



LEICESTERSHIRE AND RUTLAND

ENGAGE, SUPPORT, INSPIRE

Leicestershire and Rutland Cricket Coaches Association

Vision, Aims, Objectives & Targets

ECB CA Purpose Statement: The purpose of the ECB CA is to inspire participation and maximise performance of cricket coaches and players.

Leicestershire & Rutland Cricket CA Vision: To support our members to maximise their coaching performance, so that they can not only inspire people to choose and enjoy a lifelong involvement in cricket; but can also help them to realise their aspirations for the game.

Strategy Statement: to develop a volunteer workforce with the skills and expertise to re engage with existing and lapsed ECB CA members in the County, in order to understand what help and support members need from the Coaches Association.

This document provides an outline of the three main aims of the LRCA, which will be achieved by working in partnership with Leicestershire & Rutland Cricket and other key stakeholders.



ENGAGE

& RETAIN

We will engage the existing coaching workforce within the county; developing a strong communication network in order to disseminate up to date information. We will also look to deliver a high quality member experience ensuring active coaches are rewarded, and new coaches are attracted to join the association.

OBJECTIVES

- Engage with existing ECB coaches association members.
Determining needs in order to provide appropriate opportunities.
- Recruit new members to the ECBCA(LRCCA).
Promoting the benefits of the CA to clubs & coaches.
- Provide a high quality service to all members.
Enabling high levels of retention and progression for coaches.

2016/17 Actions & Targets

- Develop LRCCA volunteer workforce in order to support the membership.
- Compile a local LRCCA membership offer in order to reward active coaches.
- Production of a tri-annual e newsletter to engage members and highlight activity across the county, as well as reinforce national updates.
- Overhaul existing LRCCA database, ensuring up to date contact information; and assisting members to remain up to date with relevant training.

SUPPORT

& DEVELOP

We will support the coaching workforce within the county by providing relevant and up to date information, with appropriate interventions developed based on member feedback. All activities will be open and inclusive; with emphasis placed on promoting a culture which encourages members to challenge thinking, and to share ideas.

OBJECTIVES

- Provide a comprehensive ECB coach education programme.
Needs based programme delivered by LRC tutor workforce.
- Facilitate a bespoke programme of events and resources.
Accessible to all coaches and addressing individual needs.
- Develop & promote transparent coaching pathways.
Clear progression and learning opportunities at all levels.

2016/17 Actions & Targets

- Identify and deliver bespoke CPD seminars based on member feedback.
- Work with LYC's and LCCC to develop visible coaching pathways from club to county level.
- Provide and identify opportunities for coach mentoring and CPD within a practical context (e.g. LRC activities).

- Begin to establish a format for individual 'coach personal development plans', supported by LRC tutor workforce.

INSPIRE

& ENTHUSE

Coaching can provide a great deal of enjoyment and satisfaction, we will work to highlight inspirational stories; and to promote the value of high quality coaching, in order to enthuse others. Coaches play an invaluable role in the continued success of the game, and it is important to recognise and reward these contributions wherever possible.

OBJECTIVES

- Reward & recognise the work of coaches at all levels.
Delivering R&R schemes in partnership with LRC.
- Facilitate the sharing of best practice and learning.
Via a variety of mediums including newsletters, seminars & workshops.
- Promote the value of coaching and volunteering.
Creating a culture of respect and understanding from a young age.

2016/17 Actions & Targets

- Support LRC in the delivery of formal ECB reward and recognition schemes.
- Deliver specialist coaching workshops with staff coaches in partnership with LCCC.

- Gather and share case studies of coaching successes and challenges across the county.
- Build young volunteer and activator workforce, identifying and signposting appropriate individuals into ECB pathways.

Contacts & Useful Links

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