

BEYOND THE BOUNDARIES

JOHN BLAIN

A whole new ball game

Picture This!

‘Snapping’ for a living

When eating is *not* cheating

– A career in sports nutrition

Winter warmers

– Plot your course this winter



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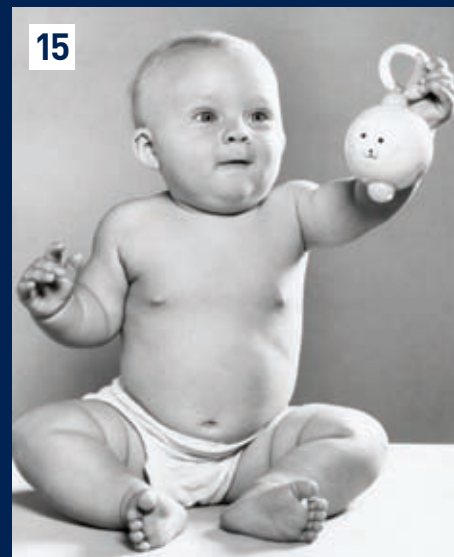
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FOREWORDS

Welcome to the fifth issue of Beyond the Boundaries.



Jason Ratcliffe

"The more you plan whilst you are playing, the easier your transition out of the game will be."

As another season draws to a close I hope you are all putting plans into place for your winters. The transition out of cricket, whether on your terms or not, can be a very daunting and challenging time. This is why we encourage you to make the most of your playing winters by gaining work experience, studying for a course or working part or full time.

The more you plan whilst you are playing, the easier your transition out of the game will be. One of the key focuses of the PCA is to help you with this and we have an excellent Personal Development programme, incorporating our Performance Lifestyle Advisers, to help you ascertain potential pathways that will ultimately create a smooth transition when your cricket eventually finishes.

The PCA has run winter personal development courses for a number of years, but this winter we have taken your

feedback into account and will be running courses at each of your counties. This will eliminate the long travelling distances you have had to make in the past to attend courses.

Every county will receive four half day courses over the winter, helping you to develop key transferable skills in leadership, self management, public speaking, personal finance and much more. Please let us know what you think of them, or if there are any subjects/skills you would like to see included in the future, as your feedback is very important to us.

I hope you enjoy the last few weeks of the season and don't forget that we are always contactable with regard to any issue you may have – please don't ever hesitate to contact us.

Ratters



Kate Green

"Do you know what you want in the short term?"

Do you have a Plan A? Or even better a Plan B & C too?

It's that time of year again, where conversations around the grounds have turned to getting the energy to maintain the last couple of weeks of yet another long season, so please read the advice on Performance Nutrition (pg 10). Players are also starting to chat about appraisals, negotiations, winter plans, overseas camps etc, basically looking to plan and organise their short, medium and long term options.

If you are one of those – how are you getting on? Do you know what you want in the short term? How are you fixed with your current contract? Do you know that you can access the free negotiator service through the PCA (pg 17) to help you think through your particular situation or even go into talks with your club with you.

If it is more medium term planning that you are considering for this winter and beyond – have you thought about what you might need and who can support you? You might want to work on a CV and get some work experience (pg 8), or build on last winter to extend or further focus on your future career intentions – maybe photography (pg 18), or ultimately your transition out of the game (pg 14).

With all the changes that you might be experiencing, we have an article about how to deal with them (pg 6) and have also focussed on those of you who are recent dads or have families, and how one player has found fatherhood. And for those of you expecting – it might prove a bit of an insight! (pg 15)

Whatever you plan to do, at home or abroad, please use your time and experiences efficiently, don't hesitate to use those around you to support you and most of all, have a great break!

Best Wishes
Kate and the PL Team

JOHN BLAIN

is a man who knows all too well the highs and the lows of being in professional sport.

As a cricketer on the county and international circuit, John has played in 33 ODIs, 6 International Twenty20 games for Scotland and 42 First Class matches for Northants and Yorkshire.

Now back with Yorkshire CCC in his new career as a coach, he talks to Performance Lifestyle Adviser Liz Gould about his career transitions.

Braveheart



LG: *Tell me about your career so far.*

JB: I was pretty talented at sports and was a junior pro at Falkirk FC when I was younger but cricket was always my passion. I got my first professional contract at Northampton when I was 17, where I played until 2002. When I was released from Northants, I spent a few months in limbo but fortunately I was still able to play at a high standard with Scotland. I eventually signed with Yorkshire for three years but in 2006 I was struggling to get selected for the first team. I was released and so went back to Scotland and worked for a sports retailer in Glasgow, where my role was to develop the cricket retail side of the business. This was ideal in the beginning as my boss gave me time off when I had Scotland duties, however as the playing schedule increased, he started being less flexible and I resigned. As that door closed, I had a phone call from Yorkshire who wanted to discuss opportunities they had available at the club. I originally thought they may have been offering me another playing contract but I was offered the role of Assistant bowling coach and Academy coach/captain. The plan is that I am an assistant to Steve Oldham with a view to learning and taking over from him when he retires in a few years. I'm thoroughly enjoying the experience, especially working with the Academy lads.

LG: *What was it like getting your first professional contract with Northants?*

JB: Looking back it was a mixed experience emotionally. I had to leave home at 17. Northampton is a long way from Edinburgh, so even though it was exciting, it was also daunting. I was delighted to get the contract and those first few years were some of the best years of my life. I rented a bedsit and started living as an adult but I'm not sure I was ready for it. The hardest part was being away from my family.

LG: *Many young cricketers have to make those decisions to move away from family and friends. What was the biggest challenge in those first few years?*

JB: It was a massive challenge not just emotionally but also physically. It was the physical niggles that were frustrating. In 1999 after the ICC World Cup, I had three stress fractures and was told that I would never play again. So my dream of being a professional cricketer had ended. I was shattered. I was in Northampton, young, alone and without my family but I was lucky that there was a group of us about the same age and we all happened to live in the same street. Graeme Swann and Richard Logan were a good source of support. David Sales, who was my flatmate, was also a great friend and inspiration while I was there. We were like family to each other.

LG: *You then signed with Yorkshire, once again having to relocate and also transition into a new county set up, what was that like?*

JB: It's funny but when I was playing for Northants I thought there was nothing outside of that club. When I was sacked, I had five months out of the game not knowing what I was doing, where I was going and it put things in perspective for me. When Yorkshire signed me, all of a sudden I realised how things were on the other side of the fence. It was a completely different club, different culture and environment. My perspective and my professional attitude changed when I played for Yorkshire.

Looking back during my time with Northants I was a young boy and I didn't really know about the business of cricket. I had little awareness of personalities, selection decisions, how to work with the coaches and didn't fully understand the bigger

picture of seeing professional sport for what it is. I was learning about myself and I was very naïve.

Between the ages of 21 and 25 I started to get my head together and realised what I needed to do to perform well. Cricket changed for me. It was no longer something I did and just happened to be good at, it became my career. Cricket was now significantly linked to my life – it paid the bills. I understood the business, the politics, the pressures and could handle myself more maturely and I was more confident in my decisions both professionally and personally.

