



WOMEN'S
**SOFT
BALL
CRICKET**
FESTIVAL

APRIL 2018

WOMEN'S SOFT BALL CRICKET 'How To' Guide for Cricket Clubs





INTRODUCTION



Firstly, thank you once again for signing up to host a Women's Soft Ball Cricket Festival this summer! We're really looking forward to working with you to make your festival the best it can be, which is why we've made this handy guide – to make sure you can plan and deliver your festival with ease...

Why Women's Soft Ball Cricket?

When asked about an ideal alternative cricket offer, women stressed the following four things...

FUN

FAST

SAFE

SOCIAL

Hence the Soft Ball Cricket Festival format was born! If you've never been to or seen a festival before, the day takes the form of many pairs cricket format games, using adult's soft ball kit. There's a conscious effort to focus not just on cricket, hence a social festival atmosphere is created.

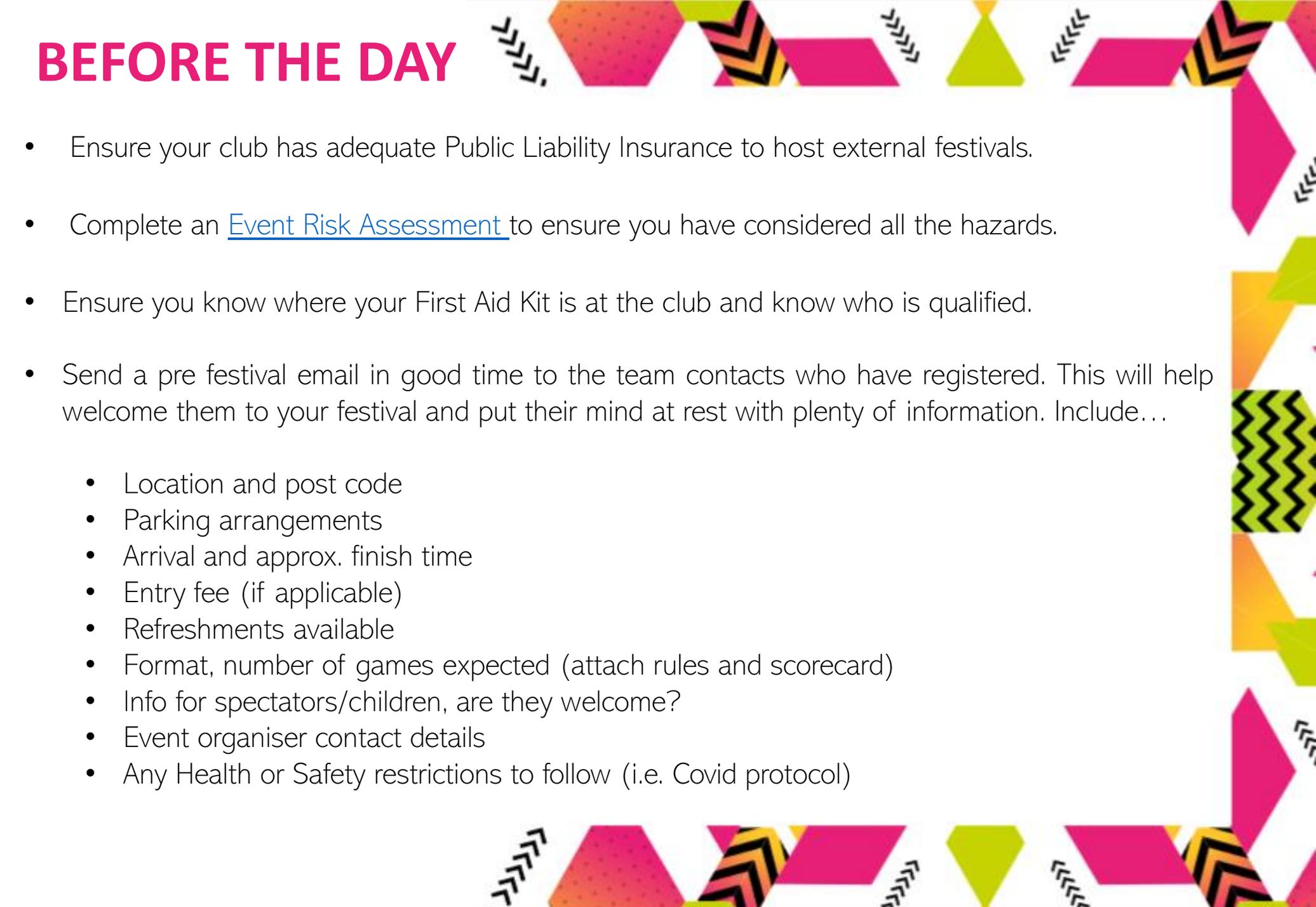
This guide is designed to tell you everything you need to know about women's soft ball cricket and how to make your festival a success, but if you need any more information or have any questions, please get in touch either via email (helen.fagg@kentcricket.co.uk) or mobile (07528 886096).

