



# WOMEN'S SOFT BALL CRICKET

## 'How To' Guide for Cricket Clubs







# INTRODUCTION



We are excited to introduce you to Women's Soft Ball Cricket and can help you host a Festival this summer! We have produced a 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 multiple games of pairs cricket, using adult sized soft ball kit. There's a conscious effort to focus not just on cricket but on the atmosphere and social environment that comes with it.

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](mailto: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/sisters etc.)
  - Sporty local females in other networks in the area (hockey/netball/rugby teams etc.)
  - Work team socials (local companies, schools, council, NHS etc.)
  - Students at local colleges/universities
  - Guide Units/Centres (Older Teenagers)
- 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 X [@kentcricketdev](#). In addition if you would like to join the Kent Cricket WhatsApp group for women's softball cricket 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 to deliver.
- 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 (if applicable)
  - Format, number of games expected (attach rules and scorecard)
  - Info for spectators/children/dogs, are they welcome?
  - Event organiser contact details
  - Any health or safety restrictions to follow

# 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	Senior Sized Incrediballs Required
Sets of Stumps (Freestanding Plastic or Wooden)	Most Cricket Equipment Providers (consider type that can be pegged to prevent blowing over)	Serious Cricket are the ECB Recommended Supplier. <a href="#">Click here</a>
Softball Cricket Bats	Limited Providers of Adult Sized Softball Cricket Bats.	The Female Cricket Store <a href="#">Click here</a> White Rose <a href="#">Click here</a> Wicket2Wicket <a href="#">Click here</a> Cricket Pavilion <a href="#">Click here</a>
Cones/Markers	Most Cricket Equipment Providers	To mark the running crease or set boundaries.
Miscellaneous		Clipboards, copies of Scoresheets ( <a href="#">8-a-side</a> or <a href="#">6-a-side</a> ), <a href="#">Rules</a> and pens needed to score, Whiteboard or Flipchart and board pens needed to display results. Optional enhancements then include Refreshments, Prizes, PA System, Music etc.

# BEFORE THE DAY



## RECOMMENDED MARKETING ACTIONS

- [Click Here](#) to access the ECB Resource Hub, containing marketing materials for you to use
- Email all current club members with information about your upcoming festival, asking them to spread the word and get their female family members, friends and colleagues involved
- Place posters/flyers up around the clubhouse and anywhere you have access to in the local community relevant to your target audience
- Post regular updates about the festival on your club social media or website and share the event in your networks.
- Distribute information about the festival to mums/female relatives at All Stars or Dynamos' sessions and/or junior training sessions taking place at the club
- Utilise the network you have through your members. Ask them to contact organisations or community groups they are linked with nearby to enter a team or support in some other 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 women's 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 you want them to follow.
- 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 (you may have to be flexible with any last minute changes)
- 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 (the Kent women's softball network have agreed 19 yards) with pairs of stumps and running creases marked using cones or lay down markers.
- Consider if your club can offer any activities for mums to leave their children safe and engaged whilst they play. This could affect increase enjoyment and participation of mums in your festival, if their children are occupied and happy

# 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 women's softball cricket training or some new training sessions at your club?
- Spread the good news around your club about the success of the festival. Share photos, videos etc. or send to the local newspaper to spread the word.
- Feel free to provide Kent Cricket 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 about successes or lessons learnt.
  - ✓ Any great individual or team stories we can share 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!