

# POWERING A THRIVING AND SUSTAINABLE GIRLS' SECTION

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# ABOUT THIS BOOKLET AND ACCOMPANYING EXCEL DOCUMENT

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This guide provides step by step instructions to help you start or grow a girls' section at your club. Use this booklet, alongside the accompanying excel document to complete a series of tools to start or continue your journey to transform the game for girls'.

We recommend you keep in regular contact with your County Cricket Board throughout this process. Your local [Women's & Girls' Cricket Development Officer](#) is your main point of contact for any questions.

When complete please share this document, your Development Plan and signed Commitment Pledge with your Women's & Girls' Cricket Development Officer and [County Board Lead Officer](#).

# INTRODUCTION

## Why power girls' sections at clubs?

In 2022, three marquee events for women's cricket are likely to result in an increased interest and demand to play by girls.

1. The ICC Women's Cricket World Cup
2. The Commonwealth Games
3. The second year of The Hundred.

**Only 1 in 10** cricket clubs across England and Wales currently have a girls' section and pre-2019 the game was losing one club with a women's and / or girls' section for every two it gained. We need to prevent the boom or bust trend seen across women's and girls' club cricket, and in 2022 we would like to work with the cricket community to power thriving and sustainable girls' sections at clubs.

## What do we mean by thriving and sustainable?

**Thriving** = Girls enjoy their cricketing experience; they can flourish in your club environment and feel part of the overall club culture.

**Sustainable** = Your club's commitment to building a girls' section that stands the test of time.

## The three-step process



# STEP 1:

## WHERE ARE WE NOW

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Each of the steps below will help you reflect on where you are now and identify potential gaps you will need to address in order to start or grow a girls' section.

### PART 1 - WHO SHOULD BE INVOLVED?

Before taking the first step, we'd like you to gain commitment from your members and supporters, taking them on the journey to create a thriving and sustainable girls' section that stands the test of time.

Try to incorporate a range of different perspectives from across the club (players, volunteers, supporters etc).

**Use the table below to name the team of people at your club that are responsible for starting / growing your girls' section.**

Name	Club Role

### PART 2 - YOUR CLUB COMPOSITION -2022 SEASON

You are focusing on growing your girls' section, however, it's important to take a holistic view of the structure of your club. **Fill out the table on the Introduction tab in the accompanying excel document** to set your club's baseline for number of players, teams, coaches and committee members.

These numbers will feed into the **Post Season Review tab** at the end of the excel document.

### **PART 3 - YOUR CLUB'S 5 YEAR VISION FOR WOMEN AND GIRLS' CRICKET**

Where do you want to be and what do you want people to be saying about your club?

**Complete your 5 Year vision for women's and girl's cricket below**

### **PART 4 - YOUR TOP 3 COMPETING PRIORITIES FOR THE 2022 SEASON**

Growing a girls' section won't be the only thing on your club's agenda this year. It's important to acknowledge and reflect on any competing priorities before setting any objectives for your girls' section. By doing so, your Development Plan will be more realistic, and you'll know you have the resources available to deliver it.

**Identify below your top three priorities for the year**

- 1.**
- 2.**
- 3.**

## **PART 5 – WOMEN'S AND GIRLS' CRICKET BLUEPRINT**

### **Purpose**

Every club is at a different stage in their girls' cricket journey. Some are just starting out and others are more advanced.

The Blueprint contains the key ingredients that will allow any club, regardless of where they are now to identify the steps that will move them closer to becoming thriving and sustainable.

The Blueprint is just one of many paths that a club could take. Every club is unique so this should be used as a developmental guide not a prescription.

### **Next Steps**

**Go to the Blueprint tab in the excel document.** Complete your club's status for each line in the Blueprint (Not started, In Progress or Completed) .This should start you thinking about where your club is at the moment and give you some ideas about some potential next steps.

### **Purpose**

Every club is at a different stage in their girls' cricket journey. Some are just starting out and others are more advanced.

**Some example next steps for a club starting a girls' section for the first time:**

#### **Our Club**

- *Appoint Women & Girls Coordinator*
- *Recruit female representation to main club committee*

#### **Our Facility**

- *Conduct a Creating a Welcoming Environments audit*

## **PART 6 - SELF ASSESSMENT TOOL**

### **Purpose**

By answering a series of statements covering four themes, your club will honestly self-assess its current position with respect to starting and / or growing a thriving and sustainable girls' section.

