

BEYOND THE BOUNDARIES

Meet the Personal Development and Welfare team



Online Netiquette

- Who can see your details?

The Model Professional

- Life in front of the lens

Analyse That!

- A career in Performance Analysis



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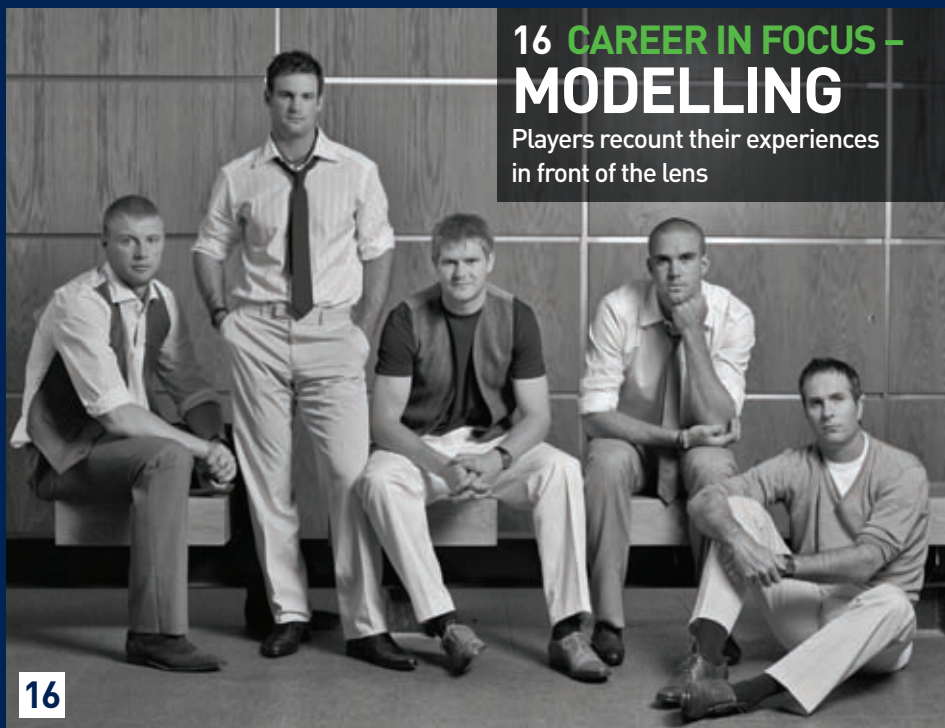
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FOREWORDS

Welcome to the sixth issue of Beyond the Boundaries.



Jason Ratcliffe

The new season brings with it a new era for the PCA with Angus Porter joining us as Chief Executive Officer. Angus has over 25 years of business experience having worked for Mars, BT, Abbey National and Thomas Cook, and his wealth of commercial knowledge, leadership and passion for cricket will help drive the PCA forward, as we continue to provide the best possible services, support and representation for you, the players.

In recent weeks we've seen many of you at the pre season county visits and your interaction and feedback has been valuable. Thanks also for assisting us by completing the first online annual survey.

To touch on a few reminders from these visits, the PCA has increased investment into the rebranded Personal Development and Welfare Programme (page 4) meaning that Rachel Newnham, who has previously worked in Player

Services for the last 4 years, moves across to become a Personal Development and Welfare Coach. Balancing your life off field, together with your hard work and dedication on the pitch is invaluable in ensuring you perform to your very best ability. The increased investment enables the PCA and ECB to continue providing you with the support you need for now and into the future.

Support and Welfare - As a current professional cricketer you're covered by the PCA for various insurance policies including permanent injury, temporary injury, critical illness and travel insurance. All the details on these can be found on the PCA website www.thepca.co.uk It's worth you checking if you're happy with the levels for which you are covered or if you wish to 'top up' these. Remember permanent injury insurance does not pay out for 'wear and tear'.

It's also been made clear at pre season meetings that it's important to check if you are part of the ECB Group Personal Pension, and if you are not, is it because a) you don't know about it, b) have not been offered to join at your club or c) have positively opted out? It's an excellent scheme with multiple benefits, not least the Income Protection element for if your career is ended through injury.

Anti Corruption - As of 2009 it became a criminal offence for a professional cricketer to gamble on any cricket, anywhere in the world and due to the betting industry agreeing an MOU with the ECB, it will be easier to be caught if you do bet on cricket. The sharing of information in this industry is now enormously sophisticated. As with substance abuses and in line with the

games anti doping codes, lengthy bans can be given to players who fail to adhere to these rules, so it's not worth the risk.

Don't gamble on cricket and don't take drugs!

Good luck for the season ahead and if you're ever in doubt about anything or have a question please don't hesitate to get in contact with myself, Angus, Ian Smith or your Personal Development Coach. We're always available to take your call.

For more information on any subject please visit our website www.thepca.co.uk

Jason



Angus Porter

"This is a dream role. The opportunity to apply my business experience to a sport I love is a chance not to be missed. I look forward to the many challenges ahead and to building strong relationships in the game."

A Season of Possibilities...

Where did you go and what did you do over the winter? In this issue players around the country share their experiences of how they spent their winters (p9 and 12) and we also highlight those counties who got involved in Personal Development courses (p7). There are also articles on Cricket NSW (p7), how to study online (p14), how to protect yourselves on the "Net" (p18) and for those aspiring models amongst you, routes into the modelling industry (p17).

As you will now be aware following all your PCA Pre-Season meetings - 'Performance Lifestyle' (PL) has changed to 'Personal Development and Welfare' (PDW) in an exciting move that will aim to enhance the support offered to players throughout the cricket pathway. For more info about the service and what you could get involved in turn to page 4.

This winter I was in the fortunate position to work with the ECB U18 scholarship programme, where the players got the chance to test their life skills by having to research, plan, fundraise, organise and run a full kwik cricket tournament to underprivileged children in India, whilst out at a Performance Training Camp in February. For more details see page 5.

