

WILTSHIRE CRICKET

# ACTION PLAN

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EQUITY, DIVERSITY  
AND INCLUSION

MARCH 2024





# Our EDI Vision and Mission

Wiltshire Cricket has an overarching vision to 'Inspire a lifelong love and involvement in Cricket for all of Wiltshire.' Equity and Inclusion is a core part of reaching the diverse communities of Wiltshire to establish the lifelong love of the game.

## 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."





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# EDI ACTION PLAN PROGRESS TO DATE

Since the launch of our first ever EDI Action Plan in 2022, we have been delighted to make significant progress across the following areas

## 1. OUR PEOPLE

- Members of the Wiltshire Cricket Development team with responsibility for line management have completed the ECB Inclusive Leadership programme
- All members of staff have completed the ECB Anti-Discrimination training model
- We have written, adopted and implemented a Fairer and Safer Recruitment process for Wiltshire Cricket, which has been used in the recruitment of multiple roles within the team
- We now participate in an annual EDI Census, in which Staff, Directors and part time /casual coaches are invited to feed back on their views of Wiltshire Cricket as an Inclsuive Employer

## 2. OUR GOVERNANCE

- The Board has undergone a further round of Non-Executive Director recruitment which has helped to further diversify the make up of our Board, including exceeding the targets for female representation and ethnically diverse representation on the Board
- An EDI sub group of the main Board has been created, with the responsibility for supporting the production of this EDI Action Plan, and offering guidance and accountability for the delivery of it

## 3. SCHOOLS CRICKET

- In our 2022-2023 academic year, Chance to Shine whole school programme activity was delivered to:
  - 3156 children of which 1523 were girls (48.26%), 1633 boys (51.74%), 507 had special education needs and 357 were from ethnically diverse communities
- 35.4% 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 2022-2023 we delivered a Girls Secondary School programme to 1296 girls across the county



# EDI ACTION PLAN PROGRESS TO DATE

## 4. CLUB DEVELOPMENT

- We have increased investment in to developing Women's and Girls' Cricket through the appointment of a Women's and Girls' Development Officer to work alongside our existing member of staff who previously had responsibility for Women and Girls Cricket. This has contributed to achievements such as:
  - Increased entries in to Women's and Girls' club competitions
  - The launch of a Wiltshire Women Seniors Cricket team
  - The roll out and funding of a period dignity offer for clubs running Women's and Girls sections
- The ECB County Grants Fund has been used to fund facility development projects that specifically support the development of Women's and Girls' Cricket and/or Disability Cricket. Specifically, £45,000 has been invested in to projects because those clubs are running Women and Girls section., A further £67,200 has been invested in to projects under the banner of "Creating Welcoming Environments"

## 5. JUNIOR CRICKET

- In 2023, we increased the number of junior teams with recorded matches on play-cricket by 31%, from 158 to 207 teams. This was largely due to a focus on providing more opportunities for Under 9s Cricket
- We continue to record high numbers of All Stars and Dynamos participants for our size of county. In 2023, 1908 children registered for the programmes of which 542 were girls; a 2% marketshare (our ECB county demographics make up 1.5% of the country) of girls participating in the programmes nationally.
- Our Girls competitions offers have expanded to include a range of winter and summer competitions, including:
  - Winter - Under 11, Under 13, Under 15 Leagues
  - Summer - Under 9s festivals, Under 11, Under 13, Under 15 Leagues

## 6. ADULT CRICKET

- We have started development of club facing workshops focused around the subject of good governance and the benefits of Inclusion within Cricket clubs
- Our Women's competition offers have increased to include a range of winter and summer competitions, including:
  - Winter - Indoor League, Indoor Cup
  - Summer - Soft Ball festivals, Soft Ball Leagues, Hard Ball Pairs League, Hard Ball T20 League, Hard Ball 35 over League, Soft Ball and Hard Ball Hundred, Women's Premier League (set up for first time in 2023)

