

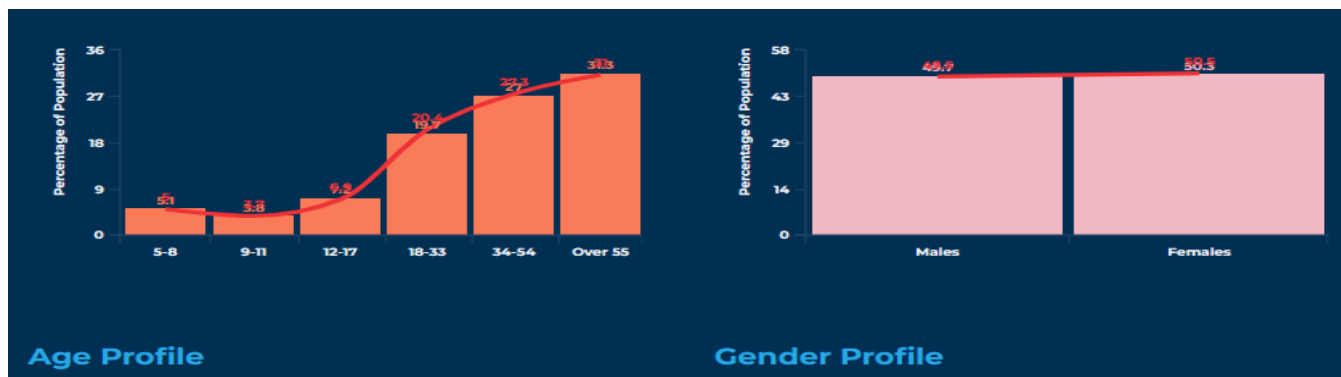


Our Vision

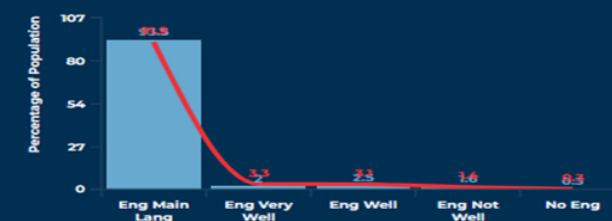
Staffordshire – a beacon for inclusive recreational cricket. People of all ages, backgrounds and abilities having opportunities to enjoy the game.

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
<i>Maintain a diverse and included board room with minimum 40% gender representation in appointed NED roles</i>	<i>Support Ability workforce by training 2 additional existing coaching staff to be more confident in delivering in ability environments.</i>	<i>Employability partnerships to support life skills of ability playing cohort</i>	<i>Additional Champion hub club for ability support in targeted under-served area</i>	<i>Plan, resource and deliver an Early Engagement Programme to facilitate a wide and accessible talent pool, complemented by MCCF hubs, hardship scheme support,</i>
Appoint EDI board champion and create EDI board sub-committee to drive our commitment and ensure CPA requirements are exceeded.	Appoint and resource community engagement roles targeting diverse community settings in line with strategic plan (Stoke-on-Trent, Black Country)	Racial Literacy improvement for Lead officer and chair through education programme	<i>Roll out of county W&G plan to see 50 % of clubs with junior sections having a girls' team</i>	Support W&G centre of excellence venue in Black Country
<i>Engage premier league administration to drive growth of girls' cricket in club environment.</i>	<i>Follow up work with existing staff with census data to understand more detail of local position</i>	Support future leaders work with ECB and co-ordinate EDI training opportunities with near-neighbour counties.	<i>Deliver a schools' cricket programme that targets a minimum of 70% where free school meal take up is higher than national average</i>	<i>Create and support Women's cricket committee to drive Tier 2 performance and ensure transition from CAG cricket.</i>
<i>Learn from local EDI Census data to help shape education, training and support for staff and board members</i>		<i>Bursary support programme to develop coaches and officials from under-represented communities</i>	<i>Deliver community engagement programmes using facility hubs (Dome, Walsall & Hanley Park, Stoke-on-Trent)</i>	<i>Review of talent champion roles and pathway support roles</i>
*Bold themes – personal objectives for CCB Lead Officer				

