

RED ROSE TOGETHER



Lancashire Cricket's Equity, Diversity
and Inclusion Plan - 2023 Update





THIS REPORT FOCUSES ON THE PROGRESS LANCASHIRE CRICKET AND THE LANCASHIRE CRICKET FOUNDATION HAVE MADE THROUGHOUT 2023.



The Club has made good progress since it began to fully embrace EDI as a strategic imperative. We recognise there is still so much to do but celebrate milestones along our journey.

Manchester as a City celebrates difference and we wish to emulate that Club-wide. A place where team members on and off the pitch can be their true selves and openly express and celebrate their own individuality, within one core purpose to be the best place in the world to experience cricket.

Our ambition is to be the most welcoming venue to members, fans, clients and customers so that whatever your background, your future and being part of the Red Rose family is easy and straight forward. Why? Because it celebrates spirit. We are all grounded and so equity is really important to us. We need to work harder to become an employer of choice and for Lancashire Cricket to be the place to work. Diversity of a team equals diversity of perspective increasing our chances of success.

We are driven to be successful and celebrate each other's successes because we are unified.

A red ink signature of Daniel Gidney, written in a cursive style.

DANIEL GIDNEY

Chief Executive Officer

Lancashire Cricket

Our welcome strategy is broken down into four pillars:

- > **WELCOME**
- > **COMMUNICATION**
- > **PEOPLE**
- > **SUPPORT**





A WELCOMING GUEST EXPERIENCE

At Lancashire Cricket Club we want to create inclusive facilities and welcoming guest experience.



- >> We have created a private pitch facing sensory room to give those with sensory processing issues the opportunity to watch a game in a safe and secure environment.
- >> We have introduced sensory packs including headphones and fidget toys to allow our spectators to have a comfortable and enjoyable experience.
- >> Created a multi-faith room where people from varying religions can spend time and contemplate or pray.
- >> We have an amenable family area that has a designated alcohol-free section within it.
- >> We offer a diverse range of dietary preferences, including vegan, halal, kosher, vegetarian, and gluten-free options.
- >> We are proud of our dedicated fan village where we provide a whole range of entertainment and activities before, during and after our events building a sense of community within the venue.





GROWING THE LOVE OF THE GAME...

Lancashire's aim is to increase the number of participants playing cricket, from a wide range of backgrounds. Lancashire Cricket Foundation manage and deliver several programmes, including Core Cities, Chance to Shine Street and ACE that engage a diverse audience.

CORE CITIES PROGRAMME

The **Core Cities** programme, originally designed to support the **ECB's South Asian Action Plan**, however, the Lancashire Cricket Foundation have expanded the reach to engage with our diverse communities, with the goal being to inspire people to connect with cricket.

As part of the programme, Lancashire Cricket Foundation hosted **the Ramadan Cup** at Emirates Old Trafford. Local teams in the Muslim Community competed across 39 matches of five over cricket. Players broke their fast before joining together in the Isha prayer, with matches then starting at 10:30pm, lasting until 12:30am.

The Foundation held a **Community Cricket Day** at Alexandra Park in Manchester, engaging both cricketers and their families, along with the local community in cricket matches and family fun. Teams represented India, Pakistan, West Indies, Bangladesh, Afghanistan and England.

ACE PROGRAMME

The ACE programme, a charity set up to **reverse the decline in black participation in cricket**, providing support at all levels of the pathway including school engagement and provision of a performance academy. The ACE launched in Manchester in 2023 and the Foundation have seen 320 participants engaged across the ACE school's Programme and Community Sessions.

COACHES

Coaches are at the heart of a person's cricketing journey, through coaching bursaries more opportunities to play are available, in a safe and welcoming environment lead by those from your community. With 166 new coaches receiving a bursary in 2023, 110 were female and 109 from ethnically diverse backgrounds, this provides a long term network for cricketers of the future.





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CHANCE TO SHINE STREET

Chance to Shine Street cricket gives children and young adults in areas with less opportunities the chance to play cricket. The sessions are run for two groups, Youths (8-16) and Young Adults (16-24). The Foundation saw **1,482 unique participants** in 2023.