LG: *So during your time playing at Yorkshire you grew as an individual and also matured as a cricketer?*

JB: I started playing for Yorkshire in 2003. I was bowling really well and had a lot to offer but I couldn't get a start in the first team. Playing professional cricket has taught me so much about myself. I have been told by two counties that they wouldn't be renewing my contract. It's a moment where time stands still. The first time it was a feeling of relief and I was ok with the decision. The second time was different. Once I stepped out of the Chief Executive's office I knew it was time to move on. I can't say I wasn't disappointed because I was devastated but I had some great support behind me from my family and friends. After I was released the second time, I went on trial with a few places but was not picked up anywhere. I spent a lot of time with the Yorkshire Academy lads – training and coaching alongside them and offering my advice. I believe this is where the Yorkshire coaching staff saw something in my coaching ability which has led me to the position I am in today.

LG: *What has it been like going from a professional player into a professional coaching role and coming back to the club that sacked you?*

JB: The club has been fantastic and I don't hold grudges. Even though I was shattered that my playing career with Yorkshire had ended, I left there on good terms. The Yorkshire management have supported me in everything I have done. They have allowed me to have time to continue to play for Scotland, provided me with all the assistance that I needed to relocate back to Leeds and given me the opportunity to complete the Level 3 coaching qualification. Had I not had their amazing support, things would not have been as easy and I would not have moved into this role as smoothly as I did.

The players have been really supportive too. I always got on well with the lads before, which made coming back quite easy. I've played at the same level with and against the pros, so I think we have a reasonable level of respect for each other.

It hasn't been without its challenges though! As a player I was always thinking about myself but as a coach I am finding that I am consistently thinking about 20 other people. What do I need to prepare and co-ordinate for them? It has made me more aware of all the things which are required to play the game of cricket. Thinking as a coach is different to thinking as a player. I feel I am lucky though, because I am still playing, it allows me to be able to relate to the younger lads with what is happening out there on the pitch.

LG: *So it was a good transition for you then?*

JB: Yeah. To use your term I have had many 'career transitions'. Some good, some bad but coming out each side I feel has given me the ability to take on any opportunity life can throw at me now. I love my role here at Yorkshire. I enjoy working with the coaching staff and learning from them, but my favourite part of the new role is working with the Academy lads.

TRANSITIONS

Remember the old saying ‘as one door closes, another door opens’?

Throughout the course of our lives we go through many changes, or in more formal terms, transitions, some of which are challenging, some exciting and perhaps some you would rather forget...

Generally speaking we are in a constant state of transition. Think of your grandparents, perhaps even your parents to see how transition in technology has enhanced or affected their lives. We now have things like the internet, Sky Plus and iPods, yet only a hundred years ago we were still using a horse and carriage to get around. Imagine the logistics of getting to a county cricket ground in a horse drawn carriage! Life evolves and society changes which means transition (or change) is all around.

The most obvious transition we go through is growing up. We move from infancy where we are completely dependent upon our parents, to the carefree period of childhood. From childhood, we then stumble through our awkward teenage years and move into young adulthood where we assume we know what we are doing but then adulthood dawns. Suddenly there are mortgages, marriages and families all of which are usually dependent upon careers to support them.

In recent years the term career has changed in definition. No longer does it define the type of work

you do or your official job title but it encompasses the many life roles, work (paid or unpaid), leisure activities and all the learning you may engage in during your lifetime – cricketer, father, captain, community coach, student, mate, car enthusiast.

Quite often the key to an effective and smooth transition is preparation. Some transitions are planned – marriage, relocating to a new house, birth of a child (well, maybe not always planned!). But there will be times when transitions are more disruptive and may occur unexpectedly, such as injury, death, divorce, de-selection or being released from your contract. All of these examples of the door closing are things you may experience being a professional cricketer. These transitions require you to leave something behind and perhaps adjust to something new – a change in technique, changing dirty nappies, adhering to a rehabilitation routine, adjusting to a new county or starting a new career outside of cricket.

Throughout your life you will find that you will experience change constantly. Within each transition or change, the opportunity provides you

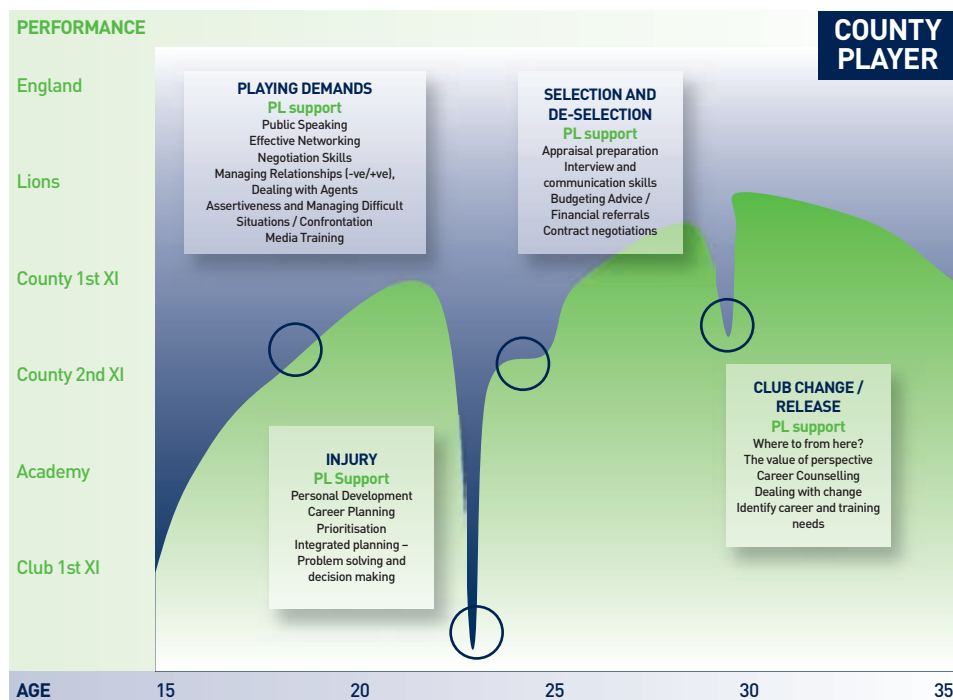
with a chance to learn, reflect and decide what it is you really want and start planning towards achieving it. Outlined in the diagrams on the next page, are some transitions which you may potentially go through during your professional cricket career. Some of these may already be familiar and some may be ahead of you.

How you respond to these transitions when they come up will have a significant impact on how you adapt and cope with the new changes. If you wish to develop some self management skills or explore and plan for future transitions, your Performance Lifestyle Adviser is certainly a source to tap into. They have even gone through recent transitions themselves including parenthood, job promotion, relocating overseas, marriage and a change in career. The Performance Lifestyle Team are trained to support you in planning and preparing for your transition periods, to ensure you are living and maintaining a sustainable lifestyle and delivering a high standard of performance – both on and off the pitch.



Durham to Somerset in 6 days!

The two graphs below chart some of the important career transitions that face county and england players during their professional cricket careers, and where and how the performance lifestyle team may be able to give you support.



