



# Messaging Update

## Clubs and Leagues

All,

This week's bulletin contains information on the Women's Big Cricket Month, National Volunteer week, All Stars and Dynamos delivery window and ECB Injury Surveillance Programme.

### Women's Big Cricket Month



We're a few days into Women's Big Cricket Month and we've certainly started with a bang! Yesterday we kick started events with 100 kids and a women's player from every team of The Hundred all taking part in Dynamos Cricket games at the Kia Oval. There are 7 other flagship Dynamos x The Hundred events taking place across the country, and, well over 400 recreational events and activities registered so far!

If your club is planning an event or activity, and you haven't yet registered, please do complete the form below so that we can share marketing assets to help you with your promotion.

[Registration Form](#)

Also remember that if your club does have activity taking place, or you're visiting another event or club activity in your area, please use #WomensCricketMonth.

## ***National Volunteers Week***

There are still a few days remaining of National Volunteers Week, which provides an opportunity to celebrate all the amazing people at your club that help to make the game happen.

Do use this weekend as a chance to say thank your volunteers. You might want to tell the story of some specific people at your club, shining a spotlight on the work that they do and the way they bring your community together. Use #VolunteersWeek to be a part of the wider celebration, and do use the official National Volunteers Week logo and Stamp on your images.



***All Stars & Dynamos Cricket - Summer Delivery Window***



This summer we want to open up the game to even more children, and to be able to provide a participation offer to those inspired to play through a packed schedule of international cricket, a lot of which will be on free to air TV. Running All Stars and Dynamos Cricket at your club through the summer holidays is an amazing way to meet this demand, and so we are encouraging as many clubs as possible to set up their courses as soon as possible.

If you are looking to attract new junior players to your club, then running a national programme is the perfect way to do that, and to introduce the next generation to the game. We are asking that all clubs register their courses on their ClubSpark account by Friday 11th June, and we will then start the national consumer campaign on Monday 14th June to be able to showcase the playing opportunities available.

As a reminder, although we're not actively encouraging All Stars and Dynamos to be condensed into camps, clubs do have the option to condense the 8 weeks slightly, by combining a couple of sessions.

## ***ECB Injury Surveillance Programme***

For several years County and England teams have been involved with the ECB Injury Surveillance programme. We are now delighted to be able to extend surveillance across the game, with the launch of 'Injury Reporting' in Play-Cricket. The aim is to gain better understanding of the type of injuries and potential risks of cricket participation at all levels.

We are asking for any injury or incident at your club that requires attention senior or junior, medical or otherwise to be recorded in a short online form. The form can be found in the 'Site Admin' area of your club's Play-Cricket site, in the 'Day To Day' section under 'Injury Reporting'.

England & Wales Cricket Board, Lord's Cricket Ground, London, NW8 8QZ