



# KENT CRICKET: EQUITY, DIVERSITY & INCLUSION 2024 ACTION PLAN (MARCH 2024)

Introduction:

Kent Cricket and the Kent Cricket Community Trust actively work to make cricket a welcoming sport for all.

As a game, cricket continues to deliver a wide-ranging Action Plan to fight discrimination and become more inclusive.

Kent Cricket has its own Action Plan to compliment ECB's and to improve the EDI landscape across cricket in the county. Our focus continues to be:

- Increasing the understanding and delivery of equity, diversity and inclusion (EDI) across all levels of cricket.
- Removing barriers in the Talent Pathways to ensure people from diverse backgrounds can progress into professional teams.
- Creating a welcoming environment for everyone, which includes tackling discrimination and inappropriate crowd behaviour, and providing education across the game.
- Ensuring our team, both on and off the field representing the inclusive and welcoming culture we strive to deliver, to ensure cricket is a game for all.

Kent Cricket's CEO, Simon Storey, states: "This document outlines our commitment to continuing to make Kent Cricket a welcoming, inclusive environment. Whilst we are proud of the work that has already taken place, we know that there is always more that we can do. We are looking forward to delivering our 2024 plans and creating inclusive environments, removing barriers to participation, tackling discrimination in all its forms, and increasing participation among under-represented groups, to truly make cricket a game for everyone."

In 2024, our EDI Action Plan is based on the four strategic pillars below which will help to give an honest appraisal of our inclusion journey:

1. **Creating a Welcoming Environment:**  
Developing and maintaining inclusive environments to ensure everyone feels safe, welcome, and included at Kent Cricket.
2. **Empowering People & Fostering Inclusive Culture:**  
Empowering people to drive positive change across cricket, by continuing to train and educate, embedding knowledge and skill across all levels of the organisation.
3. **Leading with Commitment and Accountability:**  
Maintaining a diverse and inclusive leadership, staff and Talent Pathway and ensuring results are owned and measured.



**4. Engaging and Serving Diverse Communities:**

Being widely engaging to create opportunities for everyone across Kent, including our London Boroughs.

Kent Cricket recognises that real action and change within the EDI landscape can only be achieved if driven through true accountability. To ensure EDI is at the heart of the culture at Kent Cricket, it is on the agenda at every Senior Executive Management meeting and at every Board Meeting, as we strive to embed this into everything we consider, plan, and execute.

If you have questions or need a more accessible format, please contact us at [equality@kentcricket.co.uk](mailto:equality@kentcricket.co.uk) or call 01227 456 886.

OUR COMMITMENT	PROGRESS DELIVERED SO FAR	2024 PLAN – WHAT’S NEXT
<b>Pillar One: CREATING A WELCOMING ENVIRONMENT: Develop and maintain inclusive environments</b>		
<p>To ensure that everyone feels safe, welcome, included at Kent Cricket by focussing on the improvement of our facilities and policies at Kent Cricket venues.</p>	<ol style="list-style-type: none"> <li>1. We have installed an Accessible Viewing Platform and accessible &amp; inclusive bathrooms (including a disability inclusive Changing Places facility).</li> <li>2. Our baby changing facilities have been upgraded, becoming more family friendly.</li> <li>3. We have created a multi-faith room on-site at The Spitfire Ground, St Lawrence. This facility can also be utilised as a Quiet Room when required.</li> <li>4. We’ve upgraded the Coaches/Match Officials area to be more gender inclusive.</li> <li>5. The directional signage at The Spitfire Ground has been improved to facilitate navigation at the ground and ensure that individuals can easily locate accessibility features.</li> </ol>	<p>In order to deliver on our commitment to create a welcoming environment, we will be focussing on five key areas within this pillar during 2024.</p> <ol style="list-style-type: none"> <li><b>1. Enhancing Facilities</b> As budget allows, we will allocate resource to continue to improve our grounds, both at Canterbury and Beckenham, ensuring that they are inclusive and accommodate our diverse fan base throughout the county.</li> <li><b>2. Promoting Zero Tolerance</b> We will actively promote our zero tolerance reporting systems to raise awareness of reporting mechanisms. This will be promoted through various channels, including, pre-match emails, in-ground screen and literature within the ground. We will continue to track all reported incidents of discrimination and</li> </ol>

