

## **Wiltshire Cricket EDI Annual Report – May 2025**

In March 2024, Wiltshire Cricket released its latest [Equity, Diversity and Inclusion Action Plan](#). Within this plan we outlined our EDI Vision and Mission Statements:

### **Our Vision:**

*“We will lower all barriers that prevent any person in Wiltshire to participate in Cricket at all levels and increase the popularity of Cricket above other sports. We will create and maintain welcome, safe, and appropriate spaces for our diverse communities to enjoy playing and participating in Cricket in whichever way they choose, establishing their lifelong love for the game.”*

### **Our Mission:**

*“At Wiltshire Cricket we are committed to ensuring cricket is a sport that all can access and enjoy regardless of their age, gender, race, disability, sexual orientation, background, or circumstances. We will work with our clubs, leagues, associations and those within our wider cricketing community as we continue to drive positive change and promote inclusivity in our sport. We will take learnings from the national Cricket governing bodies, as well as data collected within our Wiltshire Cricket Community, ensuring that our action plan, aligned with the ECB, is relevant and focussed on making the most impact for Cricket in Wiltshire.”*

Within our Action Plan we then identified a series of actions across nine headline work areas, updates from which can be read about below.

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## **Wiltshire Cricket Strategy 2025 – 2029:**

Before going on to those updates, a key achievement in the past 12 months has been the production of our new county wide strategy for 2025 – 2029. The strategy, BEYOND BOUNDARIES, has been collectively developed by the cricket community in Wiltshire, including clubs, players, associations and staff from our Development Team.

In developing our 2025-2029 strategy, it was important to start from a position of articulating really clearly what our purpose is. This will help us to make strategic decisions around how and where we allocate the finite resource that we have within our team so as to make the most meaningful impact possible in this next strategic period.

With this in mind, we have developed new vision and mission statements, which will help to guide the tangible things that we do and the strategic decisions that we make over the next four years. Our vision statement provides that aspirational long term goal, whereas our mission statement clearly articulates what our purpose is and what it is that drives and motivates us on a daily basis.

Alongside the development of our vision and mission statements, we have also collectively agreed on a new set of Wiltshire Cricket values. These are the behaviours and attitudes that will underpin how we work and conduct ourselves:



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## EDI Action Plan Updates – May 2025:

### 1. Our People

- **Training:** All Wiltshire Cricket Limited employees and Board members have been enrolled on to "Introducing the Boundary", a new online course which covers how to recognise, challenge, report and prevent discrimination, both on- and off-field is now available. This training supersedes all other online modules relating to EDI and/or discrimination across the recreational game. Wiltshire Cricket has committed to all employees and Board members completing this training by the end of May 2025.
- **EDI Census:** In 2024, all Wiltshire Cricket employees completed the annual ECB EDI census, with headline results pulling through as follows:



