



Our Vision

Cricket in Staffordshire: For Everyone, Everywhere

Inspiring the People of Staffordshire to say 'Cricket is a Game for Me', creating a Life-long Association with Cricket

We Will Focus On.....

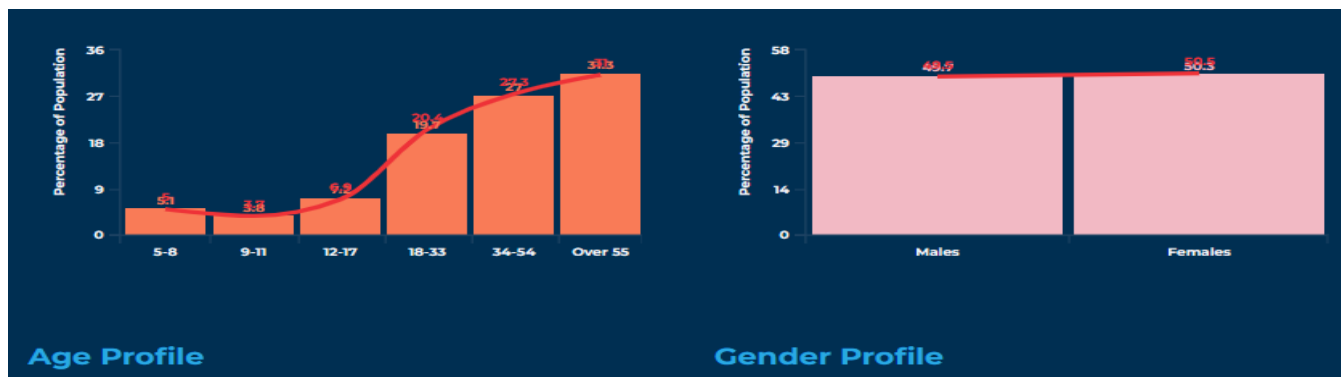
Governance & Leadership Administrative Structures and committees that reflect communities and membership	Workforce Volunteer and Professional workforce representative of the county's population	Education & Training Awareness, understanding and consideration for our hugely diverse population	Participation Recreational opportunities to help find your place in the game	Talent Inclusive Talent identification and development process giving the best opportunities for everyone to reach their potential
<u>G1</u> <u>CCB and CCC Governance in line with SE Governance Code to set the standard for the game locally</u>	<u>W1</u> <u>Maintain a representative professional workforce to reflect the county demographics through inclusive recruitment and appropriate partnerships</u>	<u>E1</u> <u>Comprehensive provision of relevant ED&I, training and education programmes for board members, staff, committees and volunteers</u>	<u>P1</u> <u>Inclusivity consideration for all opportunities to be involved in the game for players, volunteers and administrators.</u>	<u>T1</u> <u>Open and transparent talent recruitment for county representative cricket</u>
<u>G2</u> <u>League and Administrative Committees supported to be more representative of the communities and memberships they serve.</u>	<u>W2</u> <u>Provide targeted support for under-represented communities to grow the cricket workforce - support recruitment, retention and recognition of a volunteer workforce that reflects the county's demographics</u>	<u>E2</u> <u>Better understand barriers to accessing the game</u>	<u>P2</u> <u>Support, encourage and build an environment that creates welcoming, safe and accessible places to play and enjoy cricket</u>	<u>T2</u> <u>Understand and reduce barriers to performance cricket</u>
<u>G3</u> <u>Equality, Diversity Inclusion and anti-discrimination policies visible, accessible and current</u>		<u>E3</u> <u>Maintain an understanding of our varied demography and how the game reflects our population</u>		<u>T3</u> <u>Monitor demographic make-up of performance pathway players</u>

How We Will Do It.....

