



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 or call 01227 456 886.

Strategic Priorities	Action Plan	2023 Plan	2023 Progress Delivered So Far
Pillar 1: Warmly Welcoming: Develop and maintain inclusive environments			
Welcome Stadia	Develop a 3-year programme to upgrade facilities to make them more inclusive.	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	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. Upgraded the bathroom facilities at our Beckenham Ground.

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		<p>inclusive toilet facilities for use by our Women & Girls network and the South East Stars.</p>	<p>Set to open the multi faith/quiet room at The Spitfire Ground, St Lawrence, Canterbury by the end of August.</p> <p>We have installed additional directional signage at Kent Cricket grounds, including ground maps indicating accessibility features.</p> <p>We have two accessible seating areas, with a new platform built ahead of the 2023 season at The Spitfire Ground.</p> <p>Sensory packs are now available for spectators on a Match Day for a deposit fee (refunded upon return).</p>
Community Clubs	Support EDI training for all clubs	<p>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.</p>	<p>All recreational clubs were encouraged to complete the EDI Raise the Game e-learning module and were supported by the Kent Cricket Community Team.</p> <p>Attended the Out4Cricket LGBTQ+ awareness webinar.</p>
Dressing Room Behaviour	PCA/external consultant to conduct Dressing Room behaviour Workshop.	<p>All players will complete the newly launched PCA EDI education programme; The 2023 players handbook will revise the EDI section based on player-driven involvement.</p> <p>No significant issues reported on the Kent research on Dressing Room Behaviour.</p>	<p>Our players have completed the first PCA EDI education session – more sessions to follow.</p> <p>Players attended a LGBTQ+ awareness session prior to the Pride themed T20 Match.</p> <p>The Player handbook is available to the players online.</p>
Spectator Behaviour	Review Code of Conduct, Incidents, Awareness and Education	<p>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</p>	<p>Zero tolerance text messaging system launched with player video on scoreboard at all home matches; discrimination incidents tracked and responses completed.</p>

		simplify reporting at community and recreational levels. Incident log will be regularly reviewed.	<p>Displayed anti-discrimination poster in all toilet stalls.</p> <p>In all pre-match Vitality Blast emails sent to ticketholders and Members, details of how to report discrimination in all its forms is included.</p>
Pillar 2: Continually Developing: Empower people to drive positive change across cricket			
Local understanding	Build awareness of EDI as it relates to our local 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, Canterbury Pride's 50 th anniversary year and other opportunities as they arise.	<p>We engaged with several community leaders to better understand how to engage with their communities.</p> <p>We have removed the formal dress code to ensure that our venues, matchdays and major events are as welcoming and inclusive as possible.</p> <p>Organised an event for staff to celebrate the International Women's Day.</p>
Training & Development	Create and deliver EDI awareness education plan to complement ECB online training; ensure all staff and stakeholders feel comfortable to challenge discrimination	Players will complete PCA Education series. We will continue to provide regular education sessions for staff (including Ramadan, Neurodiversity and Invisible Disabilities), engaging with external providers as appropriate. Nominated staff will be signposted to further training opportunities with outside accredited organisations to further embed EDI across the team.	<p>The leadership team are currently attending the EDI Inclusive Leadership training organised by ECB.</p> <p>We organised a Mental Health Awareness Session (facilitated by Opening Up Cricket), Islam 101 (facilitated by Nujum Sports) and LGBTQ+ awareness session for staff, players, directors and stewards.</p> <p>Kent Cricket has signed the Muslim Athlete Charter to demonstrate our continued commitment to equality and diversity for all.</p>

			<p>Annual training completed for stewards during pre-season.</p> <p>We have three staff members formally trained as Mental Health First Aiders to support staff wellbeing.</p>
Enhanced Policies and procedures	Revisit policies on Whistleblowing, Grievance and Disciplinary Process and communicate to all staff.	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. New policies and procedures related to recruitment in place.	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.
Staff & Club Forums	Ongoing consultation with staff and community clubs re action plans/priorities 2023 staff engagement survey	Target objective is 75% engagement score on ECB Census and staff surveys; execute engagement forums with community groups (LGBTQ+, Disability) and existing stakeholders (member forums); ensure that all staff and stakeholders feel empowered to speak openly.	We received the result ECB gamewide census issued to all staff in FY2022 and the outcome showed a significant leap across the 6 main areas which are Inclusion, Tackling Discrimination, Understanding EDI, Equity, Feeling Valued and Leadership.
Pillar 3: Visibly Empowering: Build diverse teams; promote inclusion across the sport			
Champion Diversity in leadership and governance roles	Lead with Accountability at Board and Senior Leadership	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 continue to measure our 'ownership of EDI' via the GameWide Census survey 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.	<p>We met our diversity target for our governance commitment to the ECB.</p> <p>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.</p>
Diverse Workforce	EDI informed recruitment and staff training	Inclusive recruiting processes include more inclusive language on careers page and job	We created and trained staff on an inclusive Recruitment Toolkit which incorporated more



