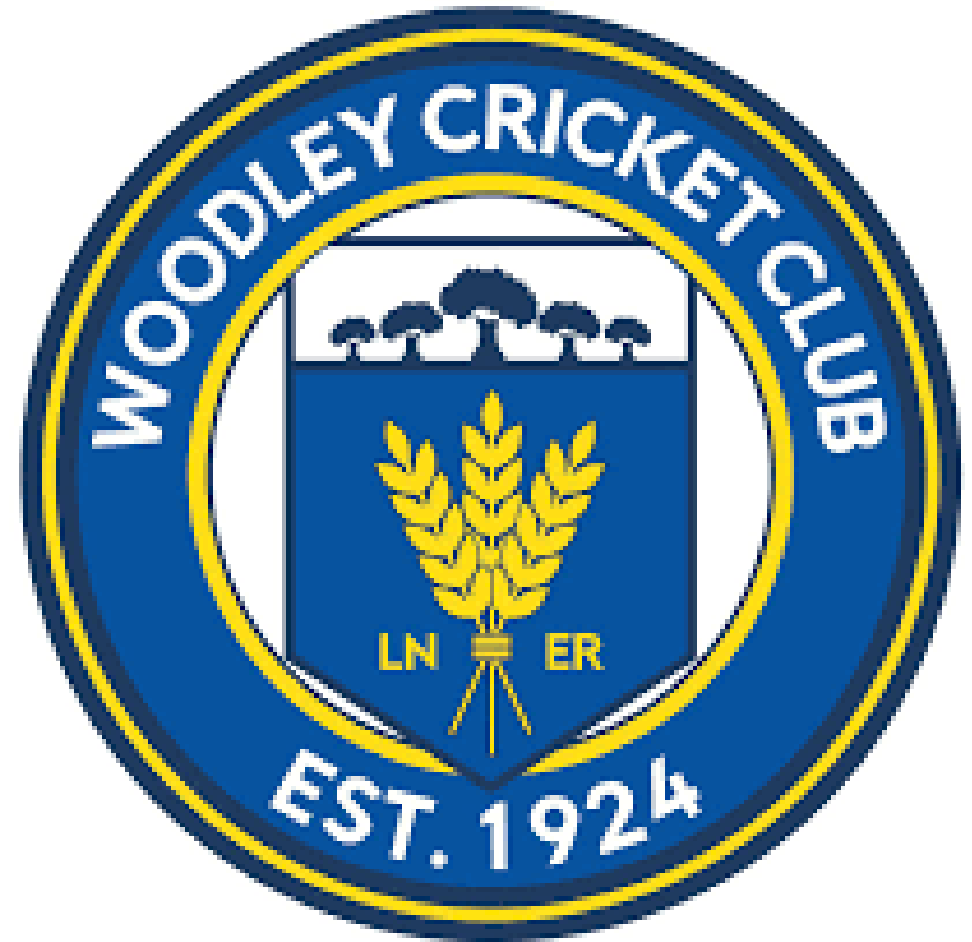


Woodley Cricket Club Junior Review

Will Adam - Nov '24



Junior Setup Aims

- To provide a fun environment in order to grow the Woodley community on and off the field
- To provide a pathway into senior cricket
- To promote inclusion and diversity for all
- To promote cricket as a sport of choice



Current Status – Junior Numbers

- Allstars/Dynamos – 30
- Under 9s – 13
- Under 11s – 5
- Under 13s – 9
- Under 15s – 7
- Under 17s - 7



Current Status – Coaches

- Allstars/Dynamos – W.Adam
- Under 9s – D.Hotson/W.Adam
- Under 11s – N/A
- Under 13s – S.Loveridge/A.Bickley
- Under 15s – D.Kay
- Under 17s – N/A



Targets/Recommendations

- To have two coaches/volunteers for all age groups
- Only two qualified coaches currently available for junior practice. This is supported by three non-qualified volunteers. Numbers need to be nearer to eight to provide effective coaching and meet ECB guidelines on coach-to-player ratio. Need a minimum of 4 more qualified coaches.
- In the longer-term (min 3 years) to be able to go back to running a full junior setup and have 17's/19's team. Targeting a minimum of 10 juniors for each age-group.



