



WILTSHIRE CRICKET LIMITED

2026 Equity, Diversity and Inclusion Annual Report

1. INTRODUCTION

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 in this report.

2. YEAR IN REVIEW


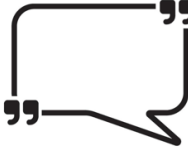
It has been a significant year for Wiltshire Cricket Limited. In April 2026, Wiltshire Cricket launched its [2025 – 2029 strategy, Beyond Boundaries](#).

In developing this strategy, we set out a new vision, mission and series of company values:



Our vision, "To be the most accessible and enjoyed sport in Wiltshire" is not just a statement; it's a promise to our community. We want cricket to be a sport that everyone can enjoy, regardless of age, gender, ability, or background. Our mission, "Inspiring a lifelong love of cricket for all of Wiltshire" speaks of our dedication to nurturing a passion for cricket that lasts a lifetime.

Throughout the last year, we have worked hard to bring our values to life as we believe that to achieve our vision and mission, the game needs to be creating positive cultures and behaviours that underpin the brilliant activity that is happening on the field. Indeed, in speaking to our strategy, we highlight the following as being our measures of success across this next strategic period:

 <p>Think</p> <p>Cricket in Wiltshire is welcoming and inclusive for everyone</p> <p>Respect and inclusion are top priorities in our cricket community</p>	 <p>Feel</p> <p>Safe and respected within the cricket environment.</p> <p>Proud to be part of a diverse and inclusive community.</p>	 <p>Say</p> <p>"I feel welcome and included in all cricket activities."</p> <p>"Wiltshire's commitment to diversity, inclusion and safeguarding is evident."</p>	 <p>Do</p> <p>Participating in initiatives that promote inclusivity.</p> <p>Advocating for and supporting diversity within the cricket community.</p>
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To help us deliver our strategy, we have developed six strategic pillars that allow us to present at a headline level what Wiltshire Cricket is working towards:



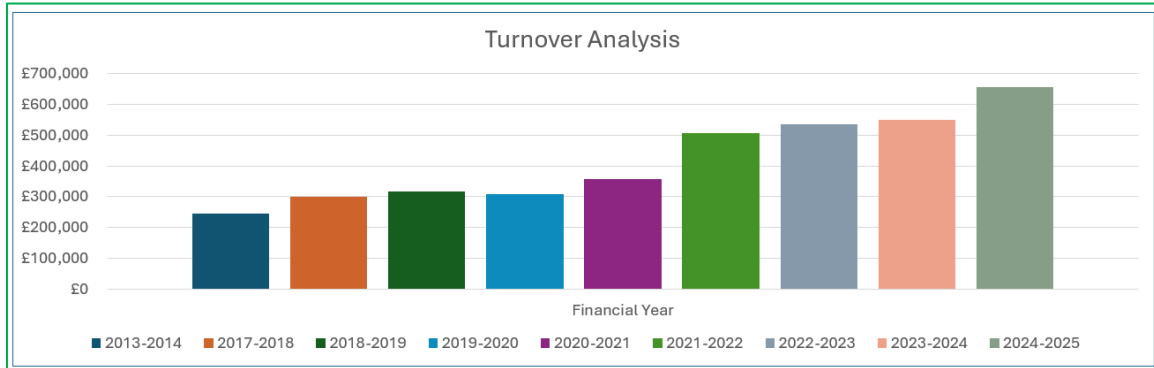
OUR OBJECTIVES



 <p>PLAYING AND PARTICIPATION OFFER</p> <p>Improve the Playing and Participation Offer with better choice, access and experience</p>	 <p>WOMEN'S AND GIRLS' CRICKET</p> <p>Accelerate the growth of Women's and Girls' Cricket</p>	 <p>VOLUNTEER WORKFORCE</p> <p>Develop an engaged and inspired workforce of Volunteers</p>
 <p>INCLUSIVE, DIVERSE AND SAFE GAME</p> <p>Drive change towards an Inclusive, Diverse and Safe game</p>	 <p>TALENT PATHWAY</p> <p>Deliver a high performing and inspiring Talent Pathway</p>	 <p>FACILITIES AND INFRASTRUCTURE</p> <p>Support the improvement of, and access to, quality Facilities and Infrastructure</p>

