

The former Somerset 1st XI coach, Kevin Shine, gives an insight into his new role as Director of Development & Coaching at Somerset CCC.

# From Coach to Director of Development & Coaching CHALLENGE OR EASY LIFE?

After 5 years in charge of the 1st XI at Somerset CCC, the challenge of my new role is a mouth-watering prospect.

There is undoubtedly an level of "kudos" associated with any Head Coach or Director of Cricket role. The scale of the job means that there are also, inevitably, a range of demands on that person which, may detract from the time available to "coach" in the pure sense

To have a chance to work with talented young athletes & put in place new systems that will hopefully help them to reach their full potential is probably every 'Performance' Coach's dream. It is an exciting world for Academy Players & their enthusiasm & desire has certainly energized & motivated me.

There is a real "buzz" about this job, albeit a very different one I experienced in the First Class arena. I now deal with caring, proud Parents, Schools, Clubs & a very varied & interesting group of young Players.

Strategies are now different, rather than which players I can afford to sign, I have to be very aware of which young Players are coming up through the system, as the Academy only runs with 12 players. Deselection does occur but the challenge is to see every Player through to the end of the programme, which is either when they become professionals or leave at 18 years old, and hopefully with experiences that will help later in life.

One very important issue for myself when I agreed to take the job was that I was able to run the Academy with a degree of autonomy from the immediate demands of the First Class game. I now report directly to Keith Tomlins, the ECB Performance Manager, who has given sound guidance & advice but ultimately leaves the running of the Academy to me. I feel it is important for the Academy Director to remain in charge to ensure the best Cricketers from the region are selected.

I have to match certain Criteria, am audited annually & have to produce an annual performance plan for Sport England. All of these procedures ensure that the standard is high & our Performance is constantly monitored.

I received a great piece of advice from Peter Moores (the Sussex Coach) during our last Level IV Coaches meet, during a very honest discussion he suggested that I concentrate more on the Output of the Academy than my own input, this advice has allowed me to think clearly & have a clear vision of what I want the Somerset Academy to achieve, but still leaves me free to enjoy my real passion: COACHING.

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Tel: 0121 440 1748. Email: [enquiries.coacheducation@ecb.co.uk](mailto:enquiries.coacheducation@ecb.co.uk). Warwickshire Cricket Ground, Edgbaston, Birmingham B5 7QX  
in partnership with the ECB Coaches Association

Tel: 0121 440 4332. Email: [coaches.association@ecb.co.uk](mailto:coaches.association@ecb.co.uk). Warwickshire Cricket Ground, Edgbaston, Birmingham B5 7QX



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