

CRICKET IS A GAME FOR ME

The ECB's Equity, Diversity and Inclusion Plan 2021





“

Our wish is for cricket to become a sport driven by equity, diversity and inclusion. This action plan is inclusive by design and aims to drive action, rather than conversation, not just inside the ECB, but across the entire game.

**BRENDA TRENOWDEN CBE,
ECB SENIOR INDEPENDENT DIRECTOR**

Our vision: We want cricket to be for everyone.

A game belonging to us all, transcending age, gender, race, and ability. A sport connecting communities and improving lives by bringing people together through a shared passion.

This vision is central to our *Inspiring Generations* strategy to grow and strengthen cricket, but this work is about the entire game – across England & Wales, from professional dressing rooms to people’s first clubs.

We aim to inspire a new generation to be passionate about cricket, and to unite people with the feeling that it is a game for them, and that can be brought around by real change happening on the ground across the country.

The insight behind *Inspiring Generations* gets to the heart of how people perceive cricket. We know we need to expand our reach, broaden our audience, and welcome more people than ever into the cricketing family. And to those who are already in the game, we know there’s more to be done to ensure everyone feels included.

Our commitment to continued action and change

We will continue to build on the actions set out in *Inspiring Generations*. But we recognise our vision requires more than new competitions, programmes, and initiatives. We recognise too that change must happen throughout the game, not just within the ECB but within our counties, our regional hosts, our clubs and our partners who deliver cricket.

To attract people from different backgrounds and diverse communities, we must work together to evolve cricket's culture, structures, and governance – at all levels. To be more inclusive and welcoming, we need to be intolerant of discrimination and abuse of any kind; systematically address barriers to entry and advancement; and build a more diverse workforce and governance structure.

As a sport, we have sometimes fallen short or been too slow to act. This has been reinforced by personal testimonies shared with us over the past year. We are determined to keep listening to people, through – in the first instance – the ICEC call for evidence and the new game-wide, anti-discrimination whistleblowing hotline, and we will use these lived experiences to help build plans that will make a lasting difference.

“

This plan is critical for cricket's future. The game has such an opportunity to be a part of more people's lives. We should be welcoming to all those who feel a connection with it and it's our job – and the job of everyone in the game – to ensure that number is as wide and diverse as our population.

TOM HARRISON, ECB CHIEF EXECUTIVE OFFICER

The foundations of our EDI plan



Empower people to make positive change across cricket



Build diverse teams that reflect the communities they serve



Develop inclusive environments where everyone feels welcome and safe



Lead with accountability and commitment

Our actions

By the end of 2023, the ECB will deliver 12 key actions. These will complement the strategies laid out in *Inspiring Generations*. We will update our plans as we learn more and better understand how to deliver our ambition to be a game for everyone.

The game's desire to become more equitable, diverse and inclusive won't be driven purely by the ECB or solely by this plan – counties, regional hosts, clubs and stakeholders will play their own role in taking the game forward.



EMPOWER PEOPLE

We will:

- Deliver game-wide EDI education
- Encourage and support personal development and learning across the game
- Bring people across the game together through game-wide communities



BUILD DIVERSE TEAMS

We will:

- Strengthen our approach to fair recruitment and work with our partners to help them achieve the same
- Establish transparent development, progression, and promotion processes and work with our partners to help them achieve the same
- Improve diversity in leadership and governance positions across cricket



DEVELOP INCLUSIVE ENVIRONMENTS

We will:

- Conduct a full review of our HR policies and work with our partners to help them deliver the same
- Drive out discrimination across the game
- Work with the game to create a welcoming culture that is consciously inclusive at all levels



LEAD WITH ACCOUNTABILITY

We will:

- Ensure the Independent Commission for Equity in Cricket reports publicly and transparently
- Set the standard and ensure the whole game appreciates the importance of implementing a culture that is diverse and inclusive
- Publish an annual EDI progress report and lead on evolving and updating the whole game's plans

Empower people

We will empower people to make positive change across cricket. We will ensure ECB staff feel supported, educated and empowered to drive progress, and that best practice and learning is shared. We will work with counties and regional hosts across the game to offer their staff the same support.



