

Dear Parent,

Welcome to the 2010 'Andrew Flintoff Residential Cricket Academy'!

This year's residential Academies are being held at 3 of the leading independent schools in the UK, chosen for their outstanding cricket facilities in a safe and secure environment – Shrewsbury School, Shropshire, Ashville College, Yorkshire and Bloxham School, Oxfordshire.

In this pack you will find a guide to each residential school with an example of a daily timetable for your child, including evening activities.

Our schools have also been chosen for their excellent accommodation facilities and we've provided you with some pictures of the rooms we offer so that you get a real feel for what's in store for your child.

The Academies are open to boys and girls of all ability levels between the ages of 7 and 16 years. Our curriculum is structured to challenge both county players and relative beginners to the game.

Not only does the programme feature high quality, structured cricket coaching but also includes tactical awareness sessions; SAQ (Speed, Agility and Quickness) training; coordination/balance sessions; video analysis; fitness advice (based on the Long Term Athlete Development programme widely recognised across all sports); diet & nutritional advice; and mental preparation sessions.

All of our coaches are CRB cleared/ECB qualified and attend a full weekend long induction with us. Children will benefit from enthusiastic, motivated coaches with a passion for coaching cricket.

Each academy will have a visit during the week from Freddie Flintoff himself or another international cricketer. These visits, whether from Freddie or another international cricketer star, will be a great highlight to everyone attending.

In this pack you'll also find our 'Parent's Information Guide' which will detail our terms & conditions, insurance and company policies.

If you require any further information from us, please call the office and our staff will be happy to assist you further.

We look forward to welcoming you to the Academy in 2010.

Best in Cricket,
Luke Sutton

Director, Andrew Flintoff Cricket Academy



To book: visit www.andrewflintoffcricketacademy.co.uk or call **0800 345 7480**

The Andrew Flintoff Cricket Academy - a unique cricketing experience!

PARENT INFORMATION

About Activate Sport

Activate Sport is the management company of the 'Andrew Flintoff Cricket Academy'. We are one of the leading independent children's activity holiday providers in the UK. In addition to managing the Andrew Flintoff Cricket Academy we also run the Lee Westwood Golf Academy; the Matt Dawson Rugby Academy; the Darren Clarke Golf Academy (Ireland); the Shane Williams Rugby Academy (Wales); the International Netball Roadshow; and have sport, activity and adventure day camps running in over 30 independent schools across the UK. Children's holiday courses are our business and we feel confident we can provide your child with a unique cricketing experience at the 'Andrew Flintoff Residential Cricket Academy' this year.



What's unique about the Andrew Flintoff Cricket Academy?

Freddie Flintoff is a unique cricketer and person. He is one of the greatest cricketers of all time and plays the game with the passion, heart and enthusiasm that every fan loves to see. Freddie translates this passion into his own academy. He wants every attendee of the academy to have a very unique cricketing experience. Not only does he want everyone to develop as individual cricketers but he also wants them to do this with a big smile on their faces. The academy is all about creating an environment in which children can learn by having fun and have the freedom to express themselves as cricketers. The aim of the academy is to not only coach children but also inspire them, and this makes the academy very special.

What happens when I drop my child off at the school?

We ask parents and children to arrive together at the school on the Sunday evening prior to the academy commencing. Our staff will be on hand to direct you to the main sports hall on each campus. Upon arrival snacks and drinks will be served while our academy manager introduces you and your child to our staff for the week. You'll learn who will be leading your child's group and their basic schedule for the week. There will then be a short tour of the site, including their sleeping accommodation and dining facilities.

Will my child have their own room or will they share?

All of the accommodation we have this year is shared, with children sleeping in 2's 3's and 4 to a room. We have kept our residential accommodation in one building at all schools this year to guarantee the highest possible safety and security for your child.

Who looks after my son or daughter in the evening?