# EDI ACTION PLAN PROGRESS TO DATE

## 7.COMMUNITY PROGRAMMES

- Since 2022, we have increased our Lord's Taverners Super 1s programme to include 4 Hubs in Chippenham, Salisbury, Swindon and Westbury, with over 35 children regularly attending the programmes
- In the 2022-2023 we delivered our biggest ever Disability programme in schools, including Table Cricket delivery to 14 schools and a Finals Day for 110 participants. We also delivered a Soft Ball coaching programme to 15 SEN schools
- 3 clubs in Wiltshire have registered to be ECB Disability Champion Clubs
- A Youth Cricket Chance to Shine Street Cricket programme is delivered in Swindon
- We have delivered free All Stars and Dynamos programmes for children in areas of higher deprivation who may not be able to access traditional club programmes.

## 8.PATHWAY CRICKET

- For the first time ahead of the 2023-2024 Talent Pathway programme, we released data relating to ethnicity and schooling within our Talent Pathway; this will be the start of an annual exercise so that we can monitor progress going forwards
- We have introduced a Talent Pathway Support Fund, and raised over £15,000 for the fund, to support players with the full cost of their winter programmes, summer match fees and equipment needs. Financial support has gone to players from families with parents unemployed, suffering from long term health conditions, receiving Government benefits or receiving free school meals. 2023 saw a significant increase in uptake compared with 2022.
- Via funding support from ECB, a total of £27,800 has been invested annually in to making the costs of the Pathway cheaper for all players involved in County Age Group programmes

## 9.EDUCATION

- In 2023 we provided free ECB Support Coach courses to clubs that applied for courses to be run at their cricket clubs. This together with the promotion of female coaching opportunities and provision of a female only course led us to becoming the county with the highest number of female coaches on courses in the country
- We have provided an annual bursary programme to Female Coaches, disabled coaches or coaches from Ethnically diverse communities, supporting 83 coaches in the past two years



# EDI ACTION PLANNING - LOOKING AHEAD

We are very proud of what has been achieved in Wiltshire Cricket over the past two years but fully recognise that there is much more to be done if we are to fully achieve the ambitions outlined in our Vision and Mission statement at the start of this document. In the coming pages, we will start to outline some of our plans to further our EDI work, split in to the following sections:

## UNDERSTANDING OUR COUNTY

We believe that an important part of having an EDI Action Plan is having a deep understanding of the demographics of the county in which we operate

## OUR 2024 EDI ACTION PLAN PRIORITIES

As well as outlining our longer term ambitions as aligned to our nine headline areas, we are also keen to share details of some priority pieces of work that will form the focus of our EDI work in 2024. These will be:

- Launch of Women's Volunteer Network
- Delivery of Club facing EDI workshops
- The Talent Pathway

## OUR EDI HEADLINE OBJECTIVES FOR THE FUTURE

These are our longer term EDI objectives as aligned to our nine headline areas. Developing these priorities will be the responsibility of our Board EDI sub group but we also recognise the importance of the whole game developing the plans collectively. Within this section we will reflect on the progress made over the past two years, as outlined earlier in this document, and will start to outline some of the key actions that we will take forward in the next year, some of which will require further engagement and consultation with the game as a whole in Wiltshire.

# UNDERSTANDING OUR COUNTY

## POPULATION AND AGE

Wiltshire's population and increase since the 2011 census are made up as follows:

WILTSHIRE	SWINDON	TOTAL WILTS
510,330	233,400	743,730
8.4%	11.6%	9.30%

The population of rural Wiltshire passed half a million for the first time and the percentage increases in both Wiltshire and Swindon are significantly higher than both the 6.6% national rise and the 7.8% increase across the SW region. Rural Wiltshire is in the lowest 15% of population density in the UK, whereas Swindon has 7.2 residents per football-pitch piece of land (up from 6.5 in the 2011 census) making Swindon in the highest 45% population density across the UK.

The median age in Wiltshire is 44 and Swindon 39, both of which have increased since the 2011 census and compare with a national average of 40 and a SW region median of 44. Rural Wiltshire has a significant rise in the population aged 65 and over, which is projected to increase at a faster rate over the next 20 years.

