

KENT CRICKET: EQUITY, DIVERSITY & INCLUSION (EDI) 2024 IMPACT REPORT & 2025 ACTION PLAN



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TOGETHER, WE ARE KENT

INTRODUCTION:

At Kent Cricket, we are committed to fostering an inclusive, diverse, and equitable environment where everyone feels valued and empowered. Our 2024 EDI Impact Report reflects the tangible progress we have made in driving meaningful change, expanding access to cricket, and embedding EDI principles across all levels of our club. From increasing opportunities for women and girls to investing in facility improvements, coaching development, and community engagement, we have taken significant steps toward making cricket more accessible and welcoming for all.

As we look ahead, our 2025 EDI Action Plan builds on these achievements with a renewed focus on accountability, representation, and long-term sustainability. We will continue to strengthen our community engagement through membership and diversity forums, enhance our recruitment processes, and ensure inclusive leadership at every level. By setting clear goals and measurable outcomes, we remain dedicated to making cricket a sport where everyone—regardless of background, gender, or ability—has the opportunity to thrive.

This report serves as both a reflection on our journey so far and a roadmap for the future. Together, we will continue to break barriers, champion diversity, and create a club culture that truly represents the communities we serve.

Simon Storey (CEO, Kent Cricket) explains: “At Kent Cricket, we are committed to fostering a culture of equity, diversity, and inclusion (EDI) that reflects the values of our club and the community we serve. Over the past year, we have taken significant steps to create a more inclusive environment, and I am proud of the progress we have made.

2024 was a year of meaningful change, with initiatives aimed at increasing accessibility, representation, and awareness. As we look ahead to 2025, we are committed to driving further change through education, accessibility, and community engagement. These initiatives are just the beginning, and we will continue to listen, learn, and take action to ensure that Kent Cricket remains a place where everyone feels valued, respected, and included”.

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 the Senior Executive Management meeting and there are two dedicated EDI leads at the Board Level, 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 equity@kentcricket.co.uk or call 01227 456 886.

OUR COMMITMENT	2024 IMPACT REPORT	2025 ACTION PLAN - WHAT'S NEXT
Pillar One: CREATING A WELCOMING ENVIRONMENT: Develop and maintain inclusive environments		
To ensure that everyone feels safe, welcome and included at Kent Cricket by focussing on the improvement of our facilities and policies at Kent Cricket venues.	We have introduced key improvements to enhance the experience for all members of our community: Multi-Faith/Quiet Room: Now equipped with 10 Kent-branded prayer mats, providing a welcoming and respectful space for reflection and prayer. Accessible Viewing Platform: Enhanced with a removable shade roof, ensuring comfort and accessibility for all visitors, regardless of weather conditions. Players' Culture Workshop: Successfully completed, providing male players with a platform to reflect on and shape a respectful and cohesive team environment. Ongoing PCA EDI Training: Continues to reinforce principles of equity, diversity, and inclusion, ensuring that all players and staff contribute to a culture of respect and belonging. We now play player-based LGBTQ+ inclusive videos at matches. These videos highlight the importance of diversity, respect, and allyship	As part of our ongoing commitment to inclusivity and accessibility, we are implementing key initiatives to enhance our facilities and support our diverse community. Our action plan includes: • Repainting Beckenham Accessible Parking: Ensuring clear and visible markings to improve accessibility for individuals with disabilities. • Installing Male Incontinence Bins in Canterbury: Providing necessary hygiene facilities to promote dignity and convenience. • Introducing a Multi-Faith Charter: Recognizing and respecting diverse beliefs by fostering an inclusive and supportive environment for all faiths. • Promoting Zero Tolerance: We will continue to promote our zero tolerance reporting systems including reinforcing applicable sanctions (including banning) for any form of discrimination and abuse either directed to staff, contractors, fans, members, spectators or volunteers. Reported incidents will be tracked and promptly/professional dealt with.

