

# INCREASING FEMALE PARTICIPATION

Hertfordshire Cricket Ltd



Who am I?

# Introduction

- Increasing female participation requires a holistic approach.
- There is no 'one size fits all' solution. Geography, demographics and socio-economic factors all contribute to finding the right formula.
- What are the barriers?
- How can we overcome them?

What do you think are the main barriers to increasing female participation?

# Creating the right environment

- Is your club environment welcoming?
- Does it have female changing facilities?
- Do the toilets provide sanitary products and hygienic disposal units?
- Is the premises well lit including the car park?
- Can you provide equipment for beginners?

# Dispelling Myths and Negative Connotations

- “Throw like a girl” – negative connotation
- “Run like a girl” – negative connotation
- Confidence and body image in teenage girls. Women in Sport found 1/3 of teenage girls between 14-16 yrs of age are unhappy with their body image.
- Trail blazer - Rachel Heyhoe Flint – Raising the profile of women’s cricket touring playing men’s teams and securing funding for the first women’s world cup amongst other contributions to the women’s game.
- Why campaigns like ‘This Girl Can’ was so important in 2015.

# Building interest

- Build a network through schools (if appropriate to the age group), social media, local partnership groups, county or sporting body, or simply word of mouth.
- Free taster sessions before joining
- Bring a friend
- Affordability
- If equipment is required can the club provide it for new starters?
- Make offer social as well as exercise

What is Hertfordshire Cricket's Model?



# Chance to Shine



- Chance to Shine provides a free girls only secondary school programme to local state schools.
- The full programme consists of taster sessions in curriculum time for Yr 7,8 and 9, a lunch or afterschool club for 2 terms, and a leadership course for girls in Yr 7&8 and Yr 9&10.
- The programme aims to build awareness of cricket to girls to play sport and build on their confidence giving skills to run sporting activities as well as gain life skills.
- Women in Sport have provided some frightening figures of girls engaging in sport during their teens. Between the age of 13-16 only 10% of girls achieve their recommended levels of physical activity. This can be down to personal barriers (self-worth, body image), social barriers (perception its for boys and not girls, lack of role models), contextual barriers (lack of support on managing puberty and sport.) Not to mention exam pressure.
- Chance to Shine's programme aims to break some of these barriers for girls to engage in cricket.

# National Programmes



- All Stars offers cricket to 5-8 year olds. This is more skills based and is there to ignite a love for cricket.
- Dynamos offers cricket to 8-11 year olds. This is more games based and develops a love for playing the game.
- Both programmes provide an offering for girls and boys cricket. Clubs can offer girls only sessions. This gives girls a spring board into girls or mixed league cricket at U11s.
- The programme has been hugely successful in introducing cricket to girls. 411 girls registered to All Stars and 147 girls registered to Dynamos this year alone.

# New Clubs and Teams

- Find the right level by establishing contact and discussing their player experience, ages and ambitions.
- Some teams may wish to play friendlies before entering a league. Initially they may start with a wide range of age groups or ability.
- Establish a network and get these clubs communicating to try to link up with a team of similar ability. Therefore, games aren't a mismatch that disengages or discourages teams from their own respective journeys.
- Women and girls teams grow at varying speeds, so keep in regular contact and offer support where possible.

# League Formats



- The new Hertfordshire Women's Cricket League is looking to provide T35, T30, T20 hardball formats, along with T16 pairs softball, and 100 ball hardball format as an introduction to hardball.
- Plus, we do a participation based indoor tournament with no cup or trophy. This is very fast T8 softball cricket played in a round robin format for U11s, U13s, U15s and women.
- The girls league has grown very quickly meaning we have had to change our offering. HJL have gone from one league per age group to A and B leagues. Each league has a slightly different offering, one being more competitive and one being more participation based. Our U11s has both softball and hardball to accommodate ability and confidence levels of players.

# Creating the right formats and offering

- Many women are time poor owing to work and family commitments, so don't make time for themselves. E.g. children's bed times, school pick-up, childcare.
- Change the offer to suit women - don't expect women to change their routine to fit sport and exercise (Sport England, Go Where Women Are report)
- Do you have the right format for the game you are playing? A league might consider whether cricket games have long formats at the weekend played all afternoon (for time rich), and evening or shortened games (for time poor).
- Providing the right ability. Some may be put off by serious cricketers and want an entry point e.g. softball. This can take time to build, but allows females to be confident at the level they play