This made me think about all the possible opportunities for you within the season, in and around cricket, where you can develop your personal skillset - public speaking, presentations, charity/community work (p8), working within the club with sponsors/supporters... Getting outside of your comfort zone, meeting new people, learning new things and starting to be a contributing member of society rather than a 'neutral' or a 'taker'. So many players of all ages talk about what they should be getting and their rights but very few talk about their responsibilities ... you might be surprised at the perspective and reward you will get from doing this.



Enough of the sermon, all you have to do is get out there and make it happen! And as always the PDW team are here to support you so please do not hesitate to get in touch...

Have a great Season
Kate

A New Era for Sports

'Performance Lifestyle' changes to 'Personal Development and Welfare' in an exciting move that will enhance support to players and coaches throughout the Cricket pathway...

As of 1st October last year, UK Sport transferred all responsibility for its PL programme to the Home Country Sports Institutes, with the EIS becoming the lead agency for delivery of critical support services to Olympic and Paralympic sport and taking on responsibility for the PL programme with the focus on 2012.

This has given Professional Sport a great opportunity to look at the function of the support offered and make a deliberate move to align the service and provision. We have looked at examples of best practice around the world including similar professions in Cricket Australia, other sports worldwide and the business world. **The newly named ECB/PCA Personal Development and Welfare Programme therefore aims, moving forward, to best enable players to excel and develop sustainable performance within and outside cricket.**

This is offered through authentic and independent support where players can off-load within a non-judgemental relationship that is detached from performance but understands its context.

As you are aware, it is crucial that elite players are able to manage the competing demands in their life both on and off the pitch, so that they can perform at the highest level possible. In order to maintain a managed and sustainable lifestyle which supports performance, you have to fit many aspects of your lives into and around your commitment to your careers. Over the last few years, the ECB/PCA Personal Development and Welfare Programme has been able to provide different personal development roles within the First Class County Cricket set-up, supporting Academy players, Professional Players, former players and coaches with group support and 1-2-1's.

Players and Coaches are supported at FCCC on a 1:1 and group workshop basis with regard to any **Personal Development** challenges that they face. Typically this has meant providing players or coaches with appropriate support so as to gain perspective and clarity with concerns that could or would ultimately impact negatively on their environment or performance. It can often be difficult for players to do this in their 'performance' environment where selection and de-selection decisions are made. Confidential and non-judgemental support where players can talk and gain perspective in a trusting relationship is an important component of our support.

The ECB/PCA Personal Development and Welfare Programme offers a seamless continual support throughout the Elite player pathway in English Cricket that supports transitions, ensures review of learning and personal planning (induction/exit points) that is a nationwide commitment through a positive partnership between the ECB, PCA and FCCC to support all Players to develop and maintain **Personal Development Plans**.





Performance...

ECB/PCA Personal Development and Welfare Support Breakdown:

There are six areas that the programme offers support in:

1. SELF AWARENESS AND MANAGEMENT

Personal skills and values, sponsorship and promotion, financial planning, budgeting and investment, time management and personal organisation, nutritional cooking and preparation.

2. PROFESSIONAL PLAYER PREPARATION

Impression and image management, reality and business of professional cricket, preparing for touring and travel, culture of cricket: alcohol, lifestyle and drug awareness, rules and regulations of the game.

3. INTERPERSONAL SKILLS AND EXPERIENCES

Communication skills, media training, public speaking, effective networking, social responsibility, assertiveness and managing difficult situations, negotiations, dealing with agents.

4. PERSONAL WELFARE SUPPORT

Understanding, knowing and using your support staff, guidance for parents and significant others, relationships, managing change: professional and personal transitions including injury, moving county, families, well being etc

5. EXPERIENTIAL LEARNING

Lifestyles of other elite professionals, problem solving and decision making, value of perspective, interactive experiences, community projects, wider community involvement.

6. DUAL ASPIRATIONS SUPPORT

Identification of personal training, education and development needs, educational support: study skills, exam and assignment flexibility, online and home study, university and college courses, exploration of personal and career options, creation of long, medium and short term Personal Development Plans.

Example: Case Study of ECB U18 Scholarship Community Project

AREAS MET

1. Self Awareness and Management
2. Professional Player Preparation
3. Interpersonal Skills and Experience
4. Experiential Learning.

AIM

To enable players to excel and develop skills that will better prepare them for life as an elite cricketer and give them a chance to use their privileged position to give something back to the community.

OBJECTIVES

Research, organise, plan, manage and review a project from start to finish. U18 Scholarship squad used each training camp to plan, communicated remotely and then ran a project while at their Performance Pressure Training Camp in Bangalore in February 2010.

OUTCOME

Players were empowered to: Attend meetings – internal and external, take minutes, set-up email addresses, facebook groups and just giving website, raise funds (over £4000 for Sport Relief and Dream A Dream) – personal and corporate, liaise with Charitable organisations and the media, write reports and press releases, hold a budget, do H & S Risk Assessment, organise a kwik cricket tournament with clothing and kit all sourced by the players. On the actual day the players managed all the children, staff, and volunteers through a full programme of introductions, activity, competition and prize giving.

MICHAEL VAUGHAN

Consultant Coach out in Bangalore with the U18s commented:

"This has been a fantastic opportunity for these players to give something back whilst learning life skills"

VISHAL TALREJA

Co-Founder Dream A Dream

"It has been a great day - one of the most fun and vibrant days the children have ever had and it is obvious the amount of work that went into the planning and preparation"





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Personal Development Courses

Over the winter season, 10 counties have taken the opportunity provided by the PCA to run Personal Development Courses for their players. These workshops aim to help players develop their wider skill set, which will ultimately support their development as professional cricketers. This year the courses have been bespoke and run at each individual county to minimise travelling time and ensure they can be scheduled in between player training sessions. Workshops that have been run include Media Training, Leadership, Social Responsibility, Public Speaking and Negotiation skills.

BBC 5live's Pat Murphy ran a number of Media Training sessions, providing players with tips and advice on how to deal with differing media, personality types and difficult media situations. Worcestershire's Jack Shantry commented "I enjoyed the media session and felt all of us involved benefited from Pat Murphy's in depth knowledge. It was good fun and provided us all with useful tools to practice and implement in future interviews."

