

# ECB COACHES ASSOCIATION Newsletter



Issue 5 – March 2011

## ECBCA Surrey hosts successful trade fair

On the 21<sup>st</sup> November 2010 ECBCA Surrey hosted its first Coaches' Trade Fair at Whitgift School in Croydon.

The event brought together a wide range of coaching products and services at discount prices. The day also included demonstrations of products, CRB signing and a First Aid workshop.



Suppliers present on the day included:

- ECBCA Shop
- Sidearm
- Silicon Coach
- Pitchvision Academy
- Cricket Coaching Mats
- Flicx/Crazy Catch
- Inside Performance
- The Baseball & Softball Shop

Despite the poor weather over 50 coaches attended the event.

Coaches were also able to try out various pieces of kit and enjoy demonstrations including the cricket coaching mat shown below.



Despite the poor weather over 50 coaches attended the event.



## Foreword

Bob Cook (Chairman ECBCA Surrey)

Welcome to the first EBCB CA Surrey Newsletter of 2011. By now, many of you will have received your new National ECBCA Members Pack. And what a great pack the 2011 edition is! Among the outstanding material inside the pack is the new Howzat DVD set. This resource contains a massive variety of skills and drills and should prove to be an invaluable resource for coaches at all levels.

We appreciate that the sheer scale of information contained in Howzat might be daunting for some, or maybe a little difficult to navigate a way though. To help coaches get the most from the information contained in Howzat, we will organise a workshop where coaches can come along and use Howzat with tutors already practised in exploiting it. You'll never want for a drill or game again. Well, not for a long time anyway.

Another exciting development for 2011 is our Club Mentoring scheme. Thanks to the support of the Surrey Cricket Board we have offered the chance for some of the most experienced coaches and tutors to visit selected clubs to help mentor their coaching practice. We'll be able to share great examples of coaching practice across clubs, help with planning as well as spot coaching and player talent. As an Association, we are very excited by this development.

Finally, we are planning on holding an AGM in March and hope to see as many of you there as possible to discuss further ideas for developing your CA.

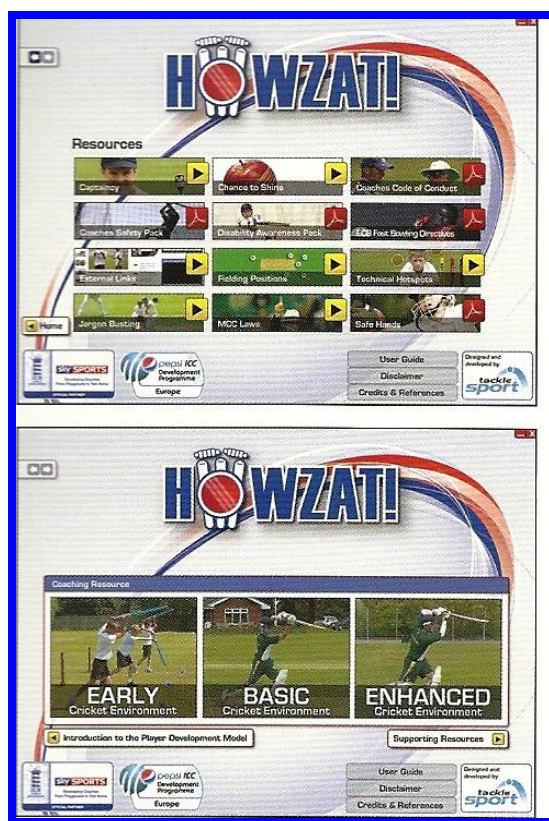
**Bob Cook**

## AGM DATE CONFIRMED

ECBCA Surrey's inaugural AGM will take place on Monday 28th March from 7pm at Wimbledon Cricket Club in the Lake Room.

The AGM will be combined with a talk/presentation by Ian Salisbury (Surrey County Cricket Club 1st Team Coach and ex England International who coached Surrey CCC 2nd XI to the County Championship in 2009) as well as a chance to see ECB's new Howzat Resource in action.

Please email [shards@surreyccricket.com](mailto:shards@surreyccricket.com) to confirm a place. The bar will be open all evening for refreshments.



**See HOWZAT in action at the AGM**

## Coaches Corner

This month we welcome Matt Holmes to Coaches Corner. Matt is Director of Cricket at the In-touch Cricket Academy and is a UKCC Level 3 Head Coach & SAQ Advanced trainer.