Increasing Junior Numbers – Targets/Recommendations

- Dynamos/Allstars has contributed to the biggest increases in junior numbers and focuses on the age groups most likely to recruit to junior cricket. Proposal to increase number of activators from 1 to 3 to offer more sessions through the summer.
- Increase efforts to promote the rebate scheme where members can get money on their membership cards for new sign-ups.
- Greater collaboration with local sports teams and schools. Proposal to offer discount code for new sign-ups from these teams/schools, with reciprocal offer for sports teams.



Current Status – Senior Participation

- 1st XI 2024 – Players from juniors – 47%
- 1st XI 2024 – Players from juniors (under 21) – 19%

- 1st XI 2023 – Players from juniors – 33%
- 1st XI 2023 – Players from juniors (under 21) – 1%



Current Status – Senior Participation

- 2nd XI 2024 – Players from juniors – 63%
- 2nd XI 2024 – Players from juniors (under 21) – 27%

- 2nd XI 2023 – Players from juniors – 68%
- 2nd XI 2023 – Players from juniors (under 21) – 31%



Current Status – Senior Participation

- 3rd XI 2024 – Players from juniors – 48%
- 3rd XI 2024 – Players from juniors (under 21) – 42%

- 3rd XI 2023 – Players from juniors – 58%
- 3rd XI 2023 – Players from juniors (under 21) – 45%



Current Status – Senior Participation

- 1st XI has seen a spike in juniors playing this year due to the number of imports moving on. We expect numbers to return towards 2023 figures with new signings targeted.
- Priority in recent years has been to sign players from other teams rather than promote from within and this has seen the most successful period in Woodley's history. There have also been external circumstances such as the demise of Compstall CC.
- We have struggled to produce juniors with sufficient quality to advance and be successful in 1st XI cricket which has become harder after the league move.
- 3rd and 2nd XI continue to provide pathway for juniors but can improve.



Targets/Recommendations for future senior cricket

- Long-term aspiration (5-10 years) is to have 75% make up of senior teams from players from junior setup, with 33-50% made up of players under-21, without compromising on ability to compete at senior level.
- Pathway for junior players to be mapped out at beginning of the season between junior coaches and senior captains.
- Senior players to offer 1-2-1 coaching to juniors in form of a 'buddy system' as part of rebate on annual subs. To be managed by the Junior Committee
- In addition to increasing coaches we also recommend the club subsidises external coaching in and out of season for all teams
- Once the lease is resolved, the club should invest in nets allocated outside of the playing field – this will allow constant coaching even on match days.



Targets/Recommendations for future senior cricket - social

- We have seen in the past that juniors tend to move to senior level in clusters as social groups develop in formative years.
- We need to offer an improved experience on Friday nights and increase social events outside of cricket to maintain social interactions.
- Proposal to create new role(s) within the committee in the form of an Events Co-Ordinator who will be responsible for arranging events on Friday nights – food trucks/ice cream vans/BBQs/music.
- They can also work with Captains to arrange team events through the year. Club to subsidise these events with annual kitty set aside which will be topped up with money leftover from indoor nets and social events.



Girls/Ladies Cricket overview

- We are seeing increased participation from girls at dynamos and allstars level. 29% of sign-ups have been girls but only one girl has moved up to playing under 11s cricket.
- The under 9s team has helped transition boys into junior cricket and we need to setup something similar for girls cricket. This will require two extra coaches/volunteers and ideally from the ladies team. Long-term aim (5-10 years) of boosting numbers at senior level through pathway.
- We need to increase coaching availability for Girls /Ladies too
- Increase ability to play softball to allow transition to hard ball
- Recruitment campaign required to attract Girls/Ladies to WCC
- The club should also subsidise external coaching during the season