Leicestershire integrated four different workshops into their player's winter training schedule, which were a great success. Tim Boon, Leicestershire's Head Coach commented "It is important that all young players receive the best education possible to equip them for life's experiences. That's why I jumped at the chance of free personal development courses offered by the PCA. I feel young players need to be equipped with relevant information to cope with real life situations and help them make informed decisions so that they can focus on their cricket without added distractions, which these courses help to do."

The Personal Development courses are part of the PCA and ECB's Personal Development and Welfare Programme which aims to best enable players to excel and develop sustainable performance within and outside cricket. This winter 20 courses at 10 different counties have been run, with over 140 players benefiting from them.

If your county didn't run courses this winter but you're interested in learning and developing new skills, let your Personal Development Coach know what courses you'd like to take part in next winter.



Cheryl Williams, Player Career and Welfare Manager at Cricket NSW, introduces us to the service she provides in Australia...

"We have a philosophy at CNSW of 'Earn or Learn' which in essence means that in their down time, players will undertake some form of formal study or maintain some form of employment outside of cricket. This can be difficult to sustain as the playing calendar is getting fuller and longer each season.

The cricketers at CNSW have embraced this philosophy and we have a very high strike rate of players working and/or studying. For those who don't have aspirations for tertiary study, or those not working, they keep busy in their free time by assisting with charity work and attending player appearances in schools, Grade Club presentations and Corporate Events.

As the name suggests our RTA SpeedBlitz Blues are sponsored by the RTA (Roads & Traffic Authority) and the players attend many appearances on behalf of the RTA in order to spread the message of safe driving. Recently the players all took the 'Slow Down Pledge', which is an initiative designed to get young people to take ownership over the issue of speeding.

To view the players' Slow Down Pledge go to www.slowdownpledge.com.au

As we are now officially in the 'Off Season', I will be working closely with the players on their Personal Development. As well as their formal studies, we will be doing informal activities including a Masterchef day, where the players will divide into two groups and 'cook off' against one another, personal presentation and etiquette and team building exercises like white water rafting etc.

Just recently, two of our SpeedBlitz Blues players, Stephen O'Keefe and Dan Burns (pictured) attended a private net session for winners of a competition, held through our Blue Heelers Club. The Blue Heelers Club is the Junior Supporter Club of the RTA SpeedBlitz Blues.

My job at CNSW is great, as I get to work with the players, both male and female, from the time they join our Development Programs, right through to the completion of their professional cricketing careers and beyond."



Going the extra mile

On March 21st, facing varying weather conditions around the country, millions of people donned their trainers to take part in the Sport Relief Mile. Amongst these were a number of professional and academy players and coaches from the 18 First Class Counties. Many of the County Academy players had been organising and fundraising for their local mile events as part of a community project to give something back to the communities that support them.

Launched in 2002 Sport Relief is a biennial charity event with Comic Relief, in association with BBC Sport, which brings together the worlds of sport and entertainment to raise money to help vulnerable people in both the UK and in the world's poorest countries. In 2004 the Sport Relief Mile was created to give the campaign a focus with an event that was open to anyone to run, walk, jog, wheel, bounce or crawl, regardless of ability or age.



Across the country the varying distances of 1 mile, 3 miles and 6 miles were all tackled by the players, some even running in full cricket kit!! Coaches, support staff and club mascots also joined in the fun.

Huge congratulations go to Derbyshire, Essex, Glamorgan, Hampshire, Leicestershire, Northampton, Sussex and Warwickshire who all took part in the challenge, as well as the ECB U18 Scholarship programme who also took part in advance, whilst on a Performance training camp in Bangalore, India in February. The fantastic effort put in by all the players means that between them they have raised over £7500 for Sport Relief!

This amazing achievement is acknowledged by Carolynne Evan, Comic Relief's Fundraising Development Manager, who said "Sport Relief would like to thank the First Class County

Cricket academies for supporting Sport Relief 2010. We are hugely grateful to have the support of the cricket community especially given that the activity was driven by the cricketers of the future. We hope everyone enjoyed the weekend and feels justly proud of the fundraising and learning that went into making

it such a success. For our part, we promise to spend every penny raised helping the some of the poorest and most disadvantaged people here in UK and overseas".

A WORKING WINTER

Players utilising the PCA's work experience programme (PLAN)

Even the sub zero temperatures and polar weather conditions weren't enough to attract some players to sunnier climbs this winter. Two players that took full advantage of the PCA's Placement & Learning Access Network (PLAN) were **CHARL WILLOUGHBY** and **MIKE RICHARDSON**.

The PLAN programme is available to all players and provides valuable opportunities to gain commercial experience across a variety of different sectors. From one day tasters to three month internships, PLAN gives players a unique insight into life on the other side of the fence and helps to promote the fact that there is life after cricket.

Both players grabbed opportunities with two leading UK and international law firms.

Mike spent a week with a firm whose influence stretches into Germany, Denmark and the United States.



"I enjoyed the week's work placement and the firm concerned was very accommodating of me. Durham have since offered me a contract so my real career has again been put on hold. But the pressure has been taken off me and my cricket to some extent, while the future of my cricket career was uncertain."

For Charl, the benefits of the PLAN programme were not unknown to him having utilised service the year before. This year, he spent some time with Clarke Willmott; a leading UK law firm with offices in Bristol, Taunton, Southampton, Birmingham and London.



"My time spent at Clarke Willmott was very interesting for a number of reasons.

Firstly, it was the first time I had spent any time in an office environment and it was quite an eye opener. Everybody was very friendly and made an effort to make me feel welcome, as well as keeping me busy; even though they were extremely busy themselves. I soon realised even in the corporate world there is a lot of laughter and team effort; something which I could relate to and made me feel at ease.

Secondly, much like sport, everyone has their own job to do but quite often need the assistance of others in the team. It's not everyone on their own but you could always rely on someone senior to help out or offer advice.

Also, as in sport, the new guy always feels out of his depth but everyone that has been around for a while knows this and understands and therefore are willing to make you feel more at home and comfortable.

