



**DURHAM
CRICKET**

FOR EVERYONE

THE DURHAM CRICKET EQUITY, DIVERSITY AND INCLUSION ACTION PLAN



DURHAM CRICKET IS COMMITTED TO ENCOURAGING EQUALITY, DIVERSITY AND INCLUSION IN EVERY PART OF OUR OPERATION.

INTRODUCTION AND CONTEXT

In 2020 the ECB launched its five-year strategy, Inspiring Generations, which was designed to grow and strengthen the game of cricket in England and Wales. Central to the strategy was a desire for cricket to be for everyone and an acknowledgement of a need to expand reach, broaden audience and welcome more people into the cricketing family. For the first time, and to assist in the successful delivery of Inspiring Generations, counties were encouraged to create a joined-up County Wide Plan to set out how elements of the national strategy would be delivered in their particular area.

The delivery of the national and county wide strategy is reliant on the production of other plans that back up the overall approach and ensure there are no barriers in its overall execution. With this in mind, Durham Cricket has developed its 'Durham Cricket for Everyone', EDI Action Plan to address specific elements required to truly make cricket a game for everyone. This builds on some of the key actions set out in Inspiring Generations and Durham's County Wide Plan. However, it also acknowledges that to succeed in delivering the Inspiring Generations work, specific actions are

required in Equity, Diversity and Inclusion and this particularly relates to change that must happen in the sport.

There is a need to ensure that diverse communities and people from all different backgrounds are attracted to cricket and that barriers do not exist in Durham to allow this to happen. Also, that all environments in cricket, be that a professional dressing room, a local village club or some other part of the community where cricket is experienced, are seen as inclusive and welcoming.

Durham Cricket is committed to encouraging equity, diversity and inclusion in every part of our operation, and to eliminating any unlawful discrimination and abuse and this action plan is designed to assist in achieving these aims. The plan will only be successful if it involves and embraces the views of diverse groups within the county and this is central to the whole plan.

DURHAM – WHERE ARE WE NOW?

To be successful, our action plan needs to ensure that actions taken and initiatives created are designed to be reflective of the local population and ensure that all groups' needs are met. This section examines Durham as a county, both demographically and in terms of cricket participation, and also looks at the make-up of the Durham Cricket workforce from a recent ECB Workforce Census. Each of these areas are then used to frame the resulting action plan.

OUR COUNTY

Durham has a predominantly white population, which is slightly older than the national average.

Durham's population is 96.7% of white ethnicity against a national average of 86%

Stockton-on-Tees has the highest proportion of BAME residents at 7.6%

TOTAL ESTIMATED POPULATION: 1,562,735

Male population: 49.1%

Female population: 50.9%

ETHNICITY:

Asian/Asian British: 1.9%

Black/African/Caribbean/Black British: 0.3%

Mixed/multiple ethnic groups: 0.8%

Other ethnic group: 0.3%

White: 96.7%

Percentage of children living in low income families: 22%.



DURHAM – WHERE ARE WE NOW?

CRICKET IN OUR COUNTY:

With a total of 98 cricket clubs across the county, our clubs and leagues provide match play for over 6,000 junior and senior players every season.

We serve over 10,000 cricket participants from the age of 5 all the way through to those over 50.

We spread the power of cricket through cricket programmes in state schools across the county, reaching over 55,000 pupils every year.

We work to ensure there are cricket offers accessible to everyone through running disability and visually impaired cricket teams and sessions. Our disability programme runs in two hubs across the county on a weekly basis all year round.

Our Visually Impaired Team was founded in June 2009 and has since been engaging blind and visually impaired players to the game.

We run sessions in areas of deprivation and poverty through the Lord's Taverners' 'Wicketz' programme, which offers free weekly sessions to children in Hartlepool and Blackhall.

We work alongside multicultural youth and community partners Young Asian Voices to deliver to young members of the BAME community in Sunderland and, more recently, in Tyneside.

Our Foundation works towards a mission to build stronger, healthier, more connected communities, improve the physical and mental wellbeing of people aged over 50, and reduce isolation for adults.

The Foundation's '50 Not Out' programme helps to improve older people's mental wellbeing through a number of free weekly arts and crafts classes and make an impact on physical health through three walking cricket hubs, running in Peterlee, the County Ground in Chester le Street and in Willington every week.

The Foundation has delivered and continues to deliver impactful and fantastic work at The Bridges School in the Great North Children's Hospital delivering fun, active, cricket-themed activities for long-term patients as part of their curriculum.



