

EQUITY, DIVERSITY & INCLUSION



ACTION PLAN 2024

Derbyshire County Cricket Club



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WE ARE
DERBYSHIRE

derbyshireccc.com

OUR EDI VISION

Text Body

*“A welcoming environment and a Club for all,
where diversity brings strength and inclusion drives
high performance and reflects our community”*

OUR OBJECTIVES

1. Invest in facilities and people, ensuring a welcoming environment for all
2. To engage and serve diverse communities
3. To attract and retain diverse staff, players, pathway participants and Board Members
4. To foster a culture of support, inclusion and high performance
5. Governance and Club practices



THE CRICKET DERBYSHIRE MODEL

Text Body

Derbyshire County Cricket Club (DCCC) works in partnership with the Derbyshire Cricket Foundation (DCF), each supporting the other to deliver our plans and collaborating on driving forward our EDI agenda.

Derbyshire Country Cricket Club (DCCC) Accountabilities

- Professional Men's' Game
- Boys' Talent Pathway
- Hosting high profile cricket and non-cricket events including Women's Domestic and International Cricket

Cricketing
Success

Ground
Development

Outstanding
Customer
Experience

Finance and
Governance
Reform

Commercial
Growth

Inspired Fans

Owned by DCCC, supported by DCF

Derbyshire Cricket Foundation (DCF) Accountabilities

- Recreational Cricket for Men & Women, Boys & Girls across the county
- Girls' Talent Pathway
- Community Cricket Programmes

Grow &
Nurture Clubs
& Leagues

Transform the
Women & Girls
Game

Engage
Children &
Young People

Support and
Develop our
Volunteers

Widen Our
Reach

Owned by DCF, supported by DCCC

OBJECTIVE ONE: Invest in Facilities & People

Continue investing in our Facilities & People, ensuring we as a business are adaptable to the changing landscape and able to better serve our diverse range of stakeholders.

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OBJECTIVE	ACTION
Devise and implement ground development projects which serve the local community	Ground Master Plan Working Group setup, including ECB representation
Improve Accessibility provision	Expand remit of Accessibility Liaison Officer and further advertise accessibility facilities
Create a truly accessible Customer Journey	Focus on journey from marketing through to leaving the ground. Utilise industry expertise to create long-term development plan
Maximise opportunity of EDI Fund	Deliver on plan to use funding across community events, infrastructure developments and participation
Offer Multi-Faith support	Increase the use of the new Multi-Faith Room, for both cricket and non-cricket events, and raise awareness of Muslim Chaplin
Staff Training	Additional resource for annual training programme for all staff
Improve spectator provision	Increase diversity of food and beverage offer, greater awareness of non-alcohol and family stands



OBJECTIVE TWO: Engage & Serve Diverse Communities

Work closely with the Derbyshire Cricket Foundation to ensure we are offering a welcoming environment for all and that Cricket Derbyshire has relevance across the community.

OBJECTIVE	ACTION
To attract a diverse audience to both cricket and non-cricket events	Focus on community outreach and working closely with partners, including Derby City Council
Publicly demonstrate our commitment to EDI	Increase our coverage of EDI news stories across the Club and Foundation, working closely with local and national media outlets
Ensure our venue is fit for purpose to support diverse communities	Regularly conduct self-assessments and ground audits, utilising external stakeholders such as Level Playing Field
Engage new audiences within the local community	Newly-formed Community Working Group to explore greater community engagement initiatives, including Open Day
Events Calendar in partnership with Derbyshire Cricket Foundation	Annual events programme across community projects, including Diwali, Women's Softball finals, disability finals, Iftar and local league finals



OBJECTIVE THREE: Diversity Among Our People

Attract and retain diverse staff, players, pathway participants and Board Members.

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OBJECTIVE	ACTION
Attract more diverse applicants for externally-advertised roles	Increase the breadth of how we advertise roles
Minimise bias in recruitment process	Introduce best-practice procedures to reduce opportunity for unconscious bias, including a diverse interview panel for all roles
Remove barriers to greater diversity	Review our policies and processes both internally and via independent stakeholders
Increase diversity in Talent Pathway	Continue investment in Talent Pathway and reduce barriers to participation and progression, including Open Trials, Access to Cricket Grant and scouting network coverage
Elite Women & Girls Programme	Embed the Elite Women & Girls Performance Programme, working in partnership with the Derbyshire Cricket Foundation



OBJECTIVE FOUR: Foster a Culture of Inclusion & Support

To educate our people on EDI and their responsibilities to drive a culture of inclusion. Ensure accountable leadership at all levels, which each department harbouring a desire for best-in-class standards across EDI.

OBJECTIVE	ACTION
Increase EDI awareness across the business	All staff to participate in dedicated EDI training, tailored per department
Create EDI-focused leaders	All Leadership team to complete Inclusion Course
To learn and grow following ICEC report	Work closely with Derbyshire Cricket Foundation to outline actions specific to recommendations in ICEC report
Board to understand ECB census responses	Review census results and trends to inform future planning
Reporting mechanism	Anti-discrimination reporting mechanism clearly signposted to all visitors via website, large screen in-ground and back-of-seat stickers
Staff Induction	All staff to read and have access to ECB documentation, including Inclusive Language Guide, Anti-Discrimination Code and the Club's Code of Conduct
EDI Objectives for Leadership Roles	Ensure all staff appraisals and KPIs include annual EDI objectives



WE WANT ALL SPECTATORS
TO ENJOY THEIR VISIT

TO REPORT A CONCERN,
SEND A MESSAGE TO
NUMBER
AND INCLUDE YOUR STAND
& SEAT NUMBER

YOU'RE SAT IN THE GRANDSTAND



OBJECTIVE FIVE: Governance & Club Practices

To ensure Derbyshire County Cricket Club is a leading county in good governance and Club practices.

OBJECTIVE	ACTION
Up-to-date and relevant policy documentation	Annual review and update of all Club Policy and Procedure documents, including sharing with all staff
An ethnically diverse Board which represents the county	Foster relationships across the community and ensure candidates from diverse backgrounds are applying for Non-Executive Director roles
A diverse Board	Achieve minimum 40% female representation on the Board and minimum 20% ethnic diversity, in line with county demographics
EDI at Board Meetings	Dedicated EDI item on the agenda at each Board Meeting, including updates from CEO and HR, Safeguarding & EDI Non-Executive Director
EDI Action Plan	EDI Action Plan reviewed and updated annually, including objective and action setting

