

EDGBASTON FOR EVERYONE

PROGRESS REPORT



OUR AMBITION

Over recent years, we've made real efforts to make Edgbaston a safe and welcoming environment for all.

Much of this is down to the efforts of those in the community that have supported us, as well as the Club's Inclusion Advisory Board and those working for the newly formed Warwickshire Cricket Foundation, which runs community activity and recreational cricket on behalf of Warwickshire County Cricket Club. This makes up the wider Warwickshire family and together we will fight to make the game something that we can all be proud of.

We have also worked hard to make it easier for talented youngsters to achieve their potential and become professional cricketers.

However, we're still at the start of this journey, and we're not sure it ever stops. Making sure we make cricket a sport that brings people together from all walks of life, and all parts of the West Midlands and Warwickshire, feels more like a mindset that lives with us forever.

This document demonstrates how we have changed in 2023, and we will continue to change and develop in 2024. It provides us with a framework for the coming year and will keep us focused, whilst tangibly showing what we've done to drive change and inclusivity.

Being accountable is important, and we promise that every member of staff, and every player at the Club, is committed to driving change in a sport that should be able to bring people together in a world that is increasingly fractured.



Stuart Cain
Chief Executive



Mark McCafferty
Chairman



WHAT WE HAVE DONE

By working together, and listening to those in the community who know best, we will build upon the work we've done in 2023. Here's a snapshot of what we have delivered:

AFRICAN CARIBBEAN ENGAGEMENT

The ACE programme aims to inspire the next generation of black cricketers, run by Warwickshire Cricket Foundation and funded by the ACE programme. Our coaches are active in schools across the region. Almost 300 children have taken part in the weekly sessions at Handsworth Cricket Club. 20 boys have graduated onto the ACE Academy and two girls have gone on to our Youth Pathway. We've also introduced cricket into schools with a high proportion of children from Afro-Caribbean heritage.

VAISAKHI CRICKET CUP

In conjunction with Warwickshire County Cricket Club, the Warwickshire Cricket Foundation organised a Vaisakhi Cricket Cup which saw people from the Sikh community come to Edgbaston for a celebration of Vaisakhi and to take part in a fun competition. Edgbaston MP Preet Gill supported the event and even entered a team!

WINDRUSH CELEBRATIONS

Warwickshire Cricket Foundation organised three events for the local community to celebrate the 75th Windrush Anniversary, including talks from Warwickshire legend, Gladstone Small, and hosting a dominoes competition with almost 100 people.





ALL-WOMEN GROUND STAFF

Edgbaston became the first cricket ground to put on a major match wicket prepared by an all-women ground staff. An award winning campaign. We arranged for a team of professional women Sports Turf Operatives to prepare the pitch for the Women's IT20 Ashes. It's part of our pledge to get more women into cricket across all areas of the game.

WOMEN & GIRLS

We've trained up to 79 female coaches and helped 17 clubs set up women's and girls teams. There are now 33 clubs in Warwickshire now playing women's and girl's cricket. Warwickshire Cricket Foundation has also appointed a Women & Girls Community Manager who will help drive participation of women and girl's cricket throughout diverse communities in the county.

ACCESSIBILITY CRICKET

Warwickshire Cricket Foundation has expanded its cricket offering for children and adults with learning or physical disabilities. For the first time, the Foundation, is set to enter a team into the national D40 hardball disability league. We also run a 9-a-side – which won the regional cup in 2023 – and Super 1's disability cricket hubs in Edgbaston, Coventry, Knowle and Castle Bromwich for children new to the game.



FAITH GROUPS

We continue to partner with faith groups to ensure our stadium and community initiatives are welcoming for all. This includes hosting Eid prayers in conjunction with Green Lane Mosque; partnering with the Bahu Trust on a project designed to empower teenage boys to encourage them to make positive life choices. Led by a Church of England leader, our annual Christmas service was attended by 150 people. We also had the pleasure of hosting a Vaisakhi Round Table event to establish closer links within the Sikh community.

STREET CRICKET PROGRAMME

The Chance to Shine's Street Cricket Scheme runs all year round at more than 20 venues in deprived areas. These sessions, are run by Warwickshire Cricket Foundation, attracting 620 children and young adults, for a range of fun, fast pace cricket inc. Tapeball, softball and hard ball cricket.

SENIORS CRICKET

Warwickshire County Cricket Club runs eight seniors sides for over-50s, 60s and 70s players. Around 130 players – some of whom are still competing in their 80s – train regularly at Edgbaston and play in regional and national seniors competitions.





