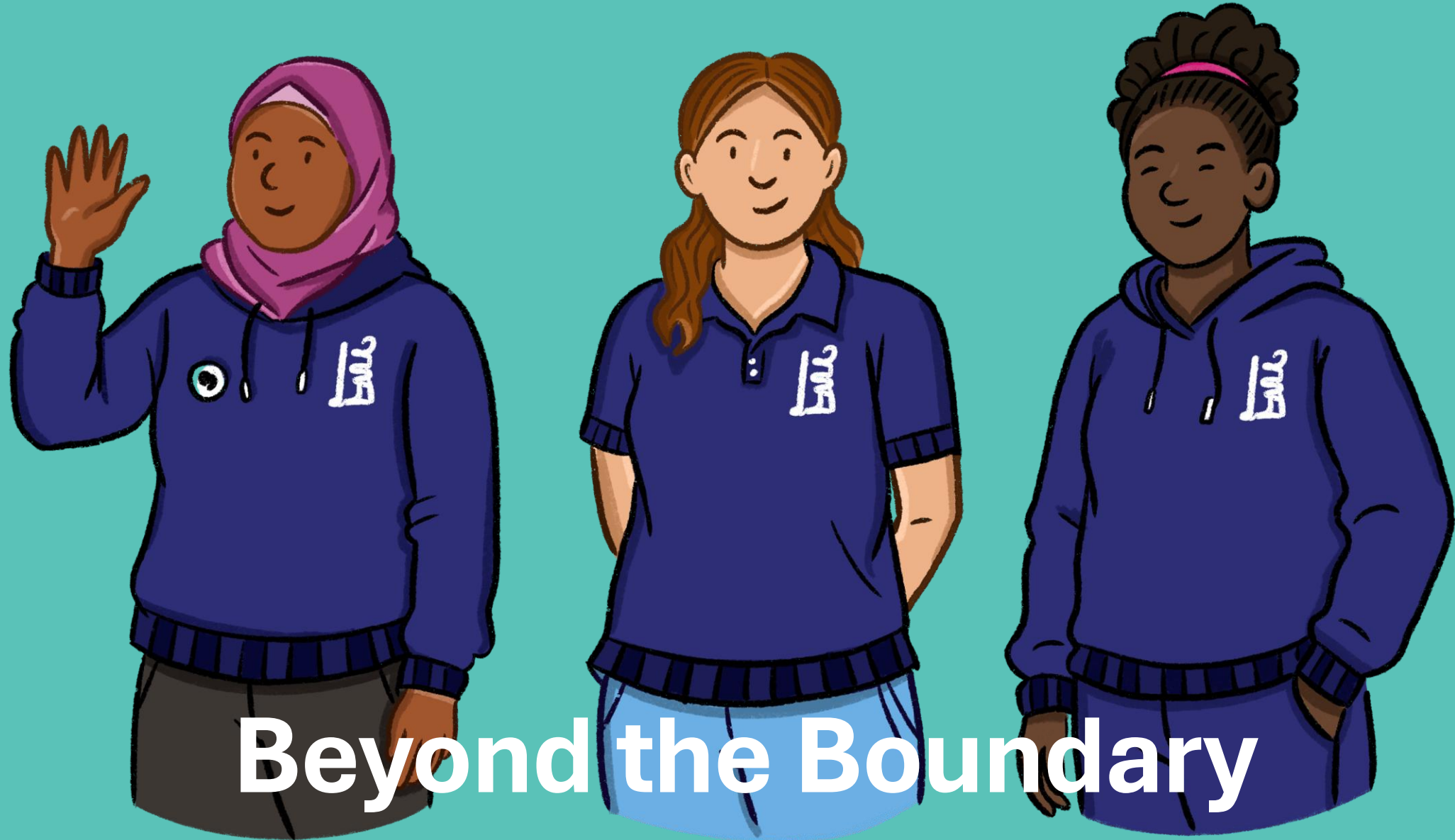




Beyond the Boundary

Coaching Ethnically Diverse Women: A Toolkit for Coaches

Project Investigator: Dr Katie R Garstang

Project Co-Investigators: Prof Jet Veldhuijzen van Zanten & Dr Sarah E Williams

Warwickshire Cricket Foundation Partners: Jess Ward & Fidelis Navas

Community Partner: Sajda Butt

Illustrations: Charlotte Jenkins, JenkoandCo

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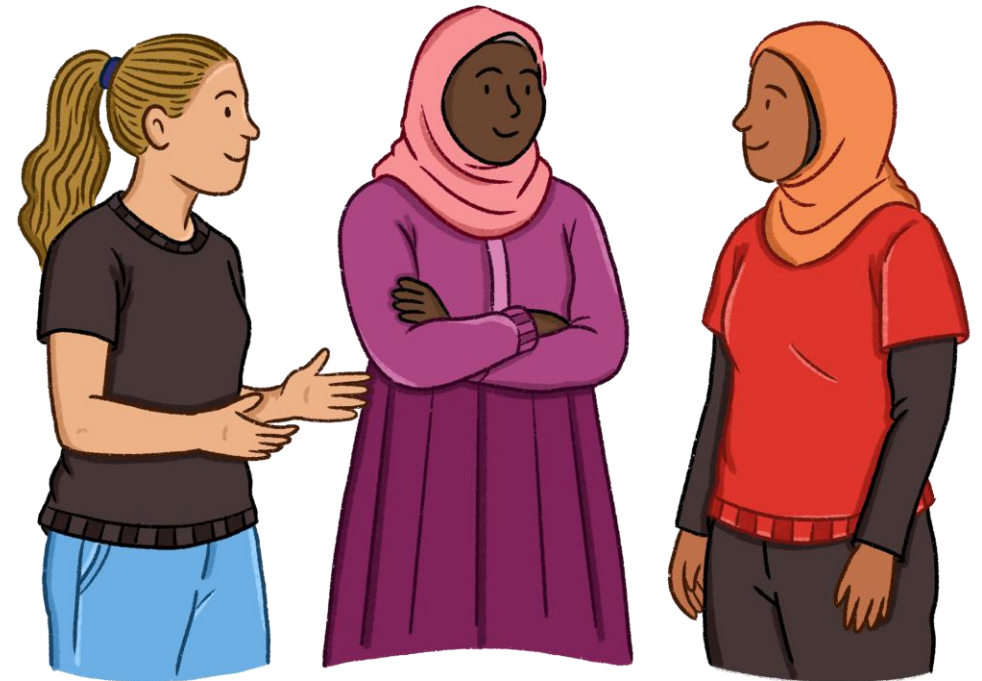
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Toolkit Overview

Why was this toolkit developed?

Women from ethnically diverse communities can experience significant inequalities in both physical and mental health. A recent Birmingham City Council report highlighted that women in Birmingham have a lower healthy life expectancy than the national average and a higher prevalence and severity of poor mental health.

To help address these inequalities, health and physical activity programmes must be designed and delivered in ways that meet the needs, preferences, and experiences of the communities they aim to serve. So, we carried out research with women from ethnically diverse communities across Birmingham to better understand the factors that support and influence participation in sport and physical activity, specifically your cricket sessions. These findings have informed the development of this toolkit and the practical recommendations provided for coaches.



Who is this toolkit for?

This toolkit is for you.

As a coach, you interact with people from a wide range of backgrounds every day. Through your role in delivering Cricket Cities sessions, you are supporting women from ethnically diverse communities, each bringing their own experiences, motivations, strengths, and challenges.

Whether you are an experienced coach or new to working with diverse communities, this toolkit has been designed to support you in creating a positive, inclusive, and welcoming environment where all women can thrive.



What can you expect from this toolkit?

The content of this toolkit has been informed by conversations with coaches and women from ethnically diverse communities in Birmingham, who shared their experiences of participating in sport and physical activity.

Throughout the toolkit, you will find:

- Insights into the barriers women may face when accessing and participating in sport.
- Practical strategies for you to help address these barriers.
- Guidance on creating inclusive and culturally responsive coaching environments.
- Examples of factors that encourage women to attend, enjoy, and continue participating in sessions.
- Real-life perspectives from women and coaches involved in community sport.
- Tools and resources to support participant engagement, wellbeing, and long-term involvement.
- Ultimately, this toolkit aims to help you understand what matters most to the women you coach and provide practical approaches to support positive experiences both on and off the field.