As part of my placement, I travelled to 3 of their offices and spent time with different managers. I also had quite an in depth meeting with a senior partner chatting about how sportsmen are integral to business and that there are others like me trying to make the conversion. This was valuable to me to understand that there would be life after cricket. I was also invited to sit in on a meeting between two heads of completely different departments and get a feel of how they operate and keep an open level of communication going.

Although I did not have to do much work that was taxing, I did help with research on potential new clients and helped compose a few articles for their website. I also got to spend some time working with various computer programmes which really gave me some confidence.

All in all, it was a valuable experience and I am very grateful to Clarke Willmott and for the PLAN programme for providing me with this opportunity."

Although PLAN can't always guarantee to secure you work in a specific area of interest, it can offer a breadth of commercial experience that will increase your confidence, provide access to invaluable business contacts and help you to see that there is indeed a life after cricket.

To register your interest for winter 2010 contact your regional Personal Development Coach or Charlie Mulraine on 08702 640530 or email Charlie@mulrainesport.com.



CAREER IN CRICKET

Performance Analysis

Personal Development Coach **Elizabeth Gould**, recently asked **Michael Bourne** (National Lead – Performance Analysis) and **Gemma Broad** (Performance Analysis – England Teams) to talk to BTB about their careers in Performance Analysis. She was met with reactions that included ‘*you’re making me write something?*’ and ‘*words and I do not go together...give me numbers any day!!*’



“Performance Analysis is an objective way of recording performance so that key elements of that performance can be quantified in a valid and consistent manner.” – International Society of Performance Analysis in Sport

Right. So there’s the official answer about what Michael and Gemma do but to the rest of us laymen out there, what on earth does that mean for cricket?

LG: What does being a Performance Analyst involve?

MB: Being a performance analyst generally involves mining the complex reality of what has occurred in a cricket match and using analysis processes to identify the main components of the performance. We use a range of models and key performance indicators to decide which aspects of a performance to monitor. The benefit of this process is that we are able to identify trends in performance over both short and long time periods. The areas we monitor cannot be assessed using vision and the human memory alone over the same time periods.

LG: What does a general day in your job look like?

MB: One of the best things about the job is there is no such thing as a general day! A day in the office is very different to a day on tour. In my case I must also spend time looking at the general strategy of the department and ensure we are positioned to deliver the best cricket performance analysis in the world.

GB: It’s pretty varied to be honest, which is one of the things I love about the job. When I’m not on tour I’m based at the National Cricket Performance Centre in Loughborough where my duties include putting together the opposition analysis ready for the next series (Hawkeye analysis, gathering footage of opposition players), researching trends in the game, and providing support for any camps that are going on at NCCP. On tour I obviously have the live match coding on match days, reviewing performances of both the opposition and ourselves to help us continuously improve game on game, providing statistics on the grounds that we will play at and answering, as best I can, any questions the coaches may have.

LG: What was your career path until now like?

MB: I attended Manchester Metropolitan University to do a BSc in Sport and Coaching

Science. After this course I worked for Great Britain Shooting as a Research Bio mechanist, delivering practical support while undertaking performance research. In 2004 after attending my first Olympics, I joined the English Institute of Sport where I spent nearly 5 years working with a range of Olympic sports. In this time I also began a PhD in Skill Acquisition to better understand how our information could impact upon athlete learning. In August 2009 I was lucky enough to join the ECB and that is where you find me now! My career path very much suits my inquisitive and detailed personality. There is no set development path in performance analysis but you do need a feel for data and numbers and must be able to interact in the performance environment very well.

GB: After studying for a BSc in Sport Science, I studied for a Masters in Performance Analysis at UWIC in Cardiff. Whilst there I contacted the ECB and asked to do some work experience. Six months of work experience later and I was offered a short term contract to help prepare the opposition analysis for the 2007 World Cup. That ultimately led to a full time position and I’ve worked my way up from there.

LG: What kind of people are best suited to this position?

MB: Anyone who loves to answer performance questions and is comfortable with data, numbers and electronics. Also, someone who is able to work under their own steam for long periods of time and finally someone who is able to effectively communicate complex information in a simplified manner.

GB: Hard working and being good with numbers are the main ones – it is not a job that could be done in the normal 9-5 working hours. Searching through rows and rows of data just to find one piece of information that could help requires dedication and a love of numbers!



LG: What do you most enjoy?

MB: Working in high performance environments and finding processes which reliably have a performance impact.

GB: Being on tour – the whole experience of being part of a team that is travelling together with the common goal of winning a series is awesome!

LG: What do you least enjoy?

MB: Losing when we have prepared to win.

GB: I can honestly say I love everything about my job. There are times when you are sat up in the early hours of the morning trying to fix a computer problem or standing precariously at the top of a ladder trying to get a good camera position for coding that you might think “what am I doing?!” but that is all part of what makes the job so rewarding.

LG: What do you find the most challenging?

MB: Balancing the delivery of day to day requirements with the achievement of our longer term goals of England teams.

GB: Dealing with computers when they decide to crash for no reason at all.

LG: Why is Performance Analysis important in cricket?

MB: Cricket contains many layers of information which build up over long periods of time. The human being is only able to store and recall around 40% of all the information they are exposed too. Performance analysis provides a way to capture and understand a higher percentage of the information on offer. And we are always looking for new ways to extract more useful knowledge from the information available.

GB: The difference between winning and losing is often so marginal; performance analysis can objectify performance to help find those little one percenters that can make up that difference.

LG: What was the best experience you've had in the job (ECB or otherwise)?

MB: My whole career has been a very fulfilling experience. Right now I am looking forward to undertaking my first match coding tour with the England Lions in the UAE in Feb.

GB: The whole of 2009! It started with my first trip abroad on the job to the Women's World Cup in Australia and winning it; then I worked with both the Men and Women at the World T20 in England where England Women were victorious again; I was promoted to England Team Performance Analyst, then we won the Ashes and became only the second team to win a One Day Series in South Africa....not a bad year!!! If we hadn't lost 6-1 to the Aussies in the One Day Series at home it would have been pretty perfect!!

LG: What advice would you give to players who are thinking about PA as a career?

