

This Girl Can... Play Cricket

Engaging Women
Club participation pack



With



Equality and
Human Rights
Commission



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Welcome

Thank you for signing up to be a part of the ECB's 'This Girl Can... play cricket' campaign.

Over the last decade significant steps have taken place to increase participation within women's and girls' cricket – in particular through the state school cricket programme Chance to Shine. Over one million girls in more than 7,000 schools have now played the game, and the number of cricket clubs involved in developing women's and girls' cricket has increased from 93 to more than 615.

However, our research has demonstrated that the 'traditional cricket offer', consisting of longer 40-50 over versions of the game, played in white clothing and with a hard ball is not always appealing to women who are new to the game. We therefore need to work together and look at doing things a bit differently. With this pack we hope that we have given you the resources, guidance and ideas to do just that.

Sport England's This Girl Can campaign has been brilliant in galvanising support for women's sport across the board. Two million fewer women than men play sport regularly from 14 to 40 years old, but 75% say that they want to be more active – as long as the right offer exists.

We have a real opportunity to use the momentum created by This Girl Can to promote cricket as a fun, social game that women and girls can play with their friends and without fear of judgment.

Thank you again for getting involved and for helping to ensure that 'This Girl Can... play cricket'.

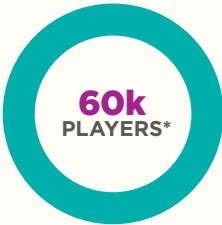


Clare Connor
Director of England
Women's Cricket



Why do it?

The opportunity



ECB's 'This Girl Can... play cricket' has been brilliant in galvanising support for women across England and Wales.

Two million fewer women than men play sport regularly from 14 to 40 years old, but 75% say they want to be more active – as long as the right offer exists. For girls, ball sports seem to be the preferred choice; girls are able to chat whilst taking part.**

Whilst women's cricket has seen a steady increase in popularity in the past 15 years, currently there are over 10 million women aged 14 to 40 across England and Wales, with over 3 million not active and with over a massive 7 million women wanting to be more active.

This presents a great opportunity for your club.

This Girl Can... play cricket is an opportunity:

- To offer cricket in a fun, social environment that women can play with their friends
- For women to enjoy playing cricket without fear of judgment
- To welcome more people into the cricketing community and your club

* 14+

** Sport England & Street Games' Us Girls research

What motivates women to play?

Women have many different motivations for taking part in cricket. Here are some reasons why women want to play sport. Research has identified six main motivating factors why women participate in sport, which can work either simultaneously or independently. To attract more women into cricket we need to relate and respond to these motivations.



How does cricket make women feel?

Below are the responses from female cricketers when we asked how cricket makes them feel.



NCPs 2014
data wordcloud

So, as a club what can you do to meet the needs of women?

Barriers

What's stopping women from enjoying more sport?

There are a number of barriers that have been identified that prevent women from playing and engaging in sport:



Lack of confidence



Fear of judgment



Exercising & getting sweaty in public



Changing in front of others



Sport isn't feminine, & is male dominated



Being alone & not knowing anyone



Negative memories of sport at school & it's too competitive



No specialist equipment or clothing



Having to wear tight lycra



Not fit enough



Forgotten the rules



The family comes first



Need a certain skill level to compete



Nervous about type of person leading the session (male instructors)

The benefits

Cricket clubs have a real opportunity to welcome women from within the community who are looking to become more active. Whether joining as new players or volunteers, active or not, they have the potential to add a lot of value to club life and can ensure a thriving and sustainable cricket club central to community life. Some of the benefits of introducing women to your cricket club include:



More members



More men & children involved*



More volunteers



Increased revenue



Heart of your community



More social events

* Research shows it is more likely for the whole family to be involved in something when women are involved

How to get started

Next steps for clubs

Now you are aware of the opportunity for your club, the four boxes below will highlight the topics for the next steps, which are explained on the following pages.