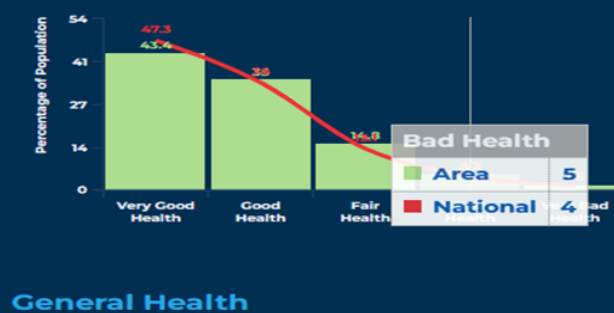
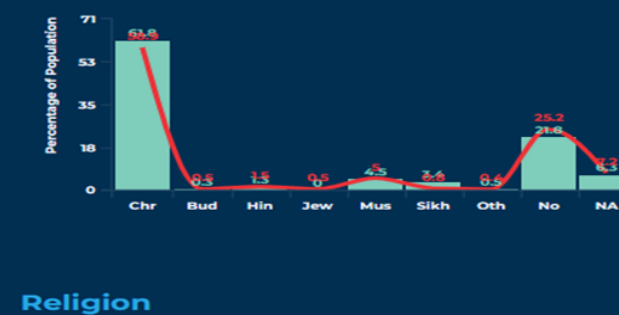
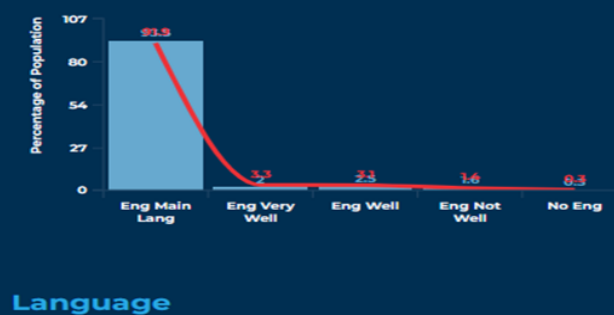
G1 a) Maintain a diversely skilled and representative board of directors and trustees to champion and challenge the game that reflects the communities we serve. Target a minimum of 40% female directors and Non-exec directors that represent the communities served. recruit BAME directors with relevant skill sets (Governance Sub-committee) b) Appoint EDI champion at board level to ensure EDI underpins the work of the county board – nominations committee. G2 a) Support and encourage Leagues and committees to be representative of their target audience and membership. b) Ensure buy-in across the club network of the game's anti-	W1 a) Review appointments and selection methods to ensure they are fair, inclusive, transparent and equitable (Perrot Laver/Croner) b) Recruitment processes that facilitate open and transparent search for appropriate skills with professional HR and Employment Law support (Admin officer/ Croner) Ongoing basis c) Champion the diversity of our workforce as role models for those considering involvement in the game. W2 a) Provide targeted and subsidised coach development, officiating and grounds management courses to diversify the games' workforce b) Celebrate the current diversity of the game's workforce and increase visibility of under-	E1 a) Management team to complete Inclusive Leadership training b) Training matrix for all core team staff and board members to ensure appropriate and up-to-date training in EDI and anti-discrimination (Admin Officer) c) Unconscious bias training for age group personnel involved in pathway selection process (Admin Officer) pre-season annually d) Provide suite of training courses that the broader cricket network and partners can access. E2 a) Continue to facilitate dialogue with our club networks, our players, our partners and communities to ensure we listen to varying needs to support development of the game.	P1 a) Recruit and deploy a women's and girls' cricket officer to develop the game specifically in the Black Country areas of Sandwell, Walsall and Wolverhampton b) Ramadan tapeball cricket opportunities in Black Country location in 2024 (Sandwell & Wolverhampton) working with Wolves and Albion Foundations and local community groups c) Women's only walking cricket in Wolverhampton working with local voluntary services d) Investigate opportunities with ECB to create an additional Core Cities programme in the county (Walsall, Wolverhampton, Stoke as options) e) Develop ACE opportunities with the Core cities programme in Sandwell – partnerships to support	T1 a) Additional representative opportunities for Ability players progressing form Champion Club network by creating an additional county squad for LD/PD/Hearing Impaired cricketers in 2024 season. b) Liaise with junior leagues to assist talent identification through best v best scenarios g c) Fund and provide a Girls' EPP programme for the 2024 season d) Target an additional MCC Foundation Hub for 2025 (Stoke-on-Trent) alongside Wolverhampton work e) Invest in seniors cricket (50, 60, 70s) Deliver and replicate the MCC Foundation hub programme to provide pathway development opportunities (Performance Manager) Feb 2023 T2 a) Ongoing provision of bursary support (SYC Trust) to assist with pathway costs b) Continue to provide development sessions for CAG
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discrimination and EDI policies c) Promote examples of good practice governance in the club network G3 a) Visible EDI and anti-discrimination policies p, accessible and available to assist and inform the network.	represented groups in promotional material.	b) Support game-wide EDI Census and use its findings to inform future decisions (All) During EDI census roll-out c) Maintain a Whistle-blowing policy that enables people to feel secure in raising concerns around inclusion E3 a) Monitor census and local demographic data and insight to provide up-to-date information about our community make-up to help make better decisions around ED&I.	----- P2 a) Deliver the Cricket Dome facility in Walsall working in partnership with ECB and Sporting Khalsa to provide additional community and pathway offerings. b) Work with local partners to alleviate shortfall of facility supply in the Black Country areas and provide more accessible provision for the highly populated areas of the county c) Work with local authority partners to deliver PlayZone opportunities (Sandwell & Stoke) d) Prioritise County Grant Funding towards improvements that focus on embracing widening access to the game.	Girls rather than trial process and maintain free initial access to pathway entrants with ECB support. c) Provide multiple geographical venues throughout the talent ID process d) Encourage players, coaches and parents to share feedback through regular dialogue with the network. T3 e) Through CVENT record demographic make-up of trialists and CAG players post winter and summer pathway programmes f) Track CAG progress for MCC Foundation Hub participants (Performance manager) Ongoing g) Monitor school background and ethnicity of young players at each stage of the county pathway
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Knowing Our Landscape