BEFORE THE DAY



- Identify a lead volunteer to act as the point of contact for the club
- Promote your festival to your 'local' network through
 - Existing female family members linked with the club (mums/daughters etc.)
 - Sporty local females in other networks in the area (hockey/netball/rugby teams)
 - Work team socials (local companies, schools, council, NHS etc.)
 - Students at local colleges/universities
- Sourcing volunteers to help you on the day of your festival. Enough to score and umpire each pitch, while still having enough to oversee refreshments and the registration desk, etc.
- If you have social media it would be great for you and those within your club to share the event on your own channels with the clubs that have entered and with Kent Cricket on Twitter [@kentcricketdev](https://twitter.com/kentcricketdev) . In addition if you would like to join the Kent Cricket WhatsApp group for WSCF's in Kent, then please let us know a suitable contact name and number.

BEFORE THE DAY



- Ensure your club has adequate Public Liability Insurance to host external festivals.
- Complete an [Event Risk Assessment](#) to ensure you have considered all the hazards.
- Ensure you know where your First Aid Kit is at the club and know who is qualified.
- Send a pre festival email in good time to the team contacts who have registered. This will help welcome them to your festival and put their mind at rest with plenty of information. Include...
 - Location and post code
 - Parking arrangements
 - Arrival and approx. finish time
 - Entry fee (if applicable)
 - Refreshments available
 - Format, number of games expected (attach rules and scorecard)
 - Info for spectators/children, are they welcome?
 - Event organiser contact details
 - Any Health or Safety restrictions to follow (i.e. Covid protocol)