There will be pastoral care living with the children for the week. They will be on hand 24 hours per day to deal with any problem that may arise. Our pastoral care team are made up of teachers and adults who

have experience of residential camps where children are away from parents. They are trained to deal with all of the different issues that will arise on the course: homesickness, sporting injuries and making sure children get enough sleep! A staff member trained in first aid will be on site at all times. We will have 1 staff member to every six children on site in the evenings.

Is cricket the only activity you do with the children?

Being a cricket academy it is obvious that the main focus of the week is cricket. However we are aware that we need to keep everyone challenged and having fun for the full duration of the academy; so we will introduce other activities throughout the week. Children will have the option to take part in swimming sessions and we gear the evenings to be largely about fun and relaxation. Evenings will feature themed quizzes, a talent show, a DVD night, football, basketball and SNAG (Start New At Golf) golf tournaments.

How do I get hold of my child during the week?

We do allow children to bring mobile phones to the camp. Children will not have access to these during coaching sessions but they will be allowed during lunches and evenings. If you need to get hold of your son or daughter for any reason you can call head office and we'll call the academy manager on your behalf. We encourage you not to call your son or daughter too much; if they are away from home for the first time, this can often make it difficult for them to settle.

What happens if my child has special dietary requirements or medical information?

During the booking process we will ask you for any specific information like this about your child. All dietary requirements can be catered for at all of our schools. All necessary medical information, including help to administer medication to your child, is communicated to all our coaches and pastoral staff. We will ask parents to sign medical consent forms in order to give permission to our staff to help administer medication.

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Is there anything specific my child needs to bring?

Children are welcome to bring their own cricket equipment, however this will be provided by the academy so it's not essential. You'll need to send your child with a waterproof jacket, indoor and outdoor footwear, swimming costume and towel. The school will provide bed linen but you will need to send your child with a towel. Children will be able to drop off laundry with our pastoral care team in the morning and collect it that evening.

Shall I send my child with money?

Children will have access to vending machine and the tuck shop. We advise that you book your child's pocket money into our onsite safe and our manager will open the bank each evening where your child can take out enough for that evening and the following day. This reduces the risk of children losing money at the camp.

A typical day

- 7.30am** Children awake and are taken to breakfast
 - 8am** Breakfast served (a choice of continental or cooked food)
 - 9am** Children return to dormitory to collect cricket equipment
 - 9.30am** Introduction of the day's programme and aims for the day
 - 9.45am** **Session 1**
 - 10.50am** Break (children are provided with drinks and snacks)
 - 10.55am** **Session 2**
 - 12.30pm** Lunch (choice of hot or cold lunch)
 - 1.30pm** **Session 3**
 - 2.35pm** Break (children provided with drinks and snacks)
 - 2.45pm** **Session 4**
 - 3.20pm** Break (children provided with drinks and snacks)
 - 4.00pm** **Session 5** (Cool down session for the end of the day)
- NB. On a residential Academy there will be some youngsters on day places and others on residential places. 4.30pm will see the parent pick up time for day places, unless they have paid for the additional working hours. If this is the case those youngsters will be supervised until 5.30pm, however they will be separate from the residential attendees during this hour.
- 4.30pm** Parent pick up for day places. At this time the youngsters on the residential part of the Academy will get the opportunity to enjoy some more specific and focused coaching.
 - 5.15pm** Showers
 - 5.30pm** Dinner (choice of hot and cold food)
 - 7pm** Evening activities begin
 - 9pm** Children get ready for bed
 - 10pm** Lights out!



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CRICKET PROGRAMME

The coaching programme has been based on creating an environment that challenges attendees, whatever their age or ability, to improve their skills, knowledge, physical conditioning and mental preparation for cricket. All of this is done in the 'Flintoff style' on which the whole academy ethos is based – we will always encourage attendees to 'learn by having fun' and to express themselves as individual cricketers.

