

DRIVING CHANGE, BREAKING BOUNDARIES

A roadmap to becoming
a more inclusive cricket
club for women & girls.

#AccelerateAction

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INTRODUCTION

Sport has the power to inspire, empower, and unite, yet too often, women and girls face obstacles that prevent them from fully experiencing its benefits. Breaking down these barriers can be a difficult task, especially for grassroots clubs who are already facing many competing priorities, limited funds, volunteer-based resources and managing busy fixture schedules. As a result, making changes within a club can be daunting at best.

In recent years, reviews commissioned by the [ECB](#) and [Cricket Scotland](#) have highlighted inequalities in cricket, and subsequent reports have shown a gap in adequate provision for women and girls.

As organisations who spend much of our time in grassroots clubs, we see many wanting to tackle some of the inequalities, but find it hard to know where to start and where to go if you need support.

We felt there was a lack of practical guidance available to clubs looking to become more inclusive to women and girls, so we have produced this document to help clubs along their pathway to inclusivity, wherever they may be on their journey.

Cricket clubs are the heart of communities, and by ensuring that your club members are reflective of those in the community, it improves the viability of a club. In places where female cricket has been allowed to flourish, clubs have reported increased revenues, more success on the field and heightened community engagement.

This guide sets out a roadmap to attract, engage and retain more women and girls in cricket, ensuring that they not only play, but stay and thrive. We hope this simple guide gives you some helpful tips and resources to get you where you need to go!

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TOP TIPS

FROM LEADERS IN
WOMEN'S CRICKET

SUE STRACHAN

Former President of Cricket Scotland,
Women's Sport Leader & Advocate



1. **You have to be really deliberate about your welcome.** Never assume "well everyone's welcome...obviously...", those in underrepresented groups will only feel welcome if you tell them they are. That means the whole club too, not one or two individuals - you have to be all in.
2. **First impressions are absolutely key.** When a person visits a website/social media site/club they have to feel welcome to want to come back.

SANGY THEIVENDRA

ECB Level 3 Coach, Middlesex Cricket and
Advocate of Participation & Volunteering in Cricket

1. **Be creative and invent roles.** The beauty of cricket is that there's always something for everyone – 'the more the merrier'!
2. **Smile!** Have the confidence to welcome people who show up looking around.
3. **ASK, ASK, ASK!** Regardless of people's background, never assume, always ASK.



MELISSA KAY

Lancashire Cricket Foundation
Development Manager

To kickstart a Women & Girls' section, **hold a cricket taster session** at the club on a night when no one else is present, or in a sports hall without a viewing gallery. This will help participants feel more relaxed and not judged. Provide ample notice of the taster session, emphasising that no specialised equipment is required, and use images of women or girls on posters and social media to show they can do it. Provide a point of contact when they arrive as this can reduce anxiety of the participant. If they can let people know where the changing rooms / toilets are and be the person they can speak to through the session and afterwards, it will make them feel welcome. Lastly, **make the session fun and safe so they want to come back for more!**



CULTURE & CLUBHOUSE

WITH
HER GAME TOO

With [participation numbers rising](#) each year for women and girls, it is vital that we ensure our clubhouses, and our club's culture, embrace the influx of newcomers and are safe spaces.

Many clubhouses have typically been the domain of male players. Joining a predominately male space can be intimidating for many, with women and girls potentially feeling uncomfortable and even leaving the club for a more welcoming option.

By ensuring the club's culture is built on respect and is supportive of all its community regardless of gender or background, cricket clubs can widen their audience.

To be a safe space for women and girls means that your club's culture and the clubhouse:

1. Embraces the women and girls at the club.
2. Supports them on an equal platform to their male counterparts.
3. Has measures/actions in place in relation to incidents of sexism/misogyny.



culture
/'kʌltʃə/

the ideas, customs, and social behaviour of a particular people or society.



BASIC

- ✓ Begin adopting a "one club" strategy.
- ✓ Speak equally about the W&G and men's sections.
- ✓ Have a W&G presence on social media.
- ✓ Encourage women to get involved.
- ✓ Begin implementing [inclusive language](#).
- ✓ Baby changing facilities/safe spaces for breastfeeding.
- ✓ Encourage more people to attend W&G matches.



