



Messaging Update

Clubs and Leagues

Dear All,

We hope that you are looking forward to the bank holiday weekend and that you will be able to get onto the pitch at some stage, whether playing, volunteering, officiating or spectating! Please find below your weekly update which is shorter than usual with only two stories

- An exciting announcement regarding Women's and Girls' Cricket
- A reminder on the Volunteer Survey

Women's Big Cricket Month



On Sunday 8th March, 86,174 people piled into the MCG to watch Australia win the ICC Women's T20 World Cup, which alongside 1.1 billion video views across ICC channels during the tournament, clearly demonstrated the huge strides that women's cricket has taken in recent times.

Since that game-changing moment however, COVID-19 has impacted the sporting landscape. There are particular concerns about how COVID-19 will affect women's sport, with a media narrative developing that talks of a "lost summer of women's sport" and questioning national governing bodies' commitment to supporting their women's teams, programmes and playing opportunities. Women's cricket has not been exempt from this narrative.

However, working with County Cricket Boards and clubs across the country, the ECB wants to demonstrate that as a game, we are as committed to our ambitions for women's and girls' cricket as we have ever been.

We know that lots of people have worked incredibly hard during the pandemic to protect the momentum behind women's and girls' cricket, and there is a huge amount of brilliant activity taking place that we want to shout about.

We want women and girls to know that cricket is a game for them at every level, and will therefore use the Women's Big Cricket Month as a platform throughout September to coordinate the sharing of stories and profile activity across CCB channels, club channels, ECB channels and external media.

The Women's Big Cricket Month will also be used to highlight opportunities for women and girls to play, watch or attend cricket across the next 12 months with the weekend of 26-27 September – which sees England Women v West Indies and the final of the Rachael Heyhoe Flint Trophy – a perfect profile opportunity for all of us in cricket to ensure that women and girls know that cricket is a game for them.

We are delighted to be able to share with you the clubs toolkit which can be accessed here or via the button below. This provides all information on how clubs can get involved and support, as well as a toolkit of assets which are downloadable from the ECB Resource Hub.



Clubs Toolkit

ECB Resource Hub

Volunteer Survey Reminder

Thank you to all those who have completed the volunteer survey, we have had over 3,500 responses to far which is fantastic. If you haven't yet been able to complete it, we would encourage you to do so via the link below, and to share it with your cricket networks and across your social channels.

Click [here](#) to access the survey.

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