

ANNUAL ECB EDI REPORT

COMPREHENSIVE ACTION
ACROSS CRICKET

December 2022





Comprehensive Action Across Cricket

Beyond our game-wide and ECB EDI plans, activity has been underway for a number of years to get a wider variety of people involved in the sport, through our 'Inspiring Generations' strategy for cricket in England and Wales.

This activity and its impact ranges from expanding women's and disability teams, through to funding community initiatives involving more people, working with partners to reduce barriers to participation, and participating in cross-sport diversity campaigns in order to build on what works.

Activity is underway across different aspects of diversity, as highlighted in this section, alongside work by individual Counties and other organisations across the cricket network.

Women and Girls

The ECB's work to make cricket a truly gender-balanced sport continued in 2022. Work on the Transform Women And Girls' Action Plan (launched 2019, with a committed investment of £50m over 5 years) progressed. The plan reaches across participation, pathway, performance, profile and people.

In the professional game, an additional £3.5m was invested in the women's domestic game, taking the number of ECB-funded professional domestic players to 80 from 1 February 2023 – up from 48 this year, and zero at the beginning of 2020. Including England Women Centrally Contracted cricketers, there will be 99 professional women's cricketers from next season. Women's salaries in The Hundred were more than doubled in 2022.

At a participation level, there was a marked increase in the number of clubs offering women's and girls' cricket – up 12% to 1,050 - while 27,000 girls took part in All Stars and Dynamos.

From a profile point of view, there were record attendances across the Rachael Heyhoe Flint Trophy, Charlotte Edwards Cup, The Hundred and England Women fixtures – including, notably, a 54% increase in attendances for England Women fixtures.

Next year, England Women will take on Australia in the Ashes at the country's biggest venues including Lord's, Edgbaston and the Kia Oval, with Men's and Women's series being marketed together for the first time.



12%

MORE CLUBS (1,050) OFFERING WOMEN AND GIRLS THE CHANCE TO PLAY CRICKET SINCE 2019

75%

INCREASE IN WOMEN'S AND GIRLS' TEAMS (3,586) ACROSS ENGLAND AND WALES COMPARED TO 2019

28%

OF THE HUNDRED TICKET BUYERS WERE FEMALE – UP FROM 21% IN 2021

27,000

GIRLS PARTICIPATED IN ALL STARS AND DYNAMOS CRICKET THIS YEAR

8

ALL OF THE HUNDRED HOST VENUES BROKE THEIR PREVIOUS DOMESTIC WOMEN'S ATTENDANCE RECORDS IN 2022

15,187

RECORD ATTENDANCE FOR AN ENGLAND WOMEN'S FIXTURE (ODI V INDIA AT LORD'S)

(This excludes global events)

20,840

RECORD ATTENDANCE FOR A DOMESTIC WOMEN'S FIXTURE (THE HUNDRED FINAL 2022 AT LORD'S)

54%

INCREASE IN PEOPLE ATTENDING ENGLAND WOMEN'S FIXTURES SINCE 2019

1,200

WOMEN SIGNED UP TO COMPLETE AN ECB COACHING COURSE IN 2022

Socio-economic background and class

The past 12 months has seen the ECB and the wider game continue to make strides in giving more people the opportunity to play cricket. Having the opportunity to play is the foundation of being able to combat inactivity and promote physical and mental wellbeing.

Chance to Shine Street and Lord's Taverners Wicketz offer access to cricket for those who might otherwise miss out, and through an introduction to cricket comes the chance to develop life skills and a network of like-minded people to socialise with. Through an extension of the ECB's partnership with Chance to Shine, cricket sessions will be delivered in another 300 schools with 40%+ children on free school meals over the next year.

After being introduced to the game, having a pathway to access more cricket is equally important and the ECB has invested millions into recreational grants,

facilities projects and Urban and Transformation Funds in the last year, to support the grassroots game. This investment in facilities is improving communities across England and Wales, providing welcoming environments and offering a route for people to benefit from the sport in more places in their local community.

Work has progressed on making the ECB's national programmes available to more young people. Bursaries targeted at areas of social deprivation allowed more children to access both All Stars Cricket and Dynamos. This year, 13% of National Programmes participants were fully funded through these bursaries. The Dynamos Cricket Intros scheme with Sky Sports also offered training to 500 new coaches with the objective of finding new inspiring role models from different communities, providing them with coaching experience and mentoring support.

60%

YEAR-ON-YEAR INCREASE IN CHANCE TO SHINE STREET CRICKET PARTICIPANTS (6,665)

81%

OF CHANCE TO SHINE STREET CRICKET PARTICIPANTS ARE FROM ETHNICALLY DIVERSE COMMUNITIES

16%

YEAR-ON-YEAR INCREASE IN LORD'S TAVERNERS WICKETZ PARTICIPANTS (2,228)

1,616

PROJECTS FUNDED BY ECB FOR FACILITIES IMPROVEMENTS IN RECREATIONAL GAME OVER THE LAST TWO YEARS

£1M

COMMITTED BY ECB THIS YEAR TO REMOVING FINANCIAL BARRIERS TO CHILDREN IN COUNTY AGE GROUPS

300

MORE SCHOOLS IN LOWER SOCIO-ECONOMIC AREAS BENEFITTING FROM FREE CRICKET IN 2022/23



Disability

Inclusivity across the game has continued to be a huge focus in 2022 for the ECB, including the disability programmes and the elite disability teams.