The programme recognises the importance of coaching strong and correct technical bases; but we also want to inspire attendees to push on with their passion for cricket wherever it may take them. We always guarantee that everyone that attends an Andrew Flintoff Cricket Academy will improve as a cricketer, but we also guarantee that everyone will do this by having lots of fun!

Here are the key points to the coaching programme for all of our residential academies –

- At the start of each day the Head Coach will run through what each group will be doing through the day, which will also be visible on a large white board.
- Every day each group will be challenged with an 'Aim for the Day'. This may involve teamwork, punctuality, sportsmanship or effort levels. At the end of each day the Head Coach will award points to the best performing groups. This will all mean that there will be a winning group at the end of the academy who will all win prizes for their efforts.
- Groups will do a mixture of technical cricket sessions indoors and outdoors. These sessions will always have different themes and will be based on age and ability levels. As an example the younger age groups may spend a session advancing certain aspects of their batting techniques, whereas the older age groups will have 'tactical awareness' and 'shot selection' introduced to their batting session.
- Every age group will have sessions regarding preparation for cricket matches including diet/nutrition, physical conditioning and mental preparation. As always this will be age appropriate.
- As with all Andrew Flintoff Cricket Academies every attendee will receive a certificate, feedback form and other 'Academy' gifts. There will also be various spot prizes on offer throughout the week.

We are certain that whatever age or ability your child is we will be able to offer them a very 'unique cricketing experience'. The coaching programme has had Freddie's input and seal of approval, so your child will be literally learning from one of the greatest cricketers this country has ever produced.



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SHREWSBURY SCHOOL

Dates: 29th March - 1st April 2010

Founded in 1552, Shrewsbury remains one of the great schools in England. Set in a hundred acres of grounds by the River Severn and overlooking the ancient town, Shrewsbury is a community of over 700 pupils aged between 13 and 18 yrs.

Shrewsbury sets out to be one of the best cricket schools in the country. In the summer months, cricketers have the privilege of playing on the fields described by the cricket-writer Sir Neville Cardus as the 'The most beautiful playing fields in the world, spreading and imperceptibly mingling with the pasture land of Shropshire'. And in the winter, cricket training has been transformed by their truly world class indoor cricket centre, which opened in September 2006, by David Graveney, then Chairman of Selectors for the English Cricket Board (ECB).

Shrewsbury's Director of Sport, said: "We are not aware of any other school that has installed a purpose-built cricket academy to comply with the English Cricket Board maximum dimensions. This academy is similar to those that have recently been built at Edgbaston and other County cricket grounds and at the University of Loughborough."

"It is designed to teach cricket. One of its unusual features is a large plasma screen on the wall with an action-replay device which can be set with a few seconds' delay so that cricket shots and bowling action can be recorded for players to view almost immediately".

It has four lanes of nets protected by specially reinforced white nylon netting, and an outfield providing bowlers with 16 metres of run up, all on a 'supergrasse' floor which looks and feels like grass and provides pitches of test match standards.

Outdoor facilities include the Astro turf, tennis courts, swimming pool and four cricket squares.

Sunday 6th April meeting point

We would like parents and children to arrive at the new cricket centre from 4.30pm. Our academy manager will be on hand to introduce you to the school, our staff and the four days ahead at 5.30pm. Welcome drinks and a buffet will be served for all parents and children upon arrival.

You will have time to see your child's accommodation, visit the school dining room and see the fantastic cricket facilities on offer. Our coaches and pastoral staff will be on hand to answer any questions you may have. You will also be advised of collection location and times for the Friday.

Accommodation at Shrewsbury School

The academy accommodation will be in the newly built Mary Sidney Hall building a 2 minute walk from the cricket centre and dining room. Rooms sleep 2-4 children and include, table tennis table, TV lounge and laundry facilities.



2010 residential academy prices

Easter 4-day price: **£315 per person**

Sibling discount **£10 off**

This includes all meals, accommodation, cricket equipment and evening activities. To reserve your place you can pay a **£50 deposit** and pay the balance 4 weeks prior to the camp start date.