Reasons Why Women May Take Part

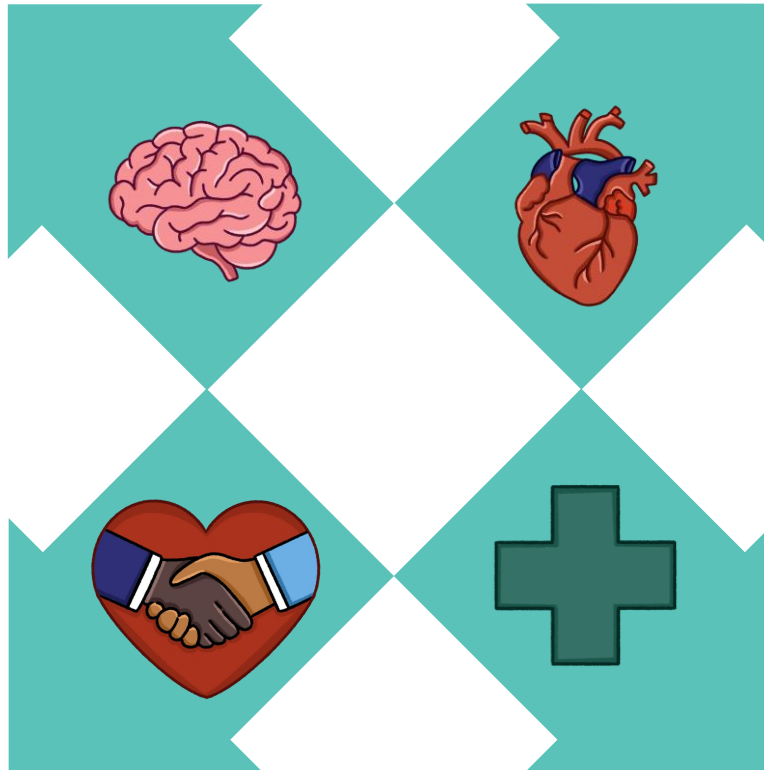
Research conducted with women from ethnically diverse communities across Birmingham has shown four key themes about the reasons why they would take part in physical activity. It is important to understand these reasons for why women take part, because you as coaches can help shape your sessions to meet their why.

MENTAL

- To build up my confidence.
- To forget the stress of day-to-day life.

SOCIAL

- To spend time with people like me
- To be part of a community
- To make friends
- To not feel lonely



PHYSICAL

- To be more active
- To get fitter
- To learn new skills

OTHER

- To be a role model to my child(ren)
- To have time to myself to do something for me
- To try something new

The Benefits of Taking Part

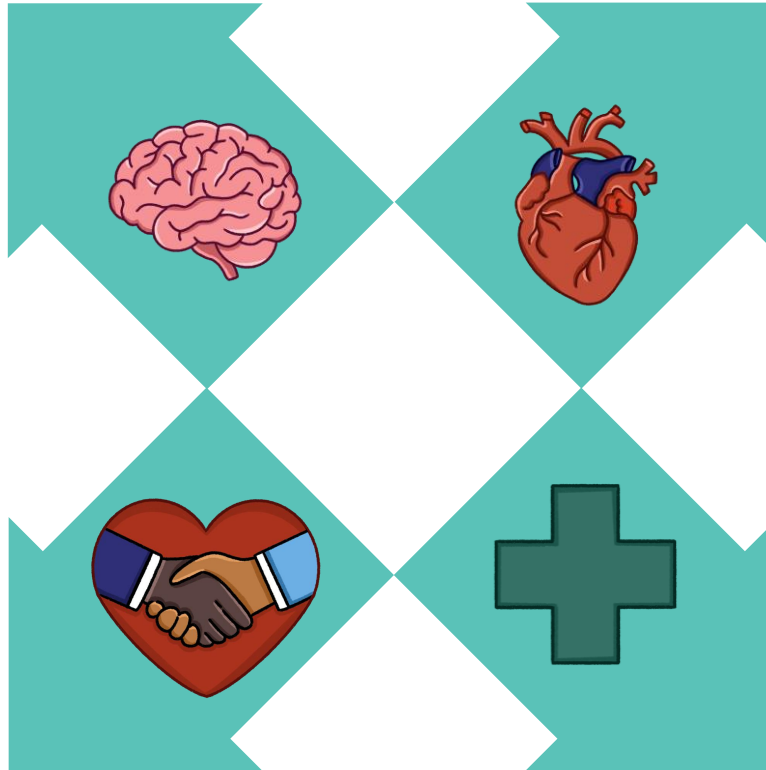
To continue to support women to attend the sessions, it is crucial to understand the benefits of attending and share these amongst the participants.

MENTAL

Physical activity can decrease stress and anxiety, improve mood, boost confidence levels.

