward to semi-final and final

Dates of competition 2007

29 April	U10
06 May	U10
20 May	U10, U12, U14
3 June	U10, U12, U14
17 June	U10, U12, U14
24 June	U10 (please note: Kwik Cricket Finals on 1 July)

Semi-finals and Finals

The dates for the U12/14 semi-finals / finals are as follows:

Semi Finals	8 Jul (in the event of rain districts asked to rearrange)
Finals	22 Jul
Reserve date	29 Jul

Kent Young Cricketers & Emerging Spitfires

No Kent Young Cricketer or Emerging Spitfire Squad member is to play in the district competition. KYC & Emerging Spitfire winter squads are attached. Note: these squads will be reduced at the start of the season - with those who don't make it to County moving into the Emerging Spitfire squads and likewise Emerging Spitfires moving to districts.

In exceptional circumstances (ie when a player is dropped from a squad or has been suffering continued bad form) this can be relaxed with prior agreement from Director of Cricket Development or Academy Director. (Copies of squads are available on request at any time).

Residence

Players are to play for the Local Authority area in which they live (ie pay their Council Tax). If they live outside Kent, they may play for the Local Authority in which they go to school or play for a club, but these players must be aware that as they progress their opportunities will come from the counties where they live.

Contacts

Representative Cricket Main Contacts:

Director of Cricket Development - Jamie Clifford
jamie.clifford.kent@ecb.co.uk 01227 456886 x214 07710 742437

Academy Director - Paul Farbrace

paul.farbrace.kent@ecb.co.uk 01227 456886 x243 07764 293867
 Chairman Representative Cricket Committee- David Turner
dhwturmer@tiscali.co.uk 01474 822165 07767 277445

Kent Young Cricketers:

Under 17	Manager Paul Farbrace	07764 293867
	Coach Mark Dobson	07963 239787
	Coach Steve Salisbury	07867973280
Under 15	Manager Gary Metcalfe	07786 256626
	Coach Ian Baldock	07828 564007
	Coach Phil Relf	07785 527096
Under 13	Manager Peter Carter	07917 767232
	Coach James Medhurst	07886 832781
	Coach Ray Willis	01304 842856
Under 11	Manager Mike Green	07801 685541
	Coach Tim Burleigh	01227 363167

Emerging Spitfires:

Met & West Under 14	Matt Topliss	07796 942230
East & Mid Under 14	Stuart Mears	07843 767886
Met & West Under 12	Richard Piesley	07835 006116
East & Mid Under 12	Ben Trott	07977 249662

District Cricket - Development Group Contacts/Development Officers:

District	Name	Phone Number	Email
Ashford	Peter Moralee	01233 661342	
Bexley	Richard O'Sullivan	07946 384483	sully.albpart@virgin.net
Bromley	Ken Slater	07931 663976	kenslater.kccc@btconnect.com
Canterbury	Michael Pearson	01227 459939	pearson12@btopenworld.com
Dover	Ben Trott	07977 249662	trotty47@hotmail.com
Gravesham & Dartford	Ros Reeder	01474 359161	thepinkhouse@blueyonder.co.uk
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