



Our Vision is “We are United & Inspired for everyone in Cumbria to join the Cumbria Cricket Family.”

Cumbria Cricket Ltd & Cumbria County Cricket Club’s EDI Action Plan





Both Cumbria Cricket Ltd and Cumbria County Cricket Club's Equity, Diversity and Inclusion Action (EDI) Plan underlines our commitment to ensuring absolutely everyone feels that cricket can be a game for me. There is no place in our county for discrimination of any kind.

The Cumbria Cricket Family is United & Inspired!

This plan runs through every pillar of our strategic objectives:

- Transforming Women & Girls Cricket
- Inspiring People to Play (Clubs & Communities)
- Attracting New Audiences
- Creating a Coherent Player Pathway

Strategies to achieving aims

1. Empower our people to understand and raise the awareness of EDI issues
2. Build diverse teams for the future that reflect the communities they serve.
3. Develop an inclusive environment and actively engage with under-represented groups.
4. Lead with accountability and be committed to action not just words.

Please note this plan is fluid and will be reviewed on a regular basis.

Updated 30/5/2022



1. Empower our people to understand and raise the awareness of EDI issues

Action: Educate, train and raise awareness Success measure: Everyone is empowered and aware of how to challenge any kind of discrimination or raise concerns.			
Task	Owner	Timeframe	Success measure
1. Develop EDI Training Plan for Staff and Directors, including CCCC committee	Bob Simpson/Neil Swainson/Rob Cairns	August 2022	Directors, staff and CCCC reps identified to attend & complete the training
2. Source appropriate provider	Bob Simpson	June 2022	Appointed Claris D'Cruz
3. Deliver initial training and regular refresher training	EDI Board Lead/Neil Swainson	September 2022/Every 12 months	Fully trained workforce
4. Increase EDI awareness & training for all of the Cumbria Cricket Family	CC Ltd / CCCC /Leagues/Clubs/CAG/	Spring 2023	Training is provided for minimum of League officials, CAG staff, Clubs, Board & Committee



Action: Use our profile to drive positive change			
Task	Owner	Timeframe	Success measure
1. Deliver focussed initiatives to increase cricket participation amongst minority groups	Neil Swainson & Board/committee member (TBC)	ongoing	Growth in the female game, South Asia community within Cumbria-we are working with Cumbria Cultural Group and Afghanistan refugees
2. Celebrate achievements across all Age groups, Womens and Senior Teams	Board/committee member (TBC), Female Pathway Lead (TBC), and Male Talent Lead (includes CCCC)	ongoing	Use social media platforms & website, case studies, and our volunteer reward and recognition events and projects to raise awareness.
3. Set boundaries within the dressing room ensuring that players and coaches know & understand what's acceptable.	Board/committee member (TBC), Female Pathway Lead (TBC), and Male Talent Lead (includes CCCC)	Starts now, and is ongoing.	For all pathway players, coaches and parents to receive training to support this.



2. Build diverse teams for the future that reflect the communities they serve.

Action: Strengthen our approach to fairer recruitment			
Task	Owner	Timeframe	Success measure
1. Review current process to identify gaps. Use process Perret Laver used to recruit a new Board for all recruitment.	CC Ltd Board/BS/PCA	Q4 2022	Clear process and policy for recruitment in place
2. Appoint a balanced interview panel for all interviews-reflective of Cumbria	CC Ltd Director of Cricket	For all interviews	All interview panels are appropriate to the advertised role.
3. Ensure staff & director handbooks are up to date	CC Ltd/PCA	Q4 2022	Fully compliant handbooks

Action: Establish transparent development progression and promotion processes			
Task	Owner	Timeframe	Success measure
1. Ensure clear staffing structure identifies promotion opportunities	CC Ltd HR lead/CCCC committee	All interviews	All roles & development opportunities are promoted and advertised.
2. Ensure we have a robust training programme to support the development of staff and directors	CC Ltd HR lead/CCCC committee	On a 6 monthly basis	Regular staff appraisals, identifying continuous professional development opportunities for all staff



Action: Improve diversity in our workforce, leadership and governance			
Task	Owner	Timeframe	Success measure
1. Ensure the Board and CCCC committee is reflective of the population of Cumbria	CC Ltd/CCCC committee	ongoing	Both CC Ltd & CCCC Committee is made up appropriately.
2. Meet the ECB targets for diversity within governance structures- CC Ltd HR lead/CCCC committee. Encourage leagues and clubs to do the same	CC Ltd HR/EDI lead/CCCC committee	Within terms of office	Attain a minimum of the silver standard for County Boards and CCCC within ECB CPA standards