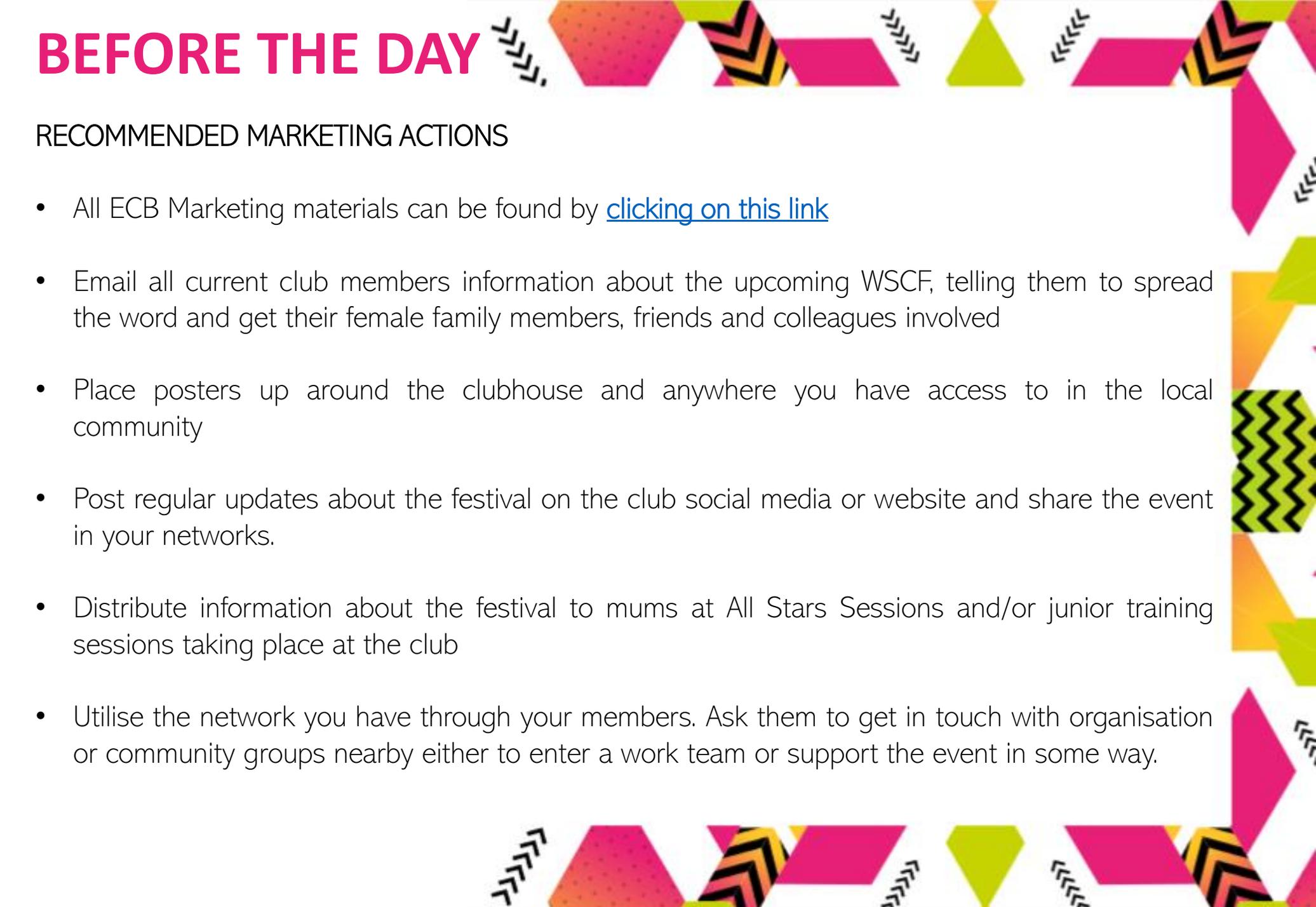
BEFORE THE DAY

Equipment

Ensure you have the relevant equipment on offer to use at your club.

| Item | Source | Notes |
|---|---|--|
| Incrediballs/Winballs | Most Cricket Equipment Providers | |
| Sets of Stumps (Freestanding Plastic or Wooden) | Most Cricket Equipment Providers (consider type that can be pegged) | Serious Cricket are the ECB Recommended Supplier. Click here |
| Softball Cricket Bats | Most Cricket Equipment Providers (Ensure you know the size) | Serious Cricket are the ECB Recommended Supplier. Click here |
| Cones/Markers | Most Cricket Equipment Providers | Mark the running crease |
| Miscellaneous | | Clipboards, copies of Scoresheets and Rules , Whiteboard/Flipchart and Pens required. Then Refreshments, Prizes, PA System, Music are all optional enhancements. |