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Bloxham School

**Dates: 6th-9th April
& 9th-13th August**

Bloxham School is an independent co-educational day and boarding school located just three miles from Banbury. It was founded in 1860 by the Reverend Philip Reginald Egerton and has since become a member of the Woodard Corporation.

The school is relatively small with about 420 pupils, but has extensive grounds which cover approximately 60 acres. The school is noted for its good facilities, with both the Dewey Sports Centre and swimming pool available for public use. New squash courts have also been built next to the Dewey Sports Centre. The school's large neo-gothic chapel, designed by George Edmund Street, dominates the main school building.

There are six boarding houses within the school which add to the outstanding facilities at Bloxham making it an ideal Academy location.

The motto of Bloxham School is "justorum semita lux splendens" (Latin) — "the path of the just is a shining light". We hope that Freddie can be an inspiration to our academy boys as well.

The school describes itself as 'one of England's best smaller public schools.'

Sunday 5th April and Sunday 8th August meeting point

We would like parents and children to arrive at the theatre next to the sports hall from 4.30pm. Our academy manager will be on hand to introduce you to the school, our staff and the four days ahead at 5.30pm. Welcome drinks and a buffet will be served for all parents and children upon arrival.

You will have time to see your child's accommodation, visit the school dining room and see the fantastic cricket facilities on offer. Our coaches and pastoral staff will be on hand to answer any questions you may have. You will also be advised of collection location and times for the Friday.

Accommodation at Bloxham School

The Academy accommodation is a 2 minute walk from the school sports hall and dining room. Rooms sleep 2- 4 children and include, table tennis table, tv lounge and laundry facilities.



2010 residential academy prices

Easter 4-day price: **£315 per person**

Summer 5-day price: **£385 per person**

(*'Early Bird' discount prices are only available up to May 31st 2010)

Sibling discount **£10 off**

This includes all meals, accommodation, cricket equipment and evening activities. To reserve your place you can pay a **£50 deposit** and pay the balance 4 weeks prior to the camp start date.

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Ashville College

Dates: 9th-13th August

Ashville College was founded in 1877 by the Methodist Church. It merged with New College and Elmfield College in the 1930's and is today the oldest private school in the beautiful Spa town of Harrogate.

In 1981 the school changed from a boys school of 362 to co-educational. Today Ashville has 840 pupils and four boarding houses.

Harrogate, one of the North of England's most interesting and accessible towns, is a perfect location for the Andrew Flintoff Cricket Academy with outstanding grounds backed up by 2 sports halls and excellent accommodation. The warmth and friendliness of the area is well reflected in the Ashville staff and Freddie's visit in the summer of 2009 was a highlight in the calendar for the whole area.

The Ashville College motto 'esse quam videri' which means 'to be, rather than to appear' also reflects Freddie's nature rather well!

Sunday 8th August meeting point

We would like parents and children to arrive at Greenholme House near the main school entrance from 4.30pm. Our academy manager will be on hand to introduce you to the school, our staff and the four days ahead at 5.30pm. Welcome drinks and a buffet will be served for all parents and children upon arrival.

You will have time to see your child's accommodation, visit the school dining room and see the fantastic cricket facilities on offer. Our coaches and pastoral staff will be on hand to answer any questions you may have. You will also be advised of collection location and times for the Friday.

Accommodation at Ashville College

The Academy accommodation will be in the newly refurbished Greenholme House. Rooms sleep 2-8 children and include, table tennis table, tv lounge and laundry facilities.



2010 residential academy prices

Summer 5-day price: **£385 per person**
(*'Early Bird' discount price is only available up to May 31st 2010)

Sibling discount **£10 off**

This includes all meals, accommodation, cricket equipment and evening activities. To reserve your place you can pay a **£50 deposit** and pay the balance 4 weeks prior to the camp start date.

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