Right environment

Fun, social
& welcoming

Right offer

Activities
that work

Right people

Leaders who
understand
players' needs

Right session

Capacity &
understanding
the audience

Right environment

This section aims to provide some basic practical considerations you can make to demonstrate you are thinking about women in your club.

Because we know first impressions count, the appearance and feel of your club will be essential in keeping women involved.


On the following pages there are things to consider when creating a more welcoming environment.




Right environment

Does your club offer the right facilities and welcome people?

Your clubhouse

 Opportunity & space for socialising

 Clean & tidy

 Good lighting, access & security


 Fitted with TV & Wi-Fi

 Provide mirrors & power points

 Provide space for private changing


 Clear signage throughout the site


What you do

 Have processes for welcoming new members


 Designated leader to make new members feel welcome

 Accessible memberships & costs for women

 Have club equipment for all to use

 Open to community on non-cricket days

 Calendar of social events

 Celebrate your women's activities on your website and social media

Right offer

It has been found that the 'traditional cricket offer' isn't the most engaging offer for women who are looking to engage in a social, friendly and inclusive cricketing activity.

As a result cricket is recommending an offer that is a little bit different, certainly for those who are new to the game.

For this particular audience, this offer must:

- Be fun and inclusive (everyone gets an opportunity to bat and bowl)
- Ideally be 30-60 minutes in duration
- Be played with a soft ball
- Require no specialist equipment or clothing
- Be led by someone who understands their motivations
- Be played in teams or pairs
- Include small sided games such as Kwik, pairs and Diamond cricket



Right people

Evidence both within the game and from other leading organisations such as Sports Coach UK and Women in Sport (WiS) shows that having the right session leader or activator with the right people skills has an impact on women's satisfaction and performance in the game.

On the following page we hope to provide you with the necessary information on how best to work with women who are new to cricket and/or want to play a fun, social version of the game.

Furthermore we hope the guidance notes will also help you select the right person to lead the sessions.



Recruiting a session leader

Not all session leaders will have the right skills to facilitate this offer. Selecting the right session leader is key.

1. Recruitment

- Be clear about commitment required – prepare a role description
- Use a trial period – observe how the participants respond to the leader
- Are they committed to learning and developing their skills?
- Consider the skills required to support a women's session

2. Get women involved in the process

- Involve women in the selection process
- Ask women what makes a good session leader
- Ask women to comment on the sessions

3. Check your leader's behaviours

- Do they adapt sessions to meet the needs of the group and individual?
- Do they communicate in a clear and simple way?
- Do they deal with differing abilities and motives of why women play?
- Do they provide feedback to players?
- Do they place fun at the heart of their session?
- How do they interact with the players?
- Are they inclusive?

A black and white photograph of two women laughing joyfully. The woman in the foreground is wearing a light-colored polo shirt and has her mouth wide open in a laugh. The woman behind her is also laughing. The image is partially covered by a teal-colored overlay that contains the text.

Recent cricket surveys shows that having fun, feeling good and spending time with friends are key reasons women continue to play.

Right session

Make your sessions:

Fun

Make sessions fun – provide lots of games & inclusive activity

Fresh

Be creative & flexible – keep activities fresh & introduce new things

Inclusive

Be inclusive – develop drills & games that cater for all abilities

Progressive

Give progression & other opportunities (players & volunteering)

A session leader should:

Feedback

Give honest feedback about individuals' abilities

Listen

Listen to your players – get them to help you develop activities

Praise

Give praise & celebrate performance

Socialise

Allow time for participants to socialise – it adds to enjoyment & helps them work harder in the session

Use team ethos

Women will want to perform for their friends

Question

Allow time for participants to reflect on their performance & ask questions

Inspire

Use peers who inspire others to be involved

How to recruit players

Marketing and promotion

This section offers guidance on how best to engage women in cricket.