MB: Get some experience in the industry and learn about the basic underpinning science of feedback and analysis methods. Professional cricketers will bring a great wealth of game knowledge into the industry and this knowledge can be best harnessed to help the coach when objective analysis of the game is mixed with subjective or contextual understanding.

GB: Get some hands on experience and try it out – that's the only way you will know if it's for you. It can look deceptively glamorous from the outside looking in, with assumptions that you get to watch cricket all day and get paid for it. Whilst that is true to some extent, there is a huge amount of work that goes on around that.



For more information on Performance Analysis as a career, go to the following websites:

www.ispas.org/accreditation/

www.pponline.co.uk/encyc/sports-performance-analysis-coaching-and-training-39

www.eis2win.co.uk/pages/PerformanceAnalysis.aspx

www.sportengland.org/courses/default.asp?CatId=25&SchType=4

What I did this winter...

Players explain how they've been keeping themselves busy this winter...



Dan Housego
MIDDLESEX

This winter I decided, for the third year in a row, to go back to Adelaide and work with the likes of Shaun Seigert and Darren Lehmann. Grade cricket on a weekend was important as I could put into practice what I was working on during the week. Unfortunately this was cut short due to an injury to my shoulder, which resulted in me flying back early. This was somewhat frustrating, as I found the cricket challenging, but at the same time, very rewarding.

Having being injured, it made me think about things to do outside of cricket. I took it upon myself to complete a Level 2 Gym Instructing course, which has now been completed and which I hope after the season will then take me into personal training.

Being injured and having time away from the game has made me realise that personal training is something that I enjoy and want to pursue. I am also looking into buying property, which is important for me, due to the long travelling commitments I have at the moment. Normally, my time off would consist of golf or fishing, but due to my injury, fishing took over massively this winter! This winter has made me realise that there's more to life than cricket and that time away from the game is important in order to be fresh for the season ahead.



Mark Wagh
NOTTINGHAMSHIRE

For as long as I've played cricket, the question of what I'd do when I finished has provided more angst and uncertainty than any delivery I've ever faced. Last year, I finally decided that I wanted to go into the law. I enrolled on a distance learning course at Nottingham Trent which allows me to play cricket and study over two years. I then interviewed at a London firm and was offered a job. It means that (finally) I have a post-cricket plan, and I can breathe a sigh of relief!



Nadeem Malik
LEICESTERSHIRE

With the way the cricket calendar has been planned out over the last few winters, I have had the chance to work alongside my brother in organising pilgrimage tours to Saudi Arabia. Along with being a break from the cricket environment, it has been a great opportunity to learn and develop new skills which could be required in life after cricket. Being a small family run business, a typical day could see me doing anything from arranging hotel contracts and dealing with clients, to making the tea!! Having had the experience in this field I have realised how hard working in the 'real world' can be but would definitely consider doing it full time in my career after cricket.

David Harrison
GLAMORGAN

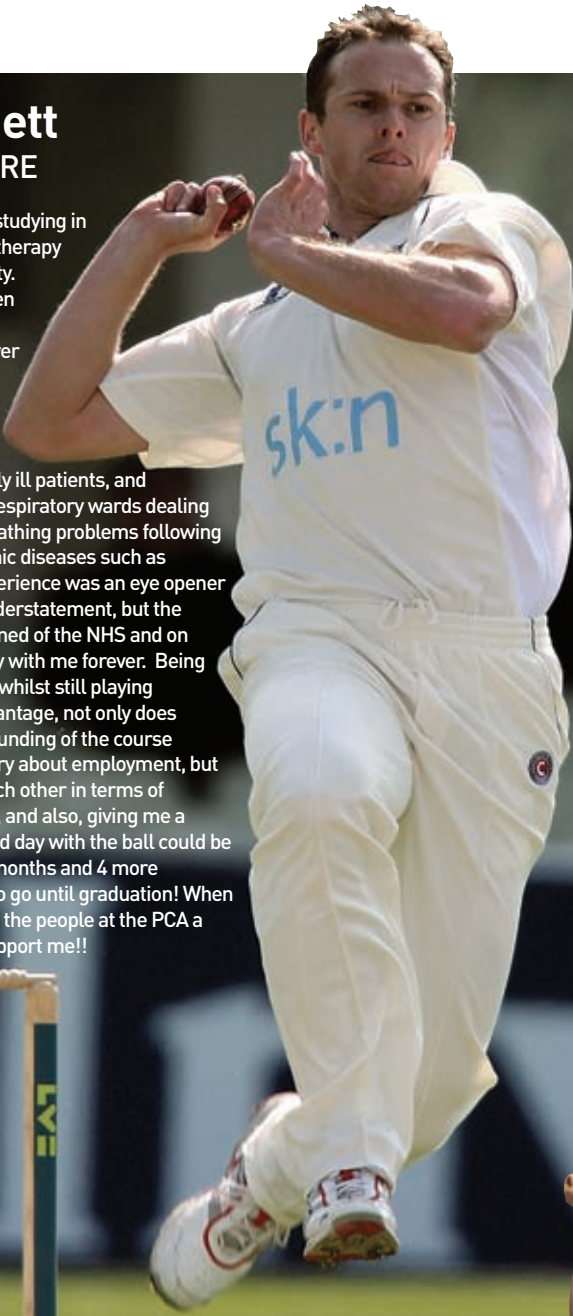
As another year ticks by and I approach my 30's, this winter has been a gentle reminder that securing my future becomes more important. I decide to step on the gas in the pursuit of finishing my Masters degree in Sport Coaching & Development. I started to prepare for my 20,000 word dissertation with a 5000 word proposal on players planning future careers after cricket. It's an issue that is very relevant in our profession and something I feel we should all embrace at some stage in our careers.



Lee Daggett

WARWICKSHIRE

This winter I've been studying in my 3rd year of physiotherapy up at Salford University. Alongside this I've been completing my first hospital placement over at Milton Keynes general hospital. This involved working in the Intensive Care Unit (ITU) with critically ill patients, and also on surgical and respiratory wards dealing with patients with breathing problems following surgery, or with chronic diseases such as COPD. To say this experience was an eye opener is somewhat of an understatement, but the perspective I have gained of the NHS and on life in general will stay with me forever. Being able to do this course whilst still playing cricket is such an advantage, not only does cricket help with the funding of the course without having to worry about employment, but they both feed into each other in terms of knowledge of injuries, and also, giving me a reality check that a bad day with the ball could be a lot worse!! Only 18 months and 4 more placements like this to go until graduation! When that happens I owe all the people at the PCA a beer for helping to support me!!