BETTER

- ✓ W&G achievements celebrated and shown equally.
- ✓ Pictures of squads, team tops, trophies, honors boards.
- ✓ Calling out discrimination and challenging "locker room" culture.
- ✓ Joint socials with teams.
- ✓ Encouraging men/boys to watch female games.
- ✓ Work with ED&I organisations such as Her Game Too, Out4Cricket, Opening Up Cricket.



BEST

- ✓ A fully established 'One Club' strategy.
- ✓ Equal access to training facilities and resources.
- ✓ Representative committee, and female members involved in decision-making.
- ✓ Celebrate Inclusion and Diversity events/awareness days.
- ✓ Show women's sport on clubhouse TV.
- ✓ Locker room culture is non-existent.
- ✓ All club members value each section equally, seeing the club as one community.

CLUB POLICIES & SAFEGUARDING

WITH
HER GAME TOO

As more women and girls become members and players, it is important for clubs to ensure that their policies and safeguarding requirements are reflective of their new audience.

Policies help the club shape its culture in a clear, fair way by stating its intentions and guiding decisions.

Safeguarding is part of a club's internal procedures to protect children and adults from harm.

Many clubs have not updated their policies and procedures to reflect a changed membership, leading to unfair treatment. Nearly every female player can tell stories of inequality in game selection, involvement, and treatment on the pitch, regardless of their standard.

"My daughter has not been selected to play many games, being overlooked for boys who are younger than her. Many U15 boys have played over 30 games. Last season, my daughter played only 4. She was selected for her regional squad and yet the club continues to choose players by gender." White woman, parent/guardian (Extract from the [ICEC's report](#))

NOTE: even if you don't have a W&G section, there are a range of safeguarding and procedural changes that will make your club safer and more welcoming for women and girls.



policy
/'pɒl/si/

a statement of intention that guides consistent actions within the club and supports decision-making at all levels.



safeguarding
/'selfɡɑ:d/

the process of protecting children and adults from harm by providing a safe space in which to play sport and be active.



BASIC

2

- ✓ Being up to date with all safeguarding courses/training as mandated by the ECB.
- ✓ Being up to date with all safeguarding courses/training as mandated by your County cricket board.
- ✓ Having a dedicated officer who is/being ED&I trained.
- ✓ Ensuring the club complies with the Equality Act 2010.
- ✓ Communicating policy updates to members.
 - Policies covering gender-based discrimination/misogyny are included - see Her Game Too.
 - Taking a zero tolerance stance towards discrimination.



BETTER

- ✓ Working with ED&I County leads and external organisations (for racism, sexism, disability access, mental health and LGBTQ+ representation).
 - Examples include: Her Game Too, Out4Cricket, Opening Up Cricket
- ✓ Finding organisations that link to the interests of your members/players, as well as in the local community, or causes that are close to home.
- ✓ Implementing reporting systems for discrimination, e.g. Her Game Too for sexism/misogyny, the Cricket Regulator for general forms of discrimination.
- ✓ Ensuring your committee has female members and women at the club who are actively involved in policy-making discussions.



BEST

- ✓ Training staff on how to handle cases of discrimination and on how to spot it.
 - Can be offered through some of the organisations above.
 - Bar staff can consult with unions or industry regulators.
- ✓ Training for players/membership - this can cover allyship, inclusive language, what is discrimination and how to call it out, etc.
 - Can be offered through some of the organisations above.
- ✓ Female safeguarding officer is in place.
- ✓ Establishing initiatives with ED&I organisations.
- ✓ Clear lines of communication with relevant parties (including ECB, County boards and external agencies, such as Her Game Too) regarding any forms of discrimination.
- ✓ Collaborative action by multiple stakeholders to ensure they cover aspects that are representative of the community at your club.

COACHING WOMEN & GIRLS

WITH
CRICKET FOR GIRLS

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Lydia Greenway OBE's top tips for coaching women and girls

FEMALE ROLE MODELS



- Have at least one female coach as part of your set up. If you don't have one:
 - See if you can engage one of your better female W&G players to help with sessions.
 - Contact your County W&G rep.
- Host a volunteering workshop.
- Put interested women through ECB Level 1 or Support Course.
- Train women and teenage girls on umpiring, scoring, etc.