Our Landscape



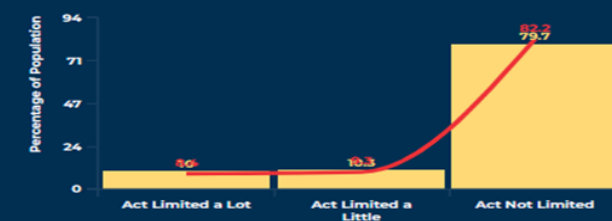
Equality, Diversity and Inclusion



Ethnic Group

Language

Religion



Index of Multiple Deprivation

General Health

Disability

Our County Demographics (Census 2021 data)

	Population 2011	Population 2021	% Change from 2011 Census	ETHNICALLY DIVERSE 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)

	Core Team Staff				Total Payroll Staff			
	Total	Female	Male	ETHNICALLY DIVERSE	Total	Female	Male	ETHNICALLY DIVERSE
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%)
2024	20	7 (35%)	13 (65%)	6 (30%)	45	13 (29%)	32 (71%)	14 (31%)
2025	21	7 (33%)	14 (67%)	6 (29%)	47	12 (26%)	35 (74%)	15 (32%)

County Age Group Pathway Participants Numbers

Boys	Trials			Skill Sets			Winter			Summer		
	Total	ETHNICALLY DIVERSE	State School	Total	ETHNICALLY DIVERSE	State School	Total	ETHNICALLY DIVERSE	State School	Total	ETHNICALLY DIVERSE	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%)	133	41 (31%)	
2024/25	374	133 (36%)		238	80 (34%)		167	50 (30%)				

Girls	Trials			Skill Sets			Winter			Summer		
	Total	ETHNICALLY DIVERSE	State School	Total	ETHNICALLY DIVERSE	State School	Total	ETHNICALLY DIVERSE	State School	Total	ETHNICALLY DIVERSE	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%)
2024/25	49	6 (12%)		121	29 (24%)		85	17 (20%)				

MCC Foundation Hub 2022

	Boys			Girls		
	Total Trial/Attendees	ETHNICALLY DIVERSE Trial/Attendees	State School Trial/Attendees	Total Attendees	ETHNICALLY DIVERSE 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%)
2025	104	35 (48%)	73 (100%)	31 (30%)	6 (19%)	31(100%)

Volunteer Recognition

Number of Awards	2022	2023	2024	2025
Total	82	93	79	72
Female	22 (27%)	31 (33%)	20 (25%)	28 (39%)
BME	9 (11%)	6 (6%)	4 (5%)	3 (4%)
Ability	2 (2%)	1 (1%)	1 (1%)	1

Participation

Number of Teams Playing	2022	2023	2024	2025
Women's	87	111	123	127 t
Girls'	34	43	56	67 t

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
2024	10 projects of 17	£86k	£154k
2025	6 projects of 17	£92k	£409k

Workforce Training Bursaries

	Bursary Value	Female	Ethnically Diverse	Disability	Financial Hardship
2022	£3600	6	10	3	-
2023	£5500	23	13	4	10
2024	£5250	30	9	2	15
2025	£5250	26	8	0	11

Highlights / Learnings from EDI Delivery in 2024/25

Governance & Leadership

- 40% female board membership maintained
- EDI Champion role vacancy

Workforce

- Investment into under-represented population to develop coaching and officials
- Increase in female volunteer recognition

Education & Training

- EDI training matrix up-to-date
- League engagement sessions

Participation

- Ongoing growth of both women's and girls' cricket teams playing the game
- Maintained high levels of financial investment into EDI-focused club facility projects, further supported by additional county board investment.

Talent

- Free entry point to talent pathway maintained.
- Commercial consideration for parents/carers/players to limit costs of kit
- Talent champion roles impact needs more investigation to ensure fit-for-purpose delivery

- MCC Foundation hub roll out increased to 3 for additional opportunities.
- Pathway ethnic diversity higher than county demographic