

Essex Cricket in the Community Webinar Series

Increasing Women in the Club Environment

Recruiting | Playing | Benefits | Project Example



Recruiting

Within the Club:

- Relatives of current juniors and adult members
- Work colleagues associated with members
- Other sports associated with members & families

Externally:

- Girlguiding – Rangers and Leaders
- Women's Institute
- Local sports clubs

Promotion:

- Local facebook groups
- Paid promotions
- Local flyers

Reduce Fear

Build Confidence

Flexible Offers

Playing



Reduce Fear

Build Confidence

Flexible Offers

- Training
- Softball Festival
- Friendlies / League
- Indoor Cricket
- Hardball Session

Benefits

- More players
- More revenue
- Women bring families
- Greater depth of background and knowledge
- More potential volunteers – coaches / admin / committee
- More energy around the club / improved environment
- Funding opportunities

Reduce Fear

Build Confidence

Flexible Offers



Project Example: Gascoigne School



Project Example: Gascoigne School

Reduce Fear

- Beginner session at school
- Straight after drop-off
- Female coach
- Initially free for women (ECiC funding)
- Cricket and fitness activities



Project Example: Gascoigne School

Build Confidence

- WhatsApp group
- Introduce leadership
- ASC Activator Training
- Supported by Lead Activator



Project Example: Gascoigne School

Flexible Offers

- Continue playing weekly
- ASC Activator – school and club
- Women only tournaments
- Link to local clubs



Project Example: Gascoigne School

Things to think about

- Ladies might feel more comfortable doing something in a school environment (familiar, safe, closed)
- Do you run existing sessions at schools – add on an hour before for Mums?
- We have a network of female activators – could help your club
- Our 'social' ladies might want to join your club
- Some ladies might only want to 'play' – do you offer this
- Invite our social ladies to your tournaments



Increasing Women in the Club Environment

Reduce Fear

Build Confidence

Flexible Offers



Questions/Comments from the Webinar

Secondary Schools a good source for recruitment of volunteers

- Can help with All Stars and Activator sessions
- Great to help run club comps eg quick cricket, softball festivals etc
- Year 11 and College age females for your playing recruitment

Sunday women and girls leagues at Northern Gateway

- Lots of options around the county for leagues / friendlies etc
- Many groups of women already playing across most of the county
- Mini leagues (eg 3 weeks in October, 3 weeks in Feb etc) a good option as reduces time pressures of a long, weekly league

Advice on recruiting girls

- Similar to what has been covered
- Rainbows, Brownies and Guides are great groups to engage with
- Check out the Smashing Boundaries Girlguiding Anglia Badge
- Ensure you make sure you talk directly to the girls at schools sessions to invite to your club; they may just presume you only want the boys



Next Up...

- Tues 5th May at 4pm – Safeguarding for Virtual Coaching
- Thursday 7th May at 5pm – Youth Cricket and the Player Pathway
- Monday 11th May at 8pm – Online Race Night Tutorial
- Tuesday 12th May at 12pm – Umpiring & Scoring
- Thursday 14th May at 5pm – Marketing and Commercial Activation
- Tuesday 19th May at 12pm – Coach Education



Contacts

Natalie Samaranayake – W&G Manager – natalie@essexcricket.org.uk

Claire Smith – East London – claire.smith@essexcricket.org.uk

Sam Rose – Cricket East – sam.rose@cricketeast.co.uk

Ben Wallis – Cambridgeshire Cricket - ben.wallis@cambscricket.org.uk

Rob Jones – Suffolk Cricket - rjones@suffolkcricket.org

Lewis Denmark – Norfolk Cricket - lewis.denmark@norfolkcricket.co.uk

Iain Fletcher – Herts Cricket - iain.fletcher@hertscricket.org