### 1. How long have you been coaching and how did you initially become involved in coaching?

MH - Cricket has always been a great passion of mine having playing good club cricket in Surrey over many years. My involvement in coaching evolved like many fathers through helping out the colts section in this case Ashtead Cricket Club where my two boys play their cricket. After fast tracking through the coaching qualifications to ECB level 3 within three years, I formed the In-Touch Cricket Academy based at Epsom College. Currently I coach fulltime running various courses for young club/school standard cricketers through county age group standard within our elite programmes, ranging from u8 to u16. Additionally I do 121 coaching with junior / senior cricketers and coach the u14 cricketers at Epsom College.



### 2. What do you consider to be your key philosophies as a cricket coach?

MH - I am a strong believer that it is vitally important when working with young cricketers to create an environment whereby they comfortable and relaxed to really take

advantage of a learning opportunity. I would always therefore look to be constructive and open with feedback, support and continually encourage during any session I am involved in.

### 3. Do you have any role models?

MH - I do not have any one particular role model although I admire some of the coaches I have been fortunate to work alongside in particular Keith Medlycott and Ben Scott who coach at the In-Touch Academy. Both have a brilliant way with the youngsters that command respect in addition to having a great knowledge of the game with innovative coaching ideas.

### 4. What are your future ambitions as a coach?

MH -Very simple in terms of continuing to support young cricketers to help them to make the most of their individual abilities and mentor some players through to play at a high level of the game.

### 5. What areas, if any, of coach education would you like to see improved?

MH - I hear a lot of coaches coming out of the current programmes saying they could do with more an understanding of the game in terms of technique in batting, bowling and fielding skills. After completing level 1 & 2, I find it frustrating that ambitious and talented coaches will find it near on impossible to get a place on a level 3 or 4 course unless they are involved with a county programme, as an endorsement is required and additionally it is cost prohibitive without this support. Personally as a level 3 coach I feel I am at the end of my formal coaching development although I understand the ECB is looking to run some workshops to bridge the gap between level 3 and 4 which is a good move.

### 6. What do you consider to be the key factors in any coaching/practice session?

MH - This will vary dependent on the age and ability however a good warm up with intensity with more specialist strength and conditioning for

the more competent performers, followed by a skill set based around batting, bowling or fielding, a net session or game type scenario. During any of these sessions I encourage a lot of communication between coaches and participants so an introduction to the content of each session, continuous feedback during the session and then a debrief at the end. In addition to this particularly in a group session I like to create an atmosphere that has a buzz of enjoyment around it, as I feel young cricketers at whatever level learn skills in a less pressurised or formal feeling environment.

### **7. How do you keep your coaching sessions interesting for the participants especially the younger ones?**

MH - From my experience the key for keeping sessions interesting for younger children is that you give them lots of variety within a session rather than focusing on one skill for too long. Additionally I look to incorporate the learnt skills into game play as much as possible.

### **8. How important to you consider fitness to be for a modern cricketer?**

For those who are looking to take their cricket serious and in particular play at a good level, fitness without a doubt is of prime importance. If you look at the modern day first class cricketer they are athletes and will follow a strict strength & conditioning programme. I introduced an S&C programme three years ago as part of our elite course, this was led by Kieron Vorster and is now continued with the current Middlesex keeper Ben Scott who is a specialist S&C coach. Off the back of this we have seen all round improvements in the players involved. Fielding in particular has benefited greatly from the Strength & Conditioning of cricketers with amazing diving catches/stops, slides and flick backs.

### **9. How are you adapting your coaching sessions to meet the needs of modern cricket i.e.: 20/20 cricket**

There are many formats of the game that a young cricketer will be faced with during their years of development. Although T20 cricket is very much in the public eye and high profile on both the domestic and international arena, it is a format of the game that young cricketers should be very much at home with as 20 over cricket is introduced into youth cricket from u9 upwards. However my personal feeling is that it is not necessarily catered for in terms of coaching practices i.e. how many times do we see a young cricketer put under pressure on the sidelines to "hit out or get on

with it" from coaches, parents and team mates, resulting in a swing across the line wicket or run out! Therefore from a younger age I look to introduce the learning process for hitting the ball with explosive hands, hitting over the top with a strong base, slog sweeps, hitting into gaps as some examples. From experience I have seen young cricketers gain real confidence and surprise at what they can achieve. I would add that these are skills that need to be coached in addition to all the orthodox elements of the game and importantly explain when the shots would be built into an innings.

Matt has recently co-authored a T20 Coaching book "**How to Play, Coach and Win at Twenty20 Cricket**" which will be published by Wisden in May 2011 which will give a more in depth view.