## EDI Census | Perceptions

### All statements | Strongly Agree %

Perceptions statements	% Strongly Agree		
	Wiltshire Cricket 2022	Wiltshire Cricket 2023	Wiltshire Cricket 2024
1. The organisation I work at is inclusive.	67%	67%	80%
2. The organisation I work at is actively taking steps to better reflect our local communities.	56%	62%	80%
3. The leadership of the organisation I work at is committed to action not just words when it comes to equity, diversity and inclusion.	61%	62%	80%
4. I know who is responsible for equity, diversity and inclusion in the organisation I work at.	50%	62%	80%
5. I trust the senior leadership in the organisation I work at.	72%	71%	100%
6. I feel welcome, included and like I belong in the organisation I work at.	83%	71%	90%
7. I feel valued in the organisation I work at.	N/A	71%	80%
8. I feel respected in the organisation I work at.	N/A	67%	70%
9. I feel comfortable having conversations about my health and wellbeing with my manager.	44%	62%	50%
10. I understand and feel educated across the breadth of EDI (e.g. gender, ethnicity, disability, LGBT+, socio-economic status, etc.)	28%	24%	60%
11. Since I joined this organisation, my understanding of equity, diversity and inclusion has improved due to the training received.	28%	29%	80%
12. I understand the criteria by which my performance is evaluated.	28%	38%	60%
13. People are paid a fair salary, regardless of their gender, ethnicity or other characteristics.	6%	33%	60%
14. People are treated fairly in the organisation I work at.	67%	62%	90%
15. Promotions are awarded fairly in the organisation I work at.	33%	33%	30%
16. Men's cricket is valued at the organisation I work at.	78%	71%	80%
17. Women's cricket is valued at the organisation I work at.	83%	71%	100%
18. Disability cricket is valued at the organisation I work at.	83%	71%	70%
19. In the past year, I have witnessed behaviour that I consider discriminatory in the organisation I work at.	N/A	N/A	10%
20. In the past year, I have experienced behaviour that I consider discriminatory in the organisation I work at.	N/A	N/A	0%
21. In the past year, I have reported behaviour that I consider discriminatory in the organisation I work at.	N/A	0%	0%
22. I know how to report discriminatory behaviour.	N/A	N/A	100%
23. I feel able to speak up if I see discriminatory behaviour.	67%	67%	90%
24. If I speak up, I am confident that appropriate action will be taken.	56%	71%	90%

\*For statements 19-22 the % shown is the % who answered 'Yes' to the question.  
Questions in grey are excluded for colour coding to avoid confusion about the trends.

#### Key

Score is 5%pt or more higher than previous year  
Score is within 5%pt of previous year  
Score is 5%pt or more lower than previous year  
N/A = Question not asked in 2022/2023 Census

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- As an employer, Wiltshire Cricket was pleased with the results above but has also identified areas in which we can look to continually improve. With that in mind, specific consideration has been given to:
  - Health and Wellbeing support for staff
  - EDI Education for the whole team, not just senior leadership
  - A better performance evaluation processThese priorities will be focused on during 2025
- ECB Inclusive Leadership Programme:** Three members of the Wiltshire Cricket Development team have completed the ECB Inclusive Leadership programme; The Inclusive Leadership programme has been designed to help unlock the full potential of County Board teams. It is an opportunity to engage with and learn from peers across the game, to share and tackle EDI issues, and to support counties in achieving the best possible results, in a cohesive and inclusive environment that maximises the strength and balance of your teams.
- ECB EDI Education Programme:** In April 2025, the whole Wiltshire Cricket Development team started a new game wide EDI Education programme with initial modules focusing on Bias and Banter/Micro-aggressions. Future modules will focus on bystander intervention and culture.

## 2. Our Governance

- Board Diversity:** During 2024, three Non-Executive Directors resigned from the Board. This currently takes Wiltshire Cricket below its target standard for Board Diversity. This target is for the Board to be comprised of 40% of each gender, to have ethnic diversity representative of the county's local population, and to have at least one member from an ethnically diverse background. Currently, the Board's gender target is not being met. Wiltshire Cricket plans to undertake a new round of Board recruitment in late 2025 and

to prepare for this has conducted a thorough Board evaluation in early 2025. This has resulted in some changes to how the Board will operate including a revision to the expectations of Non-Executive Directors with regards to their contribution to Board sub groups and to Board task and finish groups. We believe these changes will help us to use the skills of our Board members in the most effective way and will also help to ensure we can be realistic with the expectations on our Board members, given the varying capacity they will have.

