Equity, Diversity & Inclusion Action Plan

OUR VISION

"Provide an inclusive environment which allows the game to be accessed and enjoyed by all"

OUR MISSION

"Lead, inspire and provide a duty of care in the continued growth and improvement of cricket in Suffolk"

OUR VALUES

Inclusiveness

Providing equal opportunities regardless of sex, age, disability, ethnicity, nationality, sexual orientation, religion or other beliefs

- *Treat all people equally*
- *Listen and respect others*
- *Embrace in **who** we are, **what** we do & **how** we do it*

Wellness

Cricket activities & communities to help with Emotional, Physical and Social wellbeing

- *Safeguarding – duty of care for everyone*
- *Emotional – support colleagues*
- *Physical – promote active lifestyle*
- *Social – positive social relationships*

Accountability

Ownership of what we do

- *Be open & transparent*
- *Take responsibility*

OUR VALUES *(cont)*

Fairness

Adopt and support the "Spirit of cricket"
in everything we do

- *Never judge*
- *Lead by example*
- *Operate with honesty, respect and kindness*

Inspire

Provide a positive experience for all

- *Care about what we do*
- *Strive to be the best*
- *Enthuse generations*

Collaborative

Work together to achieve desired outcomes

- *Listening & learning from everyone*

It's not just cricket in Suffolk!

Suffolk has a population of 757k individuals, c.144k of whom are estimated to be interested in cricket ("cricket interested")

Suffolk's population is predominantly of white ethnicity, at 94% of the population (national average = 86%), and over-indexes in the 60+ age bracket (27% of the population, national average = 22%), whilst 60% live in rural areas (national average = 24%)

Ipswich has the highest proportion of BAME residents in Suffolk (13.5% of the population) and Women aged 16-45 (19.9% of the population). Forest Heath has the highest proportion of 5-8s (5.7% of the population) and Under 16s (20.8%)

LAA	%	(Vol.)
Ipswich	13.5%	18,702
Forest Heath	8.9%	5,839
Suffolk Coastal	4.3%	5,509
St Edmundsbury	4.7%	5,329
Waveney	2.6%	3,057

Key

Lowest (14.2%)

Highest (19.9%)
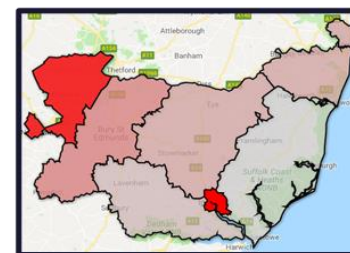
LAA	%	(Vol.)
Ipswich	19.9%	27,620
Forest Heath	19.0%	12,467
St Edmundsbury	16.4%	18,614
Waveney	15.5%	18,329
Mid Suffolk	15.5%	15,710

Ipswich has the highest proportion of BAME residents in the county

Ipswich has the highest proportion of Women aged 16-45

5 to 8s as % of Population
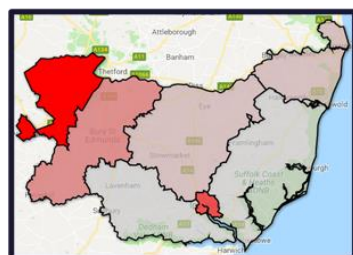
LAA	%	(Vol.)
Forest Heath	5.7%	3,725
Ipswich	5.3%	7,306
St Edmundsbury	4.9%	5,517
Waveney	4.5%	5,355
Mid Suffolk	4.5%	4,546

Under 16s as % of Population

Key

Lowest (16.6%)

Highest (20.8%)
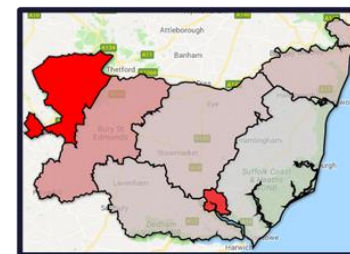
LAA	%	(Vol.)
Forest Heath	20.8%	13,615
Ipswich	20.0%	27,755
St Edmundsbury	18.1%	20,560
Waveney	17.2%	20,229
Mid Suffolk	17.1%	17,342