SOCIAL

Be part of the WCF Whatsapp Community to connect with other women attending the sessions – these chats have proven to support women to keep attending.



PHYSICAL

Physical activity can improve your fitness levels, stamina, lower cholesterol and sleep.

OTHER

Women and child sessions give an opportunity to play with their child and model positive behaviours.



From my experience, I think it is very important to have coaches from different ethnic backgrounds. It can make a big difference to women and girls who want to join sport. Sometimes women and girls feel nervous about joining a sports club because they worry that people will not understand their culture, religion, or family values. If they see a coach from a similar background, they may feel more comfortable and more confident to take part.

I also think that ethnically diverse coaches understand some of the challenges that women from different communities can face. They may understand things like modest clothing, religious beliefs, family responsibilities, or language barriers. This helps them support players in the right way and makes everyone feel respected.

Having different coaches also shows that sport is for everyone. Young girls can see people like themselves in coaching roles, and this gives them confidence. They can think, “If she can do it, maybe I can too.” This can encourage more girls to join sport and stay involved. I believe that having coaches from different backgrounds does not only help people from the same community. It helps everyone learn about different cultures, respect each other, and work together as a team. This creates a friendly and welcoming environment where everyone feels included.

In my opinion, sports organisations should try to recruit and support more ethnically diverse coaches. This is not just about having diversity. It is about making sure every female feels welcome, safe, and supported. When people feel they belong, they are more likely to enjoy sport, keep taking part, and build their confidence. I believe that having ethnically diverse coaches is one of the best ways to encourage more women and girls to participate in sport and help make sport open to everyone.



Her Cricket Story

A participant's view on inclusion in sport. Hear the difference you, as a coach, can make.



Cricket Participant
South Asian, Female

My Cricket Story

A coach's story.

Creating spaces where everyone belongs.



Cricket Coach
South Asian Female



I am proud to be a female Muslim coach because I can set a positive example and inspire many girls and women in my community. One of the most important things I can offer is a safe and comfortable environment where participants are coached by an all-female team. This is something I never had growing up, so it is incredibly rewarding to be in a position where I can give back to the community and create opportunities that I wish had been available to me.

I hope that by being visible in this role, I can encourage more females to get involved in sport, build their confidence, and believe that they can succeed both on and off the court.

My faith also plays an important role in how I coach. In Islam, modesty is valued by both men and women, and I choose to dress modestly while coaching. Seeing a coach who wears modest clothing, such as long sleeves or a hijab, can help participants who dress similarly to feel more comfortable, included, and confident. It reassures them that they do not have to compromise their beliefs or identity to take part in the sport they love.

I want every participant to feel accepted, respected, and able to enjoy playing in an environment where they can be themselves. When we remove the barriers created by gender, culture and religion, we don't just create better athletes - We create confident individuals, strong communities and a future where everyone belongs.



Transport Links

The map here shows the locations of female only sessions offered by Warwickshire Cricket Foundation across Birmingham.

You can support participants to plan their journey to future sessions by scanning the QR code to access the Transport for West Midlands Journey Planner and find the best route to their chosen session.