This summer has seen one of the most successful to date after a two-year break due to Covid for the England Disability sides. England's Learning Disability and Deaf Squads took convincing victories over in Australia for their Ashes series.

Not only this but Disability Premier League (DPL) kicked off in style after a successful pilot in 2021. The competition broke boundaries with the final being the first-ever televised domestic disability game with Sky

broadcasting the final live. The competition is designed to raise the profile of the domestic game and bridge the gap between that and the international sides.

At the grassroots level, funding into ECB's Disability Champion Clubs has helped support 100 clubs with resources and equipment, creating more accessible cricket. Lord's Taverners participation has fallen this year due to difficulties accessing Special Educational Needs (SEND) schools post-pandemic, however in November the ECB announced an extension of its partnership with the charity which will see free cricket delivered in 200 SEND schools over the next year.



£34,500

DISTRIBUTED TO DISABILITY CHAMPION CRICKET CLUBS TO PROVIDE ACCESSIBLE EQUIPMENT

104

CLUBS REGULARLY DELIVERING DISABILITY CRICKET – UP FROM 36 IN 2020

7,805

PARTICIPANTS IN LORD'S TAVERNERS SUPER 1S CRICKET

67

PLAYERS TOOK PART IN GROUNDBREAKING DISABILITY PREMIER LEAGUE IN 2022

2

ASHES SERIES WINS FOR ENGLAND LEARNING DISABILITY AND DEAF SQUADS IN AUSTRALIA IN 2022

£900,000

VALUE OF LORD'S TAVERNERS PARTNERSHIP PROVIDING CRICKETING OPPORTUNITIES TO YOUNG PEOPLE WITH DISABILITIES

200

MORE SPECIAL EDUCATION NEEDS SCHOOLS WILL HAVE FREE CRICKET DELIVERED IN 2022/23

LEVEL 2

IN THE DISABILITY CONFIDENT EMPLOYER SCHEME FOR THE ECB

Ethnic Diversity

Making cricket accessible and supporting our communities are two central pillars of the ECB's Inspiring Generations strategy. The last year has seen the ECB expand our work into more communities which is directly contributing to increased diversity in participation and pathways.

Specific and focused engagement through projects such as the ECB's Core Cities Programme and new partnerships with faith institutions, to deliver cricket sessions in community settings such as mosques, has boosted participation by reaching thousands of people across different cities. This work has helped us to reach our target of creating more inspirational role models at grassroots level, with 2,000 South Asian women volunteering to deliver cricket, thanks to the Dream Big programme, co-funded by Sport England.

Beyond the grassroots, we're diversifying our talent pathways by directly investing in the expansion of the ACE Programme, an independent charity which was started in South London by Surrey County Cricket Club to increase opportunities for young Black cricketers. Three new cities (Sheffield, Manchester and Nottingham) are now benefitting from ACE expansion, following the successful expansion of the programme in Bristol and Birmingham.

Coupled with this, the ECB has funded six new Community Talent Champion roles (in addition to five already working in Counties) to proactively seek out the best players and support their progress in county talent pathways. The Community Talent Champions are building strong links between diverse communities and the Counties they represent.

2,109

SOUTH ASIAN WOMEN HAVE VOLUNTEERED IN CRICKET AS PART OF THE FOUR-YEAR DREAM BIG PROGRAMME (CO-FUNDED BY SPORT ENGLAND)

84%

OF THOSE WOMEN SAY THEY ARE "VERY LIKELY" TO TAKE PART AGAIN IN 2023

26,819

PEOPLE FROM SOUTH ASIAN AND ETHNICALLY DIVERSE COMMUNITIES ENGAGED WITH CORE CITIES ACTIVITY THIS YEAR

33%

OF ECB COACHING COURSE PARTICIPANTS ARE FROM ETHNICALLY DIVERSE BACKGROUNDS

10,036

PLAYERS HAVE NOW PARTICIPATED IN THE ACE PROGRAMME

3

NEW CITIES ADDED TO THE ACE PROGRAMME (SHEFFIELD, MANCHESTER, NOTTINGHAM)



LGBTQ+

The ECB continued its efforts to become a welcoming sport for the LGBTQ+ community in 2022. Working alongside a new supporters group, Pride In Cricket, the game celebrated Stonewall's Rainbow Laces campaign for the fifth year in succession.