01

Deliver game-wide education

We will:

- Deliver, in partnership with the PCA, ongoing EDI education for professional players
- Provide all cricket organisations with access to high-quality EDI training for all employees

02

Encourage and support personal development and learning

We will:

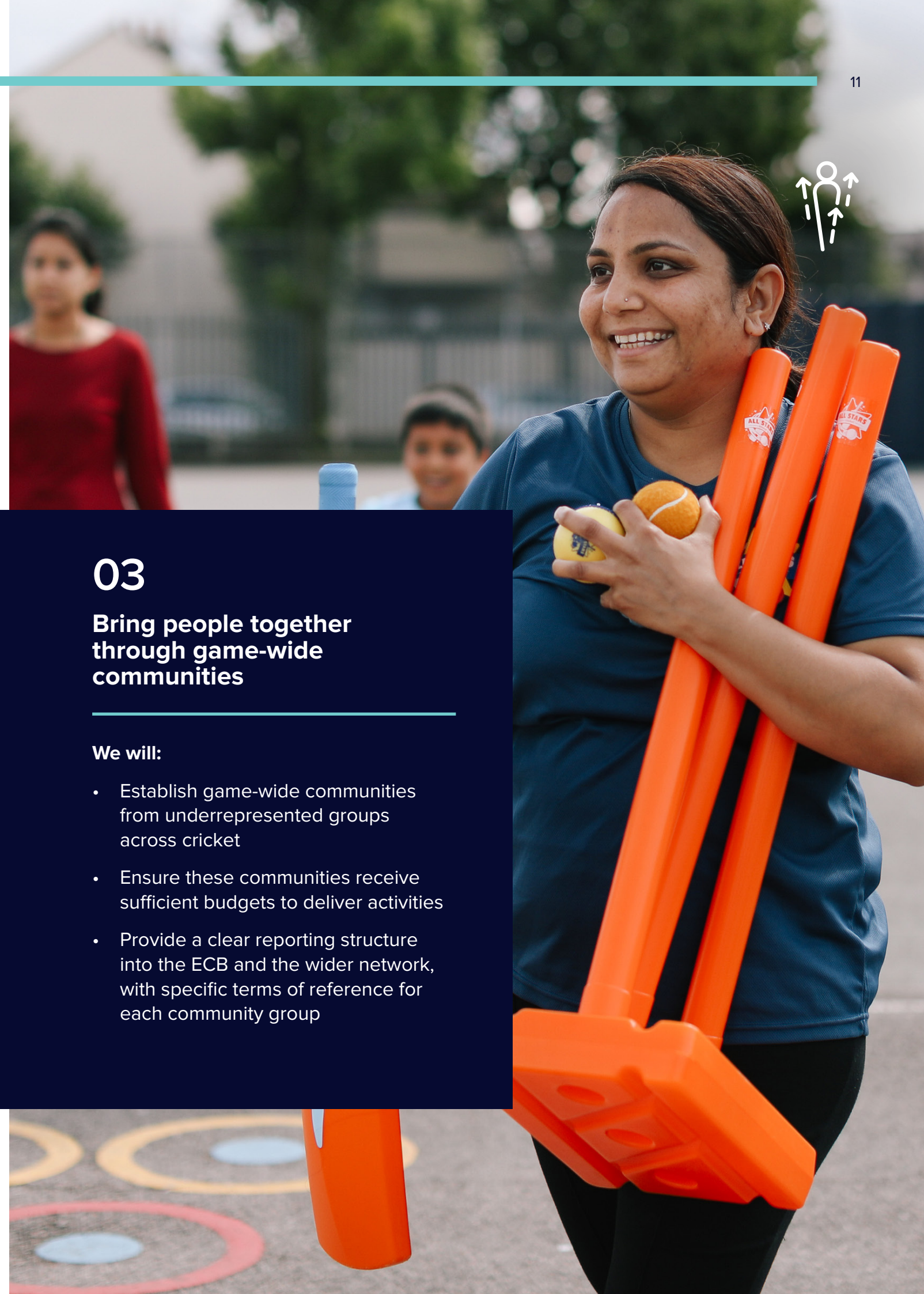
- Provide monthly EDI updates to the whole game sharing relevant content
- Update our online learning platform to provide the wider cricket network access to external resources that promote wider awareness and empathy of EDI topics
- Mandate ECB staff to set personal learning objectives around EDI

03

Bring people together through game-wide communities

We will:

- Establish game-wide communities from underrepresented groups across cricket
- Ensure these communities receive sufficient budgets to deliver activities
- Provide a clear reporting structure into the ECB and the wider network, with specific terms of reference for each community group



Build diverse teams

Cricket should always connect communities and people from different backgrounds. So, we will address discrimination where it exists. And we will ensure structures, policies and processes throughout the game promote inclusion across the sport.



