

# EQUITY, DIVERSITY & INCLUSION



# 2024 Progress Report

Derbyshire County Cricket Club



# 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 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. Governance and Club practices



# 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 Men's and Women's Domestic and International Women's 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

# 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	STATUS	PROGRESS
Devise and implement ground development projects which serve the local community	Ground Master Plan Working Group setup, including ECB representation	Met	Now meeting quarterly and significant progress made on Ground Masterplan
Improve Accessibility provision	Expand remit of Accessibility Liaison Officer and further advertise accessibility facilities	Met	Significant improvements to facilities including better access to accessible viewing areas and new Sensory Room created
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	Ongoing	Progress made but ongoing review of customer journey. DCCC ranked no.1 in ECB customer experience survey relating to accessibility.
Maximise opportunity of EDI Fund	Deliver on plan to use funding across community events, infrastructure developments and participation	Met	Sensory Room and tarmacking to improve access to accessible viewing areas all funded by ECB EDI funding.
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	Met / Ongoing	Increased use of Multi-Faith Room and included in comms to ticket buyers and event bookers. More work required to raise awareness of Muslim Chaplin.
Staff Training	Additional resource for annual training programme for all staff	Ongoing	Ongoing training for staff with all senior executives completing Inclusive Leadership Course alongside in house training.
Improve spectator provision	Increase diversity of food and beverage offer, greater awareness of non-alcohol and family stands	Met	Increased diversity of food and beverage offer and reflected in customer experience survey.



# 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	STATUS	PROGRESS
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	Ongoing	Significant work in partnership with Derbyshire Cricket Foundation to attract a more diverse audience including complimentary tickets and ticket offers to key target groups.
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	Met	Increased number of news stories and posts promoting Club and DCF EDI activity as well as celebrating key events such as International Women's Day, Black History Month, Rainbow Laces / LGBTQ campaign.
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	Ongoing	Improvements made around the ground but acknowledge this is an ongoing process and requires constant review.
Engage new audiences within the local community	Newly-formed Community Working Group to explore greater community engagement initiatives, including Open Day	Met	Working Group now formed meeting regularly to maximize the work of Club and the DCF.
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	Met	Numerous events delivered across the year in partnership with the DCF 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	STATUS	PROGRESS
Attract more diverse applicants for externally-advertised roles	Increase the breadth of how we advertise roles	Ongoing	More work required to identify where best to 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	Ongoing	More work required in this area but where possible a diverse interview panel in place for the interview stage of the recruitment process.
Remove barriers to greater diversity	Review our policies and processes both internally and via independent stakeholders	Ongoing	Reviewed internally but not reviewed independently via external 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	Met	Significant progress made in this area with Open Trials now in place for both Boys and Girls Pathway and Access to Cricket Grant promoted to ensure cost is not a barrier to entry. 35% of Boys talent pathway trials from ethnically diverse backgrounds and 66% in state school education. 17% of Girls talent pathway trials from ethnically diverse backgrounds and 75% in state school education.
Elite Women & Girls Programme	Embed the Elite Women & Girls Performance Programme, working in partnership with the Derbyshire Cricket Foundation	Ongoing	The Club took over responsibility for the Elite Women and Girls Programme from 1 <sup>st</sup> October 2024 and have appointed a full-time coaching team to deliver and support the programme.



# 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, with each department harbouring a desire for best-in-class standards across EDI.

OBJECTIVE	ACTION	STATUS	PROGRESS
Increase EDI awareness across the business	All staff to participate in dedicated EDI training, tailored per department	Ongoing	EDI Working Group developing new training plan for 2025.
Create EDI-focused leaders	All Leadership team to complete Inclusion Course	Met	Nine members of the Club's executive team completed Inclusive Leadership Training Course.
To learn and grow following ICEC report	Work closely with Derbyshire Cricket Foundation to outline actions specific to recommendations in ICEC report	Ongoing	Work ongoing in this area but a number of actions already in place around the nominations and trails process for the boys and girls pathway.
Board to understand ECB census responses	Review census results and trends to inform future planning	Met	Board received presentation and review of annual census results.
Reporting mechanism	Anti-discrimination reporting mechanism clearly signposted to all visitors via website, large screen in-ground and back-of-seat stickers	Met	Reporting process widely publicised and number to report any concerns now detailed on the back of all seats within the ground.
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	Met	All resource available to all staff via the Club's HR system Breathe.
EDI Objectives for Leadership Roles	Ensure all staff appraisals and KPIs include annual EDI objectives	Ongoing	EDI objectives part of all leadership teams appraisal process but not all Club staff.



**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	STATUS	PROGRESS
Up-to-date and relevant policy documentation	Annual review and update of all Club Policy and Procedure documents, including sharing with all staff	Met	Policy and Procedure reviewed and shared with staff in January.
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	Ongoing	Three Board roles advertised over the last year but not all received applicants from ethnically diverse backgrounds.
A diverse Board	Achieve minimum 40% female representation on the Board and minimum 20% ethnic diversity, in line with county demographics	Met	Board has 40% female representation and 20% ethnic diversity
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	Met	EDI update included on every Board meeting agenda and an update included in monthly CEO report.
EDI Action Plan	EDI Action Plan reviewed and updated annually, including objective and action setting	Met	Reviewed and updated in March.



Employee Handbook

# 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 Progress Report is available via Derbyshire Cricket Foundation's website (<https://dcfcricket.com/>)