Transitions - A self-help guide

1 BE PREPARED – The best way to successfully navigate through a life transition is to have a plan in place. Anticipating changes (especially the obvious ones) will help you feel confident and in control.

2 KNOW YOUR SUPPORT NETWORK – these are the people around you who often know you the best, can be objective and give you the support you may require through a transition. Recognise your supporters and have a chat with people around you to gauge an idea of where to go from here.

3 PERFORMANCE LIFESTYLE – give your PL adviser a call. We are experts in this area and are trained to help you plan, prepare and cope with change.

4 TRANSITIONS HEALTH CHECK - People cope best with changes when they are in control of a number of factors. Complete this 'Transitions Health Check' to see how well you are able to cope if your situation changes tomorrow.

Transitions Health Check ✓

FINANCIAL

■ Do you have enough savings to keep you going for the next 6 months? ☐

EMOTIONAL

■ Do you have a supportive network around you (partner, family, friends)? ☐

■ Are you open to seeking support from Performance Lifestyle or the PCA? ☐

PHYSICAL HEALTH

■ Are you in good physical condition (e.g injury free)? ☐

■ Do you take care of your health (i.e. eat healthily, limit your alcohol intake)? ☐

LIFESTYLE

■ Do you regularly make time for yourself outside of your cricket pursuits? ☐

■ Do you have clear goals and a plan for a non-cricketing career? ☐

■ Do you have the respect and support of your work colleagues? ☐

The above questions will give you an idea of what conditions and factors enable you to cope with a variety of transitions you could face during your professional career. If you ticked all the boxes – congratulations, you are on form to cope successfully with potential change. This means you are able to minimise stress and risks for yourself, optimise injury recovery time and maintain a high level of motivation to succeed. If you left any box unchecked, then you may want to think about talking to your Performance Lifestyle Adviser to start making a plan in preparation for any changes you can foresee in the future.

'PLAN' – Your Careers Programme

PLAN coordinator **Charlie Mulraine** tells of the programme's recent successes, as well as outlining work opportunities for this coming winter...

The PCA and ECB Placement & Learning Access Network (PLAN) was specifically created to assist you with preparing for 'life after cricket'. Working closely with your Performance Lifestyle team, PLAN helps by providing valuable work opportunities within PCA Partner and non-PCA Partner organisations. It is therefore extremely encouraging to reflect on the fact that 12 players directly benefited from the scheme last year, securing work experience within the fields of Banking, Law and Accountancy, as well as Sales and Marketing.

(All opportunities are subject to change and appointments are not guaranteed)

Already this year, we have confirmed commercial winter placements for current players with leading Law firms Clarke Willmott and Osborne Clarke.

For those of you who have not yet taken advantage of the scheme, below is a list of the current opportunities available this winter. If you are interested in any of these openings, please speak with your Performance Lifestyle Advisor who will be able to help you with your application.

Listening Company

www.listening.co.uk

They are the UK's fastest growing Customer Relationship / Contact Centre with a turnover of over £70million and manage over 30 million customer communications a year. They have increased turnover by 40% for the past three years and work with clients such as Sky, BT, Shell and O2. They are creating a three month paid internship that will include internal sales training for two players in each of their four offices in Richmond, Portsmouth, Tonbridge or Newcastle. This will be a great opportunity to gain invaluable sales and marketing skills within a market leader.

Leading Grand Prix Circuit

A Grand Prix circuit with a rich history within the Motor Sport Industry. Depending on numbers and commercial commitments, there is the potential to organize a 'Behind the Scenes' open day as well as unpaid work experience within their commercial team. This would be a privileged opportunity to see how a world class venue operates commercially, and will include experience across sales, marketing and promotions.

Generate Sponsorship

www.generatesponsorship.com

Generate is a dynamic sponsorship agency that works with clients such as Red Bull, Coca Cola and Heineken. Based in London, they would provide a four to six week unpaid internship. Reporting into an Account Manager, this opportunity would provide the individual with a broad experience of how sponsorship is won and how strategy is activated

across key accounts. Numbers are limited and success will depend on the quality of applications received from external sources.

Firmdale Hotels

www.firmdale.com

Firmdale is the owner and operator of a collection of individually designed hotels in London and was an early pioneer of the boutique hotel concept. They are prepared to create a 'taster day' for players interested to know more about possible careers within hospitality and hotel management. This would be based in London.

Henley-in-Arden College

www.warkscol.ac.uk

The college has a specialist sports department that offers courses in the following areas: Gym Instructor, Circuit Training, Strength and Conditioning, Personal Training, Sport and Exercise Science and Sport and Fitness Management. They are willing to organize an 'Open Day' for players who want to explore careers in the sports and personal training industries.



Jason Gallian - One of the many cricketers to have taken advantage of the PCA's PLAN programme.

If the opportunities above do not appeal to you, it is still advisable to discuss your options with your Performance Lifestyle Advisor. 'PLAN' is a flexible resource, and where possible can also act on your behalf if you require a more tailored approach. In certain circumstances we can provide introductions to contacts and companies in a variety of different industries. Both opportunities with Clarke Willmott and Osborne Clarke were created in this manner.

Charlie Mulraine
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FORGET THE IPL AUCTIONS

WHO REALLY ARE THE
MOST VALUABLE PLAYERS?

MORE PROSPECTS
MORE OPPORTUNITIES

The PCA MVP ranking system now encompasses both County MVP and England MVP - giving players hundreds of opportunities to increase their value and ranking throughout the domestic and international season.

The MVP's are based on a cumulative points system, rewarding all valued elements that are imperative to win cricket matches.

Runs, strike rates, wickets, economy rates and catches, all in one formula = MVP

To view the current results for both County MVP and England MVP or for more info simply visit:
www.thepca.co.uk

CAREER IN FOCUS

Sports Performance Nutritionist

Nutrition is a science that incorporates biology, chemistry, physiology, psychology and maths along with food science, food chemistry and good communication skills. Sports performance nutritionists and sports dietitians take the science and help athletes and coaches to apply the principles to everyday food choices, pre event meals, strategies during events and in recovery after training and competitions.

Kate Green talks to ECB Performance Nutritionist **JENI PEARCE**

What were the courses/education route you took?

There are three main pathways to becoming a sports nutritionist. The first is to become a dietitian and then complete a specialised course in the specific area of sports nutrition. The second is to complete a nutrition degree at a recognised university, again specialising in sports nutrition. A third path is to study as an exercise physiologist or exercise science major and then complete a MSc or specialist papers in sports nutrition. Be prepared for at least four years of study. When I attended university in New Zealand, sports nutrition was not even a recognised course and no university in New Zealand or Australia offered such a specialised area of study. I completed a degree in nutrition and teaching and then trained as a dietitian. I then designed a masters course in the USA to help further my learning and today I am in the final year of the International Olympic Committee Diploma in Sports. Today the pathway is much clearer and well defined, with several universities offering excellent programmes in the UK.

What made you decide to get into Nutrition and specifically Performance Nutrition?

I knew when I was 13 years old that I wanted a job involving food and science but which was not a teacher or a chef! Having been a keen athlete with a interest in many different sports, I almost applied to become a physical education teacher. I did not really connect the two areas until my final year at university and the interest grew from there.