04

Strengthen our approach to fair recruitment

We will:

- Continue using an anonymity recruitment tool
- Use balanced interview panels for all ECB Leadership and Executive appointments
- Ensure ECB role descriptions and advertisements reflect our EDI ambitions and priorities

05

Establish transparent development, progression and promotion processes

We will:

- Introduce a recruitment charter to ensure fair access to internal roles at ECB, and encourage game-wide adoption
- Create and embed a transparent promotions process at the ECB
- Deliver targeted development opportunities (e.g., mentoring) to support under-represented groups at the ECB and throughout the cricket network

06

Improve diversity in leadership and governance positions across cricket

We will:

- Commit the ECB Board & leadership team to meeting and maintaining extended gender and ethnicity targets
- Commit ECB Board sub-committees to meeting and maintaining gender and ethnicity targets
- Continue to deliver game-wide governance reform, including working with the First Class Counties to ensure they meet and exceed the current County Governance Framework

“

Our winning men’s cricket World Cup team in 2019 was a team of different backgrounds, races and religions, a team which derived strength from diversity, and represented the best of our country.

EOIN MORGAN, ENGLAND WHITE-BALL MEN’S CAPTAIN

Develop inclusive environments

We will develop inclusive environments where everyone feels welcome and safe. Cricket should always connect communities and people from different backgrounds. So we will address discrimination where it exists. And we will ensure our structures, policies and processes promote inclusion across the sport.



07

Conduct a full review of ECB's people policies

We will:

- Conduct a full review of ECB's people policies through an EDI lens
- Make our learnings available to the cricket network and our partners

08

Drive out discrimination across the game

We will:

- Embed the game-wide Anti-Discrimination Code within our regulations, enforced through disciplinary processes and linked to the anti-discrimination hotline
- Set up a game-wide, anti-discrimination whistleblowing programme
- Build on 2021 Moments of Unity to continue momentum in anti-discrimination

09

Create a welcoming culture that is consciously inclusive

We will:

- Deliver a cultural transformation programme across the game
- Support our England teams in staging a review of dressing room culture in cricket
- Support clubs and venues to create welcoming environments through guidance and facilities funding
- Revise the criteria for hosting major cricket matches for the 2025-2031 cycle to include further requirements for inclusivity, accessibility, and sustainability

“

We are committed to working openly, honestly and collaboratively with the region's diverse communities who are united through a love of cricket.

STUART CAIN, CEO
WARWICKSHIRE CCC



Lead with accountability

We will lead with commitment and accountability, being open and honest about progress. We will aim to build more trust among parts of the cricket community by explaining where we are, what needs to change, and ensuring we have the right data to inform effective decision-making. We will report regularly and transparently on progress, and ECB leaders will be accountable for meeting this plan's commitments.



10

Ensure the ICEC reports back publicly and transparently

We will:

- Publicise how to participate in the ICEC's work across the cricket network
- Ensure the ICEC report is published on the ECB website
- Publish our response to the report, including updated actions within this EDI Plan

11

Develop a strong, public and shared commitment to advancing equity, diversity and inclusion across the game

We will:

- Continue to listen in and be open to understanding the lived experiences of all people within cricket
- Use storytelling throughout our communications to advocate for inclusion
- Improve EDI standards across our supply chain
- Encourage the cricket network to tell their own stories of equity, diversity and inclusion

12

Publish an annual EDI progress report

We will:

- Require all ECB leaders have at least one objective linked to this EDI Plan
- Tie ECB Executive pay to achieving these objectives
- Publish an annual progress update on our website, including transparent data showing progress made against our ambitions

Anti-Discrimination

It is vital that we drive discrimination out of cricket. We must be intolerant of it in all forms, and ensure that everyone in the game both knows how to report it and is comfortable doing so. We know that part of the work we must do is in earning back the trust of those individuals and communities who have felt let down during their time in cricket, and we must demonstrate clearly that there is zero tolerance for discrimination in our game.

“

In order for real change to occur, everyone across the game needs to be committed and working together in true partnership. We look forward to working alongside the cricket network, players, our commercial, broadcast, charity, and delivery partners, as well as other cricket and sports organisations to drive tangible progress.

PAMELA BROWN, ECB DIRECTOR OF EDI

Reporting discriminatory behaviour

There is no place for any form of discrimination at any level of our game. If anyone experiences or witnesses discriminatory behaviour there are ways that it can be safely reported:

Any cricket participant – whether they're a player, a fan, a coach, an official, or an observer – can report discriminatory behaviour at ecb.co.uk/reporting-discrimination.