### **ECBCA and the provision of Coaching Courses**

The ECBCA is here to help with the development of all member coaches so that they can be the best coach for the players they work with. Therefore if any member has an area that they would like to see covered, whether they are a UKCC1 just starting out or an experienced Level 2 or 3 looking to progress further, then we will endeavor to create an event to cater for that need. Please put your ideas to Richard Hall [rhall@surreycricket.com](mailto:rhall@surreycricket.com)

## **Surrey Coaching Portal**

- Looking for employment opportunities as a coach?
- Need to find the right coach to employ or offer volunteer opportunities to?
- Looking for regular information on relevant coach training courses or qualifications?
- Want to voice your coach training needs or suggest new training providers?
- Want to be kept informed about updates & events within the coaching industry?

Then the Surrey Coaching Portal is the right place to be!

For more information and to register visit:

[www.coachesactivesurrey.com](http://www.coachesactivesurrey.com).

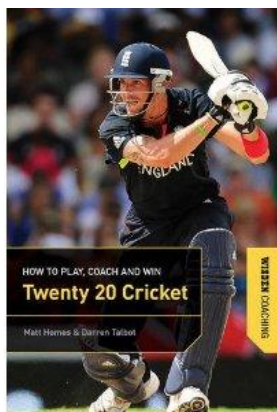
## NEW RELEASES – Coaching Books

### Twenty20 Cricket Coaching: How to Play, Coach and Win

Twenty20 is an exciting and accessible form of cricket that has really taken off in recent years. Although it has attracted many new players and audiences to the game, there are few coaching resources available to support those who want to improve their skills in this area.

Twenty20 Cricket Coaching: How to Play, Coach and Win provides players, coaches and teachers with a range of drills, skills and practices to help their teams flourish. It covers batting, bowling, fielding and wicket-keeping, analysing the key skills within each area and providing guidance on how to help players improve.

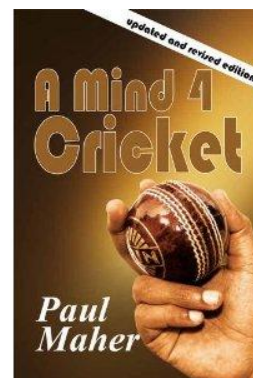
The book has been written by Matt Homes and Darren Talbot. Matt is Director of Cricket at [www.in-touchcricketacademy.co.uk](http://www.in-touchcricketacademy.co.uk) and a UKCC Level 3 Head Coach & SAQ Advanced trainer. Darren Talbot is founder and MD of [www.cricketcoach.uk.com](http://www.cricketcoach.uk.com) and is Director of Youth Coaching for Surrey.



### A Mind 4 Cricket

A Mind 4 Cricket is a thoroughly comprehensive guide to mental training for cricketers written by Paul Maher, a sports psychologist and clinical hypnotherapist. Used as a step-by-step guide it covers belief, self-awareness, self-criticism, mental and physical training, anger control, 'reframing', anchoring and fear. Cricketers keen

to improve their potential by using mental skills training in overcoming physical and psychological limitations can find answers within this book.



The book includes easy, fast and fun tips and techniques here have been used by sports psychologists, hypnotherapists and NLP practitioners for decades to bring real-world success to their clients. It is simple and practical for those who find frustration between their physical skills and their mental obstacles and offers strategies which can connect all the dots so they can excel at their cricket and in other areas of their life.

Available from Amazon or directly from <http://www.mindtrainingarena.com>

### Inspired Cricket Manual

We still have a few remaining copies of the excellent 'Inspired Cricket Manual' for sale at the reduced price of £10.99.

If you would like to get your hands on a copy please send a cheque for £10.99 payable to 'Surrey Cricket Board' and send it for the attention of 'Simon Hards' to The Brit Oval, Kennington, London, SE11 5SS. Please include your name and address for delivery purposes.

## ECBCA Surrey Treasurer Required

ECBCA Surrey's turnover has now increased markedly due to funding allocations and increased membership and the committee is seeking to recruit a volunteer treasurer to manage the finances of the CA in Surrey. We are looking for someone ideally with professional or voluntary experience of book keeping/accounts keeping, to support our growth in this area.

This person should be reliable and honest and able to attend regular meetings of the CA, reporting back on the income and expenditure and so on. If you are interested please email [shards@surreycricket.com](mailto:shards@surreycricket.com) for a more detailed role specification.

## Email Updates:

Please ensure you update us with any changes to your email address as it makes it easier and more cost-effective for us to communicate to you.

## Female Coaches Needed

Female fully qualified ECB coaches are required for coaching in schools and the local community within Inner London Area (Southwark, Wandsworth and Lambeth)

- UKCC 2 certificate
- Valid CRB
- Safe guarding and protection
- First Aid training
- UKCC2/L2 = £15
- 2-10 Hours per week

If you are interested in this opportunity then please contact Ricky Anderson

Email: [randerson@surreycricket.com](mailto:randerson@surreycricket.com)

## Other Reminders:

Don't forget to keep your ECBCA membership up to date along with your CRB, Safeguarding Children and First Aid training.