Did you always have an end goal/career in sight?

As sports nutrition was not a recognised career choice when I started, and there were no jobs, it was a case of believing in what I wanted to do and making it happen.

Why do you feel Performance Nutrition is important in cricket?

The possibility of an impact from nutrition is a relatively recent aspect of cricket performance. Research in the past has tended to focus on cramps and hydration. Cricketers are athletes who need a wide range of skills and a sustained energy level. Maintaining fitness over five days and the effect this has on body composition is important, as is having a suitable and sustainable body composition for a range of environments. As play often starts late morning, breakfast becomes a key fuelling event at a time when players may not wish to eat, due to nervous stomachs or unsettled digestive systems influencing blood glucose and concentration levels.

Recovery after matches is also a key area for five day test matches, where evening meals may be late. The right nutritional advice reduces and delays fatigue, improves concentration, enhances and promotes recovery, allows the player to train longer and harder, and improves performance in competitions. Sports nutrition has lots to offer cricket players at all levels.

Would you recommend it as a career?

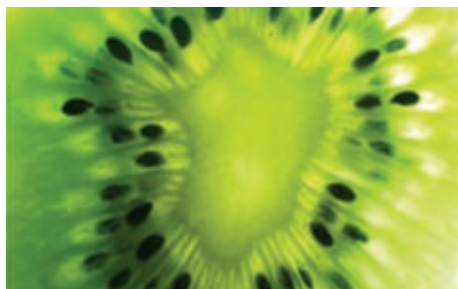
Full time jobs in sports nutrition are not common and are highly sort after. I would have no hesitation in recommending a career in sports nutrition although it may not be a straight forward path. It is very rare to be appointed to a position (full or part time) with an elite team without extensive experience and expertise. Many people interested in the area are self employed and combine several

jobs or consult to more than one sport or team. Some are involved in research, some work for supplement companies, others are contracted to national teams and clubs or work privately helping a wide range of clients. The future is changing and sports nutrition is growing quickly with the possibility of more jobs and opportunities becoming available.

What are the best bits about it as a career?

There has never been a day when I have not looked forward to going to work and I'm lucky to have worked with a number of national teams as well as numerous athletes attending Commonwealth and Olympic Games. Learning about sports nutrition also lead to my becoming an author of 13 books and I had my own nutrition based radio show for five years.





Any advice to players thinking about it as a career?

If becoming a sports nutritionist is something you would like to do, make sure you are strong in all the sciences at school and take extra courses if necessary. Try to spend some time with a dietitian or nutritionist to see if this is the type of work you would enjoy. It is not necessary to be an elite athlete, although an appreciation for training and the demands of the sports environment greatly help in your understanding of the issues facing the players you may work with.

TOP NUTRITION TIPS

- Cool water should be available at all times and many players find sports drinks help performance. Recovery of fluid losses between days of play is also critical.
- Eat a larger meal 2-4 hours prior to when you are likely to play, to allow time for your stomach to empty and then top up on small, high carbohydrate snacks and fluids between sessions and whilst waiting to play.
- Ingesting carbohydrate within about 15 - 20 minutes after strenuous exercise can greatly facilitate the muscles ability to recover. Recovery foods may include smoothies, sports drink, muesli bars, sandwiches, soups and fruit.
- Avoid alcohol in any form prior to and immediately after exercise. Players need to take advantage of the breaks between play to top up fuel and fluid stores.

USEFUL WEBSITES

Sports Dietitians UK
www.sportsdietitians.org.uk

Sports Dietitians Australia
www.sportsdietitians.com

Sportsoracle
www.sportsoracle.com

British Dietetic Association
www.bda.uk.com

Nutrition Society UK
www.nutritionandsociety.org



COACHING

Ex-Gloucestershire player **MARK ALLEYNE** talks us through his transition from player to MCC Head Coach.

I was coming towards the end of my playing career and starting to think about what I would do afterwards. With the help of the PCA I was accepted at the University of Bath to do a Masters degree in Business. I started this before I finished playing as it was going to take me longer than usual to complete because I was doing it module by module, mainly in the winter.

When the head coach at Gloucestershire, John Bracewell left, an opportunity came up for me to become a player/coach at the club. I spoke to my lecturer at Bath and he thought it would be a good thing for me to do, as the role of 1st team coach encompasses a lot of management, which was central to the degree and he thought practical application of what I was learning would be very useful.

So I accepted the player/coach role at Gloucestershire, even though I never really aspired to be a coach. I started to complete my coaching qualifications, although I did have to delay my masters in order to complete the Level 4 coaching qualification, as it was all a bit too much to do at the same time.

I really started to enjoy my time coaching and that's when I decided to commit to it as a career. I spent two seasons as a player/coach and then decided to retire from playing as I wasn't doing any of it justice. I was trying to play, coach, gain my coaching qualifications and do my Masters all at the same time. I had always pictured the last few years of my playing career as being enjoyable but I got to the stage where I had taken on too much and that wasn't the case. Even though I knew the reasons I was doing it all, it was just no longer enjoyable and was too much to cope with.

I had also started a family at the same time and so wasn't doing any aspect of it justice, I was just surviving and that was very frustrating.

2008 was a turning point for me as I left Gloucestershire, which freed up my summer and enabled me to get stuck into everything that needed finishing. I took some time out from full time work and just worked a little for the PCA whilst I was finishing off my courses. Taking that time out was a godsend and the best thing I'd done, as I felt in a really good position at the end of 2008, having tied up all the loose ends.

I heard about the MCC job at the end of 2008 and spoke to a couple of people who thought I should apply. I did apply and then went through the long, formal process of interviewing. I had only had one interview previously, and whilst I was comfortable with the process, I wasn't particularly confident, as you never know what companies are looking for.

Whilst I was applying for the MCC job I also enquired about an internship with Clydesdale bank through the PCA's PLAN programme. I was accepted onto the internship and started with them in January not knowing if I would get the MCC job.

I worked for them for three and a half months and learnt a great deal. Although I found banking interesting, it did make me realise that I preferred the cricket world and definitely wanted a career in coaching. I knew that I'd be more stimulated waking up to cricket every day.

Looking back, when I was playing and was offered the new role at Gloucester, I did think a lot about my transition from player to player/coach but didn't believe I was as prepared as I could have been. However, I reminded myself that it would always be good experience even if the worse case scenario was that it didn't work out, as often the worst situations are those you learn the most from. If everything continually goes well then you can get a little bit complacent and maybe you don't become quite as ruthless as you perhaps should be. In the long term, I believe that difficult transition has made me a better coach in many ways.

Sometimes opportunities will come about which may not be convenient for you. Everyone wants the perfect career transition, to retire when they want and then land an easy coaching role but it doesn't usually work out like that. You can't have it all unfortunately and sometimes you have to make sacrifices, but that is often a good thing for the long term.

My current job at the MCC is a great foundation to help me develop and enhance my coaching skills. I'm completely committed to the MCC but hopefully in the future, maybe ten years from now, I'd like to move back into coaching within the first class game and eventually into an international coaching role.

