



ACADEMY

**Rising to the Next Level
Strategy 2011 +**

April 2011

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Introduction

Kent County Cricket Club has operated a successful Academy since it was launched in 2003. Joe Denly, Lydia Greenway, Alex Blake, Sam Northeast, James Goodman and Matthew Coles are just a few of our graduates. The rise in players' salaries and the increase in value of young players has signalled a further need for the Club to support the Academy's pursuit of excellence going forwards.

"Rising to the Next Level" sets out the strategic direction for the Kent Cricket Academy to move to those higher levels of performance in the future. It outlines the path we will take to achieve our vision building on the foundations of the past by introducing a range of initiatives that are structured within a logical framework.

After reading this document I hope you will understand the Kent Cricket Academy's strategic priorities for the coming years and know the initiatives that underpin the implementation of them.

The Kent Cricket Academy is entering into a new and exciting phase and we look forward to the challenges of converting our vision into reality.

Simon Willis
High Performance Director
Kent County Cricket Club Ltd

Vision

To be recognised as the benchmark Academy for developing “first class quality” cricketers in England.

Objectives

To create a learning environment which enables players with potential to develop their individual skills and techniques to the highest possible standard.

To identify and develop players capable of winning matches for Kent and England at senior level.

Values of Cricket

Each and every person connected to the game of cricket is its custodian. The game should be kept free from any element that will compromise its rich tradition or put at risk its values and standards. The spirit and culture of the game built over many centuries should be respected and nurtured.

Values of Human Performance

A total commitment to teamwork will create the best result for all. Honesty, equity and integrity are imperative for optimum performance. Effort should be recognised, ability developed and initiative encouraged.

Strategies

Player Improvement

- Provide each player with their own individually tailored development programme.
- Provide dedicated coaches with leading technical advice and improvement strategies.
- Provide high quality sports science and medical support.
- Provide high quality training, skill development and practice procedures.
- Provide a high quality player and welfare structure that incorporates a “total life” approach.
- Optimise the use of available technology.

Talent Identification and Selection

- Develop and implement talent identification programmes.
- Review talent selection programmes.
- Formalise recruitment and retention strategies ensuring high quality selection processes.
- Develop a selection philosophy.
- Regularly review selection performance.

Cricket Programmes

- Provide each player with a competitive programme of matches which challenges the individual but reflects a balance between preparation, competition and rest.
- Investigate ways of utilizing the expertise, knowledge and motivational skills of past and present players.
- Recognise the critical role that university, school and club cricket plays in the development of Academy players.
- Support the development of Women’s County Cricket.
- Maintain the highest level of discipline both on and off the field of play.

Operations and Administration

- Develop a plan to improve operational efficiency and effectiveness.
- Ensure that the annual budget and operational plans are linked to the Strategic Plan.
- Maintain our level of resources in accordance with ECB audit policy.
- Identify commercial opportunities outside ECB revenues.

Facilities

- Provide high quality venues and facilities to deliver the programme.

Performance Measures

- The Kent Cricket Academy is increasingly recognised as the leading example of developing quality first class cricketers in England.
- Successfully complete ECB Academy Audit.
- Each year a minimum of one Academy scholar achieves selection in England programmes.
- Each year a minimum of two Academy scholars achieve selection in Regional programmes.
- Number of past Academy scholars who have represented Kent at senior level.
- There is a full communication of this Strategic Plan amongst all stakeholders.
- Widespread “buy in” to the philosophy of “home grown” Kent players is achieved.
- Continuity of coaches and persons involved.
- Effectiveness of the coaching approach.
- All coaches accredited to the appropriate national level.
- Establish links with various organisations to develop an efficient and effective scouting system for talent identification.
- Each year remain within budgets aligned with the Academy Strategic Plan.

The Programme

The Kent Cricket Academy will take a holistic view of the development of the individual with particular emphasis on the following five key areas:

- Technical
- Tactical
- Physical
- Mental
- Lifestyle

These areas will be addressed over a twelve month period in the following three modules:

Module 1: Assessment - September to December

Complete a rigorous series of assessments to establish the basis for the individually tailored development programme.

- Individual review of performance and achievements from previous season.
- Individual technical assessments in the key areas including video analysis.
- Individual mental skills assessments.
- Comprehensive physical assessments for individual players.
- Group tactical awareness reviews.
- Lifestyle orientation programme.
- Individual player, parent and head teacher interviews.

Module 2: Preparation - January to April

Provide a comprehensive preparation programme to ensure each player has the best opportunity to succeed in the performance module.

- Individual technical sessions with personal coach.
- Specialist skills sessions with senior and junior groups.
- Weekly county squad sessions for senior and junior groups towards season.
- Introduction to fundamental mental skills.
- Individually tailored fitness programme.
- Game awareness sessions with senior and junior groups.