One of the key reasons for developing our strategic objectives has been to provide clarity to the organisation around our core purpose. During the previous strategic period from 2020 - 2024, Wiltshire Cricket experienced significant growth as an organisation; our Development team doubled in size, our turnover increased significantly and as a consequence our breadth of work expanded. Whilst incredibly rewarding, this growth could have led to a lack

of clarity around our work. As we move through this strategic period, we want to consolidate on the growth of recent years and also work smarter in what we do and don't do to allow us the capacity to focus on the areas that are pivotal to growing cricket in our county. To highlight the growth we have spoken about, here is a visual outlining the financial growth of Wiltshire Cricket across a period of time spanning twelve years.



Given the focus on working smarter and more strategically, it was with great pride that Wiltshire Cricket was recognised at the inaugural ECB Impact of Cricket Awards in January 2026, a ceremony at which [Wiltshire Cricket was awarded the “Operational Excellence” award](#)



This award came on the back of being granted [Ready to Invest status](#) in December 2025.

ECB Ready to Invest Status is a new feature of this strategic period and is designed to ensure the ECB recognises and celebrates diligence and success, and supports Cricket Boards in becoming more attractive to external investment.

In order to achieve this status, Wiltshire Cricket has had to:

- Be on track against all CPA standards (including Governance, Leadership and EDI, Finance, Safeguarding, Regulatory Responsibilities)
- Have an investible four year strategy
- Have a well developed Operational Plan
- Have a robust financial plan

In reflecting on the work delivered in 2025 and the early parts of 2026 Wiltshire Cricket believes it has strong foundations and a brilliant platform from which to deliver both our strategy as a whole and specifically our ambition to play our part in cricket becoming the most inclusive team sport in England and Wales.

3. PROGRESS AGAINST OUR EDI HEADLINE AREAS

3.1: Our People

- **Club EDI Development Officer:** In April 2026, Isla Thomson joined Wiltshire Cricket as our new Club EDI Development Officer. This role will lead on the following areas:
 - Club Development Support – Bespoke and holistic support focusing on club plans to diversify their playing offer and management committees.
 - Governance, Compliance and Education – Reviewing language of club, league and association governance documentation, helping to ensure safe and inclusive environments.
 - Club Facing EDI Programme – Expanding club facing EDI workshops to further the importance in having diverse playing offers and decision making committees and processes.
 - Women’s Volunteer Network – Working alongside our Women’s and Girls Development Officer to increase the number of workshops we deliver and organise platforms for female volunteers to interact with each other.
 - Talent Pathway – Lead on anti-discrimination training and education in the talent pathway and the promotion of our Talent Pathway Support Fund.
- **Girls Activation Officer:** In May 2026, Isla Thomson’s role was extended to include a Girls Activation Officer element. In this role, we will aim to amplify the growth of girls sections in clubs, with responsibilities including:

- Working alongside the Women and Girls Development Officer to support the delivery of women and girls cricket programmes.
 - Assisting with the organisation and delivery of key initiatives such as:
 - Girls Dynamos Cricket.
 - School Girls Cricket Programmes
 - Metro Bank Women and Girls pillars.
 - Creating new initiatives away from the traditional county run sessions and support:
 - Creating a World Cup legacy following the World Cup over the summer in schools and clubs to keep the Women's World Cup spirit alive following the competition.
 - Running girls start up sessions with newly started girls' sections.
 - Supporting clubs and schools with session delivery, event organisation, and player engagement
- **Leagues and Competitions Development Officer:** At the end of 2025, Wiltshire Cricket Limited took over the management and administration of Junior League Cricket in the county following the retirement of the outgoing Wiltshire Youth Cricket League (WYCL) committee. Lisa Farr was appointed in October 2025 to the role of Leagues and Competitions Development Officer, a role in which she is responsible for the WYCL and managing and administrating existing County Board run competitions, such as Under 9s Festivals, Under 13 and Under 15 National Knockout competitions, Under 19 T20 and the Wiltshire Wallop competition.
 - **Regional EDI Executive:** For October 2025, Wiltshire Cricket agreed to the two year extension of our Regional South West EDI Executive position. Jane Law has held this role since 2023 and in this role manages the reactive case work role across all counties as well as pro-active work where capacity allows and where counties would like this support depending on their local structures and requirements.
 - **EDI Census:** In 2024, all Wiltshire Cricket employees completed the annual ECB EDI census, with headline results pulling through as below. In response to these results, whilst broadly pleased with the results, Wiltshire Cricket has committed to focus around the following areas:
 - **Values and Behaviours follow up** – Part of our ongoing focus on Culture an internal survey has been developed that asks for regular self-reflection from the team on their recent performance against values of ambition, respect and fairness
 - **Development of a Performance Management System**
 - **Cross working / mentoring / support for each other's work areas** – On reflecting on the survey results, we have recognised the fact that some members of the team could sometimes feel isolated in their roles, without much contact with other members of the team