*Ex-England and Surrey bowler
Martin Bicknell coaching at a
PCA Masters Coaching Day.*

*Without a doubt I find
that the most rewarding
aspect of coaching is
helping people achieve
their full potential.*



BEING A COACH ...

Without a doubt I find that the most rewarding aspect of coaching is helping people achieve their full potential. I believe I have a sharp eye and can identify what people can achieve in the game. I know what it takes to get there and I find it rewarding giving advice and seeing people get their just rewards.

Although players think that coaches have all the answers, coaches are human too and they don't know everything. They are there to facilitate players learning, we can't do everything for them and I think sometimes players think 'The coach will sort everything out for me'. However, it doesn't really work like that because players have to make decisions themselves and are ultimately responsible for what they do. I stress that to my players all the time and tell them "I will help you with anything you want to do but you are responsible for your own game."

As a coach you don't often get a pat on the back or praise, so you have to find a way to feel satisfied with what you do, your own way. This suits my character and I'm happy to give myself a pat on the back! My reward comes from watching the players achieve their full potential.

MARK ALLEYNE

TRANSITIONING OUT OF THE GAME

Some former players talk about their transition out of professional cricket...



STEVE JAMES

I finished my career through injury. Does that make it easier? Probably yes, but, of course, only if you've had a career of decent length. Knowing when to finish must be exceptionally hard so having it taken out of your hands can sometimes ease that. Not that I didn't miss it: for years afterwards I woke in the night having dreamt of making a dramatic comeback!

But at least I knew what I wanted to do when I finished. I'd always wanted to be a sports writer and had taken steps along that road very early in my cricket career. I made my mark writing on rugby and know that I would never have got a permanent job without that string to my bow.

I think the lesson to be learnt is that a professional sportsman needs to try and be very humble in his attitude towards his second career. I began full-time writing on nearly a third of my last cricket salary, so you should manage your finances carefully as a cricketer, as you may need them when you finish.

I know I am very lucky to have the job I now have, but I'd also like to think that I made some of that luck myself. Forward planning is essential.



JAMES FINCH

Getting released by Yorkshire hit me quite hard and was news I wasn't really ready for. Liz my Performance Lifestyle adviser proved to be a massive help and source of support for me. I personally feel it would be an invaluable asset for all the counties to have a PL adviser each, which would therefore mean players would have more time and access to them to help plan their life after cricket.

DAN CHERRY



I do not think that you can ever be fully prepared for being released and even though I had endured a terrible 2007 season, I did not want to believe that my career could be over. When the immortal words came that it was all over, it was actually a relief, as at least I had a decision made.

With the help of my PL advisor, I had planned ahead and was in the second year of a Masters degree in Criminology but I still felt like a fish out of water. I had always struggled with self doubt and a lack of self belief as a player, so what would I do with the rest of my working life?

However, I found that people wanted to employ me as I had many transferable skills, all gained through my years playing cricket. I now work as the Operations Manager for Glamorgan at the SWALEC Stadium and have helped to stage a successful Ashes Test Match within 18 months of taking on the job. I relish the chance to still be involved in cricket and can now come to work not worried about getting a duck!

My advice would be to work hard, never burn any bridges and remember that there is a life outside of cricket that can be just as fulfilling as scoring a hundred or taking five wickets!



RICHARD LOGAN

Having finished playing for Northamptonshire at the end of the 2008 season, I have since created, together with Andy Crook, the League Cricketers Association (The LCA). Having been a member of the PCA for the past 12 years, I have seen it grow from strength to strength and we identified a gap in the market for club cricketers to receive the same kind of benefits professionals have through this type of organisation.

When I finished playing I knew I wanted to stay involved in the world of cricket so hopefully this will continue through the LCA. As well as being able to develop my business skills through the LCA, I also play in the Minor Counties League for Berkshire meaning I don't miss out on the all important changing room banter!

MARK WALLACE

Fatherhood



Glamorgan's wicketkeeper on that all important transition of fatherhood

Cricket is such an all consuming sport that we can all be forgiven for often granting it a far greater importance in our lives that it perhaps deserves.

'It's only a game', they say, but when you play it for a living, runs and wickets become the currency that pays the bills and often being a cricketer can become the thing that defines you as a person.

It's a hard thing to manage. Remaining focused enough on your game to perform and be successful on the field, while maintaining a sense of equilibrium off the field that will allow you to adjust to the real world when it's time to put the whites away for good.

Our generation of players are very fortunate to have the PCA and Performance Lifestyle team to help with planning for the inevitable. I've certainly seen a noticeable increase throughout my career in the amount of players actively pursuing activities and vocations away from the game.

Hobbies, business interests or an educational course can certainly help change your perspective on things, but there's one sure fire option to getting your priorities in order – taking the leap into the world of fatherhood!

Last October, while many of my fellow cricketers were settling into the sunshine and easy life of a winter playing abroad, I was living out the final moments of a life without responsibility while waiting for my wife to give birth to our first offspring.

So now, nine months after the arrival of baby Harry Wallace – named neither after Harry Potter

or his godfather David Harrison, it must be clarified – has much changed in his father's approach to the game?

It's hard to say really. One of the more experienced 'dads' in the Glamorgan changing room told me that becoming a father would make cricket, 'both more and less important in the same instance' and this is a pretty good way of summing it up.

The responsibility of now having a family to support obviously puts that little bit of extra pressure on you to perform, but it has certainly become far easier to leave the cricket at the ground at the end of a day's play.

Away trips have certainly got that little bit harder this season. Not having been someone who's ever suffered with any sort of homesickness, it has been strange to be sitting in my hotel room wondering what I'm missing out on back home. I'm currently in Bristol with my fingers crossed that Harry won't win his battle with the finer arts of crawling before I'm there to witness it.

But all in all, it's a great period of my life and I'm sure the countless other cricketing fathers will have their own opinions on how it's affected their own lives.

I still get narked by a bad day at the office don't get me wrong, but a smile from the little fella can quickly relegate thoughts of mistimed trigger movement's and leg side stumping's to the back of the mind. For little Harry, 'ducks' are for being played with in the bath and 'dropping one behind' means that it's time for mum – and on the odd occasion dad – to reach for a change of nappy.

Warwickshire batsman Jim Troughton explains how his hobby has become a business venture.....

I've always liked drawing. I did A-level art and graphic design at school and would always sketch and doodle whenever there was a pencil and paper near by.

I first started doing caricatures in 2001 when I was 12th man at Lords. I sketched various first team members including Bob Woolmer, onto Alan Richardson's stretching mat. It was all a bit of a laugh back then and that was it. Just something I did to pass the time and take the piss out of my team mates. I'd often put together a nice caricature signed by all the players, for guys who were retiring or being released and so it went from there really.

It was when I got injured at the beginning of the 2008 season (I missed the first six weeks with a back problem) that I thought I should do something constructive with the sketches and decided to cover Warwickshire's 16 championship matches. I would sketch anything that caught my eye out on the field and also behind the scenes in the dressing room. That season we did well, as we were promoted and won the 2nd division championship. I'm really pleased how my caricatures have turned out in the book and I am donating some of the proceeds to the Bunbury charity.