Younger people across Wiltshire experience specific challenges. Relatively high levels of youth unemployment are evident and likely to be linked with low levels of Higher Education participation and low educational attainment of disadvantaged pupils across Wiltshire and Swindon. Both disadvantaged and non-disadvantaged pupils alike are performing worse in Wiltshire and Swindon than nationally on all key GCSE outcomes.



# UNDERSTANDING OUR COUNTY

## DEPRIVATION AND LACK OF SOCIAL MOBILITY

More than 15,000 children are living in poverty in Wiltshire, representing 19.4% of those age 16 and under in the county. This figure is lower than 2014/15 but shows only a marginal improvement. While deprivation levels are relatively low overall in Wiltshire and Swindon, there are pockets of deprivation, with 28 LSOA neighbourhoods (20 in Swindon and 8 in Wiltshire) ranked among the most deprived 20% in England.

A lack of social mobility for young people can be seen in Wiltshire and Swindon, both of which have lower proportions of pupils from state schools entering Higher Education (39.4% and 30.7%, respectively) than the national average (40.3%).

## DISABILITY

The proportion of people reporting themselves to be in good health in both Wiltshire and Swindon was a little higher than the national average of 82.3%. 6.3% are disabled in Wiltshire and 6.9% in Swindon under the Equality Act 2010 to an extent that their daily activities are affected to a significant degree. 10.7% are disabled with day-to-day activities limited a little in Wiltshire and 10.0% in Swindon. The combined disabled figure for both of 17.3% is broadly in line with the national average of 17.7%.

Six of the 15 largest towns in Wiltshire and Swindon have higher proportions of working age people receiving disability benefits to support their social care needs (Disability Living Allowance or Personal Independence Payments) than the national average. This cohort are likely to see their needs increase as they age.

# UNDERSTANDING OUR COUNTY

## ETHNICITY

There were 19 ethnic groups identified across England and Wales for the 2021 census. White (British, English, Welsh, Irish, Scottish and N Irish) made up two groups and across the country the proportion in these groups decreased from 87.5% in 2011 to 80.5% in 2021. The remaining 17 groups all increased in size across the country in 2021.

Wiltshire and Swindon's figures look as follows:

	WILTSHIRE	SWINDON
	%	%
Asian, Asian British or Asian Welsh	2.1	11.6
Black, Black British, Black Welsh, Caribbean or African	1.1	2.6
Mixed or Multiple ethnic groups	1.7	2.8
White	94.4	81.5
<u>Other ethnic group</u>	0.7	1.5
	100	100

## SEXUAL ORIENTATION AND GENDER IDENTITY

The national average figure for those who identify as heterosexual was 89.3% in the 2021 census. Across England & Wales, 3.3% of females and 3.0 % of males actively identify as lesbian, gay, bisexual or of another sexual orientation. The data for Wiltshire does not noticeably diverge from national figures for sexual orientation or gender identity.

## VETERANS

A fifth of the British Army is based around Salisbury Plain, about 19,000 serving personnel accompanied by about 19,000 dependents. In addition, Wiltshire has 53,600 regular or reservist veterans, representing 10.5% of the population, the highest proportion in the South West region.





Wiltshire  
Cricket

# OUR 2024 EDI ACTION PLAN

## PRIORITY 1

### LAUNCH OF WOMEN'S VOLUNTEER NETWORK

In 2024, Wiltshire Cricket are very excited to be launching a Women's Volunteer Network. This network aims to create a community of female volunteers, coaches, supporters, players and officials as well as providing opportunities for Women and Girls to develop their knowledge about cricket (e.g. Through workshops, including Umpiring/Scoring, First Aid, Skillset sessions, Mental Health in/around sport and many more planned for the oncoming season). With these opportunities, we are looking to provide clubs and individuals with the support to grow the Women and Girls game across the county. This Network is being launched on Thursday 18th April 2024 and is open to all Women and Girl's involved in and around cricket across the county.