There are specific reporting lines – via email and telephone – on offer to all participants in the professional game.

Players and staff are able to contact the ECB, the PCA or their respective First Class County or regional host.

Reports of discrimination will be treated seriously and will be handled with sensitivity. Together we can drive discrimination out of cricket.



Anti-discrimination code

The ECB launched a new Anti-Discrimination Code of Conduct ahead of the 2021 season. The Code 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.

The Independent Commission for Equity in Cricket (ICEC)

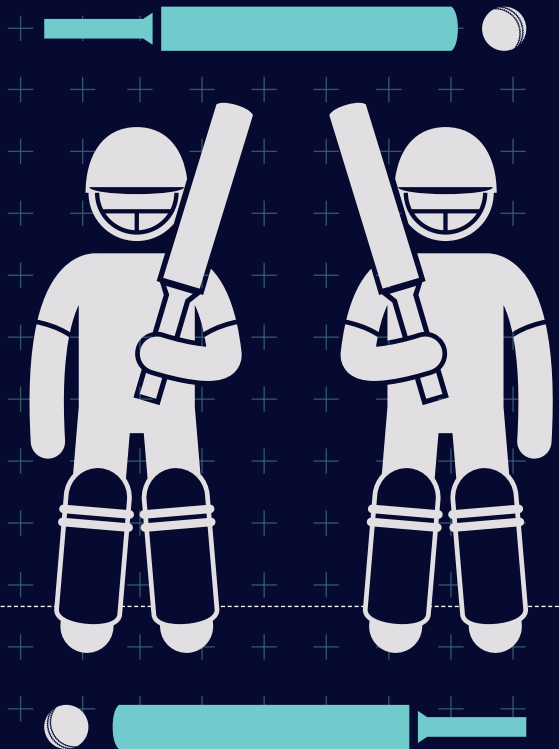


In addition to the ECB's reporting lines, it's important that people who may feel unable or unwilling to speak directly to the ECB are able to report their experiences.

A fully independent process may empower people who don't have confidence in the ECB or other cricket institutions to share their lived experience in cricket, and we must hear their voices to ensure the game has as comprehensive a picture as possible of what's gone before and how we improve.

In March, we launched the Independent Commission for Equity in Cricket (ICEC). The ICEC is a fully independent body, chaired by Cindy Butts, and they will examine issues relating to race and equity in the game. We are committed to acting on the ICEC's recommendations on what further action the ECB and the wider game needs to take to make cricket a game for everyone.

You can respond to the ICEC's call for evidence and share your lived experience of cricket at eu.research.net/r/PH2H6XM



Whistleblowing programme

There are reporting lines in place that cover the professional and recreational game. We must ensure these reporting lines are known to all participants, and we are committed to setting up a game-wide, anti-discrimination whistleblowing programme that affords the same opportunity to a recreational participant as it currently does to those in professional set-ups.

We must hear from everyone in the game. To move forward we must understand and listen to the full extent of the problem. Only then can cricket become truly a game for everyone.

Inclusion at the heart of *Inspiring Generations*

Inspiring Generations is a strategy about inclusion – ensuring everyone has a place in cricket. We will continue to consider how to make our activities more inclusive and appeal to a broad range of people. Here is the progress we have made so far on this journey.



GROW AND NURTURE THE CORE

DOUBLED FEMALE DIRECTORS ON BOARDS

INVESTED £8M TO CREATE WELCOMING CLUB ENVIRONMENTS

INSPIRE THROUGH ELITE TEAMS

RECRUITED FIVE COMMUNITY TALENT CHAMPIONS

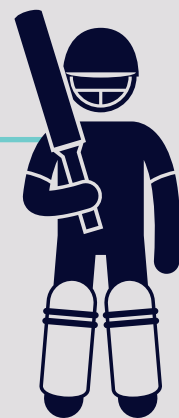
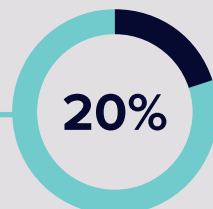
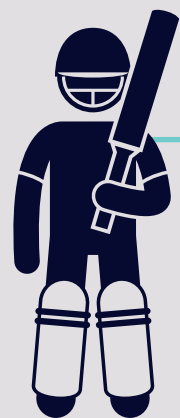
WORKED ALONGSIDE THE ACE PROGRAMME TO DEVELOP BLACK TALENT