	Designed Recruitment tool kit to drive fairness and transparency	advert, diverse interview panels and broader posting of job ads. We continue to conduct regular staff appraisals, embed a transparent promotion process across the organisation and actively target an increase in 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.	inclusive language in our job descriptions and use of a diverse interview panel; we broadened where we advertised our roles and actively encouraged applicants from diverse backgrounds.
Creating Heroes	Celebrate cricketers with diverse backgrounds, and those supporting growth of cricket within underrepresented /diverse communities at both the professional and recreational levels.	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.	Created an EDI webpage and published EDI related news across our digital channels. Our disability coaches presented their area of work as part of our staff Disability Awareness Session.
Coaching Pipeline	Actively facilitate diversity in pipeline	Increase number of diverse/female coaches by removing coaching qualifications as 'mandatory' on our job ads and promoting awareness of our 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 coaching conferences to be delivered in 2023 to support coaches from all backgrounds in their coaching journey. A coaching Education Programme due to launch in Sept 2023 via Cricket4 London.	Diversity of coaching staff continued to be a focus. We ran a subsidised female only coaching course in June and had bursaries available for new coaches with disabilities or from ethnically diverse backgrounds. One of our Board Members- Sonya Dey, has been appointed as an umpire.
Pillar 4: Widely Engaging – creating opportunities for everyone across Kent and our London Boroughs			
Reaching our under-	Developed a plan with partner FCCs to engage with underrepresented	We will identify opportunities to use our Beckenham ground to increase diversity and showcase Women and Girls cricket. We will	Launched a “Pay What You Can” season opener game to attract a broader base of fans. Completed a bespoke webinar and guide for communities to



<p>represented communities</p>	<p>communities in the South East London area; use our Kent Cricket Community Trust and Chance to Shine partners to engage with underrepresented community groups and local schools.</p>	<p>continue to promote and support the Disability Cricket programmes across Kent. We will 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.</p>	<p>upgrade understanding of Afghan culture. Hired a Cricket4London London Development Officer to grow passion for Cricket in South East London.</p> <p>The Cricket4London Plan has been developed and agreed with hiring in progress; we relaunched our Kent Cricket Community Trust with strong results to date. Continued success of our 'Give Cricket a Go' programme and 'cricket and tea' walking cricket sessions for socially isolated individuals. Continued to build on our successful partnership with KRAN to encourage young Afghan asylum seekers to play cricket (T15 match; female Afghan guard of honour for the Double Header Match); with Chance to Shine we provide more than 1200 coaching hours in Kent primary schools</p>
<p>Opening Up Talent Pathway</p>	<p>Track diversity statistics and develop a bursary programme to encourage participation from lower socioeconomic groups.</p>	<p>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.</p>	<p>Diversity within talent pathway is currently overrepresented 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.</p>
<p>Transforming Women & Girls</p>	<p>Support growth of women and girls across county.</p>	<p>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,</p>	<p>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.</p> <p>We instituted and commenced the Kent Women's Premier League this year with the final day scheduled for 3rd September, 2023.</p>



		Beckenham. We plan the launch of the Kent Women's Premier League this season	A double header match was held in June at The Spitfire Ground, St Lawrence, with the South East Stars playing before the Kent Spitfires. We continue to work with the South East Stars (playing out of The County Ground, Beckenham)
Catalyst Events	Use elite cricket events to drive learning and engagement in diverse communities	We will drive awareness of Women and Girls cricket at our June Double Header (featuring South East Stars). We will increase our engagement with the LGBTQ+ community and raise awareness of our commitment to anti-discrimination and inclusion through a Pride themed Vitality Blast Match (day before Canterbury Pride weekend). We will continue to promote our facilities to diverse community groups when available and engage with local religious or ethnic groups to promote cricket as a game for all.	<p>A Vitality Blast T20 game was designated as a Pride Themed match using the Club's flagship annual cricket festival as a catalyst event to demonstrate that cricket is a game for everyone.</p> <p>Steven Jefferies, Senior EDI Campaigns Manager, ECB, who was in attendance said: "It was fantastic to see first-hand how Kent Cricket is Raising The Game by celebrating LGBTQ+ inclusion at an elite fixture during Pride month. The display of allyship in front of a packed-house at Canterbury helped send a powerful message to everyone in the game that the LGBTQ+ community is welcome in cricket - whether that's playing, coaching, supporting or volunteering. The ECB's Rainbow Laces campaign later this year will give all clubs a chance to follow Kent Cricket's example."</p> <p>We had our Double Header Match with the South East Stars in June at The Spitfire Ground.</p> <p>Participated in the ECB/Kent co-sponsored Vaisakhi mela in Gravesend. Followed up with local activation plan.</p>