Session Timetable



Cricket



Women's
Only



Outdoors



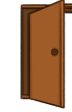
Public
Parking



Bhangra
Dancing



Women &
Children



Indoors



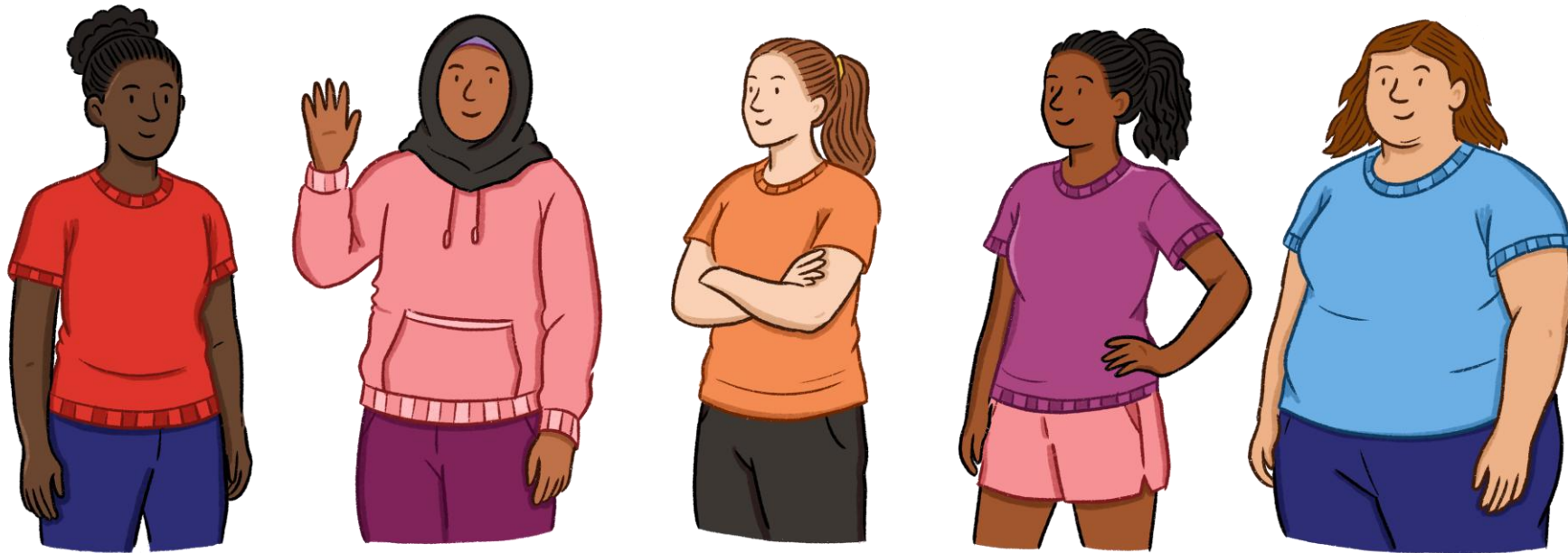
Onsite
Parking

Session Venue	Day	Time	Session Details
Green Lane Mosque, 20 Green Ln, Birmingham B9 5DB	Monday	11:00am – 12:30pm	
Edgbaston Stadium, Birmingham, B5 7QU	Saturday (Winter)	3:30pm – 6:00pm	
Holford Drive Community Sports Hub Ltd, Perry Barr, Birmingham, B42 2TU	Tuesday (Winter)	6:00pm – 7:30pm	
Moseley Sixth Form Centre, Wake Green Rd, Birmingham, B13 9UU	Wednesday	5:00pm – 6:00pm	
Unity Hub, St Margaret's Church, Ward End, Birmingham B8 2BA	Tuesday	10:30am – 11:30am	

Programme Promotion Guidance

Why You Matter:

Coaches play a vital role in supporting the promotion of sessions. Through regular contact with participants and the community, you are well placed to understand where potential participants spend their time which approaches are most effective for reaching them. Your insight is valuable in ensuring promotion is targeted, inclusive, and relevant.

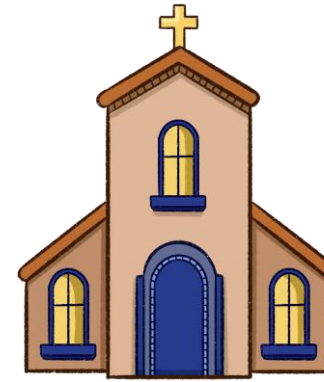




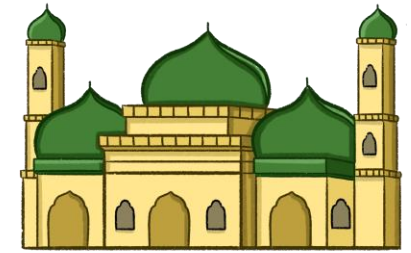
Supermarket



**Community
Centre**



**Places of
Worship**



Social Media

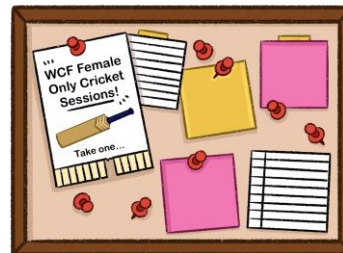
Get Involved!

If you would like to support promotion within your local area, please contact your programme lead, who can provide you with appropriate promotional materials to use across community settings and key locations within Birmingham. Here's some ideas of where you can promote to get you started.

