



## Livingston Cricket Club – Youth Cricket Development

### Objectives:

#### Key objectives:

- to promote the club within Livingston and surrounding area, generating a greater awareness of the club facilities available to the junior section;
- to increase the number of juniors attending training sessions during the cricket season;
- to increase the junior section of the club in terms of membership;
- to have sufficient regular membership to be able to arrange matches with other teams in the area;
- to foster relationships with local schools by offering coaching during school hours;

### How is this achieved?

The initial aims are to increase public awareness of cricket and the club among the youth in Livingston and surrounding area.

Key to this is to promote cricket and hence the club within the local schools. There is a number of initiatives that the club can call upon to assist, the primary one being the use of the West Lothian Community Cricket Coach to provide extended cricket sessions at schools and to run Summer Camps. Also there is the health week that is held at schools every year. Communication has already begun in this area, with school co-ordinators covering Livingston and Kirknewton aware that we are interested in taking part in their health week. Furthermore, we have already attended health weeks for 5 schools during the last school term, and thus have made a start in the right direction. This will aid the club, when trying to increase awareness among the youth within Livingston.

Maximising funds that are being offered by many initiatives would aid the club in being able to afford the 'raising of awareness' within Livingston and surrounding area.

In order to continue the momentum from last session, the club needs more trained coaches, and volunteers. The club needs more coaches for the health week within the schools, and for training sessions at the club. The club also needs volunteers to help at the training sessions, and give assistance at cricket games, whether that be home or away.

During the season coaching will be provided, offering basic technique, teamwork, hand/eye co-ordination and general fitness through formal sessions. Resulting in the youth participating in cricket games, whether this be kwick cricket ( under 11) or a format that suits over 11's.

### Resources:

In order for the programme to be successful, there are a number of people who need to be involved. From outside the club the West Lothian Community Cricket Coach (Toby Hardwick) is key to providing guidance and support to the Club and its links with the schools. From within the club, the Committee needs to provide backing to the Youth Development Officer, giving guidance and support for the various initiatives being undertaken. The key resource being fundamental to next summer programme is the number of coaches and volunteers.

Support will also be required from a number of personnel outwith the club. Mainly, support from schools. Several local primary schools are already involved.

The club already has the equipment needed in relation to kwick cricket, but need investment in new permanent net facilities for the introduction of hard ball cricket.

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**Success Measures:**

The program will be measured, based on several baseline criteria.

Increased awareness of the club within the local community will be measured through the introduction/continuum of kwick cricket in the schools and between clubs.

Last season the club had up to 18 under 11's attend training sessions. Success would be to increase this number and get enough over 11's to form a team, to attend training sessions.

There is no cricket based activities in the schools at present. The club, with commitment and assistance from other initiatives, should aim to encourage regular cricket based sessions in schools during the academic year.

The programme will be successful if the club can offer hard ball matches against other junior clubs before the end of the forthcoming season, and continued into the next season and beyond.

**Conclusion:**

The aims of the club regarding the junior programme, will be met if partnerships are fostered between schools, community and the club. Such partnerships will encourage juniors to join the club and take up cricket, providing the natural feed of new members that will sustain the growth the club needs to maintain and improve upon the progress made to date.

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