

CRICKET COACH 365 NEWSLETTER

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**FATHOM
CRICKET**

Feature on partner organisation: Fathom Cricket

Gary Hector founded Fathom Cricket with the aim of simplifying the means by which coaches can share feedback with players whilst at the same time enabling parents to own and manage the data. The feedback is shared via the Go Fathom app so please go and check it out on your App Store and visit the Go Fathom website Fathomcricket.com

UPCOMING EVENTS

Annual coach development day

February, 21st 2026

This year's event offers hands-on sessions, partner demonstrations, and a chance for coaches to connect, learn, and take away fresh ideas for their players.

To enquire and make your booking please call Tom on 07952273795



TOM'S THOUGHTS FOR THE MONTH

With the Ashes series now complete, it's a perfect moment to reflect on what the tour revealed about the key coaching pillars—and how these insights can shape your upcoming junior sessions.

Technical

What can we learn from the contrasting batting techniques of Crawley, Pope, Duckett, and Smith? Why did our quicks struggle to apply consistent pressure? And how can smarter fielding roles—like who patrols the boundary or fields in the ring—improve outcomes?

Physical

Australian conditions demand exceptional conditioning. Where did England fall short, and how much emphasis do you place on physical preparation in your own coaching?

Personal

Finally, consider the human side. Each player will return home with lessons, challenges, and reflections. How do you encourage your young athletes to reflect on their own experiences in the same way?

Tactical

How effectively did Stokes and his leadership group balance attack and defence? What plans were visible when bowling to specific batters? Think about how you help young players develop tactical awareness and decision-making.

Psychological

Using Graham Winter's Mindful Cricket approach, how clear and composed were players like Brook and Smith? How do your players manage focus and mindset during training and competition?

Teacher Feature

COACHING CARDS: WHATS THE BENEFIT?

Our coaching cards are an ideal addition for any coach to have in their kitbag or pocket. They also help players.

What they help coaches with is provide them with a series of coaching questions they can use during any group or 121 session which in turn enables

them to build better working relationships with their players. The benefit to the players in using the cards is that they help players become more self aware, help them reflect on their own game and also helps them conduct peer review and communicate more proactively with coaches.

<https://cricketcoach365.co.uk/product/cricket-coach-365-coaching-cards/>
<https://cricketcoach365.co.uk/product/cricket-coach-365-coaching-cards-second-edition/>



"If students can feel the past, they'll remember it forever."

—Mr. Gallego

This month in Pictures



Catch them before the season starts



Our coaching cards help improve personal, tactical, technical and physical elements of the game. Perfect for coaches, players or parents. Get in the game. Order today.

Greater News

PODCAST FEATURE

We would like to look back on the podcast we did with South African Adi Birrell (episode 141). Adi is a coach respected worldwide for his intuitive people skills, attention to detail in team settings, and his love of nature, which he weaves into his coaching. The podcast gives me the opportunity to meet and chat with wonderful people who share a passion for cricket. If you haven't yet listened to this episode with Adi, I would wholeheartedly urge you to do so.

For anyone interested in coming onto the pod as a guest, please let us know via direct message or email.



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Get Involved!

To email us with your thoughts and ideas for future quarterly editions of our newsletter please email tom@crescocoaching.co.uk or send Tom a message on LinkedIn or on Insta via [cricket_coach365](https://www.instagram.com/cricket_coach365) or just give me a call on 00 44 7952273795