Wiltshire Cricket are delighted to announce their partnership with Her Game Too Cricket. Her Game Too is an organisation set up to tackle sexism and champion women in sport. On 25th May 2022, HGT partnered with their first cricket clubs and since then the number of partnered clubs has grown! We at Wiltshire cricket are looking forward to joining the fight against sexism in sport.

We aim to have 'Report It' posters up at clubs with a QR code taking you to the ECB reporting page for anyone who wishes to report an incident of sexism in cricket.

**Women's Volunteer Network  
LAUNCH EVENT**

 **THURSDAY 18TH APRIL 2024**

 **18:30 - 21:00**

 **DEVIZES CORN EXCHANGE,  
THE MARKET PL, DEVIZES, SN10 1HS**

**SIGN UP HERE!**



The Wiltshire Women's Volunteer Network is our **NEW** 2024 initiative with the aim to create more opportunities for Women and Girls to develop their knowledge of cricket through workshops/coaching opportunities/first aid courses and much more.

 **Women's Volunteer  
NETWORK**

 [www.wiltshirecricket.co.uk](http://www.wiltshirecricket.co.uk)



**CRICKET IS A GAME FOR ALL**

**PARTNERSHIP**



**#HERGAMETO**

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# OUR 2024 EDI ACTION PLAN

## PRIORITY 2

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### DELIVERY OF CLUB FACING EDI WORKSHOP

We are delivering a series of club facing EDI and Governance workshops. We are very conscious of the amount of training clubs are asked to do but we want to do something different for our clubs whereby we run more of an interactive session for clubs in which we get them to think about how they will set themselves up to be the best versions of themselves in the future. Through this interactive workshop we will introduce why having a diverse governance set up and how having diverse and inclusive playing offers will help to create the best possible Cricket club of the future.

The idea for this workshop has been borne from the desire of our Board sub groups to be more outward facing in their remit. Over the past couple of years there has been a lot of internal focus in terms of getting our own Governance and EDI to a good place. However, in order for the game as a whole to become more inclusive we believe the next evolution of our Board focus should be around influencing the wider club game.

At Wiltshire Cricket we believe that the best way for cricket clubs to thrive and for us to collectively achieve the ambition of being the most inclusive sport is through building Cricket clubs that are diverse, welcoming and inclusive. Through these workshops we will explore the benefits of good governance within your clubs and through interactive discussion we will look at how being diverse in our playing offers, diverse in our decision making, and how creating an inclusive and welcoming culture will be the best way to set our Cricket clubs up for a successful future.





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# OUR 2024 EDI ACTION PLAN

## PRIORITY 3

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### THE TALENT PATHWAY

As we look ahead to 2024, we will continue to build on the many operational achievements from the last two years listed above and will continue to embed our Pathway frameworks and selection processes. In terms of looking at the Talent Pathway ethnicity and schooling data that was published in December 2023, we have also identified the following emerging plans:

- **Introduction of State School representative fixtures** - We will be running a number of State School only representative fixtures in 2024. This will not reduce any current opportunities for players but will instead be an additional offer
- **Introduction of MCC Foundation Hubs** - We are working with MCC to introduce new Hubs to Wiltshire from the start of the 2024-2025 academic year. The MCC Foundation Hubs are for children from state schools not selected for a Talent Pathway. We will promote these hubs to children who are unsuccessful with selection to a Talent Pathway programme
- **Launch of Listening to Children Policy** - Having launched a Listening to Children policy ahead of our 2023-2024 Talent Pathway programmes, we will be reviewing the feedback from our young cricketers in order to further evolve, develop and make our pathway programmes as safe and inclusive as possible.
- **Pilot research programme in to the barriers to participation in Cricket** - As alluded to above, we believe there is a key piece of work needed to truly understand the reasons why children do not access Cricket within an existing environment (school, club etc.) Therefore, we are looking to commission a research project with a lead school in Wiltshire with the aim of hearing from a cross section of pupils and teachers with regards their views on Cricket



# OUR EDI HEADLINE OBJECTIVES FOR THE FUTURE

Reflecting on the progress made over the past two years, as outlined earlier in this document, here are some of the key actions that we will take forward in the next year as part of our longer term EDI planning. Some of these areas will require further engagement and consultation with the game as a whole in Wiltshire.