	<p>6. We have enhanced the toilet facilities in the changing rooms at The County Ground, Beckenham to better support the Women's and Girls' Network, including the South East Stars. We are committed to improving facilities for both players and supporters to create a welcoming environment for all.</p>	<p>respond promptly to any identified issues.</p> <p><b>3. Engaging with Local Community Groups</b> We will actively engage with local community groups to gain insights into the opportunities for making our grounds more welcoming, particularly for our visitors with accessibility requirements. We will seek feedback on areas in which improvements can be made.</p> <p><b>4. Website Accessibility</b> We are committed to upgrading our digital offering. To do so, we will install an accessibility toolbar, which will ensure that our website is user-friendly for individuals with disabilities, situational challenges and language support, through customisable options.</p>
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**Pillar Two: EMPOWERING PEOPLE & FOSTERING INCLUSIVE CULTURE: Empowering people to drive positive change across cricket**

<p>Providing training &amp; education to embed knowledge, skill and commitment to building an inclusive sport across all levels of the organisation.</p>	<p>1. We have conducted multiple education sessions for our staff &amp; stewards, our Board and our players related to becoming more active allies to our underrepresented communities.</p> <p>2. Our Leadership team have participated in a full year 'Inclusive Leadership' training programme provided by the ECB.</p>	<p>1. We are committed to conducting a review of our organisational culture across the whole business. Our aim is to ensure that we have an environment that is truly inclusive for all individuals connected to the Club.</p> <p>2. We recognise the importance of learning from our community engagement efforts. To leverage this knowledge, we will utilise our</p>
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	<p>3. Across the Club, we have trained Mental Health First Aiders and Disability Access Officers.</p>	<p>newly trained Disability Access Officers and Mental Health First Aiders to share information and provide support to both our internal team and our communities.</p> <p>3. We will actively incorporate the valuable insights and feedback gathered from surveys into our strategic plans. This will enable us to continuously improve and adapt our initiatives to meet the needs of our team and community.</p> <p>4. We are dedicated to involving external voices in the development and implementation of our plans, ensuring that actions taken are informed by a range of diverse perspectives and lived experiences.</p>
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**Pillar Three: LEADING WITH COMMITMENT & ACCOUNTABILITY: Ensuring results are owned and measured**

<p>Maintain a diverse and inclusive leadership, staff and talent pathway &amp; ensure results are measured, reviewed and acted upon.</p>	<p>1. We have implemented a recruitment process that fosters inclusivity. This includes using a toolkit, an interview rating sheet with structured competency-based questions, and a diverse interview panel.</p> <p>2. Our Human Resources (HR) policies on Whistleblowing, Disciplinary and Grievance processes, and Code of Conduct have been thoroughly reviewed, approved by the Board, and adopted.</p> <p>3. Furthermore, we have conducted a comprehensive assessment of our entire suite of policies to ensure they are inclusive.</p>	<p>1. We are committed to further enhancing our Inclusive Recruitment approach and pursuing accreditation as a Level One: Disability Confident Employer.</p> <p>2. We will continue to implement the inclusive recruitment toolkit for all hires. This entails the use of diverse interview panels, EDI specific questions, and objective scoring methods to avoid perception of subjective bias.</p> <p>3. All members of our Leadership Team and staff have committed to delivering EDI as part of their ongoing roles and key objectives. Additionally, we will ensure that all new hires receive EDI training.</p>
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	<p>4. To ensure the effective implementation and continuous progress of our EDI initiatives, our dedicated EDI Steering Committee meets regularly. This committee provides quarterly updates to the Board, offering valuable insights and direction to ensure timely and continued progress.</p>	<p>4. We recognise the importance of maintaining a diverse and knowledgeable Board. We will continue to monitor and assess our Board composition and ensure their EDI knowledge is refreshed as needed.</p> <p>5. Our pathway diversity is regularly reviewed to better understand opportunities to improve our representation and retention rates; we continue to provide bursaries for those in need, and provide targeted training opportunities for coaching, scoring or officiating for under-represented groups.</p> <p>6. We will work towards recruiting a diverse group of volunteers to reflect the diversity of our Club and the communities we serve.</p>
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**Pillar Four: ENGAGING & SERVING DIVERSE COMMUNITITES: Being widely engaging to create opportunities**