William Bragg

GLAMORGAN

After the curtains had been drawn on our cricket season, it was time to swap my cricket helmet, pads and gloves for my hard hat, steel toe caps and high visibility jacket. I decided it was time to put my civil engineering degree to good use and was lucky enough to get such an amazing opportunity to do so in these economically demanding times.

This winter I've spent time in central London working for a company called "Tube lines" giving them a helping hand in upgrading the London Underground. I was working in Tottenham Court Road station mainly on the night shift, which started at 12 midnight and finished around 6 in the morning. This involved working with contractors upgrading platforms, on projects installing temporary lighting and relocating existing communication systems, fire cables etc along a temporary CMS (cable management system), ready for the total facelift/ transformation of the station. I was basically the ears and eyes for Tube lines through the night shift, making sure that everything that the contractor was carrying out was being done properly conforming to certain rules and regulations and making sure everything that was scheduled was on time and running smoothly.

Via my own network, I managed to secure this work placement, which has been very rewarding and I've been able to balance my fitness requirements around the demanding schedule as my apartment had its own gym.

Since joining the team at Tube lines I have gained extremely valuable experience in the engineering industry and these last few months have opened my eyes to the working world, I have thoroughly enjoyed my time working in London and would like to say a massive thank you to Tube lines for giving me such an opportunity and especially to Nick Kinman for keeping his eyes open for me.



David Balcombe

HAMPSHIRE

This winter I decided to be proactive with the help of Kate Green, my Personal Development Coach. After numerous emails and conversations with contacts I had built up last winter, I was invited for an interview with a company called TNS Sport, which resulted in an internship for two days a week, from October to December.



Initially I was asked to complete fairly basic tasks, however the company were very proactive in helping me to learn about the business and before long I was integrated into more complex tasks. It was a highly fascinating opportunity which gave me a very good insight into a real working day and life in a London office, working on sponsorship evaluation. It put some perspective on my current lifestyle and made me realise how lucky I am.



Richard Dawson

GLOUCESTERSHIRE

The winter months can be monotonous for a county cricketer if you're not playing club cricket abroad in sunnier climates. So this winter I'm glad to have started the Level 4 ECB Coaching Course. Granted, it's hard work but it breaks up the off-season and keeps my mind fresh for when I get back to Bristol for training sessions. Up till now the course has focused on coaching skills and dealing with different types of personalities and psychology in cricket.

Over the past few winters I've kept myself busy by qualifying to be a journalist, thanks to the PCA's Personal Development taster course, and last winter I took evening classes learning Spanish, badly. Unfortunately I've not done any journalism for a while due to training, but it's something that I'd like to keep doing.

The winter is a good time to explore new options for a future career once the cricket has finished and one that I'd fully support.



The Prostate Cancer Charity

35,000 men are diagnosed with prostate cancer every year in the UK – that is the equivalent to the capacity of Lord's. This makes it the most common cancer in men. Tragically 10,000 men die from prostate cancer every year. That is one man every hour.

The Professional Cricketers' Association have teamed up with The Prostate Cancer Charity this season to help fight this disease on every front. Together we aim to raise awareness of the disease amongst players, their families and everyone who follows the game. You may have seen The Prostate Cancer Charity team up with the moustache enthusiasts of Movember or the keen cyclists of The Tour of Britain. Partnerships like these, and especially with the PCA, provide great ways

for thousands of men and their families to learn and understand more about this killer disease.

The Prostate Cancer Charity funds vital research as well as providing direct support to men and their families affected by this disease. That is why the PCA and The Prostate Cancer Charity are working together on an upcoming campaign. Further details on what is planned will be available in Spring.

Freephone Helpline Number 0800 074 8383

Monday to Friday
10am - 4pm plus late night
Wednesday 7pm - 9pm

Calls are free of charge from
UK landlines.
Mobile phone charges may vary.

General Enquiries

Tel: 020 8222 7622
Fax: 020 8222 7639
Email:
info@prostate-cancer.org.uk



Have yo

As technology has evolved, the option of online distance learning has been enhanced. Online education isn't the best choice for everyone. But, many students thrive in the online education environment.

Here are 10 reasons why online education continues to grow in popularity:

1. CHOICE

Online education allows students to choose from a wide variety of schools and programs that might not otherwise be available in their area.

2. FLEXIBILITY

Online education offers flexibility for students who have other commitments.

3. NETWORKING OPPORTUNITIES

Students enrolled in online education programs network with peers from all over the nation.

4. PACING

Many online education programs allow pupils to work at their own pace.

5. OPEN SCHEDULING

Online education allows professionals to continue their careers while working towards a degree.

6. SAVINGS

Online education programs often charge less than traditional schools.

7. LACK OF COMMUTE

Students who choose online education save on both petrol and commuting time.

8. CONNECTIONS

Some online education programs connect students with top-notch professors and guest lecturers from around the world.

9. TEACHING AND TESTING OPTIONS

The variety of online education programs available means that students are able to choose a learning and evaluation format that works for them.

10. EFFECTIVENESS

Online education is effective. A 2009 meta-study from the Department of Education found that students taking online courses outperformed their peers in traditional classrooms.

Have you considered online learning?

The Benefits of Online Education



ACCESSIBILITY

With online education, students can participate in coursework from virtually anywhere and any time around the world. Perhaps the degree programme you are looking for is not offered near you or your work schedule doesn't allow you the time to attend classes. Choosing an online education allows you the freedom and flexibility you need to get the education you deserve. Learn on your own time!

INDIVIDUALIZED INSTRUCTION

Through online education students are able to learn concepts and theories in their own way, at their own pace. Maybe you learn better when you listen to the information or when you read it to yourself? Online education offers the ability to choose which method you prefer. Many course presentations can be viewed, listened to or printed out.