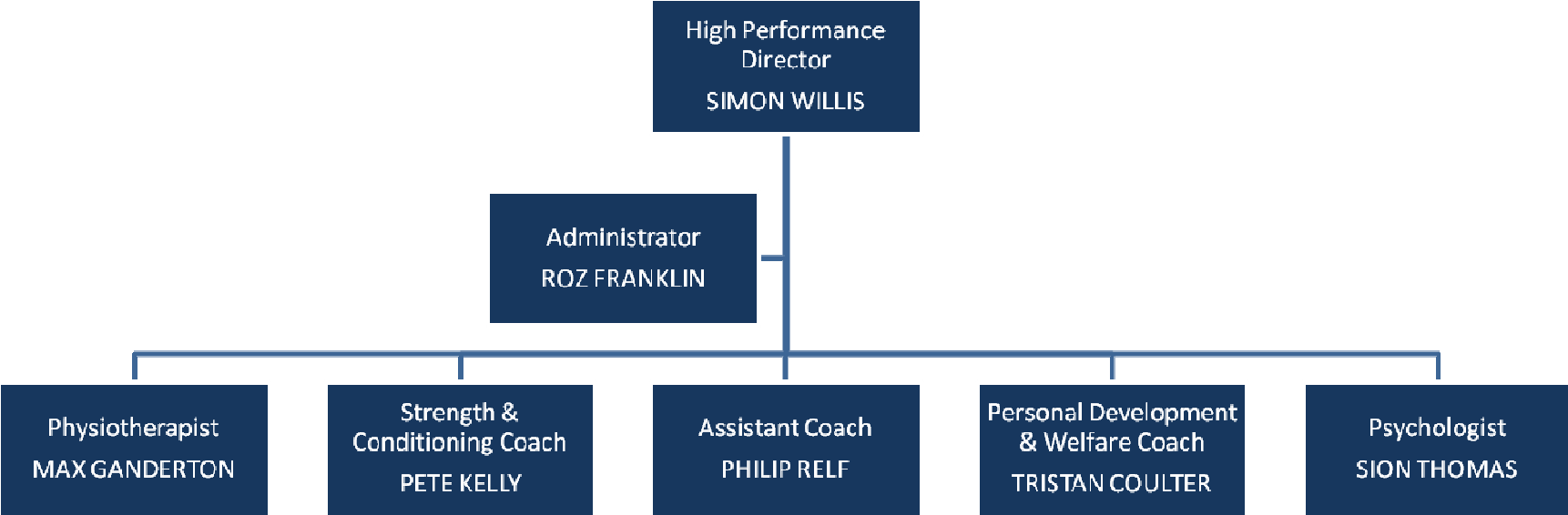
- Overseas experience as appropriate.
- Past and present player interviews sharing expertise, knowledge and experience's.
- Individual player performance reviews with High Performance Director.
- Lifestyle personal development programme delivered to all Academy players.

Module 3: Performance - May to August

Agree, coordinate and monitor an individual performance programme for each player where they have the opportunity to realise potential at the appropriate level.

- Academy weekend training camp prior to the start of the season.
- Individual goal setting for the forthcoming season.
- Individual player performance reviews with High Performance Director.
- Individual technical reviews with personal coach.
- On-going individual fitness reviews.
- Game toughness reviews within match play to monitor the progress of the individual mental skills.
- Match play monitoring by High Performance Director.
- Professional cricket observation and interaction.
- Identification of future potential talent.
- Individual lifestyle programme reviews.

Management Structure



Yearly Budget 2011+

Income

| | |
|---------------------|---------------|
| ECB Subsidy | 50,000 |
| ECB NVQ | 5,000 |
| Other Income | 5,000 |
| Total Income | 60,000 |

Expenditure

| | |
|---------------------------|---------------|
| Gross Salaries | 25,000 |
| Ers NI | 3,000 |
| Pension | 2,000 |
| PPP | 500 |
| Group Life Cover | 500 |
| Academy Facilities Hire | 5,000 |
| Specialist Coaching Costs | 10,000 |
| Academy Match Programme | 3,000 |
| Sports Medicine | 1,000 |
| Scholar Travel Expenses | 4,000 |
| Director Travel Expenses | 5,000 |
| Academy Admin Costs | 1,000 |
| Total Expenditure | 60,000 |

Academy Roll of Honour

Since the establishment of the Kent Cricket Academy in 2003 the following Kent youth products have made their debuts for Kent senior teams.

| Name | First Class | List "A" | Twenty 20 |
|-----------------|--------------------|-----------------|------------------|
| Joe Denly | 2004 | 2004 | 2004 |
| Simon Cusden | 2004 | 2004 | |
| Lydia Greenway | | | 2004 |
| Joanna Watts | | 2004 | 2005 |
| Paul Dixey | 2005 | 2007 | |
| James Iles | 2006 | 2007 | |
| Alex Blake | 2008 | 2007 | 2010 |
| Sam Northeast | 2007 | 2007 | 2010 |
| Tom Parsons | | 2007 | |
| James Goodman | 2010 | 2007 | |
| Tamsin Beaumont | | 2007 | 2008 |
| Matthew Coles | 2009 | 2009 | 2010 |
| Warren Lee | | 2009 | |
| Adam Ball | | 2010 | |
| Chris Piesley | 2010 | | |

Since the establishment of the Kent Cricket Academy in 2003 the following Kent youth products have made their debuts for England senior teams.

| Name | Test | One Day | Twenty 20 |
|-----------------|-------------|----------------|------------------|
| Lydia Greenway | 2003 | 2003 | 2004 |
| Joanna Watts | | 2005 | |
| Joe Denly | | 2009 | 2009 |
| Tamsin Beaumont | | 2009 | 2009 |