SOFTBALL VS HARDBALL



- The clubs that do it best offer both to all ages. Not all women and girls see themselves on the path to hardball, nor do all want to stay in softball forever. If transitioning players to hardball, don't dive straight into it!

CONSISTENT COACH



- Have a consistent coach at sessions who engages with the players. Women and girls tend to respond really well if they have rapport and support from coaches.

FOCUS ON FUNDAMENTALS



- Help players develop the technique to hit the ball straight and with power. Encourage pace bowlers to bowl fast (accuracy will come) and spin bowlers to turn the ball.

LISTEN



- Just because girls tend to listen better, don't think you can talk at them or overload them with information. Ask questions and hear what they have to say – always have a two-way interaction with players.

[Her Game Too](#) | [FabLittleBag](#) | [Lacuna Sports](#)

CRICKET CLOTHING & EQUIPMENT

4

WITH NEXX CRICKET &
LACUNA SPORTS

The fit of your kit and the size of your equipment can make or break your success as a cricketer, irrespective of your gender, so it is vital - whether you are playing at recreational level or international - that players have access to the correct items.

When equipping your female players, consider the following...

- Educate parents and players on the appropriately sized equipment for them.
- Make sure players feel safe in their protection.
- Protective equipment should not hinder the ability to play and enjoy the game.
- Make sure players are wearing protective equipment in the correct way.

WHAT'S REQUIRED?

SOFTBALL

- Windball/Incrediball
- No equipment is required. Players may want batting gloves to prevent slipping from sweat.

HARDBALL

- A wooden bat
- Batting pads & gloves
- Helmet
- Optional:
 - Thigh pad*
 - Arm/chest guards
 - Abdominal guard
 - Box

*Two types of thigh pads:
1. A *single protector* for the facing leg
2. A *wraparound* for more protection

HOW TO BUY/WEAR

BATS

Softball: A plastic bat
Hardball: A wooden bat is required

- For beginners, or if not certain how much she will play, a Kashmir Willow bat will be cheaper (albeit heavier & more prone to cracking).
- If the player is keen & improving, an English Willow bat will be of better quality, last longer & will most likely be lighter.

★ Top Tip - Always get the lightest bat possible & get the correct size (see [sizing guide here](#)).

PADS AND EQUIPMENT
[Watch the How To Wear video here.](#)

HELMET

GLOVES

THIGH PADS

PADS



CRICKET CLOTHING & EQUIPMENT

CONTINUED...

The fit of your kit and the size of your equipment can make or break your success as a cricketer, irrespective of your gender, so it is vital - whether you are playing at recreational level or international - that players have access to the correct items.

Providing ill-fitting clothing will discourage women and girls from playing and will send the wrong message to those you are trying to support.

Cricket appeals to a wide range of women and girls, and with that comes a wide range of body types, cultural backgrounds and personal preferences.

One-size-fits-all does not work in female cricket!



70% of girls aged 15-19 drop out of sport, and **clothing requirements** are one of the main reasons cited due to waning confidence and body image concerns. [Read more here.](#)

Work with your club sponsors to support your female cricketers, or better yet, find an additional sponsor for the W&G teams. Don't assume the kit design for the men and boys will be appealing to the women and girls. It may be that you need to consider the girls and women in the men's kit design if you have mixed teams, or that you can have a separate design for the female teams. If you do want a consistent design, you will still need a female fit.

The main advice is to make sure you engage the women's teams and ask their opinions.

BASIC

Equipment:

- ✓ Provide team equipment that players can access.
- ✓ Have the right sized cricket balls.
- ✓ Have period products in case of emergencies.

Kit:

- ✓ Coloured kit options (not whites) for all female teams. At the very least, let them wear their own dark trousers, shorts or leggings.
- ✓ For those new to cricket, allowing them to play in whatever feels comfortable will encourage them to stay with cricket.

BETTER

Equipment:

- ✓ Provide a team kit bag with standard sizing for female cricketers.

Kit:

- ✓ For younger girls, consider a cap or t-shirt that links to the older girls (but don't make the purchase mandatory).
- ✓ For 11+, supply tops in a women's fit.