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### 3.Schools Cricket

- 2023-2024 School Delivery: Based on our last completed academic year, we are pleased to report the following delivery across Wiltshire, with significant focus on delivery in areas of higher income deprivation, inactivity or in schools with high free school meal percentages:
    - Chance to Shine whole school programme activity was delivered to:
      - 3626 children of which 1729 were girls (47.68%), 1897 boys (52.32%), 731 had special educational needs and 701 were from ethnically diverse communities
      - 86% of schools involved in our Chance to Shine Whole School programmes were from schools with higher than 20% of its pupils on Free School Meals.
    - In 2023-2024 we delivered a Girls Secondary School programme to 458 girls across the county.
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### 4.Club Development

- **Affiliation:** The 2025 Wiltshire Cricket Limited club affiliation process saw the new ECB terms and conditions of affiliation communicated to clubs. Included within these terms and conditions is an expectation on clubs to adopt and enforce the ECB Anti-Discrimination regulations. At the time of publishing this report, 72 out of 79 primary affiliated clubs in Wiltshire have accepted these terms and conditions.
- **Women's Volunteer Network:** Our network aims to create a community of female volunteers, coaches, supporters, players and officials as well as providing opportunities for Women and Girl's to develop their knowledge about cricket within a female only environment. Since the network launch in April 2024, the network has delivered:
  - Scoring/Umpiring Workshop – X3 events April 2024, May 2024, April 2025
  - Bowling Skillset Workshop – June 2024
  - Nutrition Workshop – July 2024
  - Celebration Event – September 2024Additionally, via the network there have been regular newsletters released and there are also extensive plans for the growth of the network through our next strategic period of 2025 – 2029.
- **Women's and Girls' Support:** A new initiative, led by our Women's and Girls' Development Officer in 2024 and 2025, has been to provide 1:1 or 1:2 club development

meetings with our Women's and Girls' clubs. These meetings can focus on a variety of topics including; playing, volunteering, governance, facilities etc.

- **County Grants Fund:** In 2024, £56,000 was invested in to facility projects in Wiltshire, with all of the investment focusing on either creating welcoming environments or providing enhanced playing and practice facilities to support Women's and/or Girls' Cricket.
- **Club Facing Support:** We are very excited to have secured ECB EDI Strategic funding to employ an EDI Club Development Officer whose primary role will be to work with clubs, leagues and associations to help promote the importance of good governance, diversity and positive culture within our cricket organisations. To support the need for this role, Wiltshire Cricket conducted a Club Development survey in early 2025. Results from the 39 cricket clubs that completed this survey included:

Committee Role	Male / Female Split
Chair	38 38 Male
	1 Female
Secretary	32 Male
	7 Female
Treasurer	35 Male
	4 Female
Club Safeguarding Officer	22 Male
	16 Female
Junior Coordinator	19 Male
	4 Female
Adult Cricket Representative	20 Male
	0 Female
Women's and Girls' Coordinator	4 Male
	13 Female
Head Grounds Person	37 Male
	0 Female
Fixture Secretary	36 Male
	3 Female
Club Development Officer	18 Male
	2 Female
Fundraising Lead	23 Male
	4 Female

In addition to the above statistics, we also asked clubs for their feedback on their overall numbers on their committees. Across the 39 cricket clubs that completed the survey, this is the combined feedback:

Total number of Men on main club committee	341
Total number of Women on main club committee	54
Total number of committee members from ethnically diverse background	12

## Conclusions:

Our conclusions from the above insight is as follows:

- Despite the good work that has been done in improving diversity of Cricket Boards and County Clubs, the governance within our recreational cricket clubs is still very non-diverse.
- The Female volunteers in committee positions tend to be in specific roles such as; “Club Safeguarding Officer” or “Women’s and Girls Lead”. There are very few females in what might be called the “executive” leadership roles of cricket club committees
- Based on the insight above, the average club committee in a Wiltshire Cricket recreational cricket club comprises of:
  - 10.12 members, of which:
    - 8.73 are male
    - 1.38 are female
    - 0.31 are from an ethnically diverse community

Not only do the statistics above show a significant need to improve the diversity of our cricket club committees, but they also present a scenario in which in many cases females joining club committees will find themselves as the significant minority on that group.

- **Our new EDI Club Development Officer** will be employed in the second half of 2025 on an initial two year contract. Their role will focus on:
  - Supporting our Women’s Volunteer Network
  - Developing a club facing EDI programme
  - Providing club development support
  - Focusing on governance, compliance and education within our cricket organisations
  - Supporting the talent pathway with increased awareness and promotion of our Talent Pathway Support fund.