	within our club and the wider sporting community. By sharing these messages on match days, we aim to promote awareness, celebrate inclusivity, and ensure that everyone feels valued and supported, both on and off the field. ReciteMe Tool Bar was launched on the Club's website. This is to ensure our website is user-friendly and provides language support through customisable options for individuals with disabilities and situational challenges.	
Pillar Two: EMPOWERING PEOPLE & FOSTERING INCLUSIVE CULTURE: Empowering people to drive positive change across cricket		
Providing training & education to embed knowledge, skill and commitment to building an inclusive sport across all levels of the organisation.	We have conducted multiple education sessions for our staff & stewards, our Board and our players related to becoming more active allies to our underrepresented communities. Our Leadership team have participated in a full year 'Inclusive Leadership' training programme provided by the ECB. Across the business, we also trained Mental Health First Aiders and Disability Access Officers to provide support to both our internal team and our communities.	We are implementing key training initiatives to enhance awareness and accessibility across our club: Racial Literacy Training: 3 members of the Leadership Team to participate in the ECB organised training on Racial Literacy- Providing specialised training to strengthen understanding and advocacy for racial equity. ECB Mandatory Training for All Staff – Equipping our team with essential knowledge to uphold inclusive practices. Dementia Training – Enhancing awareness and support for individuals living with dementia.

		British Sign Language (BSL) for Selected Stewards – Improving accessibility and communication for deaf and hard-of-hearing visitors. These initiatives reflect our dedication to continuous learning and creating an inclusive space for everyone.
Pillar Three: LEADING WITH COMMITMENT & ACCOUNTABILITY: Ensuring results are owned and measured		
Maintain a diverse and inclusive leadership, staff and talent pathway to ensure results are measured, reviewed and acted upon.	In 2024, we made significant progress in embedding EDI within our operations, ensuring that it is not just a statement but a lived reality across our club. Driving Accountability: To measure and track our progress, we have introduced EDI Key Performance Indicators (KPIs) for Leadership Team, ensuring that inclusion remains at the core of our leadership strategy. These KPIs provide clear benchmarks for evaluating progress, increasing transparency, and reinforcing our commitment to meaningful change. Strengthening Processes & Governance Launch of Formal Job Description (JD) Process – Standardizing role expectations and ensuring equitable hiring and career progression. Launch of New Employee Onboarding Programme – Creating a structured and inclusive	We are committed to further enhancing our Inclusive Recruitment approach and pursuing accreditation as a Level One: Disability Confident Employer. We remain committed to implementing the Inclusive Recruitment Toolkit for all hires, ensuring fairness and equity in our hiring process. This includes utilising diverse interview panels, incorporating EDI-specific questions, and applying objective scoring methods to eliminate subjective bias. Our Leadership Team and staff have integrated EDI into their ongoing roles and key objectives, reinforcing our collective commitment to inclusivity. Additionally, all new hires will receive EDI training to embed these principles from the outset. We recognise the value of a diverse and well-informed Board and will continue to monitor and

	welcome experience for all new hires, setting the foundation for engagement and belonging. Approval of 11 New HR Policies – Strengthening our commitment to fair, transparent, and inclusive workplace practices. These policies cover critical areas such as anti-discrimination, reasonable adjustment and performance management.	assess its composition. We are dedicated to ensuring Board members receive regular EDI training to maintain a strong understanding of best practices. Our approach to pathway diversity is continually reviewed to identify areas for improvement in representation and retention. We remain committed to offering bursaries for those in need and providing targeted training opportunities in coaching, scoring, and officiating for underrepresented groups. To reflect the diversity of our Club and the communities we serve, we will actively work towards recruiting a diverse group of volunteers, fostering an inclusive and representative environment for all.
Pillar Four: ENGAGING & SERVING DIVERSE COMMUNITITES: Being widely engaging to create opportunities		
We will level up the opportunities for everyone across Kent (including London Boroughs) through the work of our Community Team and our Community Trust. Our Community Team and Community Trust will work together to provide equal opportunities for everyone. We will prioritise the transformation of women and	Our recent initiatives have driven real impact, expanding opportunities for women and girls, improving facilities, and investing in coaching and development programs. Expanding Women's & Girls' Cricket A total of 32 women's sections now offers dedicated women's cricket,	Increase Participation in Women & Girls Cricket Across the County: We will continue to grow participation in women & 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 & Dynamos), and increasing female participation in coaching courses.

