

# EQUITY, DIVERSITY & INCLUSION



# ACTION PLAN 2025

Derbyshire County Cricket Club



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WE ARE  
**DERBYSHIRE**

[derbyshireccc.com](http://derbyshireccc.com)



# Derbyshire County Cricket Club Strategic Plan 2025-2029 Our Vision, Purpose and Mission

- **Our Purpose:** To inspire and connect communities, developing and nurturing talent and delivering a high-quality, inclusive experience that is accessible to all
- **Our Vision:** A sustainable and inclusive county using the 'Power of Cricket' to bring joy, unity and pride to every corner of Derbyshire
- **Our Mission:** To be the most respected, trusted and sustainable professional county club in England and Wales - Inspiring the next generation to say 'Cricket is a Game for Me'



# OUR EDI VISION

Text Body

*"A welcoming environment and a Club for all,  
where diversity brings strength and inclusion  
drives high performance"*



# THE CRICKET DERBYSHIRE MODEL

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' Cricket & Boys' Talent Pathway
- Elite Senior Women's Cricket & Girls' 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
- 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

# OUR CORE 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. Establish modern governance and Club practices



# 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.

| OBJECTIVE  | ACTION   |
|--|--|
| Devise and implement ground development projects which serve the local community           | Maintain Ground Development Working Group, including ECB representation and masterplan to include gender neutral and accessible facilities for all |
| Improve Accessibility provision  | Continue to expand remit of Accessibility Liaison Officer and further advertise accessibility facilities for all cricket and non-cricket events    |
| Create a truly accessible Customer Journey   | Continued focus on journey from marketing through to leaving the ground<br>Promote use of new Sensory Room   |
| Maximise opportunity of any available grant funding to enhance delivery of EDI Action Plan | Explore new funding opportunities to enhance community engagement opportunities, events, infrastructure development and participation              |
| Offer Multi-Faith support  | Continue to increase the use of the new Multi-Faith Room, for both cricket and non-cricket events, and raise awareness of Muslim Chaplin           |
| Staff Training   | Senior Executives and Chair to complete Racial Literacy Training. EDI Working Group to agree and implement EDI training for all permanent staff    |
| Improve spectator provision  | Continued focus on increasing 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 DCF and 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 with focus on celebrating key events such International Women's Day, Black History Month and hosting LGBTQ Conference |
| 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                      | Regular Community Working Group meetings to explore greater community engagement initiatives, including Community Open Day and community engagement projects with focus on key DCF objectives including Women & Girls Cricket and Derby City.         |
| Events Calendar in partnership with Derbyshire Cricket Foundation    | Annual events programme across community projects, including Diwali, Iftar, Women's Softball finals, disability finals, Table Cricket and local league finals   |





# OBJECTIVE THREE: Diversity Among Our People

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

| 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                            | Annual review our policies and processes both internally and via independent stakeholders   |
| Increase diversity in Talent Pathway                            | Continued investment in Talent Pathway and reduce barriers to participation and progression, including Open Trials, continued investment and promotion of the Access to Cricket Grant and an enhanced scouting network<br>Launch new Early Engagement Programme across Boys and Girls Pathway |
| Elite Women & Girls Programme                                   | Embed the Elite Women & Girls Performance Programme throughout the Club   |



# 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                 | Chair, CEO and Head of Cricket to complete Racial Literacy Training Course.  |
| To learn and grow following ICEC report    | Work closely with Derbyshire Cricket Foundation to implement ECB recommended actions from the ICEC Report  |
| Board to understand ECB census responses   | Review and present annual census results and trends to the Board to better 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 have access to ECB documentation via the Breathe HR system 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   |





# OBJECTIVE FIVE: Establish Modern 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   | Maintain 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  |



# Derbyshire Cricket Foundation

As detailed in 'The Cricket Derbyshire Model' section of this plan Derbyshire Cricket Foundation are responsible for recreational cricket and delivering community cricket programmes in Derby City and across the wider county. The Foundation does an excellent job in growing the game at all levels and delivering alongside the ECB's ambition to ensure that cricket is the most inclusive team sport. The Foundation's EDI Action Plan is available via Derbyshire Cricket Foundation's website (<https://dcfcricket.com/>) and Derbyshire County Cricket Club strives to support the Foundation in delivering against its objectives wherever possible.

