



# KENT CRICKET 2022 -2023 EDI ACTION PLAN

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

The whole of cricket is delivering a wide-ranging Action Plan to fight discrimination & become more inclusive, including:

- Increasing the understanding & education of equity, diversity & inclusion (EDI) across all levels of cricket.
- Reviewing dressing room cultures in professional teams (domestic & international).
- Removing barriers in talent pathways to aid the progress of people from diverse backgrounds into professional teams.
- Creating a welcoming environment for all, including tackling abusive crowd behaviour & upgraded education across the whole game.

Kent Cricket has set-up its own EDI Action Plan to compliment ECB's actions to improve the EDI landscape across cricket in the county. The Kent Cricket Equity, Diversity and Inclusion (EDI) Action Plan outlines our commitment to delivering a more inclusive and welcoming environment, at all levels, by systematically addressing barriers to entry and advancement, eliminating discrimination and abuse, and building a more diverse workforce and governance structure. Our plan highlights the work we have done in 2022 and our objectives for 2023. The Club is committed to measuring progress and refining our plan to ensure cricket is a game for all.

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.

Strategic Priorities	Action Plan	2022 Progress Delivered	2023 Plan
Pillar 1: <b>Warm Welcome:</b> Develop and maintain inclusive environments			
Welcome Stadia	Develop a 3-year programme to upgrade facilities to make them more inclusive.	We installed inclusive & accessible bathrooms in-stadia, including a disability friendly Changing Places facility; we upgraded our baby changing facilities, enlarged our Family & Alcohol-free zone and improved signage for all.	We will continue to improve our facilities at both our grounds (The Spitfire Ground, St Lawrence Canterbury and The County Ground, Beckenham) pending planning permission; these plans include (in Canterbury) an improved Coaches/Match official's area with inclusive changing facilities and (in Beckenham) more inclusive toilet facilities for use by our Women & Girls network and the South East



			Stars. In addition, we will install additional directional signage on the grounds, and develop a multi-faith room at The Spitfire Ground, St Lawrence, Canterbury.
Community Clubs	Support EDI training for all clubs	All recreational clubs were encouraged to complete the EDI Raise the Game e-learning module and were supported by the Kent Cricket Community Team.	We will continue to work with community clubs on additional EDI training and provide guidance on creating welcoming environments. We will ensure the adoption of the ECB Anti-Discrimination Policy and reporting process and share ECB resources.
Dressing Room Behaviour	PCA/external consultant to conduct Dressing Room behaviour Workshop.	No significant issues reported on the Kent research on Dressing Room Behaviour. Player Handbook contained EDI Action Plan	All players will complete the upcoming (new) PCA EDI education programme; 2023 players handbook will revise the EDI section based on player-driven involvement.
Spectator Behaviour	Review Code of Conduct, Incidents, Awareness and Education	Zero tolerance text messaging system launched with player video on electronic scoreboard at Vitality Blast matches; discrimination incidents tracked and responses completed.	Measure and improve awareness of reporting methods for incidents. Increase visibility of text messaging on all match days and promote ECB ADU (anti-discrimination unit) reporting system to simplify reporting at community and recreational levels. Incident log will be regularly reviewed.
<b>Pillar 2: Continually Developing: Empower people to drive positive change across cricket</b>			
Local understanding	Build awareness of EDI as it relates to our local communities.	We proactively connected with former players to better understand their lived experiences at the Club. We engaged with several community leaders to better understand how to engage with their communities.	We will increase our engagement with various local community groups which will feed into our strategic plan. We will raise awareness and support of key events such as International Women's Day, Black History Month and Canterbury Pride's 50 <sup>th</sup> anniversary year.
Training & Development	Create and deliver EDI awareness education plan to complement ECB online training;	We achieved 100% completion of all mandatory ECB training for staff and board members; we created and delivered in-person EDI awareness education sessions for all staff in both locations; ran	Pre-season annual training scheduled for stewards. Players will complete PCA Education series. We will continue to provide monthly education sessions for staff (including Ramadan, Neurodiversity and Invisible Disabilities), engaging with external providers as

	ensure all staff and stakeholders feel comfortable to challenge discrimination	additional education sessions related to Black History Month and Disability Awareness for all staff.	appropriate. Nominated staff will be signposted to further training opportunities with outside accredited organisations to further embed EDI across the team.
Enhanced Policies and procedures	Revisit policies on Whistleblowing, Grievance and Disciplinary Process and communicate to all staff.	Promoted the game wide whistleblowing procedure to staff and on our website. Updated and posted policies on Grievance and Disciplinary Process; prompt resolution of all grievances. Club meets GDPR policy for data collection.	Continued focus on prompt resolution of all grievances reported. Continue to support ECB Anti-discrimination process; encouraging awareness and usage at community and recreational levels. Nominated staff will be trained as Mental Health First Aiders to support staff wellbeing.
Staff & Club Forums	Ongoing consultation with staff and community clubs re action plans/priorities 2022 staff engagement survey	Ongoing consultation with staff and community clubs re action plans/priorities 2022 staff engagement survey; membership forums; ECB gamewide census issued to all staff	Target objective is 75% engagement score on ECB Census and staff surveys; execute engagement forums with community groups (LGBTQ+, Disability, etc) and existing stakeholders (member forums); ensure that all staff and stakeholders feel empowered to speak openly.
<b>Pillar 3: Visibly Empowering: Build diverse teams; promote inclusion across the sport.</b>			
Champion Diversity in leadership and governance roles	Lead with Accountability at Board and Senior Leadership	We exceeded our diversity target for our governance commitment to the ECB. We created an EDI Steering Committee at Board Level, engaged an EDI Advisor and appointed an EDI lead staff member (HR). EDI is now a regular agenda item at Board meetings. Leadership team adopted an EDI KPI into their performance targets.	We began the year with an agreed 12-month EDI action plan. The Kent Cricket Leadership team will complete the newly launched comprehensive ECB Inclusive Leadership Programme. We will measure our 'ownership of EDI' via the GameWide Census survey results (awaiting 2022 results). We will continue to measure our successful achievements against KPIs specific to EDI goals. We will continue to meet or exceed EDI diversity targets for our governance structures.
Diverse Workforce	EDI informed recruitment and staff training	We created and trained staff on an inclusive Recruitment Toolkit which incorporated more inclusive language in	We will continue to conduct regular staff appraisals, embed a transparent promotion process across the organisation and actively target an increase in

