



TRENT BRIDGE
EST. 1838



WE
WELCOME
EVERYONE.

EQUITY, DIVERSITY AND INCLUSION PLAN
2022 – 2023

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FOREWORD.

Nottinghamshire County Cricket Club is committed to making cricket in our county, at every level, welcoming and accessible for all.

We have always tried to create positive and fulfilling experiences for people from differing backgrounds and we recognise the importance of becoming more representative of the communities around us.

We want to be an organisation that makes everyone connected with it feel like they belong, a place where they can be themselves and one where they can enjoy and share their passion for cricket.

One that recognises, respects and values each other's differences. One that encourages better decision making as people with contrasting views and experiences contribute and make our organisation stronger at every level.

Within these pages, we commit to increasing our understanding, improving our communication and expanding our reach by providing community projects and formats that provide more opportunities to play and engage across our county.

Equity, diversity and inclusion is not a project. It is an indefinite commitment and something that will continue to impact upon every decision we make, every action we take and every welcome we extend moving forward.

LISA PURSEHOUSE MBE
Chief Executive, Nottinghamshire County Cricket Club



WHERE WE ARE NOW.

- Our General Committee membership meets governance framework targets for female and local ethnic minority representation and has an independent Nominations Panel to ensure this can be maintained.
- The ECB's EDI training module has been completed by all of our permanent staff and General Committee members. Our players and coaching staff have also completed the Dressing Room Culture workshops.
- We have trained 50 South Asian female activators and have 5 South Asian Champions supporting cricket delivery in the City.
- We have strengthened our commitment to inner city community plans through a specific Positive Futures programme and the Nottingham launch of the ACE programme.
- 40% of players in our EPP and Academy programmes are from South Asian backgrounds and 33% of our coaches are from ethnically diverse backgrounds.
- Our scouting network of 39 individuals works across schools and recreational clubs helping identify talented youngsters playing traditional and non-traditional formats.
- The number of women and girls' teams across Nottinghamshire's recreational clubs has increased from 2 to 25 since 2019 and we run girl's County Age Group squads at U11, U13, U15 and U18 level.
- We have helped our recreational clubs secure over £100k of funding to assist with making their facilities more welcoming.
- Our disability cricket offer across 3 county-wide hubs has provided over 120 sessions and we have 12 Special Educational Needs (SEN) Schools engaging in competitive Table Cricket. Keyworth Cricket Club has become our first ECB Disability Champion Club.
- The Trent Bridge Community Trust has secured funding to expand the reach of Forget Me Notts, the dementia support group and launched its health and well being programme Notts in Mind.



OUR PILLARS.

OUR STRATEGIC MISSION IS TO GIVE OUR PLAYERS, MEMBERS AND SUPPORTERS GREAT EXPERIENCES AND TO CREATE WELCOMING ENVIRONMENTS WHERE DIVERSE COMMUNITIES CAN SHARE THEIR PASSION FOR CRICKET.

UNDERSTAND

To inform our future actions by gathering data, generating intelligence, understanding our baseline and listening to the views of our network.

WELCOME

Create environments within elite cricket, the recreational game and our community projects that are welcoming and accessible for all.

EMBRACE

Invest in our people so we retain a quality workforce that is motivated, feels supported and is committed to our club and its success.

COMMUNICATE

To positively influence, educate and inform all those connected to our club, ensuring we consistently project an inclusive image to all.

LEAD

Ensure our organisation reflects the diversity of our communities and that it promotes inclusion and challenges and prevents discrimination.

EXPAND

To diversify the routes for playing, attending, following and engaging with the game.



UNDERSTAND.

TO INFORM OUR FUTURE ACTIONS BY GATHERING DATA, GENERATING INTELLIGENCE, UNDERSTANDING OUR BASELINE AND LISTENING TO THE VIEWS OF OUR NETWORK.

WE WILL:

- Gain an accurate and detailed understanding of our existing workforce and their evaluation of the cricket working environment.
- Develop knowledge of those who are currently playing, attending and following cricket, to assist us in building bespoke experiences for differing audiences.
- Build a detailed picture of our county's demographic to better understand the barriers our more diverse communities face.

HOW WE WILL ACHIEVE THIS:

- Undertake a detailed census for our permanent, matchday and volunteer workforce across the county.
- Collate and review feedback from spectator experience surveys, membership consultations, customer feedback and staff surveys to improve insight and drive improvements across the organisation.
- Establish focus groups with our representative community groups to identify the challenges and opportunities for growing the game and the local barriers to engaging with cricket.
- Review the 2021 Office for National Statistics census and establish a benchmark for the diversity of our organisation that accurately reflects our wider community.



WELCOME.

CREATE ENVIRONMENTS WITHIN ELITE CRICKET, THE RECREATIONAL GAME AND OUR COMMUNITY PROJECTS THAT ARE WELCOMING AND ACCESSIBLE FOR ALL.

WE WILL:

- Ensure that Trent Bridge has a welcoming and inclusive ambience, creating accessible and comfortable spaces for our existing and new audiences.
- Invest in member, player and customer facilities so that potential barriers to attendance, including accessibility, gender, culture and faith are understood and addressed.
- Work with our recreational clubs, schools and community hubs to develop a facilities strategy for Nottinghamshire that identifies collective priorities and potential partnerships that increase accessibility.