- ✓ For 12+ hardball, supply trousers in women's fit.
- ✓ Engage the team in the selection process, and offer a range of sizes.
- ✓ Keep extra tops in your kit bag for new players and an extra pair of trousers in case of period accidents.
- ✓ If possible, have your sponsor offset the price of the top or cap for the team. Don't mandate too much kit.

BEST

Equipment:

- ✓ Provide a kit bag with female equipment in various sizes.

Kit:

- ✓ Women's teamwear made for female cricketers in a range of sizes and styles for players to select for themselves.
- ✓ Offer female training and playing options.
- ✓ Let the team pick their own designs and colours, not a direct match to the men's kit.

FACILITIES

WITH FABLITTLEBAG

Most of us have experienced it, and multiple sources of research supports it: the lack of proper facilities, including clean, safe, and accessible toilets, female changing rooms and the lack of free access to period care products are a significant barrier preventing women and girls from participating in and staying in sports.

Research repeatedly highlights that inadequate infrastructure not only impacts physical comfort but also perpetuates not feeling welcomed, and basic needs not being met. Women and girls often feel invisible in clubhouses, especially when there are no female changing rooms or toilets. With no period provision being the 'norm' in most clubs, many teenage girls can end up dropping out of sports due to embarrassment, awkwardness or inconvenience experienced during their menstrual cycles.



64% of girls leave sports before the age of 17yrs old. There are a plethora of reasons influencing this but poor **facilities** and lack of **menstrual support** and **understanding** are big contributors.

"I once had to change my tampon in a kit container on the side of the pitch, where they kept the pads and the balls. I was worried one of the male staff members would walk in while I was doing it."

- Elinor Snowsill, Wales & Bristol Bears Rugby Player



By providing welcoming, inclusive, and period-supportive facilities, cricket clubs can break down these barriers and taboos, as well as foster an environment where women and girls feel seen, respected, empowered, and encouraged to pursue their athletic passions and the social engagement they get from playing sports.

Whether your club has a women and girls section or not, there are a range of steps that can be taken to improve your facilities for the female community.

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BASIC

- ✓ Female toilets.
- ✓ Toilet roll.
- ✓ Lights that work.
- ✓ Locks on the cubicle doors.
- ✓ A bin for period waste disposal.
- ✓ Soap.
- ✓ A dryer/paper towels.



BETTER

All of the above from 'Basic', plus:

- ✓ Freely accessible period products.
- ✓ [FabLittleBags](#) in the cubicles for responsible disposal.
- ✓ Hooks on back of the door.
- ✓ Mirror.



BEST

All of the above from 'Basic' and 'Better', plus:

- ✓ Baskets of 'things' - deodorant, hair bobbles, etc.
- ✓ Air fresheners.
- ✓ A sanitary bin in the men's toilet for those with incontinence and/or ostomy bags.
- ✓ Educational and informative posters.
- ✓ A flat surface for items (e.g. mobile phones).
- ✓ Coaches/Captains provided with FLB Essential Period Bag, especially for away matches. Parents and players made aware of where they can find it.

USEFUL RESOURCES

CULTURE & SAFEGUARDING

[Her Game Too](#) →



A voluntary and unfunded campaign that works to tackle sexism in sport and empower women and girls to be involved. Working to spread the message that it's Her Game Too.

[ECB's Safeguarding Page](#) →

We are committed to ensuring a safe environment for everybody.

COACHING WOMEN & GIRLS



[Lydia Greenway OBE's Book](#) →

A full guide on coaching, administration, formats, techniques, EDI and more.

[Cricket For Girls](#) →



Guidance and support to enable schools and clubs to deliver high quality girls cricket programmes.

CRICKET KIT & EQUIPMENT

[Lacuna Sports](#) →



Our mission is to remove the barriers to movement and ambition, so that all sportswomen can walk out onto a pitch able to focus on their game, not their kit.

[Nexx Cricket](#) →



Cricket equipment designed for female players in consultation with some of today's top international cricketers.

[Boobydoo](#) →



We provide women with the support they need to tackle their exercise goals without having to worry about their boobs.

[ME+U](#) →



Cricket spikes designed with and for female cricketers.

[Female Cricket Store](#) →



Cricket equipment and clothing specifically hand-picked for female cricketers.