BEFORE THE DAY



RECOMMENDED MARKETING ACTIONS

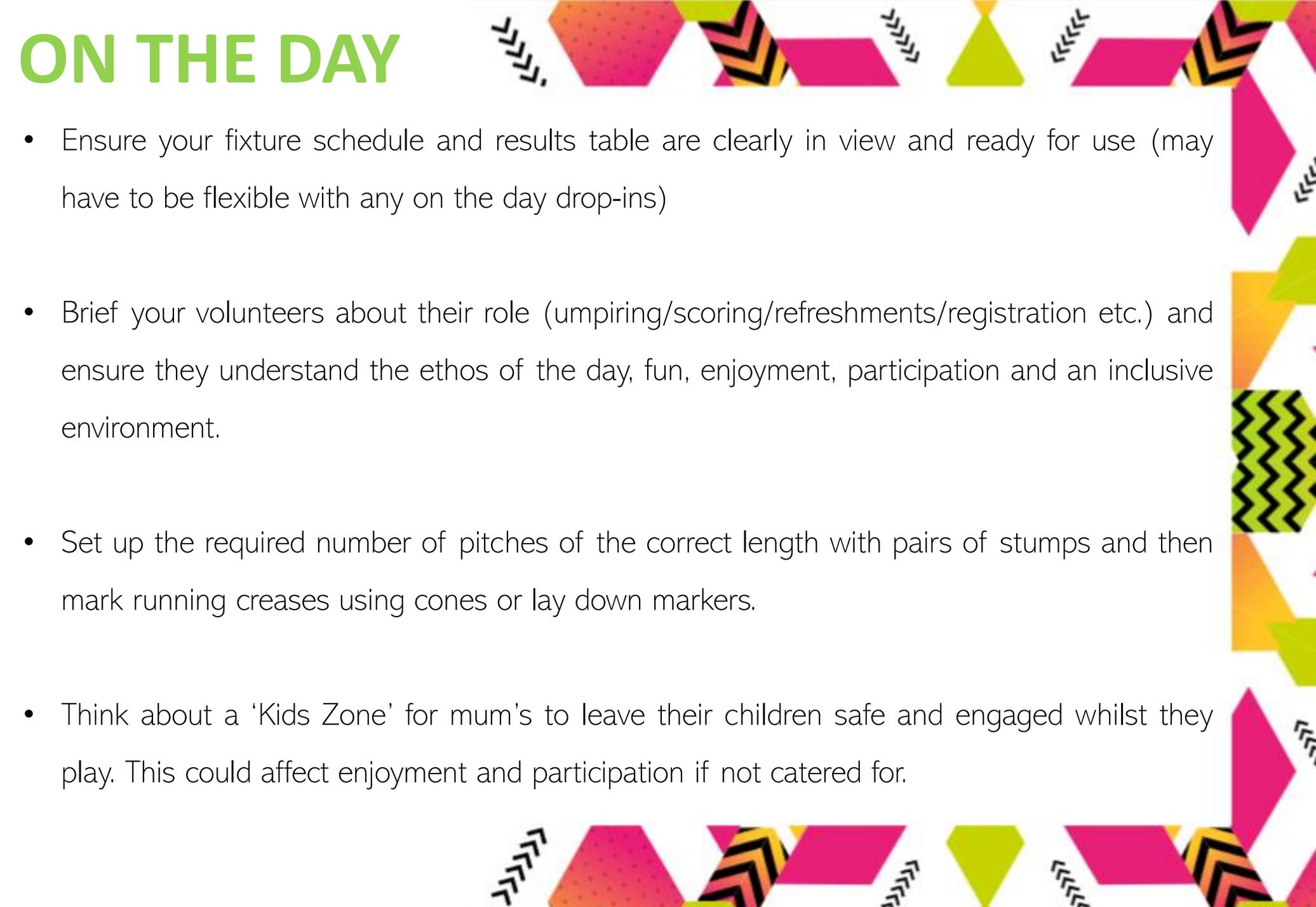
- All ECB Marketing materials can be found by [clicking on this link](#)
- Email all current club members information about the upcoming WSCF, telling them to spread the word and get their female family members, friends and colleagues involved
- Place posters up around the clubhouse and anywhere you have access to in the local community
- Post regular updates about the festival on the club social media or website and share the event in your networks.
- Distribute information about the festival to mums at All Stars Sessions and/or junior training sessions taking place at the club
- Utilise the network you have through your members. Ask them to get in touch with organisation or community groups nearby either to enter a work team or support the event in some way.