FACILITY STRATEGY IN PLACE FOR FIVE BLUE PRINT PROJECTS ACROSS THE REGION

FIVE BLUE PRINT PROJECTS

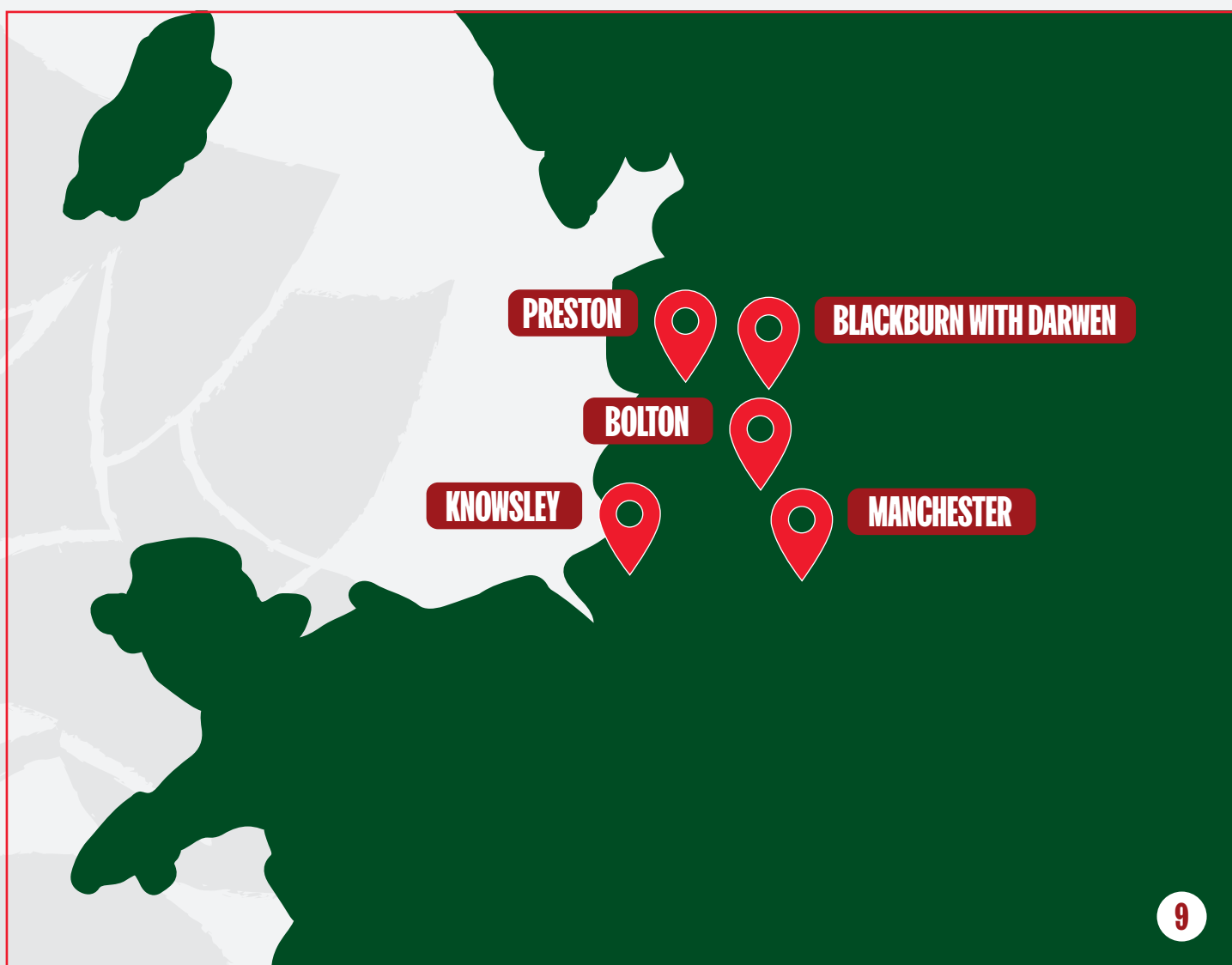
The Foundation has a facility strategy in place with five Blue Print projects looking to address the **inequality of access to quality cricket facilities particularly apparent in urban areas, amongst women and girls, diverse communities and people from lower socio-economic groups.**

The five projects are in development and progressing at varying rates, however aligned to facility provision we know how crucial linking places to play with programmes of participation, competition and people support, to ensure Lancashire-based facilities are thriving for generations to come.



The five projects take place in the following areas:

- > **MANCHESTER**
- > **PRESTON**
- > **BLACKBURN WITH DARWEN**
- > **BOLTON**
- > **KNOWSLEY**



Lancashire Cricket has organised events that celebrate and recognise our diverse communities.

IFTAR

In March the Lancashire Cricket Foundation, **Young Interfaith and Islamic Relief** collaborated to deliver an Iftar at Emirates Old Trafford, welcoming over 200 guests. The evening was a chance for our communities across multi-faiths to get together and learn about Ramadan. Imam Abid Khan of Cheadle Muslim Association led the evening prayer, which was then followed by a traditional Iftar allowing everyone to break the day's fast together.