COMMUNICATION

Online education tends to promote more communication. Students are no longer confined to asking questions during a class. Instructors and other students are easily available through message board postings, instant messages and email. Since online education instructors are unable to physically take attendance, the participation of students is the only way to know if a student is active in the class. This makes interaction and communication from students extremely high.



Glamorgan's Huw Waters on his online learning experience this winter:

This winter I decided to focus on furthering my personal development. University was the obvious option, but I chose a University with a difference. I decided to study a foundation degree in Sport and Fitness at the Open University. The main reason for choosing to do this degree was its flexibility. Those unsure of what they want to study have the flexibility of the Open Degree, picking and choosing modules to suit your needs and interests.

Starting education again was a bit daunting, but the Open University offers a wide range of introductory courses to help you find your feet. They also make use of a wide range of materials, like the Internet and DVD's to mix up the learning process and keep things fresh. The best part, by far, is having online tutorials. This means travelling is not necessary and participation can be from the comfort of your own home. This reduces costs, which is not the only saving. Courses are charged per module, at

reasonable prices, with a one off payment. The Education Funding support programme from the PCA can halve this again.

Your tutor is always willing to help if a problem arises. Accessible via email and phone, making it easy and quick to get in touch. Assignments are always marked thoroughly and with feedback to aid continuous improvement. With no lectures, fitting work around training and nets is easy as it's completely up to you.

I am hoping once I finish my foundation degree, I can bolster it by adding on some modules to make it into an Open degree. With this completed, I then hope it can lead into professions such as Physical Education teaching, coaching or some form of leisure management.

So far the course has been very enjoyable, but most of all the flexibility is the stand out benefit. Although motivation and discipline are required it is certainly worth considering studying a course online.

CAREER IN FOCUS

Modelling

Modelling can provide flexible and lucrative employment, as well as the chance to meet new people and visit new places. Three players recount their experiences...

Adam Shantry

A couple of years ago, one of the few girls who have had the misfortune to have called me her boyfriend (she has now seen the error of her ways) suggested that I should try my hand at modelling. After checking my calendar to make sure it was not the first of April, I sent a couple of photos to an agency, who said that they felt they would be able to find some work for me. After having a set of more professional prints taken (two grainy efforts taken on a mobile phone didn't quite cut the mustard), I was ready for the offers from Paris and New York to roll in. Sadly, I am still waiting for them! I have, however, had a few castings, and a number of jobs as a result.



ADAM SHANTRY

My personal highlight was a shoot for a series of Mills and Boon style book covers, involving me holding a not completely unattractive girl in my arms and gazing longingly into her eyes. Slightly more pleasurable than toiling away on a flat one in the middle of August! Conversely, nearly having my teeth forcibly removed by a number of nice young men at a 21st birthday party at a nightclub in Hull could be considered a low point. To put the event in context, I was performing my role as a topless waiter with distinction, when after receiving one wedgie too many, I confronted my assailants, only to reconsider my choice of retribution when noticing that were nine of them and only one of me. My fellow waiter had also been taking a fair amount of punishment, although he had been subjected to the more discerning mans method of inflicting pain, the dreaded "nipple cripple".

I am not going to make my millions from modelling, but it has given me some good memories, and has brightened up a few winter days that would otherwise have been rather dull! Don't expect to see the hair and make up girls standing at fine leg though...

Laurie Evans

Whilst recovering from injury a few winters ago, it was mentioned to me that I should try modelling and send some photos in to an agency, which I did. I've always liked fashion, culture and the arts so it was definitely of interest to me. They asked me to come to their studio and have some more photos taken. I was a bit apprehensive about going but had nothing else to do so went along. When I turned up to the studio, I was greeted by a French photographer who didn't seem at all that interested and clearly didn't want to be there. Because of his attitude, I didn't enjoy it and so didn't follow any of it up. It was good to experience having your photo taken, as professional sportsman are seen more and more in the public eye at the highest level... but I think I will concentrate on becoming a great sportsman first before I get in front of a camera lens again!!

Steffan Piolet

During my gap year, I wanted to experience playing cricket in Australia for a season. To help finance the trip I worked a little bit for my dad in his warehouse... and I also did some modelling.

The modeling opportunity came about one day when I was looking on Gumtree for some part time work. An ad caught my eye; it was recruiting male models for a book on athlete's bodies. I answered the ad by sending in a photo and I got an interview, which lead to me doing four photo shoots.

Each shoot took two hours and I earned £150 per hour. It turned out to be the perfect way to fund my trip to Oz, was actually pretty good fun and the photos were alright believe it or not! I'm not sure whether I would do any more modelling work in the future, but it was a good experience and helped to get me out to Australia to play cricket that winter!



LAURIE EVANS



STEFFAN PIOLET

Becoming the *Model* Professional:

routes into modelling

As a model, you would promote clothing and accessories to fashion buyers, customers and the media. You might model items in fashion shows, or in photographs for catalogues, magazines, newspapers and advertising campaigns. You could specialise in various types of modelling, such as:

- photographic, advertising and TV commercials
- fashion and catwalk
- in-house live modelling for designers and clothing wholesalers
- promotional modelling (demonstrating non-fashion items at product launches and trade fairs).
- fitness

In fashion show modelling you would move along a catwalk, walking and turning to display clothes in front of an audience.

In photographic, advertising and commercial modelling you would pose for photographers in a studio or on location, follow directions from photographers, or act or deliver lines in TV commercials.

If you worked as an in-house live model, designers would fit garments onto you in the workshop, and you would show finished clothing to fashion buyers and private customers.

As a photographic or catwalk model, you would work closely with stylists, hair and make-up artists, producers and directors. You would also spend much of your time going to castings for jobs, keeping in contact with your agency, and looking after your appearance.

The male fitness modelling industry is different from men's fashion modelling, with different photographers and industry players. Talent agents and modelling agencies are unnecessary in this arena. If a guy is muscular, it is easier to break into the fitness modelling business than to become a male fashion model. Fitness modelling is geared toward supplements and fitness magazines. Male fitness models earn less than their fashion counterparts, but opportunities are abundant in the fitness industry.