[Inclusive Sportswear Charter](#) →



Sports kit policy should never stop you playing or enjoying sport. Inclusive Sportswear works for choice & inclusion in schools, clubs, brands & NGBs.

FACILITIES & FUNDING

[FabLittleBag](#) →



Don't let periods catch you out - Join the Period Supportive Movement with FabLittleBag

[Sport England Movement Fund](#) →

For physical activity projects in the community (including projects related to girls age 5-16)

[Tesco Blue Token Scheme](#) →

For funding grassroots initiatives including those that help to increase activity for children

[Sport Scotland Sport Facilities Fund](#) →

Supports capital projects that help to create or improve places where people take part in sport and physical activity.

[SNAP](#) →

Helps clubs link to local businesses to secure sponsorship and funding

[ECB County Grants Fund](#) →

Helps with creating welcoming environments and for facilities improvements.

GOVERNING BODIES

[Cricket Wales](#) →

Information to support the female game at all levels in Wales.

[Cricket Scotland](#) →

Inspiring Women and Girls to Play Cricket

[ECB- Creating Welcoming Environments Guide](#) →

A practical guide on how to examine and enhance your facilities to make them more welcoming for diverse members.

USEFUL RESOURCES

CONTINUED...

SOCIOECONOMIC

MCC Foundation Hubs

- The MCCF run a network of cricket Hubs that provide free-to-access training and match play to state-educated young cricketers at 164 sites across the UK.
- Find your nearest Hub [here](#).

Lord's Taverners: Wicketz

- Wicketz is a free programme aimed at young people from disadvantaged communities, providing them with a safe space to play cricket and learn life skills.
- Find a programme near you [here](#).

Chance to Shine

- Provides children with the opportunities to play cricket, learn vital life skills, improve wider wellbeing and fulfil their potential.
- Find a Street Cricket Club near you [here](#).
- Learn about their work in schools [here](#).

England & Wales Cricket Board: State School Action Plan

- The ECB have set out the board's ambitions to support the next generation of state school cricketers and improve their journey through the game.
- Read the Action Plan [here](#).

ACE Programme

- ACE works to broaden the outreach of cricket and allow inner city children the opportunity to try cricket and build on their athletic skills.
- Register for a community session [here](#).
- Find out about ACE's Schools Programmes [here](#).

Bat For a Chance: Kit Provision

- Bat For A Chance collects and sources new/second-hand clothing and equipment to dispatch to schools, clubs and academies all around the world.
- Learn about Bat For A Chance's projects [here](#).

CULTURAL/RACIAL/LGBTQIA+

ACE Programme

- ACE aims to inspire the wider game to support reconnecting the Black community with cricket.
- Find your nearest academy [here](#).
- Learn about the Blaze Her Trail [here](#).

Take Her Lead

- A charity founded to promote equality and diversity in cricket.
- Learn about Take Her Lead's work [here](#).

ECB x Sport England: Dream Big Desi Women

- DBDW was formed to create a community which was inspirational and aspirational to Desi Women.
- Find out more [here](#).

Muslim Sports Foundation

- The MSF aims to provide safe spaces of practice for physical activity, sport and wellbeing to Muslim communities.
- Learn about the MSF's work [here](#).

Out 4 Cricket

- Out4Cricket lead the charge for LGBTQ+ inclusion in cricket across the UK.
- Learn how you can get involved [here](#).

Stonewall

- Stonewall stand for lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people everywhere.
- Learn about Stonewall's work [here](#).

MENTAL HEALTH

Opening Up Cricket

- OUC speaks to local cricketers about the importance of mental wellbeing through educational sessions.
- Book a session for your club [here](#).

NotOut*

- NotOut* has the ambition to break the stigma attached to mental health, one conversation at a time.
- Find mental health support [here](#).

DISABILITY

Lord's Taverners: Programmes

- **Super 1s** gives young people with a disability the chance to play regular competitive cricket.
- Find a Super 1s near you [here](#).
- **Table Cricket** is an adapted version of cricket which has been specially designed to give young people with a disability the chance to play and compete.
- Find out more about **Table Cricket** [here](#).
- Lord's Taverners delivers cricket in special educational needs and disabilities (SEND) schools.
- Learn more about Cricket in **SEND Schools** [here](#).