1

## OUR PEOPLE

- Continue to use Fairer Recruitment processes for all recruitment
- Review the results of our EDI Census to see how we can improve how we, as an inclusive employer, are perceived by our core and casual staff
- Involve staff in our EDI sub group
- Continue to build EDI targets in to all of our Development Team's annual targets
- Incorporate EDI as a standing agenda item in all Team meetings

2

## OUR GOVERNANCE

- Continue to evolve the EDI sub group, fully embedding its terms of reference and ensuring that the group supports the Development team with the delivery of this plan
- Look at ways that the EDI sub group can have more of an external focus in terms of influencing our Leagues, Clubs and Associations so that they are representative of the communities that they serve
- Ensure that the Board continues to meet all of its diversity targets including 30% female representation and 10% ethnically diverse representation.

3

## SCHOOLS CRICKET

- Produce a Chance to Shine Schools Cricket plan that focuses on using our Chance to Shine investment to deliver activity in places where there is most need. This will be informed by looking at areas of income deprivation, inactivity, high Free School Meal schools
- Ensure our school activity is aligned to out of school opportunities, be it traditional or non traditional cricket opportunities
- Continue to provide competitions for as diverse an audience of participants as possible

# OUR EDI HEADLINE OBJECTIVES FOR THE FUTURE

4

## CLUB DEVELOPMENT

- Deliver and continue to develop a series of club facing workshops, focusing on the principles of good governance and inclusion
- Develop methods of sharing best practice between clubs and create networks whereby clubs can access peer to peer support
- Ensure all affiliated clubs have adopted the ECB Anti-Discrimination code
- Continue to align County Grant funding to projects that support the development of Women and Girls Cricket, Disability Cricket and/or are creating a more welcoming and inclusive environment for people visiting their club
- Increase the presence of our Development Staff in providing club support in areas that will help to grow the game to a more diverse audience; notably our Women and Girls Development Officer and Disability Development Officer

5

## JUNIOR CRICKET

- Increase the number of junior teams entering competitions on play-cricket, including the Board taking responsibility for providing new formats and competition where needed.
- Grow the number of All Stars and Dynamos programmes being delivered, including providing community / County Board run programmes in areas where there are not club programmes
- Increase the percentages of females participating in junior competitions and National programmes
- Increase the number of girls teams entering competitions

6

## ADULT CRICKET

- Increase the number of Women's teams entering competitions on play-cricket and look to provide more competitions to meet the needs of the growing audience
- Increase the number of players involved in Women's Senior Cricket



# OUR EDI HEADLINE OBJECTIVES FOR THE FUTURE

7

## COMMUNITY PROGRAMMES

- Increase the number of Street Cricket programmes being delivered across the county, incorporating the plans for these programmes in to the Chance to Shine plan referenced above
- Grow the number of participants involved in our Super 1s hubs to the point that there is a pathway in to a county team
- Sustain the volume of Disability Delivery in schools across Wiltshire
- Develop a Walking Cricket offer within the county
- Grow the number of ECB Disability Champion Clubs in the county
- Provide Free All Stars and Dynamos programmes in areas most in need across the county

8

## PATHWAY CRICKET

- Introduce a series of state school representative fixtures in to the pathway
- Introduce MCC Foundation Hubs as an avenue for players who are unsuccessful in selection through our Pathway trials
- Publish annual data around ethnicity and schooling
- Continue to listen to the findings from our Listening to Children work in order to make our pathway as inclusive as possible for our players
- Conduct a research programme in to the barriers to participation in Cricket
- Aspire to be a Tier 2 county for Women's Cricket as part of the ECB's new Women's Domestic structure

9

## EDUCATION

- Introduce and develop the new Women's Volunteer Network across the county
- Continue to provide bursaries for coaches from female, disability and ethnically diverse communities
- Provide free ECB Support Coach courses in any club wishing to put forward a group of female coaches
- Continue to evolve our club facing EDI workshops
- Develop an EDI training plan for officers of clubs, leagues and associations