Forest Heath has the highest proportion of 5-8s in the county

Forest Heath has the highest proportion of Under 16s in the county

Suffolk Cricket Limited (SCL) is reflective of the county's demographics

	Suffolk Cricket Limited 2022	Suffolk Cricket Limited 2023	Suffolk Cricket Limited 2024	Recreational Game 2023	England & Wales Population
Sex					
Female	14%	20%	40%	31%	51%
Male	86%	80%	60%	68%	49%
Prefer not to say	0%	0%	0%	1%	0%
Age					
Under 30	29%	20%	15%	25%	36%
31-50	36%	40%	45%	42%	26%
50+	36%	40%	40%	32%	38%
Prefer not to say	0%	0%	0%	2%	0%
Ethnicity			(*)		* Regional not National
White	93%	90%	90%	86%	93%
People from an ethnically diverse background	7%	10%	10%	13%	7%
Prefer not to say	0%	0%	0%	1%	0%

(*) – Ethnicity based on 2023 data as 2024 unknown.

The above table shows Suffolk Cricket Limited collated survey responses, completed by Suffolk Development team and Board over the past three years.

As you can see our female representation has increased from 14% in 2022 to 40% in 2024. A main part of this is that are Board (total 11 people) now comprises of 5 females (45%)

Overall the people working for Suffolk Cricket Limited reflects the demographics of our county.

Suffolk Cricket are committed to ensuring EDI is integral to everything that we do, from a strategic point of view to policies, operations and work programmes. Our following Vision hopefully demonstrates that;

Suffolk Cricket is for Everyone			
Objective 1 **Building diverse teams** **Recruit, retain and support a diverse workforce**	**Objective 2** **Inclusive Environment** **Offers to meet Suffolk's diverse needs, abilities**	**Objective 3** **Building EDI capability** **Leadership & Education**	**Objective 4** **Leadership & Governance** **Monitoring, reviewing & reporting**
ACTIONS Review recruitment policy and processes in order to adopt a fairer, more equitable system with the aim of having a workforce reflective of the Suffolk community	ACTIONS Ensure a welcoming, safe environment through engaging with relevant community individuals, communities and organisations – addressing barriers/improving access through suitable and sustainable offers	ACTIONS Develop awareness and deliver training across SCL linking to and learning from/with external organisations e.g Community Action Suffolk, Suffolk Football Association, Active Suffolk	ACTIONS Review governance documents – strategy/business plan, policies and operational processes Ensure that EDI is reflected in all planning, delivery and reporting including KPIs and data collection Implement review and appraisal system for board and team members Establish a formal Board EDI Sub Group to oversee EDI and to be responsible for reporting to Quarterly board meetings

1. Building Diverse Teams by Recruiting, retaining and supporting a diverse workforce

Action: Strengthen our approach to fair recruitment, reviewing current recruitment policies & practices			
Tasks	**Owner**	**Timeframe**	**Success measure**
1 Review recruitment documentation and practice through an EDI lens • Advert & Recruitment Pack • Inclusive language • Role descriptions • Criteria • Person specification • Ensure clear requirements and expectations from the role	Board	31/03/24	Policies adopted
2 Ensure diverse recruitment panels – shortlisting and interviewing	Board	Ongoing	Applicants from non-cricketing backgrounds / under represented communities
3 Promote vacancies in the wider community (targeting communities / groups underrepresented within Suffolk Cricket)	Operations Manager	Min 1 month in advance	Pack updated
4 Have informal conversations with shortlisted candidates and check if there are any barriers to be addressed	Recruitment Panel	Ongoing	EDI Director & Board approval
5 Deliver EDI information as part of inductions	Recruitment Panel	Ongoing	Minimum one person from each sex, including independent.
6 Identify key individuals within targeted communities with a view to establishing champions, confidence and trust to encourage applications	Recruitment Panel / EDI Lead	Min 1 month prior to interviews	All needs met prior to interview
7 Discuss and agree staff flexible work arrangements needed	EDI Board Director	Within 1 month of appointment	Induction completed