Perceptions statements	% Strongly Agree			
	Wiltshire Cricket 2022	Wiltshire Cricket 2023	Wiltshire Cricket 2024	Wiltshire Cricket 2025
1. The organisation I work at is inclusive.	67%	67%	80%	80%
2. The organisation I work at is actively taking steps to better reflect our local communities.	56%	62%	80%	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%	100%
4. I know who is responsible for equity, diversity and inclusion in the organisation I work at.	50%	62%	80%	100%
5. I trust the senior leadership in the organisation I work at.	72%	71%	100%	100%
6. I feel welcome, included and like I belong in the organisation I work at.	83%	71%	90%	90%
7. I feel valued in the organisation I work at.	N/A	71%	80%	60%
8. I feel respected in the organisation I work at.	N/A	67%	70%	80%
9. I feel comfortable having conversations about my health and wellbeing with my manager.	44%	62%	50%	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%	30%
11. Since I joined this organisation, my understanding of equity, diversity and inclusion has improved due to the training received.	28%	29%	80%	80%
12. I understand the criteria by which my performance is evaluated.	28%	38%	60%	50%
13. People are paid a fair salary, regardless of their gender, ethnicity or other characteristics.	6%	33%	60%	80%
14. People are treated fairly in the organisation I work at.	67%	62%	90%	90%
15. Promotions are awarded fairly in the organisation I work at.	33%	33%	30%	60%
16. Men's cricket is valued at the organisation I work at.	78%	71%	80%	80%
17. Women's cricket is valued at the organisation I work at.	83%	71%	100%	80%
18. Disability cricket is valued at the organisation I work at.	83%	71%	70%	70%
19. In the past year, I have <i>witnessed</i> behaviour that I consider discriminatory in the organisation I work at.*	N/A	N/A	10%	0%
20. In the past year, I have <i>experienced</i> behaviour that I consider discriminatory in the organisation I work at.*	N/A	N/A	0%	0%
21. In the past year, I have <i>reported</i> behaviour that I consider discriminatory in the organisation I work at.*	N/A	N/A	0%	0%
22. I know how to report discriminatory behaviour.*	N/A	N/A	100%	90%
23. I feel able to speak up if I see discriminatory behaviour.	67%	67%	90%	70%
24. If I speak up, I am confident that appropriate action will be taken.	56%	71%	90%	90%

- **Culture:** In 2025, Wiltshire Cricket produced an Action Plan for culture that identified specific behaviours that it is expected that our staff will exhibit in relation to our values of Ambition, Respect and Fairness. As a progression of this work, we also now have a mechanism for reporting specific examples of values in action.

