

Inclusion & Diversity Strategy 2014 – 2020

We believe there should
be no boundaries in cricket



Welcome Embrace Celebrate



Foreword

The ECB is committed to reaching, recruiting and retaining a wider and more diverse population of players, spectators, coaches, officials and administrators. This is a key priority for the ECB and our cricketing network moving forward, enabling our game to remain at the heart of communities in England and Wales. We will continue to build relationships and welcome people from all communities into the game, while taking steps to meet the needs of all those who play, attend or follow cricket, as well as those who run and manage the sport.

This One Game strategy will support all sectors of the game with the advice and guidance on how to bring inclusion and diversity to life in what is, for each, their core activity. To support this we will share the good work that is taking place across England and Wales, so we can grow and shape a sustainable future for cricket.

Our aim is to ensure that people enjoy the game and get the most out of it as a player, volunteer, spectator or employee, whoever they are and wherever they come from.

With your help – this will happen.



David Collier
Chief Executive,
England and Wales Cricket Board



There are over 908,000 people playing cricket in England and Wales. Of these players, 30% are currently non-white. South Asians are six times more likely to want to play cricket than other ethnic groups.



What is the One Game Strategy?

We recognise that everyone has a role to play in ensuring this strategy is achieved and our aim is for all organisations working in cricket to adopt this strategy and support us towards achieving the targets; this will enable cricket to become truly inclusive and welcoming. Through this One Game Strategy we explain what inclusion and diversity means, why we think it is important and what targets and headline actions will make a difference throughout the game.

We are very mindful that people may want to access cricket in a way that works for their changing lifestyles and are committed to offering our services in different ways and through different formats of the game. We want to use the skills, knowledge and experience that people from all backgrounds bring to the game to help us achieve this.

There are already examples of great practice where cricket has welcomed and embraced different communities – the rise in women, girls, and disability cricket is testimony to this; we want to ensure that this is true for all communities, whatever their background.

The time to act is now; cricket is experiencing a level of interest nationally that will support us to attract new people into the sport. Using the Ashes series, tours from South Asian teams and future global ICC events, as well as events to be held in England and Wales over the next six years, we know we can attract and enhance people's experiences in cricket.

If you want to help us achieve the targets and goals in this strategy we would love to hear from you.

Thank you for your support.





18% of England and Wales' population classify themselves as a disabled person. Of these, over 5% play cricket. There are England teams in four disability categories and national coverage of recreational cricket through CCB activity.

What does inclusion and diversity mean?

The ECB believes that cricket in England and Wales should attract all parts of the community so that the game better reflects the population.

Inclusion is about how we can:

- Make our resources and services accessible to all
- Encourage all kinds of people to be involved in cricket.

Diversity is about how we:

- Celebrate the differences in individuals and groups of people involved in cricket
- Respect people's behaviour, experiences, values and beliefs.

Our vision for inclusion and diversity

To us, we think there is a simple message...

We believe there should be no boundaries in cricket



There are now over 565 clubs in England and Wales providing teams for women or girls.

One Game's Principles & our actions

To achieve our vision we need to ensure we have developed a set of principles; these are the foundation of our beliefs. Our actions are how we want to behave to ensure we can meet these principles.

One Game's Principles

We take **PRIDE** in our game and those involved in it

We have a **PASSION** for cricket and sharing with others its values of fair play and inclusion

We **RESPECT** the game's traditions and the cultures and beliefs of every member of cricket's diverse community



Our Actions

WELCOME:
Doing everything we can to make cricket attractive to as many people as possible

EMBRACE:
We make our game inclusive, by drawing in people from the widest possible spectrum

CELEBRATE:
We encourage diversity by taking pride in the many different ways people express their love of the game

**The ECB and Surrey County Cricket Board
are both active members of the African
Caribbean Cricket Association, supporting
the re-emergence of this cricketing
community in London.**



One Game targets for the entire game

We will work with our staff and cricket partners to achieve the following targets.

By 2017 we will have:

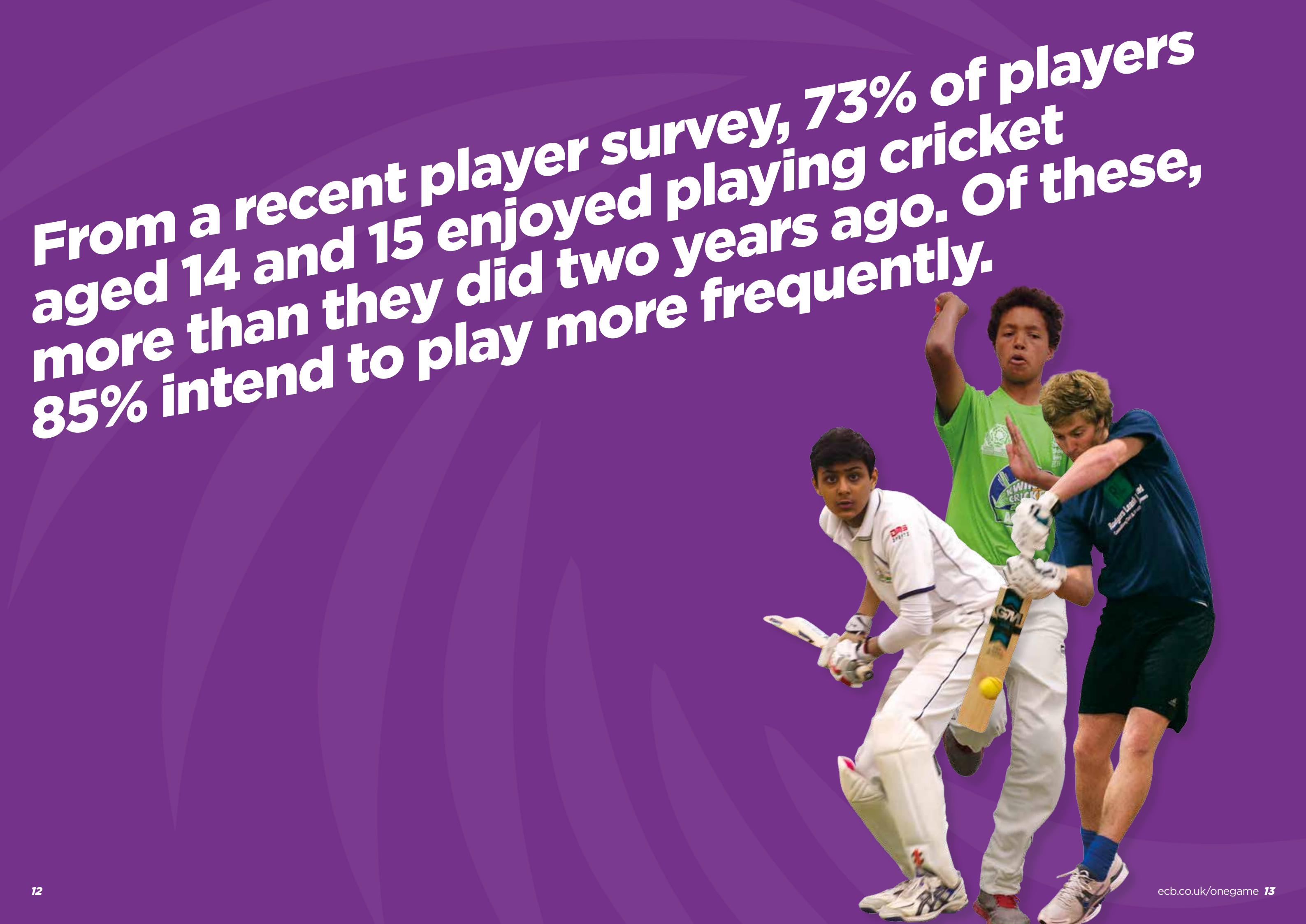
1. An awareness programme operating throughout cricket to promote inclusion, celebrate diversity and tackle discrimination.
2. Worked with cricket and other organisations to create an established system that measures participants' experiences to drive improvements and enjoyment in the game
3. An additional 10,000 supporters from the South Asian community.
4. A 10% increase in the number of women and a 10% increase in the number of disabled people playing cricket.

Throughout the life of the strategy we will have:

5. Increased representation from all communities year on year, so that cricket becomes more representative of the population of England & Wales
6. Cricket's workforce more closely reflecting England & Wales' population.

Chance to Shine have given over one million girls the opportunity to play cricket in school based programmes. Over 160,000 girls play cricket in schools annually.





From a recent player survey, 73% of players aged 14 and 15 enjoyed playing cricket more than they did two years ago. Of these, 85% intend to play more frequently.

The England Women's team and England Disability cricket teams are backed by the National Cricket Performance Centre and fall within the remit of Team England.



Targets Continued

Target 1: By 2017 we will be operating an awareness programme throughout cricket to promote inclusion, celebrate diversity and tackle discrimination.

To meet this target, we will:

- Train staff and educate our network to understand inclusion and diversity, and how it impacts on their work
- Make our communications more widely available to different audiences by using non-traditional media networks
- Develop and implement a user-friendly complaints procedure for dealing with discrimination and harassment.

Target 2: By 2017, we will have worked with cricket and other organisations to create an established system that measures participants' experiences to drive improvements and enjoyment in the game

To meet this target, we will:

- Collect data and insight from cricket, including the National Player Survey and other sources and use it to ensure we are offering what people want
- Consult people involved in cricket to get a broader picture of what the sport needs
- Ensure everyone involved in cricket can easily send us their feedback.

Target 3: By 2017 we want to attract an additional 10,000 supporters from the South Asian community.

To meet this target, we will:

- Ensure ECB promotes its matches, products and services to the widest audience possible using local community media as relevant to the occasion
- Create and maintain relationships with all local communities through delivery of tailored programmes that inspire people to want to be involved.

There are over 12 million women who want to play more sport in England. 36% of Girls in Wales are "hooked on sport".

Targets Continued

Target 4: By 2017 there will be a 10% increase in the number of women and a 10% increase in the number of disabled people playing cricket.

To meet this target, we will:

- Engage and recruit role models for disabled players, women and girls
- Develop more cricket formats that appeal to disabled people, women and girls. Encourage people to run them locally and more frequently
- Ensure that pathways through the game for women, girls and disabled people are welcoming and inclusive.

Target 5: By 2017, we will have increased representation from all communities year on year, so that cricket becomes more representative of the population of England & Wales

To meet this target, we will:

- Create a range of exciting playing formats that encourage wider participation in cricket
- Develop relationships with external partners and communities that have not traditionally engaged with cricket
- Ensure there are local opportunities through the game that are welcoming and inclusive for everyone
- Review progress annually and assess where we should make changes.

Target 6: By 2020 cricket's workforce will more closely reflect the population of England & Wales.

To do this, we will:

- Train key personnel on how to recruit and retain people from both new and established communities
- Use local and community media and networks to promote opportunities to work in cricket
- Undertake annual reviews of workforce statistics and agree plans with organisations to achieve greater diversity.

**In Sheffield in 2012,
eight players with a
visual impairment
completed their UKCC
Level 2 coaching course
successfully.**





**Over 63,500 women annually play cricket.
68% of women who play want to play
more often.**

Pride Passion Respect





**For more information about inclusion
and diversity, please email
diversitymatters@ecb.co.uk**

ecb.co.uk

