



Developing  
cricket from  
playground  
to Test arena

# Hitting the Seam



The Official Newsletter of the ECB Coach Education Department

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Winter 2004

Issue Number 14



## BALANCING THE WHAT AND HOW

Increasing our understanding of the principles of “Applied Biomechanics” based on John Harmer’s outstanding work with ECB which began with Cricket Live ’99 and Dr Istvan Bayli’s work on the principles of Long Term Athlete Development, the implementation of which is being led by Keith Tomlins (ECB Performance Manager) have formed focal points for coach development in recent years.

A major focus of the emerging UK Coaching Certificate (UKCC) is the importance of balancing the “technical aspects” (What to Coach)

with the way in which we as coaches are able to deliver that message (How to Coach) with the ultimate aim of ensuring that the players with whom we work learn. Expanding our repertoire of How to Coach and What to Coach is therefore pivotal to our continued development as coaches.

As Cricket moves towards its launch of the UKCC the ECB Coach Education trainer team under the expert guidance of Penny Crisfield have worked with over 170 Staff Coaches (Tutors) on developing an approach which will allow coaches to integrate the How to Coach and the What to Coach into their coaching sessions and programmes to maximise learning.

In parallel with the accredited “levels” of the UKCC will be a range of Coach Development Workshops which will provide opportunities for existing coaches at all levels to continually update and develop their skill base. Details of this workshop programme will be posted on [www.ecb.co.uk](http://www.ecb.co.uk) and [www.ecbca.co.uk](http://www.ecbca.co.uk) as they become available.

*Philip Relf and reviews the “How to Coach” at Staff Coach training 2004.*

## ONE LAST HIT

Just a reminder for all. The *Hitting the Seam* newsletter will join all other ECB newsletter publications, by being available online from April 2005.

It is proposed that ECB CA members will receive the benefit of ‘Technical Bulletins’ posted twice a year in addition to its current benefits.

With membership benefits on the increase, this couldn’t be a better time to join the ECB Coaches Association.