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## 5.Junior Cricket

- **Girls Teams:** For 2025, league and competition entries look as follows:
  - U11 League x7 teams
  - U13 League x4 teams
  - U16 League x3 teams
  - Indoor League x7 teams
- **National programmes:** In 2024, Wiltshire Cricket was very pleased to record the following participation numbers in National Programmes (All Stars and Dynamos):
  - 1895 total participants (22<sup>nd</sup> highest in the country against a population formula rank of 30<sup>th</sup>)
  - 542 female participants (23<sup>rd</sup> highest in the country against a population formula rank of 30<sup>th</sup>)

Of the National Programmes run in 2024, Wiltshire Cricket facilitated the delivery of 7 free programmes delivered in school settings whereby those schools were in areas of higher income deprivation or higher than average free school meal percentages.

In terms of 2025, at the time of publishing this report, National Programme numbers in clubs have already increased from the numbers recorded in the whole of 2024.

- **Junior Club Cricket:** Total junior teams in 2024 was recorded at 209, a small increase from 207 in 2023. For 2026, Wiltshire Cricket Limited will be taking on the running of all junior club cricket in the county, with the Wiltshire Youth Cricket League committee standing down from their roles. This will present an opportunity to redefine the purpose and ethos of junior cricket throughout the county, with consultation on this subject due to commence in summer 2025.

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## 6. Adult Cricket

- **Women's teams:** For 2025, league and competition entries look as follows:
  - Soft Ball Festivals x 15 teams
  - Soft Ball Pairs x13 teams
  - Soft Ball Cup x12 teams
  - Soft Ball Indoor x11 teams
  - Hard Ball Pairs x9 teams
  - Hard Ball T20 x8 teams
  - Hard Ball 35-Over x4 teams
  - Hard Ball WEPL x2 teams
  - Hard Ball Cup x8 teams
- **Women's Seniors Cricket:** Working alongside Wiltshire Seniors CC and our Women's club network, a training programme and small match play structure has been established for a Women's Seniors team in 2025. The growth of this will be a priority for our 2025-2029 strategic period.

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## 7. Community Programmes

- **Street Cricket:** In the last completed academic year, Wiltshire Cricket delivered year round Chance to Shine Street Cricket in Swindon, with the following numbers delivered:
  - *In 2023-24 the Swindon Street programme attracted 31 individual participants*
    - This was an increase from 17 participants in the 2022-2023 academic year.
- **Disability Cricket:** In the 12 month period from May 2024 to May 2025, Wiltshire Cricket, thanks to funding support from Lord's Taverners, delivered the following:
  - Super 1's: 40 participants
  - Table Cricket:
    - 2 competitions held
    - 120 participants involved
  - Softball Festivals:

- 3 competitions delivered
  - Over 100 participants involved
- SEND Delivery:
  - 219 sessions delivered
  - 662 participants received cricket delivery
  - 1,341.67 contact hours
- Disability Champion Clubs:
  - 6 clubs regularly supporting disability cricket across the county