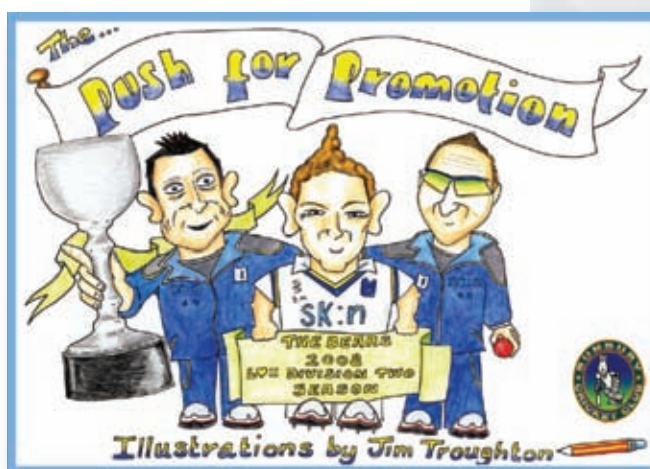
I also managed to hook up with All Out Cricket magazine (who also helped me get the book together) and I now produce a sporting current affairs caricature/sketch in the magazine each month which is going really well.

In terms of the future, I'm putting together a website so I can take orders for personalised caricatures. Hopefully the book will create a bit of interest at the club and then I'm looking to do autograph cards of the Warwickshire players. I'm also looking to create, in the same style as the book, five prints covering the five Ashes Tests.

Jim's book can be purchased from the Warwickshire shop for £10 or orders can be emailed to: jtroughts@yahoo.co.uk



I would sketch anything that caught my eye out on the field and also behind the scenes in the dressing room.



PCA PERSONAL DEVELOPMENT COURSES

What will you be doing this winter?

The PCA has been running winter taster courses for players as part of the Personal Development Programme for over 5 years. The winter courses give you a chance to develop new transferable skills, enhance existing ones or 'try out' potential careers before deciding which route to follow when they finish playing. This winter the PCA will be offering each county the opportunity to have 4 x 1½ day courses put on at their ground, and will be working on days that are suitable for the club during the winter. 13 different courses are on offer, spanning a wide variety of skills and subjects.

■ LEADERSHIP

Tips and exercises to enhance your confidence in leading others. Develop your skills in effective leadership.

■ EFFECTIVE NETWORKING

Learn how to make the best of a networking situation and to present yourself in a confident manner.

■ MEDIA / INTERVIEW TRAINING

Develop your skills for television and radio interviews. How to answer those difficult questions, tips on how to interview confidently.

■ MANAGING & UNDERSTANDING YOUR FINANCES

Interactive workshop to develop your knowledge of basic investment/pension and tax information.

■ NEGOTIATIONS - CONTRACTS

Develop your negotiation skills for when you are specifically dealing with contracts and agents. What to ask, what to look for, how to approach an issue.

■ GENERAL NEGOTIATION SKILLS

Tips and advice on how to approach everyday conversations and situations where you may need to negotiate.

■ PRESENTATION & COMMUNICATION SKILLS

Improve your general presentation and communication skills so you feel confident in any situation, be it a formal presentation, a team talk or meeting sponsors and clients.

■ PUBLIC/AFTER DINNER SPEAKING

Exercises to help you develop your formal speaking skills. Improve your body language, pace and tone of voice and delivery of a speech.

■ INTERVIEW / ASSESSMENT DAY SKILLS

Learn tips on how to maximise your potential when at an interview or assessment. What to do and not to do.

■ SOCIAL RESPONSIBILITY & SELF AWARENESS

A workshop exploring the issues of social responsibility and self awareness for cricketers, as role models in the public eye.

■ SELF MANAGEMENT

How to maximise your potential and manage yourself in order to achieve all that you set out to do.

■ SALES & MARKETING SKILLS

General skills in sales and management useful in all walks of life but especially for those with their own businesses.

■ TRADE SKILLS

Taster days learning basics skills in a trade; plumbing, plastering, tiling, electricity. Gain valuable skills for DIY around the house, property development or those thinking of a future career in the trades.

PCA Services

Don't forget there are a number of PCA Services available all year round including:

PCA NEGOTIATOR

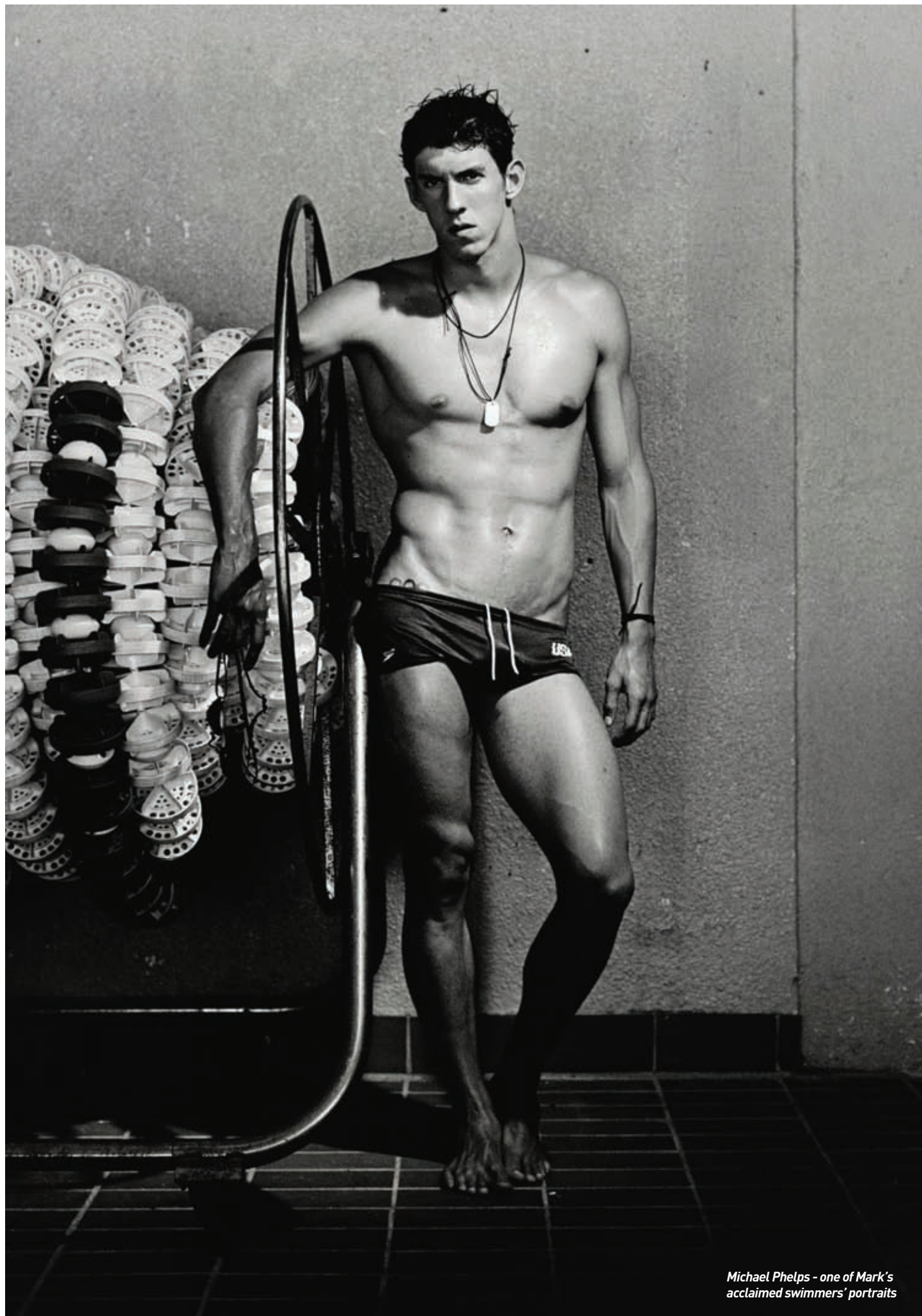
The PCA can help you negotiate a new contract with your current county or a new county for free! Why pay agents fees when the PCA can work with you to ensure you get the best deal possible? For advice on your contract situation call **Ian Smith** on 07798 698201 or **Jason Ratcliffe** on 07768 558050.