## Surrey Active Coaches Forum

**Monday 4<sup>th</sup> April, 7-9 pm**  
**Surrey Sports Park, Guildford**

This is your chance to express your needs as a coach, talk to other coaches and receive Surrey updates. Topics will include training needs, employment support and communication with coaches.

The Coaches forums are a pilot and their main aim is to gather information about what coaches feel they need and want in terms of support as well as providing them with information as well.

For more info or to book a place email:  
[Suzzanah.Kelly@surreycc.gov.uk](mailto:Suzzanah.Kelly@surreycc.gov.uk)

## Coaches Looking for Work

If there are any coaches that would like to be considered for coaching work during the summer then can they please forward their details to Simon Hards.

[shards@surreycricket.com](mailto:shards@surreycricket.com)

## Forthcoming SPC/First Aid Courses

Details of forthcoming SPC/First Aid courses can be found at:

<http://www.kiaoval.com/surrey-cricket/development/coach-education>

## Membership Update:

The latest update on membership confirms that ECBCA Surrey have **647** paid up member coaches.

## ECBCA Surrey Contacts:

Bob Cook - [raccoaa@racconsulting.co.uk](mailto:raccoaa@racconsulting.co.uk)  
Andy Giles - [a.giles1@ntlworld.com](mailto:a.giles1@ntlworld.com)  
Darren Talbot - [darren@cricketcoach.uk.com](mailto:darren@cricketcoach.uk.com)  
Nick Harman - [nicksue@softhome.net](mailto:nicksue@softhome.net)  
Simon Hards - [shards@surreycricket.com](mailto:shards@surreycricket.com)  
Richard Hall - [rhall@surreycricket.com](mailto:rhall@surreycricket.com)

# COACHING TIPS

in Association With  PITCHVISION ACADEMY

## How to Motivate Young Cricketers

Have you ever wondered about the talented player who seems to cruise without putting in the hard yards?

How much better would Player A be, you wonder, if only he had the motivation of the less talented Player B? The frustrating part is that motivation is more complicated than simply telling Jimmy to buck up his ideas.

So until they develop motivation transplants you are going to have to work out a way of keeping your whole group of players hungry for success and prepared to put in the hard work. It's not easy, but it's possible.

## What do you want?

People play cricket for a simple reason: They want to have fun.

Once you know this is the biggest motivating factor in your players you are at a huge advantage. So the first trick is to keep your players engaged and enjoying things:

- Fit the difficulty to the skill level. All players are challenged but able to experience success.
- Add in variety with lots of different activities.
- Keep everyone moving: avoid long talks or having lines of players waiting for a turn.
- Don't be afraid to just play sometimes. Not all training has to be disciplined and drilled. When a coach forgets that it's important to enjoy playing cricket he or she strips motivation away from players rather than boost it up. Don't make that mistake.

Other reasons for playing cricket include wanting to feel part of a team and needing to feel successful at something.

For naturally good players the second reason can easily be met without much effort. So while it seems they are not motivated, it is more like they no longer need to motivate themselves because they are already getting what they want from the game.

Your job with these players is to get them to fail. You might put them in a better team, give them more difficult skills to learn or add pressure to them by setting harder and harder goals for them to reach. Eventually they will fail and failure will lead to them realising they need to put in more effort to be successful.

Take care though, as there is another reaction (which is more common in less talented players). It's equally natural to respond to failure by putting in less effort.

Players like this are protecting themselves from failure not trying. That way they can always say they only failed because they "couldn't be bothered". I'm sure you know a player or two like that.

## Hand over responsibility

Once you know a player's motivation you can start feeding it and by far the easiest way to do this is to allow your team to control their development.

That doesn't mean giving free reign. But it does mean having the confidence and self-awareness to give the right level of responsibility to a player. Research has shown that the more control people feel they have over situations the better they do.

The tricky part is knowing how far to go with each individual. That's where coaching becomes an art rather than a science, but once you are looking to do this, opportunities arise all the time:

- Tactical decisions
- Setting goals
- Deciding how to achieve those goals

As coach, you would still be involved in this process. If a batsman is making a glaring technical error you would show them how to correct it for example. However, if they are mature enough perhaps they would decide when the corrective drills would be done. It would be a personal decision based on individual motivations.

For me, that's the key to motivation. It's not something you can deliver by shouting at someone, or even something you can coerce players into. Motivation is giving players enough responsibility so they do it themselves.

**David Hinchliffe is Director of Coaching at PitchVision Academy. For more coaching tips visit [www.pitchvision.com](http://www.pitchvision.com)**