GOFATHOM

PRESS RELEASE
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Durham Cricket brings player development and club operations together on GoFathom

One platform for every player, coach and member of staff.

Durham Cricket have partnered with GoFathom as the club's new team and athlete management system.

The GoFathom platform will run player development and day-to-day player management across the whole club, from trials, through the talent pathways and Academy, to the first team.

Durham has one of the strongest records in the country for producing its own players for the county and for England.

GoFathom is built around player development, ensuring every player, from a young trialist to an established professional, has a single development record covering their goals, progress and feedback. Coaches at every level see the same picture, and players and the parents of younger players can see it too, so no information is lost as a player progresses.

The platform keeps all of the administration in one place, allowing players, parents, coaches and staff to work from one system instead of several. Scheduling and fixtures, availability and selection, squad communication, travel and logistics, forms and consents, documents and wellbeing check-ins sit alongside each player's development.

Will Gidman, Academy and Pathway Performance Director, Durham Cricket, said:

"Developing our own players is what Durham is all about, and we wanted a system built around that. GoFathom gives us one development story for every player, from the day they trial with us to the day they hopefully walk out for the first team.

"The platform also runs the administration for our players across every category, from scheduling and communication to availability and travel, so players, parents, coaches and staff all work from one place in a cost-effective manner."

Gary Hector, Founder of GoFathom, said:

"We built GoFathom on a simple idea: a player's development should be one continuous story, and everyone who coaches them should be able to see it. We set out to give organisations everything they need to develop and manage their players, without cost ever being a barrier. Durham's decision to use GoFathom across the whole club is exactly what we built it for, and to do that with one of the most respected pathways in English cricket means a huge amount to us."

GoFathom is built for any sport with a player pathway, and is already used by clubs, academies and schools across cricket, rugby and football. The approach Durham has taken can work for professional clubs, academies and governing bodies in any sport.

ENDS

Notes to editors

About GoFathom

GoFathom is a multi-sport player development platform for professional clubs, academies, governing bodies and schools. It brings player development and day-to-day admin together in one app, giving every player a development record that follows them through their pathway and giving coaches and staff one place to run their programme. gofathom.app

About Durham Cricket

Durham Cricket is the home of professional cricket in the North East. Since gaining first-class status in 1992, the club has won the County Championship and developed a strong reputation for producing its own players for the county and for England. Durham plays at Banks Homes Riverside in Chester-le-Street, which has hosted international cricket including England's 2013 Ashes series. The club's men's, women's, Academy and pathway programmes, alongside the work of the Durham Cricket Foundation, support cricket at every level across the region.

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