girls' cricket, reaching out to underrepresented communities through our Cricket4London initiative. Our Community Trust will also play a significant role in creating inclusive programs. By reaching out to diverse communities, we aim to promote inclusion and enable participation for all.	providing greater opportunities for female participation. - Similarly, 32 girls' sections are actively delivering girls' cricket, ensuring a strong pathway for young female players. Facility Investment & Development - Awarded £35,500 in grants to support four major facility investment projects under the CGF Investment Program, enhancing access to high-quality cricket infrastructure. - Conducted seven funded pitch assessments, ensuring playing surfaces meet high standards to support player development. Coaching & Development Opportunities - Offered nine coaching bursaries, making cricket coaching more accessible and helping to develop a more diverse coaching workforce.	Community Engagement Efforts: At Kent Cricket, we are dedicated to fostering an inclusive and engaged community by ensuring that everyone has a voice in shaping our future. Through structured forums, data-driven insights, and continuous dialogue, we are committed to embedding EDI principles across all levels of our club. LGBTQ+ Community: We would be working in partnership 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. Membership Forums - Host regular membership forums to provide an open space for members to share feedback, raise concerns, and contribute ideas. - Ensure diverse representation in discussions, creating an inclusive environment where all voices are heard. Quarterly DSG (Diversity & Support Group) Forums - Conduct quarterly DSG forums to drive meaningful conversations on EDI-related issues. - Engage key stakeholders, including players, staff, and community
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	Girl Guiding Project: Empowering Young Girls Through Cricket • Successfully completed a three-facet project as part of the Girl Guiding Project, which included: ◦ A CPD session for Guide Leaders to equip them with the skills to introduce cricket to girls. ◦ Development of Activity Booklets to engage young girls and introduce them to cricket in a fun and educational way. ◦ Delivery of interactive cricket sessions at local clubs, inspiring young girls to get involved in the sport. • Deployed two additional CPD sessions at Beckenham and Canterbury, benefiting 23 Girl Guiding units, further embedding cricket into youth programs. These initiatives represent significant strides toward making cricket more accessible and inclusive for all. We remain committed to expanding participation, enhancing facilities, and investing in coaching and youth	representatives, to collaborate on actionable improvements. ECB Census Participation • Actively promote participation in the ECB Census to collect valuable insights on diversity and inclusion within our club. • Use the data to identify trends, address gaps, and implement targeted initiatives for improvement. Staff Survey & Engagement Measurement • Conduct an annual staff survey to assess engagement, satisfaction, and inclusivity within the workplace. • Track completion rates and analyze feedback to measure progress and identify areas for development. • Implement necessary changes based on survey results to enhance workplace culture and EDI initiatives. We would participate in this year's Canterbury Pride March as a show of our allyship.
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	development to ensure that cricket continues to thrive within our communities. Additionally, we hired the Head of Women's Cricket for the Tier 2/ Girls' Pathway; GCAP (Girls Area Cricket Programme) U14 squad launch. We also launched a Women's Premier League and implemented female-only coaches' programs to encourage and elevate the representation of women in the sport. LGBTQ+: In 2024, we delivered our second LGBTQ+ Pride themed match day celebrating diversity and promoting inclusivity within the cricket community. In partnership with Out4Cricket, we held two cricket taster session at both Canterbury and Beckenham. Over the course of the taster sessions, our team grew from four to nine players, reflecting increased engagement and participation. The team, made up of both allies and LGBTQ+ members, showcased their talent and inclusivity by winning the festival. Competing against teams from Gloucestershire, Worcestershire, Middlesex (Graces), Warwickshire (Birmingham Unicorns), and Yorkshire, our players demonstrated exceptional teamwork and sportsmanship.	
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	Also, participated in the Canterbury Pride March and donated as part of our goodwill gesture (vs formal sponsorship) to show evidence of our long-term commitment to the Community.	
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