ON THE DAY



- Ensure the participants have a clearly signposted and adequately sized place to park
- Provide a clearly signposted and staffed registration desk to welcome participants and,
 - ✓ To collect entry fee (if applicable)
 - ✓ Ask for contact details for future softball cricket opportunities at the club
 - ✓ Collect an emergency contact, photo/video permission and any relevant medical information from participants
 - ✓ Inform the participant any key information to do with the venue or festival that day, especially health and safety considerations.
- Ensure that your changing and toilet facilities are clean, well stocked, clearly signposted and ready for use.

ON THE DAY

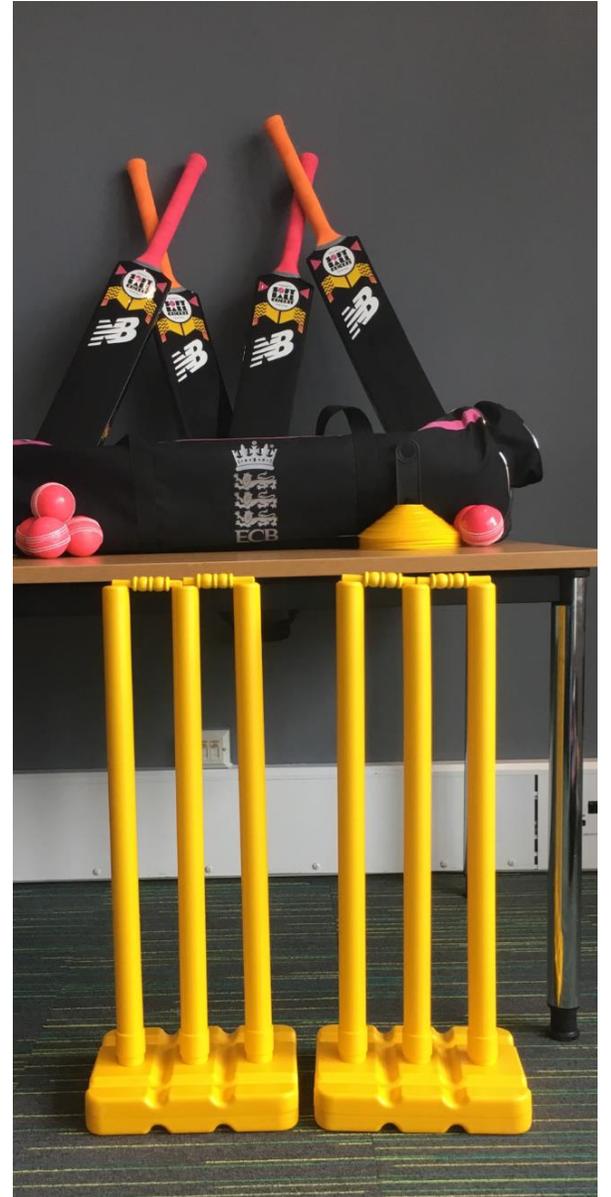


- Ensure your fixture schedule and results table are clearly in view and ready for use (may have to be flexible with any on the day drop-ins)
- Brief your volunteers about their role (umpiring/scoring/refreshments/registration etc.) and ensure they understand the ethos of the day, fun, enjoyment, participation and an inclusive environment.
- Set up the required number of pitches of the correct length with pairs of stumps and then mark running creases using cones or lay down markers.
- Think about a 'Kids Zone' for mum's to leave their children safe and engaged whilst they play. This could affect enjoyment and participation if not catered for.

AFTER THE DAY



- Decide as a club what the follow up (if any) will be to the festival. Will you invite the participants to another festival, some existing softball cricket training or some new softball cricket training at your club?
- Spread the good news around your club about the success of the festival.
- Feel free to provide us with any festival details such as,
 - ✓ The total number of teams
 - ✓ Any pictures and videos from the festivals
 - ✓ Any feedback around the festival from you re what worked well and lessons learnt.
 - ✓ Any great individual or team stories so we can share it county wide.





NOW IT'S TIME TO START PLANNING YOUR AMAZING FESTIVAL!

We hope this guide has been both informative and useful, if there's anything you have any questions about or think hasn't been covered please don't hesitate to get in touch using the contact details provided!