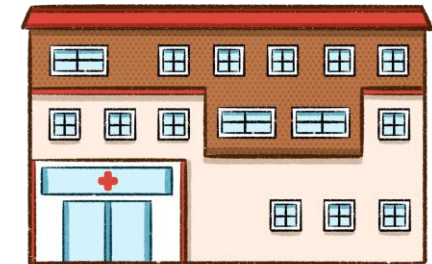


Library

Noticeboard



**Coffee
Mornings**



**Doctor's
Surgery**

Every Interaction Matters*

Every interaction you have, both in your role as a Coach and elsewhere, is an opportunity for you to support women in the community to make positive health changes and attend a WCF cricket session.

As a coach, you are in a trusted and privileged position to have meaningful conversations with session attendees and those the sessions are meant for.



It is important to recognise your role as a coach :

- **Offer support within your remit but be mindful of your professional boundaries.**
- **Act within the limits of your own skills, knowledge, and training.**
- **Seek to refer on where concerns fall beyond your expertise.**

*This section is informed by the 'Making Every Contact Count (MECC)' approach used within UK public health services.

There are a number of different ways that you can start or form an interaction. Each opportunity provides you with a chance to make positive, long-lasting impact to current and new participants. Conversations should be:



Opportunistic

Should arise naturally (before / after training or during breaks).



Person-centred

Focus on the individual's needs and readiness.



Strengths-based

Build on what the player is already doing well.



Non-judgemental

Be supportive rather than directive.



Brief

Typically lasts 30 seconds to a few minutes.

Some helpful strategies for approaching these conversations include:

1. Ask Questions

Use natural opportunities to start conversations and show genuine interest in participants' experiences. Be open and curious, and avoid making assumptions;

e.g., "How have you been finding the sessions recently?", "Is there anything you'd particularly like to get out of these sessions?"



2. Listen to Participants

Listen actively and without judgement. Give participants space to speak, show empathy, and be mindful that individuals may have different levels of confidence and comfort in sharing.



3. Advise (where appropriate)

Offer supportive, relevant guidance when it feels appropriate. Keep advice gentle, respectful, and linked to the participant's needs, goals, and context

e.g., "Some women have benefitted from the social aspect of the sessions, would you like to be added to the WhatsApp Community?"



4. Signpost Participants

If additional support may be helpful, guide participants towards appropriate people, services, or resources. Ensure these are accessible and relevant to their circumstances.



Building the Cricket Community

The latest Census identified the most commonly spoken languages in Birmingham other than English. To support you in creating a welcoming and inclusive environment, and to help participants who may be less confident communicating in English feel more comfortable attending sessions, we have included a selection of simple phrases in a range of languages.

While fluency is not expected, making the effort to greet participants or use a few familiar words can help build trust, reduce barriers to participation, and demonstrate respect for the diverse communities we serve.

We have also included a QR code linking to the WCF WhatsApp Community. This platform provides you with access to the latest information, promotional resources and a space to connect with colleagues and add participants to relevant session groups where appropriate.







Be part of our Community!

WCF have a Community Whatsapp Group to create a social network amongst participants and grow opportunity for all to play.



Promoting Enjoyment in Cricket

Here are some example drills you can have a go at in your coaching sessions!

Rapid Fire:

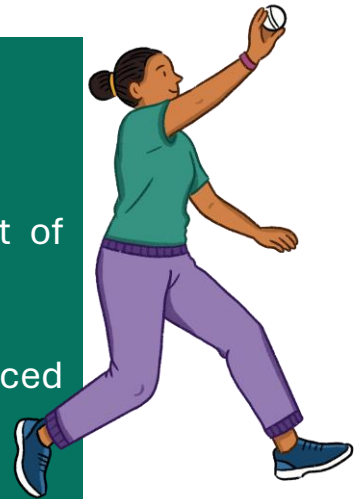
- Aim: Hitting the gaps
- Split into 2 teams (fielding and batting)
- Place a ball on 3-4 tees spread across the space in a line
- 3 batters will hit their ball off the tee when you shout 'Go', then run as many singles as they can between a set of stumps behind them
- Fielders must stay still until all balls have been hit, then retrieve and place back on the tees
- Team to score the most runs wins