# Coaches/Volunteers workforce- Who will lead?

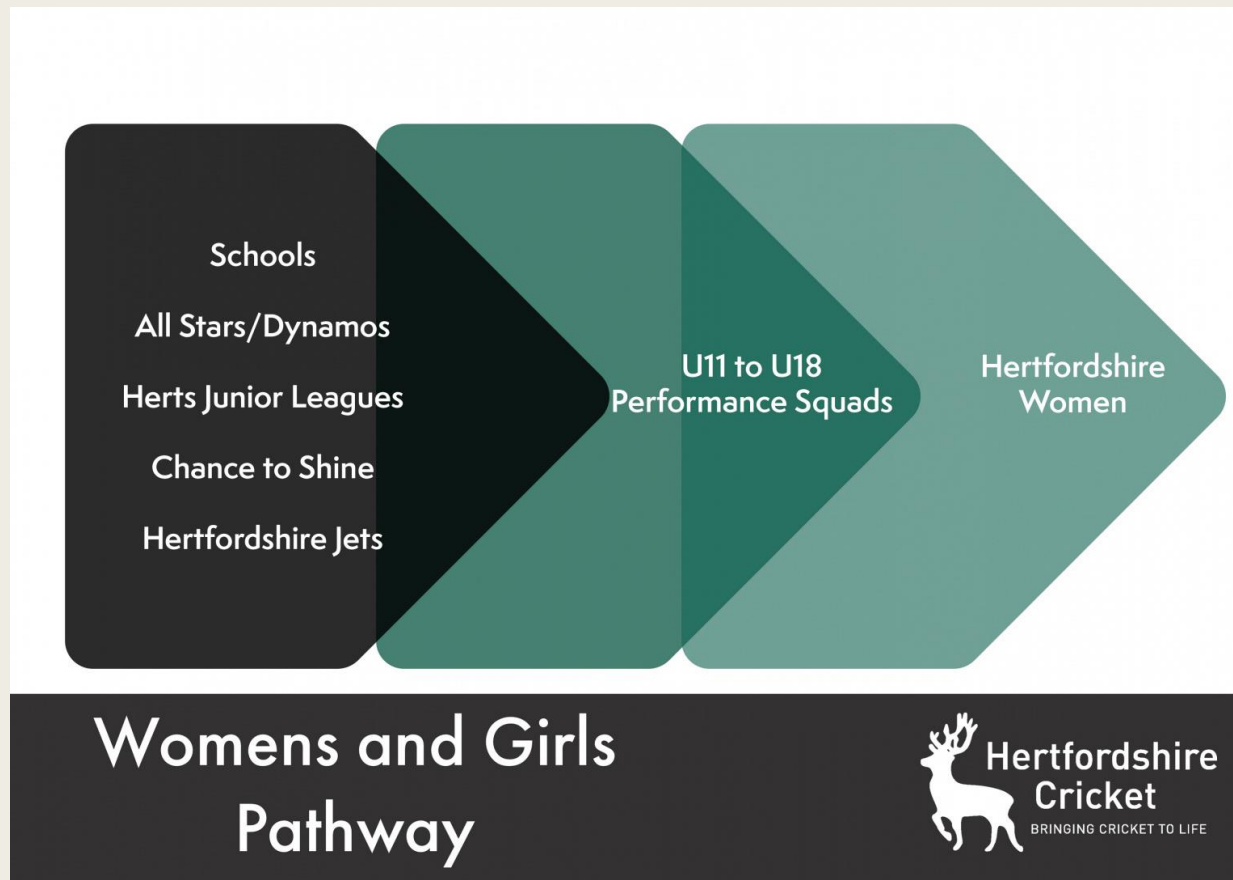
- Relatable role models do help to provide a welcoming environment.
- Do you want to coach, but don't have the skillset? Look for coaching opportunities E.g. Female only coaching courses and bursaries for females.
- Find a mentor or coaching network you can bounce ideas off and help grow your confidence as you progress on your journey and build experience.
- Don't let gender be a barrier if you are looking to start a women or girls only club. You may have to start with a welcoming mixed team of boys and girls. Or, not just have female coaches. Male coaches can provide brilliant offers, 'soft skills' and seek regular feedback from female players.

# Hertfordshire Jets



- Chance to Shine works to introduce cricket to state school children, and girls have more choices than ever to join a local team that is close to home.
- There is still a discrepancy in the amount of time girls and boys allocate to sport.
- Hertfordshire Jets aims to provide girls with a cricket offering for U10 and U11 girls who are not on the performance pathway.
- This aims to build skills, improve movement patterns and increase confidence.
- The cost is kept low to enable sign-up from players of all socio-economic backgrounds to have access to county coaching.

# Performance Pathway



- Hertfordshire Cricket offers a performance pathway for girls cricket all the way through to the Hertfordshire Women's squad
- This starts with clubs and schools nominating players who show aptitude for the game.
- Players can enter at any age group starting from U11s



# Providing support

- Hertfordshire Cricket's role is to support clubs to set up women and girls sections and teams to play cricket.
- We support clubs through ECB funding and bursaries
- We provide a playing offer for clubs and state schools
- We listen and offer advice where applicable
- We provide coaching in primary, secondary schools and club to players
- We offer a pathway for girls all the way through to performance level, which can lead to professional contracts.

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