3. Develop an inclusive environment and actively engage with under represented groups.

Action: Attract people from different backgrounds and diverse communities by addressing real and perceived barriers to participation.			
Task	Owner	Timeframe	Success measure
1. Form an EDI Steering Group with representation from across the County to drive change and report directly to the Board.	CC Ltd/CCCC EDI lead, Bob Simpson, Neil Swainson	October 2022	Steering group set up
2. Facilitate new and existing relationships that can focus our engagement with specific groups and communities.	CC Ltd/CCCC EDI lead, Bob Simpson, Neil Swainson	ongoing	Growth in participation with BAEM, and Areas of Deprivation
3. Establish at least one CtS Street project	CC Ltd EDI lead, Bob Simpson, Neil Swainson	September 2022	CtS Street project running



Action: Foster a welcoming culture within clubs and communities			
Task	Owner	Timeframe	Success measure
1. Embed the ECB Anti-Discrimination Code across the recreational game	CC Ltd/CCCC EDI lead, Bob Simpson, Neil Swainson	October 2022	The whole game embraces EDI and the importance of having a positive impact
2. Support clubs with development planning and encourage use of the 'Creating Welcoming Environments' resource	CC Ltd/CCCC EDI lead, Bob Simpson, Neil Swainson	ongoing	The number of Clubs improving their facilities to ensure people have a great 1 st experience and come back
3. Support the growth of non-traditional activity in club and community settings. (CtS street project, refugee groups)	CC Ltd EDI lead, Bob Simpson, Neil Swainson	ongoing	Work with Cultural Cumbria, refugees, under represented groups to provide opportunities to play, follow and volunteer in cricket.



4: Lead with accountability and be committed to action not just words.

Action: Appoint Director, CCCC Committee member and a Staff member with responsibility for EDI			
Task	Owner	Timeframe	Success measure
1. appoint a CC Ltd Director to champion EDI, with the right skill set.	CC Ltd Board	July 2022	Appointment made
2. appoint a CCCC committee member to champion EDI, with the right skill set	CCCC committee	November 2022	Appointment made
3. appoint a CC Ltd staff member to support EDI	CC Ltd Board	May 2022	Appointment made

Action: Public commitment to advancing EDI across the game			
Task	Owner	Timeframe	Success measure
1. Develop bespoke strategies to promote under-represented groups aligned to our Countywide plan	CC Ltd Board/CCCC committee	ongoing	Increased growth in participation, following & volunteering in cricket within the under-represented groups
2. Use role models to champion under-represented groups across the recreational game.	CC Ltd/CCCC committee	ongoing	Production of case studies, press releases, social media content.



Action, report regularly and transparently on progress.			
Task	Owner	Timeframe	Success measure
1. Utilise the ECB staff census to monitor staff perceptions around CC Ltd's perception to EDI	Bob Simpson, Neil Swainson	May 2022	Staff recognising the importance of EDI to CC Ltd-perception has moved in a positive direction
2. Make public and promote our EDI plan following ECB sign off	Bob Simpson/CCCC committee	June 2022	Our EDI plan is published on our website and social media channels.
3. Conduct regular reviews with ECB leadership team to ensure plan remains relevant and reflects the wider policies and practices in place at national level.	CC Ltd & CCCC	Annual basis	The action plan is fluid and changes are made to meet the needs of EDI in Cumbria



Action: Have robust policies and procedures in place.			
Task	Owner	Timeframe	Success measure
1. CC Ltd's new Board & CCCC committee to produce all P&Ps to ensure we mitigate the risk-use Claris D'Cruz to support	CC Ltd Board/CCCC	September 2022	All P&P completed and signed off by Board and committee
2. CC Ltd & CCCC committee to publish the P&Ps on their respective websites	CC Ltd Board/CCCC	September 2022	On websites and awareness campaign using media channels

Key

Cumbria Cricket Ltd	CC Ltd	
Cumbria County Cricket Club	CCCC	
Chance to Shine	CtS	



Appendix 1 – EDI Perception Questions

- The organisation I work at is diverse
- The organisation I work at is inclusive
- The leadership of the organisation I work at is committed to action not just words when it comes to equality, diversity and inclusion
- I know who is responsible for diversity and inclusion at the organisation I work in
- I understand and feel educated across the breadth of EDI (gender, ethnicity, disability, LGBT, social economic backgrounds, age etc.)
- Since I joined this organisation my understanding of diversity and inclusion has improved due to the training received
- I have never felt excluded or marginalised at work because of my beliefs, personal circumstances or identity
- I feel included, welcome and like I belong at the organisation I work for
- There is no difference between career advancement opportunities for men or women at my organisation
- There is no difference between career advancement opportunities for disabled and non-disabled people at my organisation
- There is no difference between career advancement opportunities for ethnically diverse and white people at my organisation