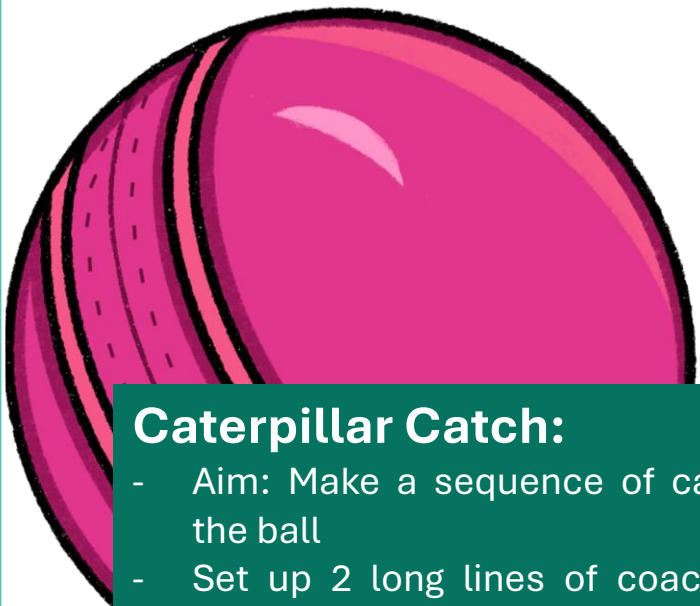


Enjoyment is a key reason why women may choose to attend cricket sessions, and whether they continue to return. Creating a positive environment should be the focus of every session. As a Coach, you play an important role in shaping this experience.

Cone Strike:

- Aim: Bowl a good length ball
- Split into multiple teams of 3
- Place 6 cones in a triangle in front of each set of stumps on a good length
- Players rotate from bowling to wicketkeeping
- 3-4 minutes to hit all the cones and once hit, placed on the stumps
- First team to hit all cones wins





Caterpillar Catch:

- Aim: Make a sequence of catches without dropping the ball
- Set up 2 long lines of coaches leaving a wide gap between each cone, and a set of stumps at the end of one line
- The cones should create a zigzag pattern from one end to the other
- Each player stands on a cone
- Each player throws the ball to the person opposite and left, until you reach the end of the zigzag
- The final person attempts to hit the stumps
- This game can be done with two teams, with the quickest team winning

Fielding drill

Last Bat Standing:

- Aim: To score the most runs
- Split players into two teams (Fielding and Batting)
- Each team has 3 bats (lives), each time a person is out, the team lose a bat
- Innings last until all bats are lost
- Coach underarms the ball to the batter in front of the stumps, where they try to hit the ball
- Each batter must complete a single after every go whether they hit or miss
- The fielders aim to return the ball to the coach as quick as possible so they can bowl
- The coach can continue to bowl the ball, even if the next player is not ready