### **What is the Self-Assessment Tool?**

The tool is not intended to provide a comprehensive list of attributes required for success. Rather, the 20 statements capture important characteristics across the four themes that will highlight your blind spots and allow you to build a Development Plan with specific objectives to take your club to the next level in each area.

The 20 statements are divided into four themes with five statements in each section:

- **Club** - How well does the governance structure and activity of our club support and promote the game for girls?
- **Facility** - How welcoming is our facility and overall club environment for women and girls?
- **People** - How well does the makeup and skillset of our club's volunteers, coaches and activators meet the needs of women and girls?
- **Playing Offer** - How good are our playing opportunities at attracting and retaining female participants?

### **Next Steps**

**Go to the self-assessment tab in the excel document.** Consider your club in the context of each statement and give it a score between:

1 = *(We hadn't even considered it)* and 5 = *(We're absolutely smashing it)*

Note this is not an exact science so choose a score that you think best represents your current position and keep your method consistent across the four sections.

# STEP 2:

# DEVELOPMENT PLANNING & COMMITMENT

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## PART 1 - DEVELOPMENT PLANNING

### Purpose

Development planning is about setting the direction your club will take to start and / or grow a girls' section. This is your opportunity to determine clear and compelling targets for your club to strive for in each of the four areas.

The objectives you set should be ambitious but have a good chance of being achieved within reasonable timeframe. They should also be action-oriented, exciting and get everyone in the club energised.

Some questions to ask yourselves as you go through this exercise...

- Does this objective stimulate forward progress?
- Does this objective create momentum?
- Does this objective get people going?

### Next Steps

Refer to the results from your self-assessment and cross-reference against your answers in the Blueprint to build out specific objectives.

**Complete the four Objectives tabs in the excel document – Club, Facility, People, Playing Offer.**

Be specific when describing your desired outcomes so that you have clarity over what success looks like.

You should set at least one objective per section to ensure your club is taking a well-rounded approach towards developing a girls' section. However, we recommend a limit of three objectives per section so that you remain focussed on what matters most to your club.

Remember to think big and avoid objectives that can be completed in a single step. In the **Taking Action tab in the excel document** you'll break down each objective into smaller actionable steps to generate momentum.



## **PART 2 – JOINT COMMITMENT**

### **Purpose**

A thriving and sustainable girls' section cannot be created overnight. The pledge, to be signed by your Club Chair and County Cricket Board is not a legal document, it performs an important function as it signifies that both parties are committed to working in collaboration to make it happen.

### **Next Steps**

- **Update the pledge** to reflect your Club and County Cricket Board
- **Sign** the Joint Commitment Pledge
- **Submit** your signed Commitment Pledge, along with a copy of this completed booklet and Development Plan (excel document) to your Women's and Girls' Cricket Development Officer.
- **Expect** to receive back a copy of the Pledge signed by your County Board for your records

## POWERING GIRLS' SECTION – JOINT COMMITMENT PLEDGE

This is what we will do together to successfully start or grow a girls' section at:

from 2022 onwards.

will:

- Share our W&G Development Plan with
- Take substantive steps towards delivering against our development plan.
- Promote and champion growing the game for girls.

In addition to the above we pledge to: **(optional)**

will:

- Provide support and guidance to help you deliver your W&G Club Development Plan.
- Signpost your club to access opportunities and resources relevant to delivering your plan.
- Recognise your impact on growing the game for girls by sharing your successes during the season.

In addition to the above we pledge to: **(optional)**

**Signature:**

**(Club Chair)**

**Signature:**

**(County Cricket Board)**

**Date:**

**Date:**

# STEP 3:

# MAKING IT HAPPEN

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## PART 1 – TAKING ACTION

### Purpose

This section will ensure you take the actions needed to truly achieve your ambition to start and / or grow a girls' section.

The purpose of this section is to break down your ambitious Objectives from Step 2 into more manageable and actionable steps

This will allow you to divide up tasks amongst the people in your club and also keep track of your progress towards the longer-term objectives.