LGBTQIA+ CRICKET FESTIVAL

Warwickshire Cricket Foundation organised the first national LGBTQIA+ cricket competition. Clubs representing five professional counties, including Warwickshire, competed for the inaugural trophy at Sutton Coldfield CC. Warwickshire played its part in the Rainbow Laces initiative, and the Club continues to enjoy a positive relationship with Birmingham Unicorns, one of only three LGBTQIA+ cricket clubs in the country.

YOUTH PATHWAY/ SOCIAL MOBILITY

The Warwickshire Youth Pathway is going from strength to strength after the Club made its selection processes more accessible to all children. Any boy (u13-18) or girl (u11-18) can now send in video footage for assessment with successful applicants invited in for coaching.

100 girls and 200 boys are now in the Youth Pathway, almost three-quarters of whom are in state school education. Around 40% of girls and nearly 60% of boys are from ethnically diverse backgrounds. We've removed fees, and bursaries are available to help buy equipment, so cost is no longer a barrier.

SCHOOLS PROGRAMME

Warwickshire Cricket Foundation schools programme has expanded, inspiring a new generation of cricket fans and engaging children new to the game we're reaching 32,000 state school pupils in the region. This ranges from weekly sessions over a half-term, to one-off cricket days, and focused activity in schools where more than 40 per cent of pupils qualify for free school meals.



OUR PRINCIPLES

Our equality, diversity and inclusion work focuses on five key principles. Each of these have a defined action plan with clear objectives and outcomes that we will report on.



Our People

EDI will be a strand cutting through everything we do. We will continue to educate and train our people, we will actively listen and take action. We are passionate about recruiting local people and achieving diverse representation across all levels.



Involve & Inspire

We will make sure our people and stakeholders have a voice and can play a role in contributing towards positive change. There will be diverse representation in our EDI steering group and Inclusion Advisory Board. They will shape our inclusivity pledge and hold us to account.



Celebrate & Engage

We will make Edgbaston a focal point for cultural celebration and take the Club into our communities to reach new, young audiences and inspire through cricket. We will create a positive profile for Warwickshire County Cricket Club and its work amongst our diverse communities, and seek to increase cricket participation in under-represented groups.



Governance & Policy

We will ensure appropriate governance, structures and procedures are in place to create an inclusive and safe environment for all. We will promote an open and transparent culture and aim to achieve the highest standards for EDI and governance within ECB frameworks.



Data, Insight & Reporting

We will rigorously collect diversity data to gain a detailed understanding of the demographic of our people working in and playing cricket. It will be used to inform our EDI planning and decision making. We will report this to the Board, our people and partners in cricket.



OUR PEOPLE

WHAT WE'VE DONE

- ✓ Launched and embedded the Edgbaston for Everyone plan.
- ✓ A handbook for players has been developed and embedded.
- ✓ Run diversity awareness training for colleagues and leaders, plus regular sessions at All Staff Briefings.
- ✓ Appointed new Head of People & Culture role.
- ✓ Appointed a Community Director.

OUR AIMS FOR 2024

- ✓ Introduce a colleague council with strong representation from colleagues of all backgrounds, to develop employee voice, provide regular feedback and to support in embedding new initiatives.
- ✓ Implement engaging and impactful well-being initiatives, including developing staff events that raise cultural awareness and allow us to engage with the communities we serve.
- ✓ Improve and embed our training and development offering, including the introduction of in-depth equity, diversity and inclusion training for all colleagues.
- ✓ Develop our employer brand to attract a diverse range of candidates to apply for our roles.



INVOLVE & INSPIRE

WHAT WE'VE DONE

- ✓ Set up an Inclusion Advisory Board (IAB) – a first for cricket in the country. The Board meets quarterly and has helped to shape our EDI cultural calendar and wider EDI work, holding us accountable, and helping us engage and reach diverse audiences in the community.
- ✓ Created a multi-faith charter which outlines our commitment to inclusivity.
- ✓ The EDI Steering Group has reformed and is responsible for driving the Edgbaston for Everyone plan.

OUR AIMS FOR 2024

- ✓ To continue to use our IAB to provide external knowledge and experience that supports the Club's development of EDI aims and objectives, helping us to shape our direction and approach.
- ✓ Increase our school engagement reach throughout the community.
- ✓ Move towards Gold Status as part of our County Partnership Agreement EDI governance standards, taking into consideration new standards for 2024 and incorporating the Independent Commission for Equity in Cricket 2023 recommendations.



CELEBRATE & ENGAGE

WHAT WE'VE DONE

- ✓ Created an EDI calendar and celebrated significant cultural events externally and in the community.
- ✓ Taken Warwickshire Cricket into the community with Roadshow events and matches.
- ✓ Targeted use of media / social media to celebrate success, raise awareness, encourage participation and reach diverse audiences.
- ✓ Celebrated achievements of all Warwickshire County Cricket Club teams, including disability teams, seniors, and age groups.
- ✓ Made content more accessible, including increased use of video captioning.
- ✓ Delivered focused participation initiatives to increase representation of minority groups in cricket.
- ✓ Introduced an alcohol-free stand and more diverse food and drink offerings in the stadium.