3.2: Our Governance

- **Board Diversity:** Wiltshire Cricket has run a round of recruitment for new Non-Executive Directors (NEDs) in early 2026. As of the 2026 company AGM, Wiltshire Cricket will see the retirement of two NEDs who have come to the end of their first term, and the appointment of three new NEDs. The outcome of these changes will still leave Wiltshire Cricket Limited just short of the gender diversity target of 40%. Specifically, our female representation on the Board will be at 27%. In recognising this situation, we have completed the following future scenario mapping:
 - Between our 2026 AGM and our 2028 AGM two current NEDs will be retiring in line with their term limits.
 - Without any further recruitment, this would take us to a female diversity percentage of 3/9 (33%)
 - With this in mind, we have made a commitment to appointing another female NED at the earliest opportunity, meaning the position upon the appointment of that female NED and the retirement of the two NEDs nearing their term limit ends will be 4/10 (40%)
- **Board Development:** A Board evaluation exercise was completed in 2025. Within this review we reviewed the demands and expectations of our NEDs and their roles in supporting our Board sub groups. This was with a view to making the experience of our NEDs as positive as possible and to set realistic expectations of their time. Specifically with regards to EDI, we have replaced the EDI sub group with a

dedicated EDI Lead on the Board. This was with a view to distinguishing between operational and executive responsibilities.

3.3: Schools Cricket

- **School Delivery:** 80% of schools receiving our Chance to Shine Whole School Programme in 2025-2026 are in schools with above Free School Meal numbers
 - The organisation of our school delivery is based on targeting schools term by term basis, following Chance to Shine directives on:
 - Primary schools with high FSM
 - Primary schools with above average FSM
 - Primary schools with above average proportions of children from ethnically diverse communities
- **Additional School Delivery:** In addition to our Whole School Programme delivery, we are also able to support 33 schools via our Cricket Engagement Days and we offer a comprehensive programme of indoor and Outdoor school competition

3.4: Club Development

- **Affiliation and Jurisdiction:** 2026 has been the second year of the new club affiliation process which now requires clubs to sign up to new ECB terms and conditions of affiliation. Included within these terms and conditions is an expectation on clubs to adopt and enforce the ECB Anti-Discrimination regulations. In 2025, 91% of Wiltshire clubs signed the Ts and Cs. For 2026, this has risen to 98%
- **Affiliated Club Recreational Game Calls:** In November 2025, Wiltshire Cricket launched a new programme of affiliated club calls that take place on a bi-monthly basis. These calls have different features but already included within the calls have been features on anti-discrimination and promoting the work of our new Club EDI Development Officer
- **Financial Hardship:** Wiltshire Cricket has partnered with a new charity called Game On, whose remit is to help remove financial barriers for children wanting to join local cricket clubs. Game On attended one of our affiliated club calls and Wiltshire Cricket will be promoting their services to our network of affiliated clubs to encourage them to help remove barriers to children wanting to access their clubs
- **Good Governance and Inclusion workshops:** With our new Club EDI Development Officer now in post, in 2026 we will be delivering a series of club workshops that will promote the benefits of good governance and diversity in club committees. This is all with the aim of addressing some of the underlying concerns highlighted in the following data:

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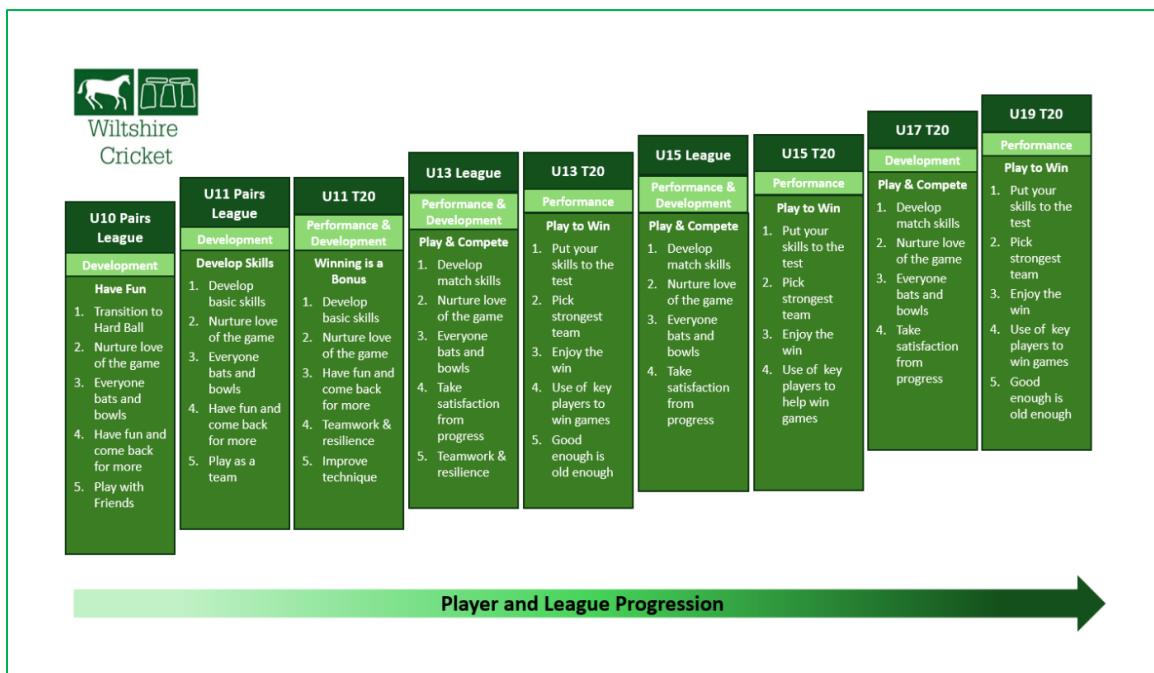
Chair	38 38 Male
	1 Female
Secretary	32 Male
	7 Female
Treasurer	35 Male
	4 Female
Club Safeguarding Officer	22 Male
	16 Female
Junior Coordinator	19 Male
	4 Female
Adult Cricket Representative	20 Male
	0 Female
Women's and Girls' Coordinator	4 Male
	13 Female
Head Grounds Person	37 Male
	0 Female
Fixture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

- **Facility Audits:** As part of our focus on addressing cultures the experiences of people engaging with Cricket in Wiltshire, we are embarking on a piece of work whereby we will audit as many of our club facilities in the county. This is with a view of identifying trends around items that may make facilities less accessible or welcoming to certain sections of our communities
- **County Grants Fund Investment:** In 2025, £53,000 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. For 2026, the focus of the County Grants Fund has shifted to being solely around Women's and Girls Cricket, with Wiltshire Cricket committing £73,000 in to projects in the county.
- **Women's and Girls' Club Development:** In line with our focus on culture and experience, our work within the women and girls game has continued beyond just our playing offers. This has included providing 1:1 bespoke club development meetings, running a Women and Girls Expo event in Bristol, re-launching our Women's Volunteer Network and delivering several Women's World Cup events.

3.5: Junior Cricket

- Wiltshire Youth Cricket League:** For 2026, Wiltshire Cricket has taken on the running of Youth League Cricket. In taking on the running of junior club cricket, Wiltshire Cricket saw this as an opportunity to:
 - Re-define the purpose and ethos of junior club cricket
 - Align all junior cricket competitions under one identity
 - Involve clubs in the development of what junior club cricket will look like from 2026

A positive outcome from this review is that we have developed a clear ethos for what Junior League Cricket should look like within different competitions, thus ensuring that there is much focus on experience for our young cricketers as there is on results:



- Introducing the new Spirit of Cricket competition:** An extension of defining the ethos of our junior competitions has been to launch a new Spirit of Cricket competition that exists within our junior leagues. Feedback received through the 2025 end of season survey, verbally or during subsequent correspondence showed a desire from clubs, players, coaches, parents and supporters for a change in values and culture across youth cricket in Wiltshire.
- Growth of Junior Cricket:** For 2026, we have seen an increase to 150 teams (from 126 in 2025) for 2026 + new divisions launched at Under 10s and Under 17s age groups
- Growth of Girls Cricket:** Our Indoor and Summer leagues have seen an increase to 41 teams competing across a range of soft ball and hard ball competitions; a significant increase from 21 teams in 2025

- **National Youth Programmes:** In 2025, Wiltshire Cricket recorded a record year for registrations to All Stars and Dynamos Cricket in our clubs, with 1254 All Stars and 596 Dynamos registrations. For 2026, at the time of writing, we already have 1252 All Stars and 644 Dynamos, making 2026 another record year.

