

CRICKET COACH 365 NEWSLETTER

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TOM JONES



@CRICKET COACH 365



Feature on partner organisation: R66T Academy

Great to be developing our partnership further with the R66T Academy — here's what it means to them, from Nick Gaywood.

Nick Gaywood, R66T Academy

"The R66T Academy has been working with Cricket Coach 365 for two years. Our shared ambitions to support coaches and players have benefitted from Tom's energy, enthusiasm and creativity. The coaching cards developed by Tom have been well received by our customers and we are excited by the prospect of helping Tom grow the annual Coaches Conference."

UPCOMING EVENTS

off-season indoor coaching

STARTING SEPTEMBER

Warrington's Off-Season Indoor Coaching Programme enters its 12th year, plus new online mindset training coming soon.

Sponsor our next Coach Development Event — Feb 27, 2027, Uni of Worcester. Get in touch.



TOM'S REFLECTIONS ON THE 2026 SEASON

What will I remember about the Summer of 2026? Above all, the lack of rain and soaring temperatures — a blessing and a curse for cricketers and groundstaff alike up and down the country.

1) A Summer Like No Other

The FIFA World Cup in the USA, Mexico and Canada was many people's focus this summer, but it didn't detract from junior cricketers enjoying their practice and matches one bit.



2) A Great Summer For The Next Generation

Changes to the Hundred haven't stopped it giving home-grown talent like Joe Moores and Tilly Kesteven a stage, while the Metro Bank Cup gave young pros like Rocky Flintoff list A opportunities — good for the game's future.

3) Fun, Friendships + Futures

At club level it's been a pleasure overseeing junior coaching this season with a carousel approach to practice — helping juniors learn and develop while building self-confidence.

COACHING CARDS: WHATS THE BENEFIT?

Try using them to help with coach-to-player reviews and peer-to-peer evaluation — select a coaching theme and discuss it with a player, group, or squad. Themes cover the fundamentals of Batting, Bowling, Fielding and Keeping, plus the core pillars of Technique, Psychology, Physical and Tactical.

We're looking to make the cards available via UK Coaching and the R66T Academy too, and are exploring distribution to Australia — watch this space.

Please check out our range of coaching cards via the link below.

[Cricket Coach 365](#)



"The culture of a team is defined by the worst behavior the leader is willing to tolerate."

— Nick Saban, Hall of Fame College Football Coach

Other News From Around The Cricket Coach 365 Community

Hugh Fort Blog: Cow Corner Cricket

I've played for my club side, Twyford & Ruscombe CC in Berkshire, for 30 years and 500+ matches — four half-centuries, 200 catches and one popped calf along the way. Last year I was made redundant, which gave me the chance to finally tell the village cricket stories I'd been collecting for years. That's how Cow Corner Cricket was born. There's the time we played with 12 men, the two old boys who ran a comedy seven, and the 'Randy bull' story that somehow ended up on Talksport and the national news. There's fielders running into each other, sightscreens blowing away, angry neighbours refusing to give the ball back, and the odd animal invasion — plus post-innings quotes like 'I was on for a ton if I hadn't got out', old boys still turning out in their sixties, and 'HOWWWWZAAT' appeals bellowed out of passing car windows.

I love watching the young ones get their first wickets, then their first fifties, then their first hundreds — most of it gets relived properly in the pub after the game.

That, to me, is what club cricket is about. If that's your thing, subscribe free at hughfort.substack.com



Shout out to Samara Afzal (mentor) and Asif Aziz (manager) on Pickwick CC Women & Girls. In just 3-4 years, the Moseley club has grown its women's and girls' section fast — girls have reached the county pathway and won the Under-16 softball nationals in Nottingham. Their family day put women and girls centre stage, some playing in traditional South Asian dress. A predominantly South Asian club, Pickwick makes women and girls central to its identity, not an add-on.



CONNECT WITH ARSLAN ON INSTAGRAM:
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PODCAST FEATURE

This issue we feature Arslan Khalid: from Lahore to Lancashire via Limerick, on episode 169 of the podcast. An amazing story of family, identity, personal resilience, enterprise and a passion for helping others — Arslan's is a truly uplifting story, and one we hope will inspire many others to follow his lead.

To connect with Arslan, find him on Instagram at [arsalankhalid00](#) or on LinkedIn.

Interested in joining us on the podcast as a guest? Get in touch via direct message or email.

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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](#), or just give me a call on 00 44 7952273795

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