YOUNG
INTERFAITH



CHANCE TO SHINE

Our Foundation works closely with their partners to **give children the opportunity to play, learn and develop through cricket.**

Chance to shine works in schools to provide children with a brilliant first experience of cricket. Over **1,000 schools** across Lancashire have accessed high quality cricket provision through the Chance to Shine Schools Programme.



CHANCE TO SHINE
SCHOOLS

5,613 CHILDREN ATTENDED ALL STARS AND DYNAMOS PROGRAMMES

INCLUDING 1,100 WHO ATTENDED FOR FREE AS PART OF THE SKY BURSARY FUNDING



ALL STARS AND DYNAMOS

All Stars was designed to introduce cricket to children aged 5-8 years old.

Dynamos Cricket provides a next step for all those graduating from All Stars Cricket and is also an introduction for all 8–11-year-olds new to the sport.

Both programmes are designed to support a wide range of abilities, disabilities, and different learning needs.

- >> **23% of the All Stars participants were female**
- >> **45% of the Dynamos participants were female**
- >> **An increase of 34% for female participants**

WOMEN AND GIRL'S CRICKET

124 clubs have a women and girl's section, up from 102 in 2022.

29 leagues and cups ran for women and girls across the county.



WICKETZ

Wicketz, funded by **Lord's Taverners**, is a **free community cricket programme, for young people aged 8-19, living in disadvantaged communities**. Wicketz has provided weekly cricket sessions and personal development workshops to **1,672 participants**. The workshops have also helped to boost wellbeing, social education and develop new life skills.

Lord's Taverners **provide funding to engage with young people who have Special Educational Needs and Disabilities (SEND)** through schools and community programmes.

The Foundation had over 900 participants in 2023. The delivery of cricket in SEND schools ensures that young people with a disability can engage in the most appropriate form of cricket, including table cricket and soft ball cricket. The disability programme offers cricket in community spaces through Super 1 hubs, for pan disabilities, through this programme employability workshops such as CV writing were delivered.

900+
participants



THE WOMEN'S GAME

Lancashire wants to **create a sense of belonging for all our Red Rose family**. We have made great progress in our women's game. 15 of our regional women's team now have a professional contract with the club - 40% increase from 2022.

In 2023 we **redecorated the away dressing room** at Emirates Old Trafford to make it a designated home for the Lancashire Thunder team. This has given our women's team a changing room they can call their own.



PERFORMANCE PATHWAY

We ensure an **accessible and inclusive (girls and boys) performance pathway**. Our scouting system has been developed and all talent goes through the same selection framework to allow data-driven decision making ensuring a fair process. We regularly review our Talent Pathway process to ensure that the process is both accessible and inclusive. All our cricket staff went through unconscious bias training to assist in the mitigation of biases during the selection process.

At the entry level to the pathway the Foundation have created pathway documents that explain the steps in the pathway, what programmes are available at each age, stage and who to ask questions of in the particular phase. This links to the wider Lancashire Way principles.

15 OF OUR REGIONAL WOMEN'S TEAM NOW HAVE A PROFESSIONAL CONTRACT

A 40% INCREASE
ON 2022





COMMUNICATION

Ensure a fair and open transparent two-way communication.

As part of our aim to drive out discrimination across the game we have set up a **dedicated reporting channel** for anybody who wishes to report prejudice, discrimination, or abuse as a victim or as a witness. The dedicated email address is **equality@lancashirecricket.co.uk**. All complaints will be handled professionally and privately.

We also want our fans and visitors to feel safe and comfortable at all our events. We have developed **a process to encourage people to report any discrimination or harassment as soon as they witness it**. People can contact a steward or report it via a text number. Any incident will be dealt with on the day.

Everyone within Lancashire Cricket and Lancashire Cricket Foundation has signed the **ECB's Anti-Discrimination Code of Conduct**. This ensures that any incidence of discrimination in the professional game and in recreational leagues and clubs that fall under the ECB's jurisdiction can be subject to disciplinary processes and sanctions.

Following on from the '**Dressing Room Culture**' review, individual appraisals were held with all our male and female players in 2023, giving everyone the opportunity to communicate any concerns.

We have established a channel for our employees to share their experiences and tell their story. Our employees have written their own personal blogs on topics such as, '**How I Celebrate Diwali**', '**What Chanukah (Hannukah) Means to Me and My Family**', and more.





EDUCATE AND EMPOWER OUR PEOPLE

We have appointed **Helen Davies**, as our **dedicated Equity, Diversity and Inclusion Lead for the Club, and the Foundation**. Helen hosted EDI introduction sessions for our employees, discussing her own background and personal lived experiences. Helen stressed the importance of EDI being everyone's responsibility, from employees, players, all the way to everyone who is part of the Red Rose family. Lancashire have begun discussions around, Inclusion for All, Diwali, Allyship and Active Bystanders, Hannukah and more.