3.6: Adult Cricket

- **Adult competitions:** The Wiltshire County Cricket League has recorded the highest level of entries since its inception, with 106 teams competing across 11 divisions with a focus on regionalisation at the lower levels of the league to be explored for 2027.
- **Growth of Women’s Cricket:** Our Indoor and Summer leagues have seen an increase to 58 teams competing across a range of soft ball and hard ball Leagues. This is in addition to our Soft Ball festival teams and competitions.

3.7: Community Programmes

- **Chance to Shine Street:** Wiltshire Cricket’s Chance to Shine Street programme continues to be successfully delivered in Swindon
- **Super 1s:** Wiltshire Cricket continues to successfully deliver four Super 1s hubs across the county; in Swindon, Chippenham, Westbury and Salisbury as well as an all year round school programme in SEND settings.

3.8: Pathway Cricket

- **Talent Pathway Demographics:** Our Talent Pathway data for players involved in our Early Engagement and County Age Group programmes from the 2025-2026 winter can be summarised as follows:
- **All players, all age groups:**

School Type	Count	% (approx)
Non-selective state school	170	~48%
Private / fee-paying school	140	~40%
State selective (grammar / entrance exam)	35	~10%
Faith-selective state school	5	~1%
Prefer not to say / Other	10	~3%

Ethnicity Category	Count	% (approx)
White – British (English/Welsh/Scottish/Northern Irish)	300	~82%
White – Other	15	~4%
Asian / Asian British (mainly Indian)	25	~7%
Mixed / Multiple ethnic groups	12	~3%
Black / Black British	3	<1%
Other ethnic group	3	<1%
Prefer not to say	7	~2%

- **Growth of MCC Foundation Hubs:** Following the launch of the MCC Foundation hubs in 2024-2025, Wiltshire Cricket has expanded its offer in 2025-2026. In 2025, we ran hubs at Under 13s and Under 15s for 80 girls and boys. For 2026, our programmes have been extended to provide support to 144 girls and boys
- **Talent Pathway Support Fund:** Wiltshire Cricket continues to promote and operate a Support Fund for children facing financial barriers to participation in the pathway. In 2025-2026, we have supported 7 children but due to having excess funding within the fund itself we have also invested in to additional projects such as purchasing improved matting for local authority sports hall where cricket is frequently played.
- **Launch of County Disability Team:** The 2025-2026 winter saw Wiltshire Cricket launch its first ever County Disability programme. The winter saw a 10 week fully funded coaching programme offered to 9 initial participants and in 2026 the county team will play its first ever Super 9s friendly fixtures.
- **Launch of County Women’s Senior Team:** Wiltshire Cricket first launched the Wiltshire Women’s Senior Squad in the 2023 season by hosting a fixture against East-Anglia in September 2023 at Westbury CC. With a break over the 2024 season, the Senior team was re-launched at the start of the 2025 season with 24 players getting involved.

3.9: Education

- **Coach Education Bursaries:** Wiltshire Cricket has offered bursaries alongside our Coach Education programmes to candidates facing financial hardship and/or candidates from under represented groups. In 2025, £2,100 was awarded in bursaries in Wiltshire
- **EDI Education:** Following attendance at modules on focusing on Bias and Banter/Micro-aggressions, all 12 members of the Wiltshire Cricket Development team have completed two further modules in 2026, this time focusing on Bystander intervention, and Proactive culture change/Allyship

- **Free Support Coaches for clubs:** For 2026, Wiltshire Cricket has re-launched its offer of delivering free Support Coach courses to clubs at their home venues. Clubs must provide a minimum number of female coaches to qualify for the offer. The intention is to further increase the number of female coaches that we have within the recreational game
- **Launch of Young Cricket Collective training:** In a further focus around diversifying our volunteer base, Wiltshire Cricket will be launching a new Young Volunteers training programme in 2026, with three modules around coaching, officiating and club leadership forming part of the programme
- **Accessible workshops:** In line with our strategic aim to offer a more accessible and wide ranging programme of courses, Wiltshire Cricket has worked closely with the Grounds Association to provide a series of online workshops for the winter, with topics including winter maintenance and, pitch preparation and recovery.