Equality, Diversity and Inclusion



Our County Demographics (Census 2021 data)

	Population 2011	Population 2021	% Change from 2011 Census	BAME 2021	Population 2034	% Predicted Change from 2021 Census
Cannock Chase	97500	100500	3.1%	3.40%	109573	9.0%
East Staffordshire	113600	124000	9.2%	13.70%	128917	4.0%
Lichfield	100700	106400	5.7%	5.10%	109390	2.8%
Newcastle-under-Lyme	123900	123300	-0.5%	7.10%	137729	11.7%
Sandwell	308100	341900	11.0%	42.80%	353449	3.4%
South Staffordshire	108100	110500	2.2%	6.20%	117069	5.9%
Stafford	130900	136800	4.5%	6.60%	150609	10.1%
Staffordshire Moorlands	97100	95800	-1.3%	2.00%	100026	4.4%
Stoke-on-Trent	249000	258400	3.8%	16.50%	266257	3.0%
Tamworth	76800	78600	2.3%	4.20%	75591	-3.8%
Walsall	269300	284100	5.5%	28.70%	309816	9.1%
Wolverhampton	249500	263700	5.7%	39.40%	284624	7.9%
County Total / average	1924500	2024000	5.2%	21.2%	2143050	5.9%
West Midlands		5,950,757	6.2	23.00%		
England		56,489,800	6.6	19.00%	61800000	9.4%

Monitoring

Pathway

Staffordshire Cricket Core Team (May)

	<u>Core Team Staff</u>				<u>Total Payroll Staff</u>			
	Total	Female	Male	BAME	Total	Female	Male	BAME
2022	15	7 (47%)	8 (54%)	2 (13%)	41	11 (27%)	30 (73%)	8 (20%)
2023	21	6 (29%)	15 (71%)	5 (24%)	44	9 (20%)	35 (80%)	11 (25%)