<p>We will level up the opportunities for everyone across Kent (including London Boroughs) through the work of our Community Team and our Community Trust.</p> <p>Our Community Team and Community Trust will work together to provide equal opportunities for everyone. We will prioritise the transformation of women and girls' cricket, reaching out to underrepresented communities through our Cricket4London initiative.</p> <p>Our Community Trust will also play a significant role in creating inclusive programs.</p>	<p>We have accomplished significant milestones this year across both the recreational game and the Community Trust's first full year of program delivery. Some of the highlights are:</p> <p><b>1. Empowering Women and Girls:</b> At the recreational level, we completed the inaugural year of the Girls Area Cricket Programme, providing a platform for young female cricketers to showcase their talent. Additionally, we launched a Women's Premier League and implemented female-only coaches'</p>	<p><b>1. Increase Participation in Women &amp; Girls Cricket Across the County</b> We will continue to grow participation in women &amp; girls' cricket across Kent by supporting the Girls Area Cricket Programme in its second year, increasing the number of clubs with girls teams, supporting national programmes (All Stars &amp; Dynamos), and increasing female participation in coaching courses.</p> <p><b>2. Provide Cricket Opportunities to Diverse Communities in London:</b></p>
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By reaching out to diverse communities, we aim to promote inclusion and enable participation for all.

programs to encourage and elevate the representation of women in the sport.

**2. Supporting Disability Cricket:**

We supported disability cricket in schools, as well as two performance squads (Pan disability and Visually Impaired). We are proud to say that our Visually Impaired team was undefeated in 2023.

**3. Community Engagement:**

We targeted specific geographical areas to increase the number of teams and trained local coaches. Our goal was to ensure that community events had a lasting impact, resulting in sustained engagement in the sport.

**4. Youth Development:**

We continued to deliver cricket to over 20,000 young people across Kent. Additionally, we expanded our efforts, particularly in schools located in lower socio-economic areas.

**5. Commitment to London:**

As part of our dedication to the Cricket4London initiative, we allocated two full-time employees to drive cricket development in our London boroughs.

We will continue our work with the four London boroughs to provide increased cricket opportunities to diverse communities in the London area.

**3. Community Engagement Efforts:**

We will continue our community efforts through activities like Schools Day Out and Community Days and continue to celebrate our history through Canterbury Cricket Week and Heritage tours.

**4. Engage with Diverse Communities through Elite Catalyst Events:**

We will select elite catalyst match days in Beckenham and Canterbury to engage with the diverse communities we serve.

**5. Engagement with the LGBTQ+ Community:**

We will engage with the LGBTQ+ community, in collaboration with Out4Cricket, to listen and understand, and to encourage participation through cricket taster sessions. We will support the creation of a Kent LGBTQ+ team to participate in the LGBTQ+ T10 Cricket Festival.

In 2024, we will deliver our second LGBTQ+ Pride themed match, to celebrate diversity and inclusion within the communities we serve.

	<p><b>6. Inclusive Initiatives:</b> Through the Trust's initiatives, we have delivered unique programmes supporting refugees (First Change Refugee Programme), aging and isolated individuals (50 overs Walking Cricket), and initiated street cricket hubs in key areas.</p> <p><b>7. LGBTQ+:</b> In 2023, we delivered our first LGBTQ+ Pride themed match day at a Vitality Blast T20 match, celebrating diversity and promoting inclusivity within the cricket community.</p>	<p><b>6. Engagement in Disability Communities:</b> We will build engagement within the Disability communities by holding engagement forums with local disability charity groups; support the launch of a Disability Supporters group; train Welcome Ambassadors aligned with Lord Taverners Employability project; integrate accessibility into our Community Family Day at a Metro Bank One Day Cup match.</p>
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