TRAVEL INSURANCE

As a PCA member you are covered by the PCA's Group Travel Policy 365 days a year, for both holidays and to play cricket abroad (maximum six months). Your partners and children are also covered. Please pay for any treatment up front, keep all receipts and referrals and then contact us for a claim form on your return. Only in an emergency or due to hospitalisation should you call the emergency number below:
Policy Number: PA200873
Emergency Number: +44 (0)208 763 3007

MEMBER OFFERS

Fancy a new Plasma TV or mobile phone? Want a hotel room in London? Need a car for 6 months? The PCA have a number of great offers and discounts for PCA members on a variety of items. Go to **www.thepca.co.uk** for full details on all the offers available.



*Michael Phelps - one of Mark's
acclaimed swimmers' portraits*

CAREER IN FOCUS

Photographer

Former Hampshire player MARK NEWTON explains how a 12 year career in the sports and fashion industries helped to shape the path to his dream job as a photographer

Whilst I was playing cricket I studied a design degree at Bristol University. A section of this degree was a 12 week module on photography. That was it, I was hooked! This short course was my only formal photography training so I learnt how to use a camera and was taught basic lighting techniques. Many of the other skills that I needed, I learnt from books and working with good photographers.

After University I also finished playing cricket and I started a career in the marketing world as the Creative Director for the Pentland Group Plc.

They are a brand management company who own brands like Speedo, Ellesse, Mitre, Berghaus, Kickers, Boxfresh and are global licensees for Lacoste and Ted Baker. Pentland grew by buying under-performing businesses and developing them into performing brands. My role as creative director was to help drive this process and I was lucky enough to work on businesses like Speedo, as part of the core development team on the revolutionary Olympic bodysuit programme (fastskin) which was worn by 75% of Olympic medal winners in Sydney and Athens.

The other half of my role was overseeing the execution of global advertising campaigns which would mean being involved in photoshoots and photography. This area of the business reminded me how much I missed photography and I envied the photographers realising our ideas. After many years of commissioning photoshoots and watching

other photographers work, I knew I had the skills to do this myself.

I started supplying my photos to image libraries like Getty's ten years ago. I was able to build this business in my spare time while having a full time occupation, by investing any money I had into creating lifestyle photography during my vacations. Over a few years the financial returns from the library work enabled me to fully focus on the photography and I have now been a full time photographer for five years.

I am a London based fashion photographer and spend my time shooting global commissioned work and magazine editorials in sport and fashion. The work is very varied and takes me worldwide. From studio work in London and frozen ice lakes in Switzerland to shooting swimwear on the beaches of Cape Town to athlete portraits of all the world's top swimmers in the altitude training camps in Colorado. My international clients include New Balance, Fila, Timberland, Speedo.

Photography is a bit like cricket in that you have to back yourself to succeed and believe in what you want to do. It's a competitive industry and there are many more photographers than there are jobs going around. You need a portfolio full of great pictures to get work and not everyone is necessarily going to like your work. So you have to keep shooting new pictures (often at your own cost) and keep seeing potential clients. The most positive

aspect for me is the variety of work I get and the different locations and people you get to go to and meet. Some of these places you would never choose to go to in any normal situation, but offer fantastic backdrops for pictures. The biggest negative is working on your own when you are away from the shoots.

As a cricketer you have contacts and people opening doors into business whilst you are still playing. Take advantage of this. Learn to use an SLR camera and find a photographic course where you will learn more about taking pictures and lighting techniques. I don't believe you need to complete a three year course in photography to become a photographer, as many of the world's best photographers reached the top without any formal photographic qualification. The best way to learn the business is to work as an assistant to a practicing photographer.

Focus on the area of photography you are passionate about (e.g. sports, fashion, food, cars) and look at the work of the best photographers in this area. Find the photographers whose work you most admire and approach them to assist them on shoots. You may have to do it for free to start with just to get in the door but it will be worth it!

www.marknewton.com



New Balance - one of Mark's international clients

Routes into Photography

Working as a photographer can provide interesting and varied career prospects and opportunities. Whether you are hoping to work as a freelance photographer or take up a fixed job working for a newspaper or magazine, here's a short guide to help you identify what's required and how to get yourself noticed.

THE JOB

As a photographer, you would use film or digital cameras to take still photographs for a huge range of uses. You would use your technical skills and artistic vision to capture images of people, products, places or events, often on a client's behalf. You would typically specialise in one area of photography, such as:

- General or social (or 'high street' photography) – weddings and portraits.
- Advertising and editorial – images for adverts, magazines and photo libraries.
- Press and photojournalism – for newspapers and news publications.
- Fashion – photographing models and clothing for magazines and catalogues.
- Sport – sporting events/competitions and portraits of sporting stars
- Corporate (industrial or commercial) – for company promotional material.
- Scientific or medical – recording scientific research, or medical conditions and treatments.

Freelance photographers are typically paid a fee for each job. Rates can vary widely depending on experience and reputation, the type of shoot and the budget available. Assistant photographers may start on around £12,000 a year whilst full-time photographers can earn between £18,000 and £50,000 a year.

Hours of work can vary and often include evenings and weekends. As a self-employed photographer you would need to be flexible about when you work and your working environment could vary, as could your location.

With most types of photography, your day-to-day work would include:

- Discussing the project with the client, or receiving instructions (known as a 'brief') from them.
- Choosing and preparing locations.
- Selecting appropriate cameras, film and accessories.
- Setting up lighting and equipment.
- Composing and taking shots.
- Checking image quality.
- Retouching images, by hand or with digital software such as Photoshop.
- Processing and printing photos.
- Marketing and running your business, if self-employed.



SKILLS AND KNOWLEDGE REQUIRED

- Creativity and a good eye for shape, form and colour
- Practical and technical photography skills
- Excellent communication and 'people skills'
- The ability to put people at ease
- Patience and concentration
- Reliability, with good organisational and time-management skills
- Computer skills, for using digital imaging programmes like Photoshop
- Good business sense and the ability to market yourself
- Motivation and determination.