2. Inclusive Environment - Cricket offers to meet Suffolk's diverse needs, abilities

Action: Engage with relevant communities / organisations to establish fit.			
Task	**Owner**	**Timeframe**	**Success measure**
1 Engage with relevant communities / organisations / individuals (eg BSC Multicultural Services, Active Suffolk, Local Authorities) – some as delivery partners and others in a support capacity where SCL can help them meet their objectives	RJ / A Blanchard	31/03/24	Key communities contacted, feedback obtained.
2 Implement a satisfaction survey for team and board members where EDI is included	EDI sub-committee	31/05/24	Minimum 90% completion rate
3 Establish an annual stakeholder survey where EDI is included	EDI sub-committee	31/12/24	Feedback obtained
4 Identify the barriers with respect to engaging with Suffolk Cricket and cricket activity	Development Team / EDI sub-committee	Ongoing	More diverse demographic of players / volunteers
5 Collaborate with Active Suffolk as part of the Sport England Place Based work. Adapt cricket offers to meet the needs of the respective local community	EDI sub-committee	30/06/24	Working in partnership
6 Build capacity in the local community through signposting, advertising and training based on their need.	Development Team / EDI sub-committee	Ongoing	Sustainable community cricket offers
7 Work within a multi agency approach to maximise effectiveness	Development Team	Ongoing	Evidence of partnership working

3. Building EDI capability - Leadership & Education

Action: EDI Board training for all Board members & employees			
Task	**Owner**	**Timeframe**	**Success measure**
1 Recruit specific EDI Board and Team Leads	Board / RJ	31/12/23	Board lead appointed
2 Deliver ECB and other training as needed with respect to EDI to both team and board members including jointly	EDI Board Lead / sub-committee	31/01/24	All complete EDI training
3 Deliver specific EDI training to all involved in recruitment including interviewing	EDI Board Lead	Min 14 days prior to interviews	Interview panel trained
4 Identify EDI training needs (including succession planning) via quarterly (team) and annual (staff and board) appraisal process	EDI Board Lead / RJ	Quarterly / Annual reviews	Documented training needs identified
5 Deliver EDI training to individuals and groups in the community which will be responsible for local co-ordination and delivery (promote bursaries for training as required)	??	Ongoing	Local training initiatives
6 Collaborate with and learn from other organisations including seeking access to training opportunities – avoiding duplication where possible e.g Suffolk FA, Active Suffolk	EDI sub-committee / Development team	Ongoing	Multi agency working

4. Leadership & Governance - Monitoring, reviewing and reporting

Action: Appraisal system for Board members & employees			
Task	**Owner**	**Timeframe**	**Success measure**
1 Establish a formal EDI Board Sub Group which will have a clear overview of EDI at both strategic and operational levels continually reviewing and updating the EDI Plan	EDI sub-committee	29/02/24	EDI Sub-committee formed
2 Review governance documents in order that EDI is embedded in strategy, policies and operations	Board / EDI sub-committee	31/05/24	Governance documents reviewed
3 EDI will be an agenda item at quarterly board meetings which will include an EDI report with proposals for board approval as appropriate	EDI Board lead / RJ	Ongoing	Board agenda item
4 Submit EDI data with respect to team and board as part of ECB data gathering	EDI sub-committee	Annual	Submitted to ECB as required
5 Update the Suffolk Cricket EDI data on an annual basis in order to track progress and help with targeting actions	EDI sub-committee	Annual	EDI data published on website
6 Implement an appraisal system which includes both team and board members	Board / EDI sub-committee	Quarterly / Annual appraisals	Documented appraisals
7 Collaborate with neighbouring County Boards in order to learn, share good practice and delivery as appropriate	RJ (& EDI sub-committee)	Ongoing	Evidence collaboration
8 Share EDI objectives and progress on achieving them with key stakeholders	EDI sub-committee / RJ	Annual	EDI objectives shared
9 Ensure EDI is factored into programme planning, delivery and features in monitoring and reporting	EDI sub-committee / RJ	Ongoing	EDI included as required