DURHAM CRICKET WORKFORCE



Women are under-represented in the Durham Cricket workforce (11% in the FCC workforce, 40% in the CCB workforce, compared to 51% in the population)



The workforce over-represents young people and under-represents those aged over 50



Strengths identified in the survey were:

- Feelings of belonging
- Creation of an open environment (highest-scoring FCC)
- Feeling that the leadership of the CCB is committed to action when it comes to EDI (highest-scoring CCB)
- Feeling that there is no difference between career advancement opportunities for men and women; and for ethnically diverse and white people at the CCB (highest-scoring CCB)



Areas of focus from the survey were:

- EDI education and training
- Actively taking steps towards greater diversity
- Gender equality across the whole organisation



THE FOUNDATIONS OF OUR EDI ACTION PLAN

**EMPOWER PEOPLE TO MAKE A POSITIVE
CHANGE ACROSS CRICKET**

**BUILD DIVERSE TEAMS THAT REFLECT THE
COMMUNITIES THEY SERVE**

**DEVELOP INCLUSIVE ENVIRONMENTS WHERE
EVERYONE FEELS WELCOME AND SAFE**

**LEAD WITH ACCOUNTABILITY AND
COMMITMENT**



EMPOWER PEOPLE

TO MAKE A POSITIVE CHANGE
ACROSS CRICKET

**TO ACHIEVE THIS WE WILL ACTION THE
FOLLOWING:**

- EDI EDUCATION AND TRAINING FOR ALL DIRECTORS, STAFF AND PLAYERS
- DEVELOP OUR EDI PLANS THROUGH LISTENING TO AND CONSULTING WITH THE LOCAL COMMUNITY
- INTRODUCE COACH MENTORING PROGRAMME IN OUR DIVERSE COMMUNITIES TO INSPIRE PARTICIPANTS
- CREATE AN EDI STEERING GROUP REPRESENTATIVE OF ALL PARTS OF THE COMMUNITY TO DRIVE CHANGE



BUILD DIVERSE TEAMS

THAT REFLECT THE
COMMUNITIES THEY SERVE

TO ACHIEVE THIS WE WILL ACTION THE
FOLLOWING:

- STRENGTHEN OUR APPROACH TO FAIRER RECRUITMENT
- ENSURE DURHAM CRICKET'S TALENT PATHWAY IS ACCESSIBLE TO DIVERSE COMMUNITIES
- IMPROVE DIVERSITY IN LEADERSHIP AND GOVERNANCE ROLES IN THE ORGANISATION
- ENSURE THERE IS A FOCUS ON GENDER EQUALITY THROUGHOUT ALL ELEMENTS OF OUR OPERATION



DEVELOP INCLUSIVE ENVIRONMENTS

WHERE EVERYONE FEELS
WELCOME AND SAFE

TO ACHIEVE THIS WE WILL ACTION THE FOLLOWING:

- MAKE THE RIVERSIDE FRIENDLY AND WELCOMING TO ALL PARTS OF THE COMMUNITY
- WORK WITH CLUBS AND OTHER VENUES IN THE COUNTY TO ENSURE THEY OFFER INCLUSIVE ENVIRONMENTS
- EMBED ANTI-DISCRIMINATION MESSAGES ACROSS THE GAME IN DURHAM



LEAD WITH ACCOUNTABILITY

AND COMMITMENT

TO ACHIEVE THIS WE WILL ACTION THE FOLLOWING:

- TAKE THE LEAD IN DURHAM IN INFORMING AND EDUCATING ON EDI IN THE COUNTY AND CHAMPION INCLUSION AND DIVERSITY IN THE GAME
- ENSURE ALL SENIOR LEADERS IN THE ORGANISATION HAVE PERSONAL EDI OBJECTIVES
- USE ADVOCATES FROM THE COMMUNITY AND PROFESSIONAL PLAYERS TO COMMUNICATE POSITIVELY ON INCLUSION
- PUBLISH AN ANNUAL EDI REPORT FOR DURHAM AND SHARE WITH CRICKET COMMUNITY

MEASURING PROGRESS

WE WILL SURVEY STAFF ANNUALLY AND MEASURE THE PERCENTAGE OF PEOPLE WHO STRONGLY AGREE OR AGREE WITH THE STATEMENTS BELOW. THESE WERE ASKED DURING THE ECB WORKFORCE CENSUS, WITH THE 2022 BASELINE FIGURES INCLUDED BELOW:

OVERALL EDI PLAN

I feel welcome, included,
and like I belong at the
organisation I work for

67%

EMPOWER PEOPLE

I understand and feel educated
across the breadth of EDI

28%

DEVELOP INCLUSIVE ENVIRONMENTS

The organisation I work at
is inclusive

42%

LEAD WITH ACCOUNTABILITY

The leadership of the organisation
I work at is committed to action,
not just words, when it comes
to EDI

50%

We will also measure other KPI's in relation to EDI and report on them annually. These will include:

- Numbers through EDI training
- Numbers involved in Coach mentoring
- Numbers of participants from diverse communities in the talent pathway
- Customer experience scores for events at the Riverside
- Use of the whistleblowing line



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