

# SOMERSET COUNTY CRICKET CLUB IMPROVES FITNESS TRACKING FOR MEMBERS VIA CLUBPAY, LTD. — ONLINE FITNESS LOG CREATES PLAYER DEVELOPMENT SYSTEM SPURRING ATHLETE EXCITEMENT

- Online Fitness Log was contracted by ClubPay, Ltd. to implement a development and fitness tracking platform for cricket players of various skill levels at Somerset County Cricket Club. The online fitness tracking tool was used to transition the club from an inconsistent paper-based platform.
- The Club was focused on tracking fitness development, skill sets, player diet and nutrition, exercise routines and game statistics.
- Somerset County Cricket Club had a specified budget for the initial project, but wanted a platform that could be modified and changed as additional funds became available. Online Fitness Log provided the initial structure of the online tool based upon the Club's budget and has since added functionality per the Club's directive.

## SOMERSET COUNTY CRICKET CLUB: AUTOMATED PLAYER FITNESS TRACKING NEEDED

The leadership at England-based Somerset County Cricket Club realized that their athletics program, consisting of 15 teams and 110 cricket players, was one which was heralded across the country. However, for as proficient as the Club was in its ability to train players, the administration realized that something was lacking in its capability of not only tracking player progress, but also communicating with their members, administering workout schedules and recording fitness needs. Tasked with coaching players ages 10 through 20, the group was eager to find an IT platform that would be welcomed by young, tech-savvy users while allowing the Club to automate fitness and skills tracking seamlessly. SCCC hired Iain Fraser, head of the IT consulting group, ClubPay, Ltd. to find a solution.

## SHORT-TERM NEEDS, LONG-TERM GOALS AND A TIGHT BUDGET

Fraser identified a few possible technology solutions on the Internet and immediately sent out some inquiries, with the team at Online Fitness Log being the first to respond. Fraser felt confident that he had found the best solution. Online Fitness Log provided a constructive plan that would allow the Club to track player progress and skill sets while also adhering to budget constraints. The group developed a solution that would meet the Club's short-term needs, while also providing a platform that could evolve as additional funds became available, ultimately, planning for and considering the group's long-term goals.

*"Somerset County Cricket Club [SCCC] is very good at athleticcs, but has suffered with IT implementation and record keeping. Online Fitness Log transitioned the Club from a paper-based fitness development program to an online platform which has impacted the players and spurred greater accountability to the sport."*

**—Iain Fraser, ClubPay, Ltd.**

# SCCC PLAYERS SHOW EXCITEMENT OVER ONLINE FITNESS LOG

Fraser was able to work with Online Fitness Log to roll out an initial program to the SCCC Players. From there, SCCC administration, Fraser and Online Fitness Log worked together to plot a future course of action. In the midst of all of this, SCCC players showed new enthusiasm and excitement over the Online Fitness Log platform. Players were able to upload video, complete a fitness and nutrition diary, log training time and record skills work. In turn, coaches had a fitness tracking platform that was designed to mesh with an existing coaching application used on Apple's iPad, providing them a new way to instruct players and aid in improvement efforts.

*"We were able to build a performance area of the [Online Fitness Log] module as well as a place where recurring exercises and player workout schedules could be assigned. We also have a message area where the players can communicate with each other and their coaches," stated Fraser.*

*"Online Fitness Log was able to devise a custom internal structure to our program where players could be assigned to specific coaching groups and a manager could oversee this activity. In this, the Club was able to get control, and the players, especially the Academy participants, the next generation of professionals, have responded with excitement."*

Fraser has stated that SCCC administration and players alike are incredibly interested and excited by future plans to integrate the Online Fitness Log platform with social media tools such as Facebook and Twitter. There are also talks regarding the creation of a mobile platform that could be accessed via smartphones, a move that will provide new functionality and outreach to coaches and players.

## ONLINE FITNESS LOG: A FLEXIBLE, AUTOMATED SOLUTION THAT ALLOWS FOR GREATER CONTROL AND INCREASES USER ENGAGEMENT

By implementing Online Fitness Log, SCCC administration is able to see when activities have been completed by their Club's players. They feel that the portal has allowed for greater control and efficiency to be had by managers and coaches. Moreover, the platform has been hailed as a seamless solution which has cut down significantly on the "paper trail" that had once been followed when handling player needs. Additionally, the Club is excited by the fact that the platform can be changed to meet evolving desires and believes that incorporating social media functions will inspire greater excitement over Online Fitness Log with the next generation of young cricket players.

Online Fitness Log has helped the SCCC players realize that the Club has their best developmental interests at heart, and in turn, has allowed SCCC management to recognize and identify the players who are most committed to their athletic training and development. Online Fitness Log is pleased to be a part of SCCC's efforts to automate athletic accountability through the Player Development System.

*Online Fitness Log has become the preferred online choice for the best solutions used in fitness tracking and player development systems. The organization supports the Somerset County Cricket Club in their efforts to train and develop the top cricket players in England and hails ClubPay, Ltd.'s dedication to IT excellence.*