

UK Cricket Coach Launches Free AI Coaching Platform to Give Players Worldwide Access to Expert Cricket Advice

CricketCoach.ai combines artificial intelligence with real-world cricket coaching knowledge to make high-quality coaching information freely accessible to players, parents and coaches around the world.

Wimbledon, London Sep 3, 2026 ([IssueWire.com](https://www.issuewire.com)) - CricketCoach.ai combines artificial intelligence with real-world cricket coaching knowledge to make high-quality coaching information freely accessible to players, parents and coaches around the world.

A UK cricket coach has launched **CricketCoach.ai**, a free digital cricket coaching platform designed to help players improve their game wherever they live and whatever their level of experience.

Created by ECB-qualified cricket coach **Trevor Fordyce**, (Coach Fordy) CricketCoach.ai brings together artificial intelligence, practical coaching experience and an expanding library of more than 120 cricket coaching guides covering batting, bowling, fielding, training and player development.

The idea behind the platform is simple: good cricket coaching knowledge shouldn't depend on where you live, who you know or how much you can afford to spend.

While thousands of young players have access to clubs and coaches, millions of cricket enthusiasts around the world are largely left to learn through fragmented YouTube videos, social media clips and trial and error.

CricketCoach.ai aims to change that.

From the Cricket Nets to Artificial Intelligence

Coach Fordy has spent years coaching young cricketers and has seen first-hand the difference that clear, simple coaching advice can make.

He also recognised a problem.

A player might spend an hour with a coach each week, but questions often arise when that coach isn't there.

Why do I keep getting bowled?

Why am I hitting everything towards the leg side?

How can I play the short ball?

How do I improve my timing?

What should I practise at home?

CricketCoach.ai has been built around those everyday cricket questions.

Rather than replacing coaches, the platform is designed to extend coaching beyond the traditional net session and give players another resource they can turn to when they want to understand or improve an aspect of their game.

"I've coached enough young players to know that sometimes one small piece of advice can completely change how somebody understands their game," said Coach Fordy.

"The exciting thing about AI is that we can potentially make that knowledge available to a young cricketer whether they're in London, Mumbai, Barbados, Johannesburg or anywhere else cricket is played."

More Than 120 Free Cricket Coaching Guides

At the heart of CricketCoach.ai is a growing knowledge library containing more than 120 detailed coaching guides.

Rather than publishing generic cricket content, the guides are designed around the questions and problems players actually encounter.

Topics range from batting technique and shot selection to bowling, fielding, practice routines and tactical understanding.

The objective is to create one of the most useful freely accessible cricket coaching resources online.

And Coach Fordy has deliberately chosen **not to put that knowledge behind a subscription paywall.**

"Cricket is a global game, but access to quality coaching isn't equal," Coach Fordy said.

"A talented 13-year-old shouldn't be prevented from learning simply because their family can't afford private coaching. If technology allows us to remove some of those barriers, I think we should use it."

AI Won't Replace Cricket Coaches

Despite the name, CricketCoach.ai isn't intended to replace traditional coaching.

Coach Fordy believes the future will be a combination of human coaching and intelligent technology.

A coach can observe body position, movement, temperament and decision-making in ways technology cannot always replicate.

AI, however, can help players understand concepts, answer questions and access coaching information whenever they need it.

That could be particularly valuable in countries where cricket participation is growing faster than the availability of qualified coaches.

Building a Global Cricket Coaching Resource

CricketCoach.ai will continue expanding its coaching library while producing accompanying educational

content across YouTube, Instagram and TikTok.

The longer-term ambition is significant: to build a freely accessible digital coaching ecosystem capable of helping cricketers from grassroots beginners through to experienced club players.

Coach Fordy believes cricket is particularly well suited to this new generation of technology because the sport contains thousands of technical, tactical and situational questions.

But the philosophy behind the project remains deliberately simple.

"If a young player searches for an answer at 10 o'clock at night because they've got a match tomorrow, I want CricketCoach.ai to be somewhere they can find genuinely useful advice."

"If we can help someone become a better cricketer, enjoy the game more or simply understand what their coach has been trying to explain, then the platform is doing its job."

CricketCoach.ai is available free worldwide.

About CricketCoach.ai

CricketCoach.ai is an AI-powered cricket coaching and education platform created by UK cricket coach Coach Fordy. The platform provides free access to more than 120 cricket coaching guides and resources designed to help players, parents and coaches better understand and develop the game.

Website: CricketCoach.ai

Founder: Trevor Fordyce

Location: United Kingdom

Media Contact

Cricket Coach .AI

*****@cricketcoach.ai

<https://cricketcoach.ai/>

Source : Cricket Coach AI

[See on IssueWire](#)