During Black History Month **Donna Fraser, Director of Equality, Diversity and Inclusion at the Professional Cricketers Association (PCA)**, hosted a session discussing what it means to be anti-racist. We also took part in the Race Equality Matters 5 Day Challenge. The activities helped employees reflect and, more importantly, think about what action they can take to drive race equality.

Inclusive leadership skills

All our leadership team, including our CEO are taking part in the Inclusive Employers '**Inclusive Leadership**' programme. This course is shaping the way our leadership team think, allowing them to understand the opportunity of inclusion and work to create more inclusive teams and environments.

2023 has seen the establishment of our employee Equity, Diversity and Inclusion working group and our brand new multi-faith employee network. These groups are great ways for us to keep the EDI conversation going and for everyone to get involved and have their say.

OUR PARTNERS



Once again Hilton sponsored the men and women's pre-season tours. The Hilton funding was invaluable in ensuring both squads could travel side by side on their pre-season tours. Hilton **contributed to a team of nutritionists, access to female doctors and sports psychologists to support the women's team.** They have also supplied funding for some crucial workshops around sports bra fittings / wearing the correct size and also period health talks for our female players and the girl's academy.

sports
breaks
.com

inspiresport™

Sportsbreaks.com and Inspiresport invested in the women and girl's recreational set up, they helped fund a **new community programme throughout Lancashire**, with free cricket sessions and equipment set to enable the next generation of girls' cricketers to get involved and play cricket for the first time. The funding will also provide a **new minibus for the Academy, age-group, and disability squads** to travel on for away fixtures, whilst also covering additional strength and conditioning support within the pathway development programme for U11-18 players.



In 2023 we worked closely with our partner **University Academy 92** and offered **summer internships to students** giving them direct access to real-world experiences and opportunities to learn whilst inspiring and empowering the next generation in the world of sport.



SUPPORT

Building a strong foundation for the future.

Ensuring the appropriate support and educating our teams.

All our players and cricket staff are registered as part of the PCA '**Learn Before Wicket**' EDI Educational Programme. The programme has been designed to empower members with the necessary skills and knowledge to embrace diversity, exercise inclusivity, promote equity and equality within their cricket environment.

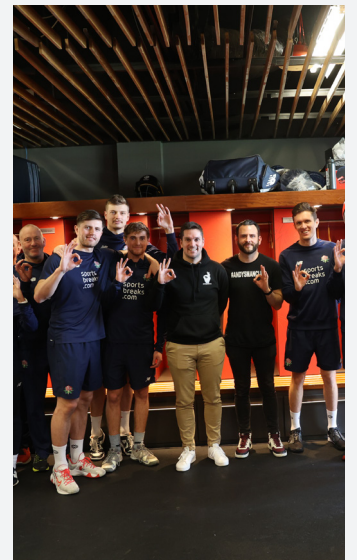
Our Men's team met up with **Andy's Man Club** at Emirates Old Trafford where they opened up about their lives and wellbeing in a safe, judgement-free environment. They had a great session and agreed that **#ItsOkayToTalk**.

The Foundation also partner with Andy's Man Club offering weekly sessions for members of the public to access at Emirates Old Trafford.

We have continued to offer support for our employee's mental health and wellbeing. We have several in-house Mental Health First Aiders available for our employees to contact for support if needed.

All staff also have access to wellbeing support via our **dedicated Mental Health Counsellor and Transformational Coach, Lily-Jo from, Unstoppable.**

The Foundation launched the Young Volunteer Academy and Young Officials Academy, both providing training, resources and experiences across the game to build volunteers, officials and employees of the future. There were 100 new young umpires trained and 10 committed volunteers, one now with a full time role with the Foundation through the year.





The Foundation is committed to embracing equity, diversity and inclusion, with a huge number of programmes and initiatives in play that look to make cricket as accessible to all.

We can always do more and strive to continually review what we do, how it is perceived and how we consult with the wide and diverse community we serve. We know cricket is a valuable vehicle to bring people, communities together in diverse groups with a shared love of the game. We want everyone to feel welcome, express themselves and celebrate all of our differences. The Foundation aligns to the Red Rose vision and looks to grow the game by providing everyone in Lancashire with the best cricket experiences in the world. Our role is to grow and protect the game, engage and connect communities and inspire people to achieve change – all of which are vital in delivering our EDI strategic plans. We are fully committed as a business and as a team to making our organisation a champion of EDI, both strategically but more importantly with actions.

With all our collective efforts we can make cricket a sport that belongs to everyone.

JEN BARDEN

Executive Director

Lancashire Cricket Foundation

