

PERFORMANCE ACADEMY

AGES 14-17

Developing Players Ready To Perform

WELCOME

The Performance Academy is designed for ambitious cricketers who are committed to taking ownership of their development and preparing themselves for the demands of higher-level cricket.

As players progress, success becomes about more than technical ability. Consistent performance requires better decision-making, tactical awareness, movement, adaptability and the ability to execute skills under pressure.

The Performance Academy provides a challenging environment where players continue developing every aspect of their game through purposeful coaching, representative practice and regular feedback.

Our focus is to help every player maximise their potential while building the habits and understanding required to perform consistently in competitive cricket.

IS THIS PROGRAMME RIGHT FOR ME?

The Performance Academy is ideal for players who:

Are aged 14–17 years old

Regularly play hardball cricket

Are committed to improving

Enjoy being challenged

Want to train in a demanding but supportive environment

Aspire to perform consistently at the highest level possible

THE JSCA COACHING PHILOSOPHY

At JSCA, we believe performance is built through understanding, not simply repetition.

Players are continually challenged to recognise situations, solve problems and execute skills under pressure rather than simply repeating isolated techniques.

Sessions combine technical development, movement, decision-making, tactical awareness and representative practice to help players develop skills that transfer into matches.

Every player follows an individual journey, with coaching designed around helping them maximise their own strengths rather than forcing everyone into the same model.

WHAT PLAYERS WILL DEVELOP

Throughout the programme, players continue developing:

Batting

Adaptable batting strategies, stronger movement patterns, improved shot execution, greater scoring options and building innings under different match conditions.

Bowling

Improving tactical awareness, consistency, variation and the ability to execute plans throughout different phases of an innings.

Fielding

Developing movement quality, reactions, catching, throwing and decision-making under pressure.

Decision-Making

Recognising cues earlier, making better tactical decisions and adapting more effectively throughout an innings.

Game Awareness

A deeper understanding of momentum, field placements, opposition tactics and match management.

Performance Habits

Building preparation routines, resilience, accountability and the behaviours required to perform consistently.

WHAT TO EXPECT

Although every session is different, players can expect:

Athletic Preparation

Movement preparation designed to improve athletic performance and readiness.

Skill Development

Individual and small-group coaching focusing on the session objectives.

Representative Practice

Game-based scenarios that encourage players to transfer technical improvements into realistic cricket situations.

Performance Challenges

Competitive scenarios designed to test decision-making, adaptability and execution under pressure.

Reflection

Reviewing learning, discussing performance and identifying individual areas of focus moving forward.

INDIVIDUAL PLAYER PLACEMENT

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 Performance 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.

WHY FAMILIES CHOOSE JSCA

Every session has a clear purpose.

Players aren't simply asked to repeat drills — they're challenged to think, adapt and perform.

Our coaching combines technical development with representative practice, helping players improve skills that transfer into competitive cricket.

Training is designed to develop complete cricketers who understand their game, make better decisions and continue improving long after each session finishes.

WHAT PARENTS CAN EXPECT

Parents can expect:

A demanding but supportive learning environment

Honest and constructive feedback

High-quality coaching

Progressive challenges throughout the programme

Individual development within a team environment

Long-term player development rather than short-term technical fixes

PROGRAMME INFORMATION

14-17

AGE GROUP

120

MINUTES PER SESSION

PROGRAMME INCLUDES

Weekly academy sessions

Batting, bowling and fielding development

Representative practice

Performance-based scenarios

Individual feedback

End-of-programme player review

INVESTMENT

PROGRAMME FEE

Current programme fees are available on request.

Flexible payment options are available.

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

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