



# THE MACC ACADEMY SCHOLARSHIP SCHEME 2024/25

[www.themaccacademy.com](http://www.themaccacademy.com)



# THE MACC ACADEMY

## OUR STORY

A journey from the bustling inner-city streets of Bradford, to the biggest stadiums around the world, the story that led to the inception of the MACC Academy is that of perseverance and passion.

Growing up in a modest neighbourhood, our director, Moin Ashraf, faced numerous challenges when pursuing his dream of becoming a professional cricketer, but a love for cricket helped him to overcome these hurdles and excel - on the streets, at his local club and at the highest level.

Playing with makeshift equipment in narrow alleys around Bradford, Moin's raw talent caught the eye of local coaches, setting him on a path into the professional game.



His skill and enthusiasm saw him rise through the ranks, from the Yorkshire u15s, to the Academy and the reserves, and finally making his debut at the tender age of 18 - only the fourth British-born Asian to represent the county. 'Mo' enjoyed a successful career in the UK and overseas, including two County Championships, a Twenty20 Blast winners medal and appearances in the Champions League - his time in cricket was filled with illustrious moments and memorable accolades to cherish for a lifetime.

Having retired from the professional game, Mo's dedication and commitment to the sport led to the formation of The MACC Academy - which aims to nurture young talent and provide the opportunities Mo himself would have jumped at. The academy's goal is to offer high performance coaching at top class facilities as well as mentorship & comprehensive support, transforming the lives of the next generation of young cricketers.



One question that has long preoccupied our director since the formation of The MACC Academy has been, "Would Moin Ashraf have been able to afford the services of Moin Ashraf?" In other words, would the 12 year old boy from West Bowling, Bradford, have been able to afford the services of an ex-professional cricketer with over 10 years' professional playing experience. When the answer became "no", it became clear that action was needed to create opportunities for those less fortunate. Thus, the MACC Academy Scholarship Scheme was born.

"When you're in a position to have gotten so much, the gift at this point is giving back...."



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## THE SCHOLARSHIP SCHEME

At The MACC Academy, we want to be able to identify, nurture and support talented young cricketers from all backgrounds, whilst providing them with the necessary resources to excel in the sport, and more importantly, in life too. Our scholarship scheme will focus on discovering and cultivating young cricket talent from various regions, particularly focusing on providing underprivileged cricketers with the coaching they require.

The goals of our scholarships are:



### FINANCIAL ASSISTANCE

Alleviate financial barriers for promising players where cost of the academy programme is a barrier by providing full scholarships.



### HIGH PERFORMANCE TRAINING

Becoming a part of a comprehensive training programme under the tutelage of qualified coaches working on all cricketing skills, physical fitness, and mental resilience.



### EDUCATIONAL SUPPORT

Partnering with schools to ensure that scholarship recipients maintain a balance between their cricket training and education, providing a platform for success professionally and academically.



### COMMUNITY ENGAGEMENT & INSPIRATION

To be able to inspire the next generation of cricketers by promoting the scholarship programme through success stories and be able to give back to the community in the process.



### PATHWAY TO EXCELLENCE

Provide a pathway for players to exceed at club, county, national and international level by giving access to facilities, coaching and mentorship.



### TALENT ID & DEVELOPMENT

To discover and cultivate young cricket talent from various regions, particularly focusing on those who lack access to quality coaching and training facilities.





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## THE ACADEMY PROGRAMME

At the MACC Academy, we provide two extensive 10 week programmes over the winter period, where we induct players into two cohorts, from October to December and January to March. Our academies have historically ran from Bradford, Wakefield, Sheffield and York but we are now looking to expand to over 10 locations across Yorkshire. The programme is designed to meet the demands of all cricketers that have hard-ball experience, whether they're a club player having come off the back of their first season, or a county age group player looking to further develop their skills, our programmes offer a structured, immersive experience to bring the best out of all young cricketers. Here's what our academy programme focuses on:



### SKILL ACQUISITION

Players focus on acquiring and developing skills for different match situations whilst being taught how and when to implement them too.



### HIGH PERFORMANCE TRAINING

Becoming a part of a comprehensive training programme under the tutelage of qualified coaches working on all cricketing skills, physical fitness, and mental resilience.



### FITNESS TESTING

A comprehensive fitness programme and testing metrics including the yo-yo intermittent endurance test, counter movement jump test, 10m sprint test and the run-a-3 agility test.



### MINDSET TRAINING

Focusing on developing a strong mindset for players, alleviating pressures before, during and after performance that may be affecting them mentally.



### TACTICAL & TECHNICAL ANALYSIS

Through the use of video analysis, our coaches look to provide technical and tactical advice, suited to each player to help get the best out of their game.



### STATE-OF-THE-ART FACILITIES

Partnering with sports facilities across Yorkshire, our aim is to use the very best facilities to provide a memorable experience for all players.





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## THE SCHOLARSHIP SCHEME - ELIGIBILITY CRITERIA

Our scholarship program prioritises students from socioeconomically deprived areas, using the Index of Multiple Deprivation (IMD) to identify eligible regions. The IMD assesses deprivation based on income, employment, education, health, crime, housing, and living environment, allowing us to target our support effectively. Our mission is to promote social mobility and equal opportunities, inspiring positive change and fostering hope within the community, ensuring talent and potential are not limited by socioeconomic status.

Our eligibility criteria will be as follows:



**ATTEND A STATE  
SCHOOL**



**AGED 11-17**

OTHER FACTORS FOR  
CONSIDERATION:



**RECIPIENT OF  
FREE SCHOOL  
MEALS/PUPIL  
PREMIUM**



**HOUSEHOLD  
RECIPIENTS OF  
ANY OTHER BENEFIT**

\*APPLICANTS MUST ENSURE THAT THEY CAN ATTEND ALL THE MACC ACADEMY SESSIONS AT ONE OF OUR HIGH PERFORMANCE CENTRES



# THE MACC ACADEMY

## WHY PARTNER WITH US

The MACC Academy funds this initiative through partnerships with businesses and corporations via our sponsorship program. Sponsors enhance their brand visibility, fulfill corporate social responsibility (CSR) objectives, and make a meaningful community contribution by supporting scholarship places. We ensure transparency by providing regular updates on scholarship recipients' progress and achievements. Our tiered sponsorship options allow businesses to choose their level of involvement, fostering a collaborative effort to nurture the next generation of cricket talent. Here are the benefits:



### BRAND VISIBILITY

Enhance your brand's visibility through widespread media coverage and promotional activities.



### COMMUNITY IMPACT

Make a meaningful contribution to the community by supporting youth development and sports.



### CORPORATE SOCIAL RESPONSIBILITY

Align your business with a noble cause, demonstrating a commitment to social responsibility and youth empowerment.

**As The MACC Academy is run in two cohorts, 10 weeks at a time (October-December & January-March), we will be providing businesses the opportunity to opt for two tiers:**

### TIER 1: COST: £300

Provides one scholarship player admittance to The MACC Academy 10 week High Performance academy for one cohort which includes training kit

### TIER 2: COST: £600

Provides one scholarship player admittance to The MACC Academy 20 week High Performance academy for two cohorts.





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GET IN TOUCH

FOR MORE INFORMATION ABOUT THE  
SCHOLARSHIP SCHEME, GET IN TOUCH BY  
EMAILING US:

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