ENGAGE CHILDREN & YOUNG PEOPLE

BROADENED SCHOOL PROGRAMME DEMOGRAPHICS

PROVIDED 10,000 FREE SKY DYNAMOS INTROS PLACES

LAUNCHED £1M LV= #FUNDS4RUNS COMMUNITY FUND



DOUBLED REPRESENTATION IN ALL STARS CRICKET AND DYNAMOS FROM 20% MOST DEPRIVED AREAS

MAKE CRICKET ACCESSIBLE

16M+
watched The Hundred

267,000
attended women's matches in The Hundred

1,200
South Asian women trained as Activators

TRANSFORM WOMEN'S & GIRLS' CRICKET

54
Hired 54 women's club Development Officers

738
Delivered 738 women's Big Cricket Month events

51
Awarded 51 women new professional domestic contracts

SUPPORT OUR COMMUNITIES



BROUGHT SUPER 1S DISABILITY CRICKET TO 39 COUNTIES



ESTABLISHED 100+ DISABILITY CHAMPION CLUBS



LAUNCHED 100 ELITE COACHING SCHOLARSHIPS

Delivering in partnership

This EDI Plan represents our commitment to our ECB colleagues and partners across the game. We have developed it through conversations with stakeholders from across cricket.



Measuring progress

We are committed to publishing and improving the ECB pay gap and to supporting the cricket network in doing the same. Detailed publications are on our website, with a gender pay gap summary provided here. In future we intend to measure and report on our ethnicity pay gap, and encourage game-wide adoption.

ORDINARY GENDER PAY GAP (EXCLUDING PLAYERS)

Year	Mean pay gap	Median pay gap
2019	32.2%	16.6%
2020	25.2%	14.7%
2021	18.8%	25.5%

While we have made progress in some areas, we know that there is more we need to do. As the overall driver of the gender pay gap is the proportion of men and women in the most senior and highly paid roles, we need to increase the number of female employees in those positions. As a result of our actions around building diverse teams, we expect to see pay-gap improvements in the coming years.

KPIs

01

Each year, we will report publicly on our progress against the actions and KPIs within this plan.

02

We will measure the percentage of people who strongly agree, or agree, with the statements on page 31.

03

The figures alongside are ECB's baseline as of September 2021. In future, this survey will be extended to measure the views of the wider cricket network.

OVERALL EDI PLAN

“I feel welcome, included, and like I belong at the organisation I work for.” **70%**



Empower people

“I understand and feel educated across the breadth of EDI.”

53%



Build diverse teams

We will track the diversity of the ECB Board, Executive and Leadership teams, and staff, as well as the diversity of Boards across the cricket network.

SEE TABLES ON PAGES 16 AND 17



Develop inclusive environments

“The organisation I work at is inclusive.”

49%



Lead with accountability

“The leadership of the organisation I work at is committed to action, not just words, when it comes to EDI.”

55%

Diversity within our workforce

Creating more diverse workforces across cricket will support our goals of *Inspiring Generations* by creating teams who can know and understand as much as possible about all of cricket’s audiences.

At the ECB we will begin by setting targets around gender and ethnicity. We recognise that diversity of leadership results in better decisions; but that we must also give equal weight to the required skills when making appointments. We also have desire to increase the numbers of people who are LGBTQ+, disabled, neurodiverse or from a range of different faiths. This will be measured using our cricket-wide census, taken on a bi-annual basis.

These targets will be supported by the ECB’s commitment to deliver robust, fair, transparent, and inclusive practices in our approach to talent identification and development. We will also continue to use inclusive hiring platforms in our recruitment in addition to our Recruitment & Promotion pledge to drive accountability and commitment by leaders. This will help foster inclusive environments where everyone feels welcome and supported to grow their career in cricket. We will be working towards encouraging game-wide adoption.

Targets for 2025

Area	% female
ECB Board	38% current, 50% target
Executive Team	27% current, 50% target
Leaders’ Group	39% current, 50% target
ECB workforce	36% current, 50% target

Area	% from ethnically diverse communities
ECB Board	18% current, 20% target
Executive Team	18% current, 20% target
Leaders’ Group	10% current, 20% target
ECB workforce	12% current, 20% target

80% WHITE

7% UNKNOWN

1% OTHER

2% BLACK

3% MIXED HERITAGE

7% ASIAN



9%

HAVE A DISABILITY OR LONG-TERM ILLNESS

57%

ARE RELIGIOUS

6%

IDENTIFY AS LGBTQ+

20%

WENT TO INDEPENDENT SCHOOL

8%

ARE CARERS

1%

ARE NEURODIVERSE