Understanding your target audience is important to inspire uptake – consider who is most likely to attend, what motivates them and what they want from their experience. Potential participants will be all around you in your local community or even already a part of the club. Tailor your sessions and promotional activity accordingly to keep them coming back for more.

Suggested target audience

- Connected to existing club members, such as mums, sisters, daughters or partners
- Women in the community, especially those active in other groups or sports



Key considerations: Practical

For promotional material

Women should feel they have all the information they need ahead of participating – consider including the following in promotional material (e.g. posters, social media and websites):



Where is it?



Who else will be there?



How much does it cost?



Consider also producing short videos of activity so women can see what it involves.



What should I wear?



What equipment will I need to bring, if any?



What level of ability should I be?



Key considerations: Emotional

For promotional material

Focus on what motivates women to play in your promotional material. Think about how you demonstrate that cricket can help women look good, feel good and spend time with their family and friends. Here are some ideas to start your messaging in promotional material:



A great way to catch up with friends or meet new people



A beneficial way to spend time with family



If current members, it's an opportunity to become more involved in club life



Use images of women aged 14-40 smiling and engaging with one another*



An opportunity to develop new skills or discover new places (be outdoors)



Focus on the use of words such as inclusive, fun, social, friendly, soft ball, family, introductory and community



An effective way to de-stress after work, education, or looking after family

* Please email the ECB at diversitymatters@ecb.co.uk to request images if required

Recruiting & retaining

Making sport happen for women relies on local women of all ages, sizes, abilities and backgrounds becoming active, celebrating it and encouraging others to join them. Below is some guidance on how best to promote your sessions and club activities to the suggested target audience.

1. Get support

Who can help you spread the word? Get the support of influential people, partners and other sports or teams to help spread the word within the local community – word of mouth is consistently the best recommendation. In addition, face-to-face recruitment allows women to get immediate reassurance, both from meeting a friendly face and being able to ask questions before committing.

2. Spread the word

Personalise your posters and leaflets with information of your sessions and place them where your target participants will see them. Include details of the basics, such as timings and venue, what to wear, any changing facilities available, and socialising opportunities.

3. Promote

Utilise your club's communications channels. For example, any local papers or radio, newsletters or bulletins, and any associated online and social media. Ensure consistent and up-to-date information is available across all channels (website, social media, and partner organisations). Reframe activities as quality time to spend with friends and family. Consider promoting activities in non-sports-associated venues, e.g. local library or supermarket.

4. Be social

Use online and social media to expand the reach of your communications, attract new participants and keep current ones engaged and coming back for more. Provide a personal touch, for example text message reminders about forthcoming sessions, or messages to offer encouragement after missed sessions.

5. Language

Use words that resonate with the target audience, e.g. fun, freedom, friendly, excitement. Myth bust in communications – make it clear that you don't have to be super fit and that others will be beginners as well.

6. Share good news

Once your sessions are up and running, be sure to share any good news or stories to help attract more members, players or volunteers. Use relatable people to help women understand that this could be for them.

7. Celebrate

Celebrate their achievements to keep them coming back. Bring-a-friend discounts encourage women to overcome a fear of going alone.

“

We hope these tips will encourage your volunteers to inspire local women to have a long and enjoyable engagement in cricket.



Contacts & useful links

ECB This Girl Can

ecb.co.uk/thisgirlcan

ECB Club Support

ecb.co.uk/clubsupport

ECB Club Open Days

ecb.co.uk/clubopendays

ECB Volunteering

ecb.co.uk/development

Sport England

sportengland.org

This Girl Can

thisgirlcan.co.uk

Women in Sport

womeninsport.org

Sports Coach UK

sportscoachuk.org

icoachcricket

Coaches resource

icoachcricket.ecb.co.uk

Twitter

[#thisgirlcanplaycricket](https://twitter.com/thisgirlcanplaycricket)

ECB Email Address

diversitymatters@ecb.co.uk



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