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## 8.Pathway Cricket

- **State School Representative Fixtures:** In 2024, Wiltshire Cricket launched its first ever state school only representative teams, with a combined Under 12/13 team and also a combined Under 14/15 team playing two fixtures each. This initiative has continued in 2025.
- **MCC Foundation Hubs:** Wiltshire Cricket was delighted to partner with the MCC for the first time from 2024-2025, with Girls U14s and U16s, and Boys U14s and U16s hubs launching in Wiltshire for the first time. These programmes have formed an extension of our talent pathway with 80 additional girls and boys from state schools receiving opportunities for selection to Wiltshire Cricket programmes post the talent pathway trials that took place in September 2024. For information, the MCC Foundation is a cricket charity that delivers projects across the UK and around the world. They provide free coaching and match play in order to empower all boys and girls to reach their full potential in the game, to unite and inspire communities, and to promote physical and mental wellbeing.
- **Wiltshire Cricket Talent Pathway Support Fund:** Wiltshire Cricket has continued to promote its Talent Pathway Support Fund at all available opportunities. Additionally, further fundraising events have taken place to help raise important money to keep the fund at a level that means the Cricket Board can comfortably support any applications for support. The scheme is open to any girl or boy selected for a Wiltshire Cricket Talent Pathway programme, starting from Under 10s through to Under 18s and including both Development and County level programmes. Wiltshire Cricket recognises that there are some key areas of cost relating to participation in talent pathway programmes, and therefore the Support Fund will seek to support the following:
  - Winter Coaching Programme registration fees
  - Summer Fixture match fees
  - Talent Pathway clothing and equipment
- **Ethnicity and Schooling Breakdown:** In 2023-2024, Wiltshire Cricket published some key data regarding the children selected to Wiltshire Cricket's Talent Pathway programmes. This exercise was repeated in 2024-2025 with the following results by comparison:



**2024-2025:**

OVERALL ANALYSIS:	ETHNICITY:
325 Girls and Boys registrations	272 - White - English (83.69%)
167 State school players (51.38%)	31 - Asian / Asian British (9.54%)
136 Private School players (41.85%)	4 - Mixed White / Asian (1.23%)
17 not disclosed (5.23%)	4 - Mixed White / Caribbean (1.23%)
5 home schooled / other (1.54%)	3 - White Irish (0.92%)
	9 - Prefer not to say (2.77%)
BOYS ANALYSIS:	0 - Black British / Caribbean (0.35%)
242 registrations	2 - Other ethnic group (0.62%)
123 State school players (50.83%)	
101 Private school players (41.74%)	
15 not disclosed (6.20%)	
3 home schooled / other (1.24%)	
GIRLS ANALYSIS:	
83 registrations	
44 State school players (53.01%)	
35 Private School players (42.17%)	
2 not disclosed (2.41%)	
2 home schooled / other (2.41%)	

**2023-2024:**

OVERALL ANALYSIS:	ETHNICITY:
289 Girls and Boys registrations	242 - White - English (83.74%)
157 State school players (54.32%)	30 - Asian / Asian British (10.38%)
122 Private School players (42.21%)	6 - Mixed White / Asian (2.07%)
7 not disclosed (2.42%)	2 - Mixed White / Caribbean (0.69%)
3 home schooled (1.04%)	3 - White Irish (1.04%)
	5 - Prefer not to say (1.73%)
BOYS ANALYSIS:	1 - Black British / Caribbean (0.35%)
209 registrations	
111 State school players (53.11%)	
91 Private school players (43.54%)	
5 not disclosed (2.39%)	
2 home schooled (0.96%)	
GIRLS ANALYSIS:	FSM:
80 registrations	5 - Yes (1.73%)
46 State school players (57.5%)	282 - No (97.58%)
31 Private School players (38.75%)	2 - Prefer not to say (0.69%)
2 not disclosed (2.5%)	
1 home schooled (1.25%)	

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## 9.Education

- **Female Coaches:** 43 female coaches trained on ECB Education courses in 2024. This represented a 2.0% marketshare, and the 20<sup>th</sup> highest number in the country (against a 1.5% and 30<sup>th</sup> population and formula ranking). Our female coaching numbers were achieved largely thanks to offering female only ECB Support Coach courses delivered in club settings.
- **Women's Volunteer Network:** Since the network launch in April 2024, the network has delivered:
  - Scoring/Umpiring Workshop – X3 events April 2024, May 2024, April 2025
  - Bowling Skillset Workshop – June 2024
  - Nutrition Workshop – July 2024
  - Celebration Event – September 2024
- **Bursaries:** Wiltshire Cricket utilised the ECB Coach Development bursary scheme to provide coaching bursaries to under represented groups. In 2024, this included bursaries totalling the value of £1,200 to candidates on courses in Wiltshire.

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**May 2025**

**Wiltshire Cricket EDI Action Plan Update**