### Next Steps

**Go to the Taking Action tab in your excel document.** Your Objectives in Step 2 should be prepopulated in the grey boxes. **In the table beneath each objective** note down the most immediate actions that will help move your club towards these goals. Remember to assign an owner to each action.

You should keep these objectives updated, reviewing them frequently, perhaps at your committee meetings. You'll want to monitor your progress for each objective and reflect on whether the actions are still the right ones to keep moving it forwards.

### Support and Resources

This is also where you'll want to engage with your County Board to understand what support and resources may be available to help make it happen.

### For example

- The County Grants Fund has a specific theme of '[Creating Welcoming Enviroments](#)' for women and girls
- Coaching bursaries specifically available for women who wish to become a coach or progress their coaching qualification

## **PART 2 – POST SEASON REVIEW**

**Go to the Post Season Review tab in your excel document.** At the end of the season reflect on what your club has achieved. Focus on the **gain, not the gap**. By this we mean measuring your club against where it was at the start the journey, rather than comparing it to the future ideal you have outlined in your 5 Year Vision.

Taking the time to review will boost your energy and confidence, it can help you realise just how far you've come. During the day-to-day of running a club, it's easy to focus on the challenges, which can be demotivating and lead to burn-out. Reviewing growth and progress will provide you with the perspective you need and reinvigorate you to do it all over again next year.

### **Have a think about what went well and what could have gone better?**

#### **Successes**

- What went well this year? Why?
- What did we learn?
- What actions / activities / processes accounted for most of our progress in improving the game for girls at our club? Why?
- Are there any opportunities to double-down on these successes next season?

#### **Lessons learned**

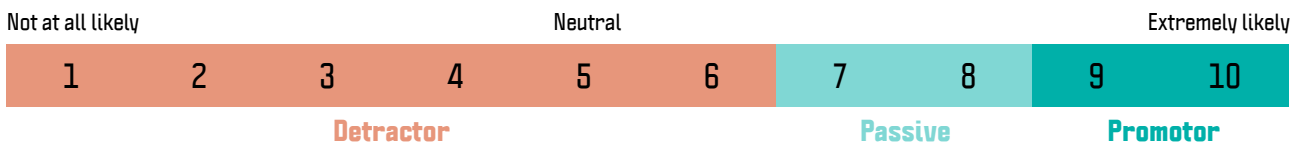
- What didn't go so well this year? Why?
- What did we learn?
- What did we expect to achieve, but didn't?
- How can we make future follow-through more likely next season?
- What actions / activities / processes accounted for most of our progress in improving the game for girls at our club? Why?
- Knowing what you know now, what advice would you give to another club starting out on their journey to grow a girls' section?
- Have our goals or priorities shifted over the course of the season? Why?

## Seeking feedback from members

You'll have seen the number of female players and coaches increase during the year. Another way to get feedback is to conduct a Net Promoter Score (NPS) survey with your club members. NPS is a proven metric widely used by businesses and is a well-recognised measurement for customer experience.

### Ask your members the question:

“On a scale of 1 to 10, how likely are you to recommend girls' cricket at our club to a friend?”



### Definitions:

**Promoters:** Your loyal enthusiastic people, they will positively and proactively promote your club to others.

**Passive:** Satisfied people at your club, but not satisfied enough to actively promote it to others. They may be vulnerable to moving somewhere else.

**Detractor:** Unhappy people who are unlikely to recommend your club to others

There are lots of ways to do this e.g., you could collect responses in a simple online form and input the results into an NPS calculator like [www.npscalculator.com](http://www.npscalculator.com).

You'll then be able to track your NPS score over time to see if its trending in a positive direction. If it is, you'll know that the girls at your club are increasingly enjoying their experience.

# NEXT STEPS

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We recommend you keep in regular contact with your County Cricket Board throughout each step. Your local [Women's & Girls' Cricket Development Officer](#) is your main point of contact, feel free to contact them directly with any questions or queries.

When complete, share this document, your Development Plan and signed Commitment Pledge with your Women's & Girls' Cricket Development Officer and [County Board Lead Officer](#). They will be able to advise on available funding and resources to help bring your plans to life.

Thank you so much for committing to transforming the girls' game and helping cricket become a truly gender-balanced sport.