

DEVELOPMENT ACADEMY

AGES 11-14

Developing Complete Cricketers

WELCOME

The Development Academy is designed for ambitious young cricketers who are committed to improving every aspect of their game.

As players develop, cricket becomes increasingly demanding. Success is no longer determined by technical ability alone. Players must also develop game awareness, movement, decision-making, confidence and the ability to perform under pressure.

Our aim is to bridge the gap between practice and performance by creating an environment where players continue developing their batting, bowling and fielding while learning how to apply those skills in realistic cricket situations.

Every session is designed to challenge players, encourage independent thinking and develop adaptable cricketers capable of performing across all formats of the game.

IS THIS PROGRAMME RIGHT FOR ME?

The Development Academy is ideal for players who:

Are aged 11–14 years old

Regularly play hardball cricket

Want to improve batting, bowling and fielding

Enjoy challenging themselves

Want to become more confident and consistent performers

Aspire to continue progressing within club, representative or county pathway cricket

THE JSCA COACHING PHILOSOPHY

At JSCA, we believe long-term development comes from understanding the game, not simply repeating skills.

Our coaching combines technical development with movement, decision-making, game awareness and representative practice, allowing players to develop skills that transfer into competitive cricket.

Rather than asking every player to look the same, we build coaching around the individual, helping each player understand their own game while continually challenging them to improve.

Every session has a purpose.

Every challenge has a reason.

Every player follows their own journey.

WHAT PLAYERS WILL DEVELOP

Throughout the programme, players continue developing:

Batting

Developing movement, balance, shot execution, scoring options and confidence against different bowlers and match situations.

Bowling

Improving consistency, control, tactical awareness and the ability to bowl with purpose throughout different phases of an innings.

Fielding

Developing catching, throwing, movement efficiency, reactions and decision-making in game-like situations.

Decision-Making

Learning how to recognise situations earlier, select better options and make clearer decisions under pressure.

Game Awareness

Understanding tempo, field settings, scoring opportunities and tactical awareness within different match situations.

Athletic Development

Improving movement quality, balance, coordination and physical habits that support long-term cricket performance.

WHAT TO EXPECT

Although every session is different, players can expect:

Athletic Preparation

Movement-based warm-ups designed to improve coordination, balance, speed and physical readiness.

Skill Development

Purposeful batting, bowling and fielding coaching based around the session objectives.

Representative Practice

Activities that replicate the demands of cricket, encouraging players to make decisions, adapt and execute skills under pressure.

Competitive Challenges

Small-sided games and scenario-based practices that encourage problem-solving, resilience and confidence.

Reflection

Every session finishes with key learning points and clear focuses for continued improvement.

TRAINING ENVIRONMENT

Every player develops differently, so our priority is to place each player in the environment where we believe they will develop most effectively.

Within the Development Academy there are two coaching environments, allowing us to provide the right balance of challenge, support and opportunity for every player.

Following an initial player review, players are placed into the environment we believe best suits their current stage of development, learning needs and long-term goals.

Placement is by assessment and coach recommendation.

Players are continually reviewed throughout the programme and, where appropriate, may move between training environments as they continue to develop.

Our aim is simple: to ensure every player is training in the environment where they have the greatest opportunity to learn, improve and maximise their potential.

WHAT MAKES THE DEVELOPMENT ACADEMY DIFFERENT?

Every session is designed to develop players rather than simply complete drills.

Players are encouraged to think, explore solutions and understand their own game while being challenged within realistic training environments.

Rather than spending long periods repeating isolated skills, sessions are designed to encourage movement, perception, decision-making and adaptability — helping players develop skills that transfer into competitive cricket.

Coaching is individualised within a group environment, ensuring every player receives the right balance of support and challenge.

WHAT PARENTS CAN EXPECT

Parents play an important role in every player's journey.
Throughout the programme you can expect:

A positive and challenging learning environment

Honest and constructive feedback

High-quality coaching delivered with clear purpose

Progressive challenges appropriate to each player's stage of development

A focus on long-term improvement rather than short-term results

Regular communication where appropriate

PROGRAMME INFORMATION

11-14

AGE GROUP

90/120

MINS — BY GROUP

PROGRAMME INCLUDES

Weekly Academy sessions

Batting, bowling and fielding development

Representative practice

Competitive scenarios

Individual feedback throughout the programme

End-of-programme player review

INVESTMENT

PROGRAMME FEE

Current programme fees are available on request.

**READY TO START?
BOOK AN ASSESSMENT.**

WHATSAPP +44 7432 795503 · @JAMEELSTUARTCA