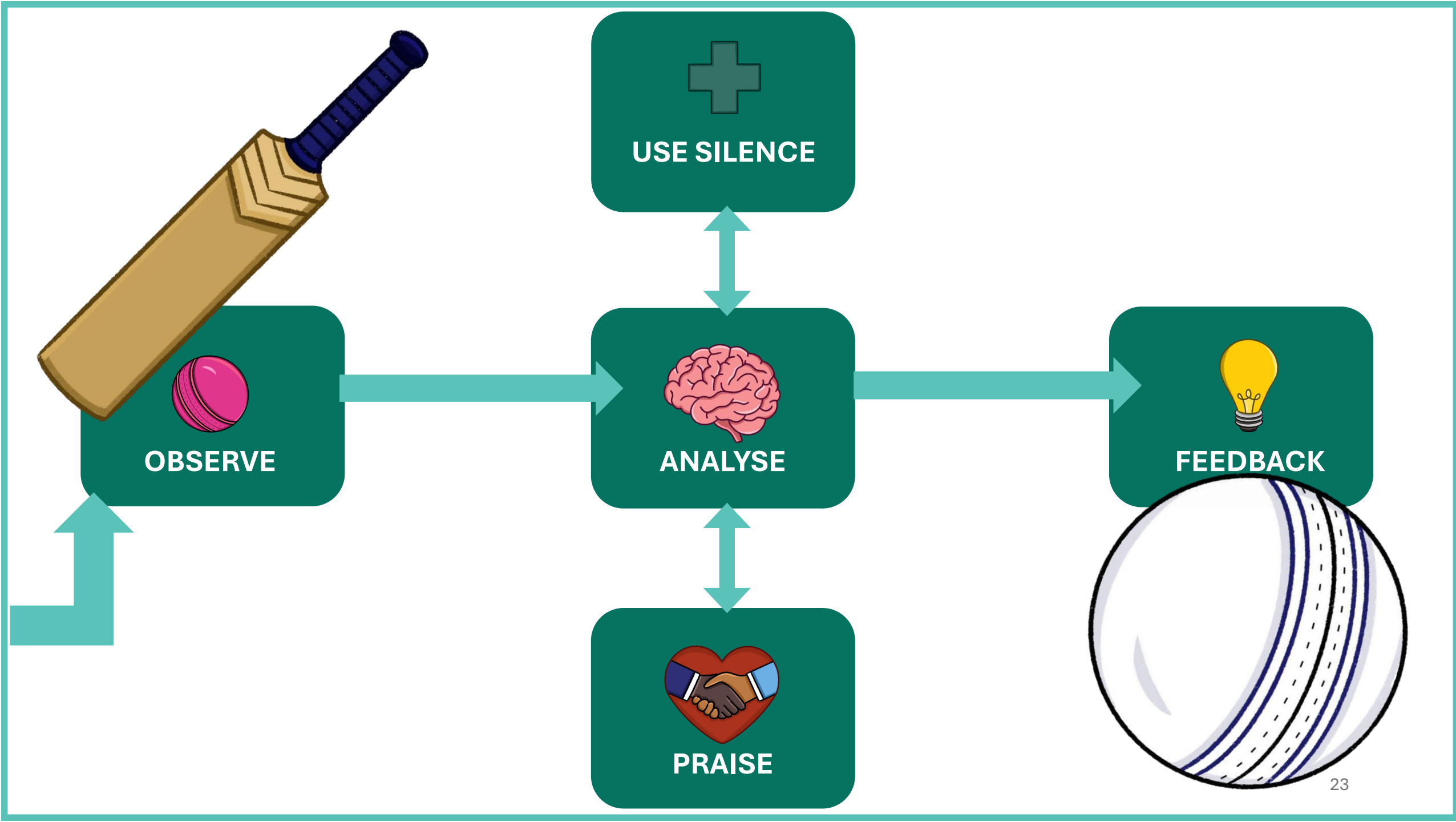


Coaching Tools

Utilising the basics of coaching is key to providing a fun, safe and inclusive session for all of your participants to enjoy. The coaching tools that are part of every cricket coaching qualification is a reminder of the steps you should take during your session.

These coaching tools are a useful guide for planning your sessions and upon your reflection.





Coaching Checklist

For every session, it is important that you complete your coaching checklist prior to every session. This enables you as a coach to be best equipped with how the session will run and be able to be adaptable should there be any changes.

These are some important points to remember when getting ready for your session:

- 1 Have a session plan created that is specific to the target audience of the session with a clear focus and aim.
- 2 Communicate with other coaches about logistics and upcoming session details.
- 3 Have appropriate reporting mechanisms for accurate data and registers.



Coaches should always have access to a first aid bag and letter of assurance outlining their safeguarding qualification and DBS. In case of any incidents or safeguarding concerns, coaches can scan the QR code to take them to the relevant form that links directly to our safeguarding team.



As a coach, you are responsible for monitoring and reporting on the suitability of the environment in which your sessions take place. Ensuring that facilities are safe, accessible, and appropriate is essential for creating a positive and inclusive experience for all participants.

Take time to consider the following when delivering your sessions, and report any concerns or suggested improvements to your programme lead:

Accessibility & Inclusion • Access to clean and suitable female toilets. • Availability of private changing spaces, where appropriate. • Safe and appropriate entry/exit points. • Ease of access to the venue (e.g., location, transport links).	Safety & Environment • Adequate lighting (especially for evening sessions). • Safe playing surface (indoor/outdoor). • Space is appropriate for group size and activity. • General cleanliness and upkeep of the venue.
Session Experience • Does the environment feel safe and comfortable for participants? • Are there any barriers that may affect engagement or enjoyment? • Is the venue helping or limiting the delivery of your session aims?	Reflection & Reporting • Are there any improvements that could enhance the experience? • Should the venue or area be reconsidered or adapted? • Share feedback and suggestions with your programme lead to support ongoing development and, where necessary, changes to venue or provision.

Coach Reflections

As a coach, it is important to reflect on coaching sessions to create high-quality delivery. By reflecting on sessions, you are able to meet the needs of participants and adapt the structure to ensure a fun, safe and inclusive environment.

Think about the questions you can consider for proactive reflection:

Did the delivery meet the session aim planned?

Were the participants engaged in the sessions?

Did the participants learn a new skill?

How can I improve this session further?

How can I gain feedback from participants?

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