

Background

- Cricket Leaders CIC – a community interest company, which is established as a not for profit, social enterprise, currently comprises 4 Directors. I am the Chair and Andy Littlechild the Treasurer.
- CL delivers the Young Leaders in Cricket Programme (YLiC) which has been established since 2011.
- We recruited 715 young people aged 14/15, school years 9 and 10 onto the programme in 2021.
- The programme has coverage predominantly in the Southeast but ran pilots in Merseyside and Cornwall in 2021.
- CL work closely with the ECB who provide content for some of the modules and certificate them
- CL work with County Boards as a delivery partner in several counties but in others, directly with clubs.

The programme

- Made up of five core modules all of which have an element of leadership and life skills contained in them.
- Two additional online modules are offered; Mental Toughness and Fundraising with social media.
- Every module is related to the management or organisation of a community sports club, e.g. coaching, fundraising, groundskeeping & environmental awareness.
- The qualified Young Leader must give back a minimum of 20 hours of volunteering into their club, school or wider community. The average young people on the programme volunteer approximately 40 hours.

Recruitment and Delivery

- An EOI goes out pre the end of the year to identified clubs to become a Hub. The Hub club would be willing to offer their facility for training as well as put young people onto the course
- An EOI to all clubs in a selected area or district or league inviting the clubs to select candidates from their 14-16yr old cohort, to join the programme.
- We hold an Enthuse meeting for the candidates and their parents/carers/guardians to present the programme to them.
- They are asked to sign a pledge if they sign up.
- Sign up is done online via the Cricket Leaders website and they are sent a welcome pack.

Training for participants to the YLiC programme

- Training for the modules is provided by accredited tutors recruited by Cricket Leaders in most cases from the local workforce. This is important as we are keen that the revenue is spent locally and provides opportunities for community coaches.
- There are 5 core modules which comprise;
 - Activator Coaching
 - Young Cricket Officials
 - First Aid

- Groundskeeping and Environmental Awareness
- Fundraising (for the programme itself, surplus can be raised for a charity or club funds)

The Annual Cycle of the programme

- November/December – EOI out to clubs to recruit hub clubs and those interested in putting candidates onto the programme
- January/February – Enthuse presentations to potential young leaders and their parents/guardians/carers.
- January/February – sign up onto the YLiC online platform
- March/April/May
 - Face to face training delivered with Activator and Young Cricket Officials first in the delivery cycle with First Aid second
 - Online modules run concurrently- Mental Toughness and Use of social media for fundraising
 - Groundskeeping and Environmental Awareness delivered last in the cycle (requires outdoors and later evening light)
- June to October – Young Leaders complete their volunteer hours and their fundraising

Financials

- The programme is self-funding via £40 subscription to join and the requirement for each young person to raise £50 towards the programme.
- The focus is on the idea of giving young people volunteering leadership and life skills and not the revenue so we will always work a plan to get a young person onto the programme should the subscription prove a barrier.
- Tutors are paid to deliver modules and as discussed above locally sourced wherever possible.
- The organisers of the programme at Cricket Leaders CIC, give their management time voluntarily to the programme.
- We would be prepared to discuss an administration fee per Young Leader recruited onto the programme in a Hub run area, but this cannot lead to a 'quantity over quality' approach being taken by the organising Hub.
- All administration of the finances is done through Cricket Leaders with the online platform being the chief source of the day to day supervision.

Opportunities

- Creating a pathway into further training.
- Utilising the graduated Young Leaders for community programmes.