What qualifications and experience will employers look for?

To work as a model you need a good appearance and the right 'look'. You do not need any formal qualifications. You should be tall and well-proportioned with even features and healthy skin, teeth and hair. The Association of Model Agents (AMA) recommends that males should have the following measurements:

- 38-40 inch (97-102cm) chest, 30-32 inch (76-81cm) waist, and height of at least six feet (1.83m). However, an agency may accept you for photographic or promotional work if you are not the standard fashion model size, as long as you have the right look for potential clients.

You would usually start your career by sending photographs and details of your measurements to a modelling agency. Make sure that you join a reputable agency – contact AMA or Alba Model Information for details.

What further training and development can I do?

Once you have been accepted by a modelling agency, you will usually be given some training in:

- basic walks, turns and poses
- photographic modelling techniques
- diet and health
- skin care and grooming
- how to work with agents.

What salary can I expect?

Earnings can vary. Most models work on a freelance basis through an agent and are paid for each job. Rates can vary from around £50 to £1,000 a booking, and agents usually take 20% of the earnings.

What are the hours and working conditions?

As a live model you could work in fashion show venues, showrooms and stores. On photo shoots you could work in photographic studios or various other locations depending on the needs of the shoot. Working hours could be long and irregular, depending on the type and amount of work. The job can involve a lot of travel (sometimes overseas) to attend castings, fashion shows and photo shoots.

What skills will I need?

- good grooming and willingness to look after yourself
- fashion sense and awareness of trends
- the ability to move well
- confidence, self-reliance and discipline
- a pleasant, professional attitude with good 'people skills'
- good time-keeping
- patience, stamina and fitness to cope with long, tiring days and travelling
- the ability to cope with criticism and rejection.

What opportunities are there?

You would usually be self-employed and get work through a modelling agency. Most large agencies are based in London. There are also some opportunities for permanent in-house models with wholesale or retail fashion businesses. Competition is strong, and being accepted on an agency's books is no guarantee of regular modelling work. You will improve your chances of a successful career by building a good portfolio and gaining experience and contacts. With experience, you could become a booker for a model agency, set up your own agency, or move into other areas of the fashion industry, such as styling or fashion journalism. Some models branch out into the entertainment industry, for example TV presenting or acting.



LIFESTYLE

Social Responsibility Online

Do you update your status on 

or do you  *weet on*  *?*

Do you make friends, will you



or are you  *?*

Social Networking is the phenomenon that has swept the world and reinvented how we communicate. They are fun places to hang-out in and provide an easy and efficient way to stay in touch and interact with friends, family, colleagues and team-mates across the world, at literally a click of a button – or mouse. Bebo, Facebook, Twitter et al are undoubtedly great ways to stay connected, however they also present threats that we must be increasingly aware of.

Such sites have become targets for identity theft and fraud; the risk coming when new joiners provide personal information to set up accounts. According to the ICO, (Information Commissioner's Office) which is responsible for regulating and enforcing access to and use of personal information, one in six have their date of birth online and nearly 10% have home addresses and names of family members publicised.

The danger for anyone in the public-eye is magnified; having personal and contact information displayed, not only jeopardises safety against scams, but provides eager press, doting fans or unwanted followers the opportunity to intrude and play havoc; the warning is that stalking and harassment just got easier. Leeds Rhino and GB star Keith Senior made headlines for his romantic involvement with Australian hottie Charmaune Palavi. Senior 'met' Palavi on Facebook and the pair 'hit it off' on his arrival in Australia for the 2008 World Cup. Palavi, who also had an alleged cyber-affair with the North Queensland Cowboys captain, subsequently 'Facebooked' Senior's fiancée telling her of the affair before selling her story to The Sun – the cynical amongst us might view Palavi's moves as shrewdly calculated.

Many leading sportsmen regularly interact with networks and whilst behind-the-scenes updates are great for generating a buzz, they have not been without their pitfalls. During the Ashes, Australia's Phillip Hughes 'tweeted': "Disappointed not to be

on the field with the lads today, will be supporting the guys, it's a BIG test match 4 us. Thanks 4 all the support!", and faced a dressing-down for leaking confidential team information. The message from Andy Flower following Tim Bresnan's Twitter outburst last summer was "I am not really concerned other than very simply, if you are an England player representing your country, there is a certain way you have to behave in public. At the moment we don't need to issue a rule not to go on those sites, just to behave in a certain manner".

Increasingly professional sportsmen are being held accountable for their actions. Unsurprisingly Darren Brent was forced apologise after accusing the Tottenham chairman of "***** around" over his move to Sunderland. More severe consequences were served-up to two of Britain's top junior tennis players following the press exposing pictures of their "unprofessional" lifestyles, which were sourced from their Bebo pages. One player was pictured surrounded by empty pizza boxes captioned: "fatty"; the other appeared to hold an empty bottle captioned: "me drunk for a change". Roger Draper, LTA chief executive, suspended the pair stating: "They've either got to behave like professional athletes or go and do something else."

The ICO warns about posting content without thinking, as the electronic footprint is left behind, and so there is a potential cost to a person's future if something undesirable is found.

Careerbuilder.com revealed 35% of employers found content on these sites that influenced them to reject candidates, examples included inappropriate photographs, information about applicants' drinking or drug use or bad mouthing previous employers and co-workers... It's worth thinking about in terms of your cricket; don't risk damaging relationships at your County or future employment opportunities during or after your cricket career though a lack of caution. Rightly or wrongly the public place high expectations on elite sportsmen and don't expect or want to hear or see them take part in activities that they perceive not to fit in with their vision of a professional lifestyle. The message isn't necessarily to live like monks, more to be discrete with whom and how you share your tales.

TOP TIPS

- Think twice before you tweet, post comments or photos
- Take care with whom you share personal information with
- Audit your 'friends' - how well do you really know them?
- Update your Privacy Settings
- Tighten Security on your Profile and Contact information



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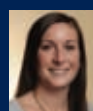
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THE PROFESSIONAL CRICKETERS' CONFIDENTIAL HELPLINE



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**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.

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