OUR AIMS FOR 2024

- ✓ Attend more community and cultural events away from Edgbaston.
- ✓ Make content more accessible, e.g. for communities in which English is not the primary language.
- ✓ More focus on capturing audience data and specific growth campaigns in ethnically diverse communities.
- ✓ Provide job opportunities, training and education programmes for local people to help develop their skills.



GOVERNANCE & POLICY

WHAT WE'VE DONE

- ✓ Recognised by the ECB as setting the standard for EDI within the game.
- ✓ We're driving improvements across the organisation and our networks through visible leadership and the delivery of the Edgbaston for Everyone plan.
- ✓ Rolled out anti-discrimination and safeguarding training across all staff and Board / Committee members.
- ✓ Implemented an internal reporting process for whistleblowing to encourage all staff and suppliers to confidentially disclose any concerns.
- ✓ Our Board is representative of the audiences we attract, having reached the ECB's diversity 2023 standard target 30% gender and 30% ethnically diverse.

OUR AIMS FOR 2024

- ✓ Our policies, procedures and working practices will be continually reviewed to ensure EDI is at the forefront of all we do.
- ✓ A focus on Board and Committee diversity, increasing gender diversity to at least 40%, as well as developing an approach for developing diversity in all its forms including disability, sexual identity, age, social class.
- ✓ Continue to adopt and adhere to the ECB's standard of equity, diversity and inclusion governance plan.
- ✓ Our Leaders will continue to use their voice and wider partnerships to advance equity, diversity, and inclusion developments within Cricket.



DATA, INSIGHT & REPORTING

WHAT WE'VE DONE

- ✓ Plan introduced questions into our colleague engagement survey to seek views on our progress against and commitment to Edgbaston for Everyone.
- ✓ Implemented a mechanism for collecting equal opportunities data from candidates during recruitment processes.
- ✓ All departing colleagues are offered the opportunity to do an exit interview prior to leaving.

OUR AIMS FOR 2024

- ✓ Develop our people dashboard to highlight trends and report on gender and ethnicity pay gaps.
- ✓ Ask all colleagues to complete diversity data on the HR Information System so that it is centrally logged and easily reportable.
- ✓ Work closely with our workforce partners to ensure their demographics reflect our ambition to create a workforce reflective of the communities we serve.
- ✓ Improve our colleague engagement survey to capture data that helps us identify the experiences of colleagues from different backgrounds.
- ✓ Continue developing our approach for capturing and monitoring diversity data from job applicants, including applicants via recruitment agencies.

PRIDE

OUR BEARS VALUES



PASSION

Genuine passion
for what we do



RESPECT

Our history and
who we are



INNOVATION

We're not afraid to
be different



DIVERSITY

In our people and
thinking



EXCELLENCE

We want to be
the best

DELIVERING IN PARTNERSHIP

REAL LIVING WAGE

We are an employer of choice across the West Midlands and becoming an accredited Real Living Wage employer is a natural step towards that. We became a Living Wage employer in 2022, working with our workforce partners to ensure that all of our colleagues are rewarded fairly in terms of pay.

INCLUSION ADVISORY BOARD

Warwickshire's Inclusion Advisory Board marked its first anniversary in 2023 and is helping connect the Club with its communities more than ever before. The board includes representatives of the local community, faith groups and the nine protected characteristics, meeting regularly to help shape the Club's diversity promise and to ensure the stadium continues to be welcoming for all.

As one of the first Cricket Club in England & Wales to adopt such a Board, we would like to say thank you to our Board for the progress we have made, we couldn't have done it without their invaluable support and wise counsel. For more information on our IAB click [here](#).

OUR MULTI-FAITH CHARTER

Warwickshire County Cricket Club has worked with local faith groups to devise a Multifaith Charter which defines how the Club will welcome and serve the multi-cultural communities of Birmingham, the West Midlands and Warwickshire when visiting, playing or working at Edgbaston Stadium, the Indoor Cricket Centre or Portland Road.

In order to achieve our ambitions, the Club commits to work in collaboration with all faith communities to deliver this charter and recognises the important role faith communities play within our region. The Multifaith Charter adheres to all aspects of Warwickshire County Cricket Club's Edgbaston for Everyone framework which addresses the need to create a safe and welcoming environment for all.

Warwickshire County Cricket Club
Warwickshire Cricket Foundation

Edgbaston Stadium, Edgbaston Rd,
Birmingham B5 7QU

edgbaston.com