QUALIFICATIONS AND EXPERIENCE

Formal training is not always a guaranteed route to becoming a professional photographer as most of those in the industry are self employed, so qualifications are not always strictly necessary. Much of your work will be gained on the strength of your portfolio.

However, most professional photographers take a college or university courses to develop their technical skills. There are a wide variety of full and part-time photography courses at all levels, from beginner to advanced and from City & Guilds courses to degrees. Higher-level courses usually require A levels or an equivalent for entry. Courses that offer industry contacts and work placements are especially useful.

Finding work as an assistant photographer is a good way of gaining experience, building your portfolio and learning on the job. To find work as an assistant, you could contact professional photographers and studios directly, or use a website such as www.photoassist.co.uk.

To become a press photographer, you will usually need a photojournalism qualification approved by the National Council for the Training of Journalists (NCTJ).

OPPORTUNITIES

Photography is a competitive industry, especially for jobs with magazines or fashion houses. Around half of all photographers are freelance or run their own business or alternatively you could be employed as an in-house photographer for a company.

Some jobs are advertised on the AOP website and in industry magazines. You could find freelance work through word of mouth, approaching magazine picture editors or photo libraries, and listing your details in professional photography directories.

FURTHER TRAINING AND DEVELOPMENT

In most areas of photography there are no formal training schemes. Instead, you would develop your skills and experience on the job. You may get the chance to work towards NVQs in Photo Imaging at levels 2, 3 and 4. As a professional photographer, you may find it helpful to join professional associations such as the British Institute of Professional Photography (BIPP) and the Association of Photographers (AOP), which offer training and networking opportunities.

You will need to keep up to date with new technology and skills throughout your career. BIPP and AOP offer a range of short courses to help you further your skills. See the websites opposite for more details.

Sam Bowles gives his top five tips to help make you a better photographer!



1 Lighting

This is possibly the most defining element of each individual photograph, and you don't have to have bright studio lights at your disposal to take a brilliant shot. Photographers can get a lot of creative control just from playing with natural light – for example, sitting someone in a bay window or using blinds to alter the amount of light falling on a subject's face. Also, the light temperature changes through the day with early morning and setting sun producing softer, richer skin tones than at midday. Another tip is to use flash for the brightest sunny conditions, which helps balance strong and contrasting shadows.

2 Cropping

Most people these days use digital cameras so post-production has become a serious part of the job. Make the effort to crop all of your pictures, to ensure that you make the best of what you have. For example, crop out the unsightly dog that has wandered into the corner of your frame!

3 Background

Probably the easiest thing for the photographer to take control of is the one that most people seem to ignore. Don't just look at the subject... take the trouble to also think about the best-possible background.

4 Composition

Whether you are working with a person or an object, they don't have to be positioned in the centre of the picture. Sometimes if you compose the shot so that the person is off-centre, or through a crowd, it gives a much better sense of context.

5 Care for Lenses

People spend a fortune on their cameras but the lens is actually a far more important piece of equipment when it comes to image quality. Make sure you keep your lenses clean and well protected – don't just leave them rattling around in your bag!

MORE INFORMATION

National Council for the Training of Journalists (NCTJ)
www.nctj.com

Association of Photographers
www.the-aop.org

British Institute of Professional Photography (BIPP)
www.bipp.com

Institute of Medical Illustrators
www.imi.org.uk

Article adapted from following sources:

www.photographersregistry.com

www.photogalaxy.com

www.freelanceuk.com/photographers

www.prospects.ac.uk

www.careersadvice.direct.gov.uk

SAM BOWLES is a sports features and portrait photographer who has photographed some of the biggest names in cricket – from Beefy to KP, Sachin to Sir Viv. He is also the resident snapper at most of the PCA's events.

PERFORMANCE LIFESTYLE team 2009

PURDY MILLER

The latest recruit to the Performance Lifestyle team, who will be supporting Leicestershire, Northants, Warwickshire and the MCC YC's gives us a little background on herself...

My experience of elite sport comes from playing hockey for England, initially gaining junior honours at 16 and moving through age group squads whilst at school and university. At 19 I earned my first full International call up and went on to achieve over 80 caps as well as winning domestic Premier League and Cup titles.

I lived and breathed everything that would help me be the best hockey player I could be, but as it's an amateur sport with limited funding I needed to work to support myself financially. I used my degree in Sports Science to work as a Personal Trainer, organising work around my training and tournament commitments.

These outside environments gave me perspective and reminded me that I was living my childhood

dream, but they also helped me to cope with the challenges of injury, poor form and non-selection, which means I have very real appreciation of the highs and lows associated with playing elite sport.

A knee injury forced my retirement but anticipating this, I volunteered one day a week in Comic Relief's marketing department. This evolved into a full time job and the familiar surroundings eased my transition from a sports career to a civilian '9-5' lifestyle.

I thoroughly enjoyed working on Red Nose Day and Sport Relief campaigns, but I knew that one day I would want to return to the sports world, so I am very much looking forward to getting stuck in to my new role as a Performance Lifestyle Adviser.



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THE PROFESSIONAL CRICKETERS' CONFIDENTIAL HELPLINE



Worried about drink, drugs or gambling dependency?
Struggling with family or relationship problems?
Feeling stressed or not in control of your private life?

**NEED TO TALK, IN STRICT CONFIDENCE,
TO A PROFESSIONAL WHO CAN HELP?**

- Experienced, professional counsellors, therapists and life coaches who understand the pressures of your profession

- FREE confidential help and support when and where you need it

Call the Confidential Helpline any time on:

0844 800 6873 (UK calls) or +44 (0)1373 858080 (International)

Email: advice@performancehealthcare.com
www.performancehealthcare.com
www.thepca.co.uk

The Old Vicarage, Heywood,
Westbury, Wiltshire BA13 4LG



**NO OBLIGATION, NO
DEMANDS - JUST HELP
WHEN YOU NEED IT.**

The Professional Cricketers' Confidential Helpline is endorsed and supported by the PCA and the ECB, and created specifically for the benefit of professional cricketers and their families, both past and present.



REAL PEOPLE REAL PLACES REAL NEEDS



**PCA
BENEVOLENT
FUND**

The Heart of the Game

The Benevolent Fund is part of the PCA's ongoing commitment to help current and former players and their dependants in times of hardship, upheaval or to readjust to the world beyond the game.

Few vocations carry so much uncertainty as that of a professional cricketer. The demands of playing any sport for a living, leaves little time to consider and plan for possible disasters or upheavals in the future.

A significant amount of money is set aside from PCA fundraising for this purpose.

Benevolent issues are those that pull at everyone's heart strings and emphasise the important work the PCA does in generating vital funds.

The Fund is part of the PCA's on-going commitment to supporting players and their dependants who might be in need of a helping hand to readjust to a world beyond cricket.

It can also help current and past players who may have fallen on hard times or are in need of specialist advice or assistance.



Every donation helps. Please give today
www.thepca.co.uk/benevolent_fund

Acting to safeguard
the rights of present,
past and future first
class cricketers.

pca
PROFESSIONAL CRICKETERS' ASSOCIATION