County Age Group Pathway Participants Numbers

Boys	Trials			Skill Sets			Winter			Summer		
	Total	BAME	State School	Total	BAME	State School	Total	BAME	State School	Total	BAME	State School
2021/22	337	99 (29%)		212	56 (26%)		134	33 (25%)		129	33 (26%)	
2022/23	295	91 (31%)		231	65 (28%)		144	43 (30%)		136	41 (30%)	
2023/24	336	87 (26%)	227 (68%)	225	62 (28%)	165 (73%)	163	54 (33%)	119 (73%)	Not yet selected		

Girls	Trials			Skill Sets			Winter			Summer		
	Total	BAME	State School	Total	BAME	State School	Total	BAME	State School	Total	BAME	State School
2021/22				105	15 (14%)		105	15 (14%)		85	14 (16%)	
2022/23	10	4 (40%)		97	12 (12%)		97	12 (12%)		89	9 (10%)	
2023/24	26	9 (35%)		125	19 (15%)	111 (89%)	95	13 (14%)	74 (78%)	52	9 (17%)	41 (79%)
										Only 11s & 13s selected at issue date		

MCC Foundation Hub 2022

	Boys			Girls		
	Total Trial/Attendees	BAME Trial/Attendees	State School Trial/Attendees	Total Attendees	BAME Attendees	State School Attendees
2022	32	18 (56%)	32 (100%)	16 (50%)	6 (38%)	16(100%)
2023	33	16 (55%)	33 (100%)	10 (30%)	3 (30%)	10(100%)
2024	31	12 (39%)	31 (100%)	16 (52%)	4 (25%)	16(100%)

Volunteer Recognition

Number of Awards	2022	2023
Total	82	93
Female	22 (27%)	31 (33%)
BME	9 (11%)	6 (6%)
Ability	2 (2%)	1 (1%)

Participation

Number of Teams Playing	2022	2023
Women's	87	111
Girls'	34	43

County Grant Fund (CGF) into Club ED&I projects

	Number of EDI Projects	Total Grant Awarded	Total Project Value
2022	12 projects of 18	£117k	£207k
2023	13 projects of 18	£133k	£203k

Workforce Training Bursaries

	Bursary Value	Female	Ethnically Diverse	Disability	Financial Hardship
2022	£3600	6	10	3	-
2023	£5500	23	13	4	10

Highlights from EDI Delivery in 2023

Governance & Leadership

- 40% female non-executive director membership at board level
- County Board rated a 'Leading Organisation' in the area of ED&I by ECB

Workforce

- Women's umpiring and scoring taster courses
- Employability Workshops – 6 of our Ability Cricket players (Learning Disability) attended employability workshops with Disability Solution with 3 going on to placement opportunities.
- Increased impact of workforce bursaries to support under-represented groups (coaching focus)

Education & Training

- Board's senior management team Inclusive Leadership trained.
- Lead Officer Inclusive Behaviours peer assessment.

Participation

- Table Cricket programme with 355 participants, in 6 festivals with 49 teams supported by 37 young leaders.
- Bespoke sessions for girls' section development support for clubs attended by 50 club volunteers.
- Sandwell women's walking cricket 30 weekly attendees, one of 13 Walking Cricket groups providing social interaction and physical activity for the county's diverse ageing communities.
- Better understanding of barriers to access for Black communities in Sandwell (West Bromwich African Caribbean Resource Centre) to help develop an ACE programme locally.
- Weekly cricket session with parent volunteer/helpers with the Wolverhampton Gujarati Association with over regular 20 attendees mirroring the Chance to Shine Street activities across the county.
- Schools Programmes in partnership with Chance to Shine targeting high percentage (>40%) free school meals uptake

Talent

- Free point of entry for all players at autumn talent identification sessions.
- Free girls Emerging Players Programme preparing talented female cricketers for potential careers in the game.
- Increased number of Female coaches on girls' pathway (at least one per county age group squad)
- Community Talent Champion roles adding significant value to the talent identification and development process working with players who may not have accessed the pathway for varying reasons.