	Designed Recruitment tool kit to drive fairness and transparency	our job descriptions and use of a diverse interview panel; we broadened where we advertised our roles and actively encouraged applicants from diverse backgrounds.	workforce diversity, for both full time and casual roles, tracking progress against targets. All new staff will be provided with EDI training as part of induction.
Creating Heroes	Celebrate cricketers with diverse backgrounds, and those supporting growth of cricket within underrepresented /diverse communities at both the professional and recreational levels.	Created an EDI webpage and published EDI related news across our digital channels. Our social media channels featured previous professional players during Black History Month which was complemented by a Black History challenge amongst staff. Our disability coaches presented on their area of work as part of our staff Disability Awareness Session in December.	Continue to actively communicate diverse cricket stories across our social media channels and website reflecting the work we are doing at the community level and highlight diverse players so our younger players and audience can see themselves represented in our sport.
Coaching Pipeline	Actively facilitate diversity in pipeline	Diversity of coaching staff continued to be a focus. We applied the Rooney rule for senior cricket coaching appointments. We ran a subsidised female only coaching course in June and had bursaries available for new coaches with disabilities or from ethnically diverse backgrounds.	Increase number of diverse/female coaches by promoting awareness of ECB funded bursaries to gain qualifications; increase communication on website/social media related to diverse coaches (mentions, comments). Female Coach mentoring scheme being developed in 2023. 2 x coaching conferences to be delivered in 2023 to support coaches from all backgrounds in their coaching journey.
<b>Pillar 4: Widely Engaging</b> – creating opportunities for everyone across Kent and our London Boroughs			
Reaching our under-represented communities	Developed a plan with partner FCCs to engage with underrepresented communities in the South East London	The Cricket4London Plan has been developed and agreed with hiring in progress; we relaunched our Kent Cricket Community Trust with strong results to date. We relaunched our 'Give Cricket a Go' programme and initiated 'cricket and	Complete a Cricket4London hire for South East London Development Officer, we will identify opportunities to use our Beckenham ground to increase diversity and showcase Women and Girls cricket. We will continue to promote and support the Disability Cricket programmes across Kent. We will

	area; use our Kent Cricket Community Trust and Chance to Shine partners to engage with underrepresented community groups and local schools.	tea' walking cricket sessions for socially isolated individuals. We had a very successful partnership with KRAN to encourage young Afghan asylum seekers to play cricket; with Chance to Shine we provided more than 1200 coaching hours in Kent primary schools	continue to support Afghan refugees (and other asylum-seeking young people) through both boys' and girls' cricket. We will communicate our welcoming environment to encourage growth in engagement from these communities and improve accessibility information on our website. We will seek to better understand and remove barriers to participation as fans/members.
Opening Up Talent Pathway	Track diversity statistics and develop a bursary programme to encourage participation from lower socioeconomic groups.	Diversity within talent pathway is represented compared to our geographical diversity stats. We launched a bursary programme to ensure players with strong cricketing abilities are not excluded due to financial costs.	We will investigate any identified non-performance related barriers to continued participation in our talent pathways. We will continue our focus on socio-economic needs and work to increase our bursary opportunities including building awareness via our website.
Transforming Women & Girls	Support growth of women and girls across county.	We funded an additional staff resource for Women and Girls Cricket and launched a Girls Area Cricket programme. We now have 31 Clubs with a Girls' Section and 26 Clubs with a Women's Section. We continue to work with the South East Stars (playing out of The County Ground, Beckenham)	We will continue to support the growth of women and girls cricket across the county: with bespoke competitions and leagues for schools and clubs, support the increase in female coaches by promoting the ECB coaching and bursary programme, support the growth of female officials (we are running a female only umpires course in Feb 2023) and work to improve the facilities at The County Ground, Beckenham.
Catalyst Events	Use elite cricket events to drive learning and engagement in diverse communities	Participated in the inaugural LGBTQ+ Inclusion in Cricket Conference; both men and women's teams participated in the ECB Rainbow laces event (away games). Engaged with diverse leaders and influencers across Kent during the India vs	We will drive awareness of Women and Girls cricket at our June Double Header (featuring South East Stars) and our England vs Sri Lanka WODI event in Sept. We will increase our engagement with the LGBTQ+ community and raise awareness of our commitment to anti-discrimination and



		England WODI (Women's One Day International Event)	inclusion through a Pride themed Vitality Blast Match (day before Canterbury Pride). We will continue to promote our facilities to diverse community groups when available.
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