

CRICKET COACH 365 NEWSLETTER

07952273795



TOM JONES



@CRICKET COACH 365



Feature on partner organisation: Uni of Worcester

Daniel Such, Craig Williams from the Uni of Worcester comment on what it means to them to play host to the 2027 Cricket Coach 365 Coaching event and how and why they will get involved.

Craig Williams (Course Leader for University of Worcester MCSI Cricket Coaching and Management)

"We are delighted to be hosting the CC365 Coaching CPD event at the University of Worcester. The event will provide a fantastic platform to share ideas across a wide range of cricket topics, while offering our students a valuable opportunity to connect with coaches from across the industry. We're excited to be involved and very much looking forward to welcoming everyone."

UPCOMING EVENTS

one to one coaching

STARTING THIS APRIL

This year Tom is offering one to one coaching for young cricketers, a chance to learn new skills and become a strong cricket player. To enquire and make your booking please call Tom on **07952273795**



TOM'S THOUGHTS ON THE SEASON AHEAD

As the 2026 season gets underway, all the planning we've done as coaches finally comes to life. It's an energising moment—especially for the young players stepping back outdoors for practice and matches. For me, nothing beats being out on the field with a squad, watching a new season unfold. Here are a few core coaching focuses for the months ahead.

A) Fun, Friendships + Futures

How do we make every session something players want to come back to? Small-sided games, creative scenarios, and friendly in-house competitions keep training lively and help players build bonds that last beyond the pitch.

B) Stay Calm, Adapt, and Play What's in Front of You

Pressure moments are part of the game. Helping players stay composed, focus on the next ball, and read conditions—whether overhead or underfoot—builds resilience and smarter decision-making.

C) Challenge with Care

Every player is different. Understanding their strengths, motivations, and learning styles allows us to stretch them in the right ways. Challenge should always come with empathy, clarity, and genuine support.



COACHING CARDS: WHATS THE BENEFIT?

Coaching Cards: Try using them to help with coach to player reviews and peer to peer evaluation by simply selecting a coaching theme and discussing this with an individual or group of players as a coach or ask players to self select and discuss with a team mate or as a squad. The themes across to the two editions include the fundamental skills of Batting, Bowling, Fielding, Keeping along with the core pillars of the game in Technique, Psychology, Physical and Tactical.

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



"Talent wins games, but teamwork and intelligence win championships."

(Lecturer in sports (coaching) in Cricket) Daniel Such, University of Worcester

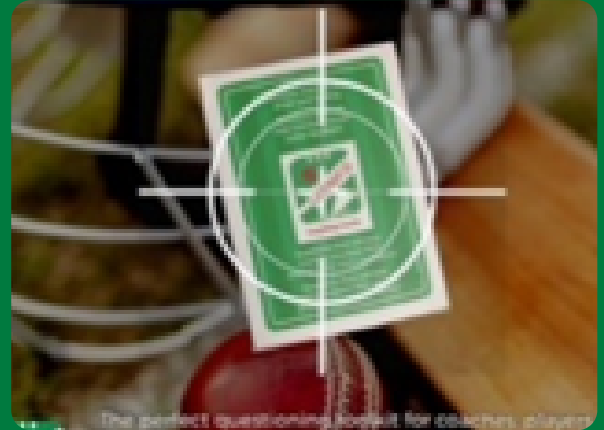
"Having the opportunity to host CricketCoach365 Coaching conference at the University of Worcester is a great opportunity to expand the support provided to coaches of all levels across the cricketing network. With cricket and the development of the game taking such a positive turn in the last 4 years since the creation of the Cricket Coaching and Management degree, the opportunity to help current and future cricket practitioners is an opportunity not to be missed, and we are excited to see what opportunities can be developed through this event in 2026".

Other news from the CC365 coaching community

Great to be involved in coaching young players through the MCC Foundation Springboard Programme in Lancashire, working alongside Lee Conroy, Arslan Khalid and Tom Jenkinson. The MCC Foundation continues to do outstanding work, offering free coaching to boys and girls in state schools across nearly 200 venues nationwide, along with match and tournament opportunities that broaden their cricketing experience.



The 2025–2026 season is also my third year as Head Coach of the University of Manchester First Team. We've welcomed a strong group of talented and driven first years who have added real depth to the squad. I'm excited to see how they perform in fixtures against Leeds Beckett, the University of Leeds, Durham, Loughborough, Stirling, and Birmingham as we commit to our theme for the year: "No Fear."



Greater News

PODCAST FEATURE

We recently revisited our podcast with Netherlands Men's international Zach Lion Cachet (episode 159), recorded just after he returned from India and Sri Lanka following the ICC T20 World Cup. Zach shared brilliant reflections on the experience and the lessons he brought home from competing on the world stage. One of the standout insights was his sporting journey: as a youngster, he was set on becoming a professional footballer, with cricket more of a hobby. That freedom meant he never overthought the game—he simply played, enjoyed it, and improved. It's a mindset that ultimately helped him become a professional cricketer, with plenty of exciting opportunities now ahead of him.

If you're interested in joining us on the podcast as a guest, feel free to get in touch via direct message or email.



[HTTPS://CMS.MEGAPHONE.FM/ORGANIZATIONS/BBB99ED0-497F-11EC-A486-A3792DD1B3D3/PODCASTS/017E1EBC-D4C1-11EF-9031-CF53CDA10685/EPISODES/CE1F8252-1B20-11F1-848F-7705ABA5DB3D](https://cms.megaphone.fm/organizations/BBB99ED0-497F-11EC-A486-A3792DD1B3D3/PODCASTS/017E1EBC-D4C1-11EF-9031-CF53CDA10685/EPISODES/CE1F8252-1B20-11F1-848F-7705ABA5DB3D)

Get Involved!

To feature in our next edition, please send us details of what you are doing that is new this year as a coach, and how this is adding value to your coaching community, in 150 words, by emailing tom@crescocoaching.co.uk.

You can also connect with Tom on LinkedIn or on Insta via [cricket_coach365](https://www.instagram.com/cricket_coach365), or just give me a call on 00 44 7952273795

07952273795



TOM JONES



@CRICKET COACH 365