

Dynamos Cricket sessions at Gwersyllt CC

Matthew Jones and Richard Smith, Active Wrexham,

Issue to be resolved/ What was the purpose?

- Gwersyllt is an area of high inactivity and obesity in children. We wanted to run a session to give the children in this area an opportunity to take part in physical activity. Cricket Wales and Street Games approached us with a project we could apply for around running Dynamos Cricket over the summer.
- Dynamos Cricket is a fun cricket session for ages 8-11
- This was perfect as we could link in with the local cricket club which was Gwersyllt CC. This way there was an exit route for the children once the sessions had finished. We also had a club member help deliver the sessions so that the transition from session to club was easier if any of the children wanted to join the club. The sessions were free of cost which meant a key barrier to young people being active was prevented.

Action taken

- AW ran a four week block of Dynamos sessions at Gwersyllt CC. Two hours each Monday. The session was free and the children had the opportunity to take part in physical activity. Each young person who attended received a bat and ball at the end so they could carry the activity on when they got home or at the club.
- Meetings were had with the cricket club, cricket wales and street games around how we were going to deliver the project and to breakdown as many barriers as possible stopping people attending.
- The club helped promote the sessions in the local area and we also promoted through all of our contacts and social media platforms.

Result

- 19 young people signed up to the project and there was an average of 10 participants each week. What was great about this was only 1 of them had played for a cricket club, the rest had never attended Gwersyllt CC.
- Linking community sessions with local clubs is a great way of not only providing opportunity for physical activity but also a great way of helping community clubs recruit new members. The opportunity of physical activity meant the children who attended the Dynamos sessions had an opportunity to improve both their physical and mental health. They were also able to socialise with other children in their community.
- This case study is a great example of what can be achieved when multiple partners work together, through us as a local authority sports development team, a local community club and the NGB a successful session was able to take place with an exit route.

Next steps

- Following the success of the sessions, the aim is to continue these during the season break to attract new players prior to the start of the season. We have received funding from Cricket Wales to achieve this and the focus of the sessions will also include All-Stars as well as Dynamos. All Stars is a fun programme for 5-8 year olds as an introduction to cricket.
- AW have received funding for 24 All Stars places and 24 Dynamos places.
- The sessions will take place at an indoor venue at Gwyn Evans Leisure Centre. This is only a mile from the cricket club and sits right in the heart of the community.
- Another goal of these sessions will be to increase participation in girls cricket and Disability cricket. This will be achieved by also adding the sessions to our Active8 provision. Discussions are already taking place with the cricket club around starting a girls team and AW will support this.

Images and associated media

Dynamos Cricket
Gwersyllt Cricket Club
Ages 8 – 11
Monday
31st July – 21st August
3 – 4:30pm
FREE

To book your space please email:
Matthew.Jones@wrexham.gov.uk



- Video promotion of session on Active Wrexham's twitter page on August 22nd