HOW WE WILL ACHIEVE THIS:

- Improve the matchday experience by investing in relevant infrastructure including family changing rooms, female toilets, a Changing Places facility and a multi-faith room.
- Review our food and beverage offering and improve the provision of soft drinks, lower alcohol beers and options to suit differing dietary requirements and provide complimentary water fountains around the ground.
- Review the family and alcohol free offering and commit to better seating with closer proximity to relevant facilities and to off-pitch children's entertainment and activation.
- Maintain accessible pricing for membership and offer reduced price tickets at U16, U21 and family tickets for international and domestic cricket.
- Undertake an audit of all cricket facilities in the county to understand the provision and location of our playing areas and to identify the gaps in additional infrastructure required to improve accessibility for all.
- Jointly develop a plan with our local authorities, league clubs and schools to build collaborative solutions in new venues that grow the reach of cricket and our community programmes.



EMBRACE.

INVEST IN OUR PEOPLE SO WE RETAIN A QUALITY WORKFORCE THAT IS MOTIVATED, FEELS SUPPORTED AND IS COMMITTED TO OUR CLUB AND ITS SUCCESS.

WE WILL:

- Create a playing and working environment that is enjoyable, challenging and inclusive and attracts, nurtures and develops a workforce from diverse backgrounds.
- Ensure our staff have the knowledge and confidence to recognise, challenge and deal with incidents of discrimination.
- Increase the diversity of players and of volunteers actively involved in coaching, officiating and administration in the recreational game.

HOW WE WILL ACHIEVE THIS:

- Ensure our culture and values - the Trent Bridge Way - are developed and owned by our workforce so they understand the expected behaviours and priorities and commit to a culture of fairness and respect.
- Review our employment policies and ensure that they recognise and support people at different stages of work and life, helping to retain and motivate our workforce.
- Develop and implement an EDI training programme (anti-discrimination, unconscious bias, language, inclusive culture) for all permanent and matchday staff and volunteers.
- Implement working group sessions that encourage staff to engage in safe discussions about EDI and to listen, learn and understand the lived experience of colleagues.
- Build strong relationships and achieve collective buy-in from local leagues and clubs to ensure that the wider cricket network in Nottinghamshire is working collaboratively to drive positive change.



COMMUNICATE.

TO POSITIVELY INFLUENCE, EDUCATE AND INFORM ALL THOSE CONNECTED TO OUR CLUB, ENSURING WE CONSISTENTLY PROJECT AN INCLUSIVE IMAGE TO ALL.

WE WILL:

- Devise communication plans that are open and transparent, and keep our staff, members and supporters updated on our activities and progress.
- Ensure that members and spectators know how to report discriminatory and abusive behaviour on matchdays and build confidence that issues will be dealt with.

HOW WE WILL ACHIEVE THIS:

- Review the language, imagery and tone of voice used in our communications to ensure that they are relevant and reflect positive role models that encourage inclusivity and are representative of our organisation.
- Recognise the differing audience consumption methods and build content for delivery across all platforms and channels to attract and connect members and new and existing attendees and participants.
- Deliver high quality streaming of all domestic matches to grow the reach of the game.
- Connect and build links between the professional and recreational game, generating content from men's and women's players and our coaches that celebrates achievements across the county network.
- Standardise the system for reporting incidents of discriminatory behaviour and deal with any issues consistently and timely.
- Actively promote the behaviours expected of all attendees using our in-venue channels of communication including signage, replays screens and public announcements.



LEAD.

ENSURE OUR ORGANISATION REFLECTS THE DIVERSITY OF OUR COMMUNITIES AND THAT IT PROMOTES INCLUSION AND CHALLENGES AND PREVENTS DISCRIMINATION.

WE WILL:

- Ensure that our General Committee meets the ECB County Governance Framework diversity targets for gender (30% female) and ethnicity (local demographic) as a minimum and work to achieve gold standard.
- Review our policies and procedures to ensure we promote best practice, react to societal changes and that equity, diversity and inclusivity are embedded in our organisation.

HOW WE WILL ACHIEVE THIS:

- Empower our Nominations Panel to fulfil its role of selecting candidates that increase diversity and appoint a dedicated lead to champion EDI at General Committee level.
- Review and enhance our recruitment processes to improve the reach of vacancies and encourage a more diverse pool of applicants for all roles within our organisation.
- Review our employment policies and ensure they recognise and support people at different stages of work and life helping to retain and motivate our workforce.
- Work with our leagues and local clubs to ensure the game's Anti Discrimination Code is communicated and provide support and guidance on its implementation.
- Establish our baseline and review and monitor our progress on an annual basis.



EXPAND.

TO DIVERSIFY THE ROUTES FOR PLAYING, ATTENDING, FOLLOWING AND ENGAGING WITH THE GAME.

WE WILL:

- Ensure that participants from the full range of programmes, both traditional and non-traditional, have the opportunity to progress into the elite environment.
- Deliver the right activities/programmes for our communities in locations across the county that deliver sustainable growth and make a lasting impact.
- Build strategic partnerships, with a particular focus on the city and north Nottinghamshire, to provide better access to our programmes and provide our ethnically diverse inner city population with spaces and formats to play.

HOW WE WILL ACHIEVE THIS:

- Expand the reach of our scouting network and offer a Nottinghamshire County Cricket Club presence in every state school in the county; increasing both participation and the talent pool and developing clear links between schools and local clubs.
- Build a clear urban cricket plan that delivers sustainable Street Cricket and casual/non-traditional offerings in new communities to engage new audiences.
- Expand the Positive Futures programme into the city of Nottingham and launch the ACE (African Caribbean Engagement Programme) in primary and secondary schools.
- Ensure that Trent Bridge retains its status as an international and The Hundred venue, and continues to host all formats of domestic men's and women's cricket, offering a viewing experience that attracts a more diverse audience.
- Hold wide ranging stakeholder consultations with prominent figures from across the recreational cricket community and local authority representatives to identify opportunities for cricket to support the local public health agenda.



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NOTTINGHAMSHIRE COUNTY CRICKET CLUB LTD
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