For the first time ever the campaign ran across an England Men's Test match, as well as The Hundred, Royal London Cup Quarter-Finals and Disability Premier League with Ben Stokes, Joe Root, Jimmy Anderson and other players proudly sporting their

laces as a wristband. Broadcast partners Sky Sports helped to shine a light on LGBTQ+ inclusion, including work with Unicorns CC and Graces CC, two wholly inclusive LGBTQ+ teams helping to drive equality from the grassroots of the game.

There was also ECB presence at London Pride, alongside Proud Surrey, and 2023 will see ECB's LGBTQ+ Allies Group evolve into the LGBTQ+ In Cricket Network with additional budget and membership from across the cricket network.

5
CONSECUTIVE YEARS OF
MARKING RAINBOW LACES,
INCLUDING FOR THE FIRST
TIME AT AN ENGLAND MEN'S
TEST MATCH (V SOUTH
AFRICA AT EMIRATES OLD
TRAFFORD)

EDGBASTON
HELD THE
FIRST
LGBTQ+ CRICKET
CONFERENCE

THE ECB BEGAN WORKING IN
PARTNERSHIP
WITH PRIDE IN CRICKET,
A NEW LGBTQ+
SUPPORTERS'
ASSOCIATION

THE ECB
MARCHED
AT LONDON PRIDE
ALONGSIDE PROUD SURREY
AND PRIDE IN CRICKET



Projects across cricket

Over the past year, County Organisations have proactively driven numerous EDI initiatives in their local communities across England and Wales. Whilst it is impossible to feature every example of positive initiatives from the First Class and National Counties, the following examples provide a snapshot of some of the work being undertaken to educate, diversify and include diverse communities, through the power that cricket has to bring people together.

Supporting young player pathways

Thanks in part to a partnership with the Al-Murad Group, youngsters on the Yorkshire Performance Pathway are now supported with free kit to help them on their cricketing journey. The cost of kit can be one barrier to the sport and innovative partnerships such as this are helping to create more opportunities for children to participate. This July saw the first instalment of the newly created Al-Murad Cup – a new, yearly boys cup game between Yorkshire U12s and Warwickshire U12s, with Yorkshire coming out on top as inaugural winners. Al-Murad's partnership with the Pathway programme at Yorkshire aims to remove economic and practical barriers so that talent from different communities, ethnicities and backgrounds can have an equitable opportunity to succeed and develop a long-lasting love of the sport.

EDI conferences

In November, Cricket Wales and Glamorgan CCC joined forces for the second year running to host a day of EDI presentations, workshops and panels at Sophia Gardens. The event brought together staff and Board members, Welsh NGBs, charities and community leaders to discuss equity, diversity and inclusion and hear from expert speakers. Workshops focused on player pathways and representation of diverse communities in coaching roles, transgender matters, women's and girls' cricket and participation in disadvantaged areas. At the end of the conference, attendees came together to pledge follow up actions on equity, diversity and inclusion in 2023.

Talent identification

This summer, Warwickshire County Cricket Club launched a new talent identification process to improve accessibility for aspiring young cricketers who want to join the county's talent pathway. The Club now accepts video footage online to give aspiring cricketers the

opportunity to showcase their talent. Beginning with a pilot for boys aged between under-13 to under-18s, Warwickshire want to widen the process to all boys and girls in due course. Previously, only local clubs, schools and other cricketing organisations have been able to nominate players, but this process will open more opportunities for local talent to be identified and allow increased time for coaches to make informed decisions, in an attempt to remove bias. The decision follows PhD research that was part-funded by the Club to identify how errors, bias and a lack of objectivity can impact selection decisions.

EDI education

Cricket Shropshire has made concerted efforts to drive equity, diversity and inclusion for some time and has worked with clubs, coaches, leagues and officials to deliver a programme of education and workshops. Ahead of the 2022 season, a Shropshire Cricket Charter was launched with posters sent to all the clubs around the county to put up in their clubhouses and changing rooms. The idea for the Charter came as a result of discussions held at the pre-season Captains Meetings held by the MSG Shropshire County Cricket League and Cricket Shropshire, where the issues were discussed. The Charter says: treat everyone with respect and dignity, acknowledge everyone in the game is an individual, do not allow harassment or bullying behaviour, report inappropriate behaviour immediately and work together to ensure cricket is a game for everyone.



Mental health support

In September, Leicestershire County Cricket Club launched the 'Clear Your Mind, Clear The Boundary' initiative. In collaboration with Leicestershire Action for Mental Health Project (LAMP), the initiative is helping to tackle the rising number of people living with mental health issues. Using cricket as a vehicle, the concept saw a two-day project run, consisting of two 30 minute sessions designed to empower individuals of all ages and backgrounds to speak up and start their recovery journey.

Afghan refugee projects

Following the political unrest and instability in Afghanistan last year, many communities across the UK have supported the arrival of Afghan refugees. With cricket being a hugely popular sport in Afghanistan, cricketing organisations came together in England and Wales to use the power of sport to help those refugees settling in the UK to feel welcomed. Many County Organisations have been supporting refugees, including but not limited to Devon Cricket offering sessions in Exmouth and Plymouth, Middlesex Cricket in London and the Yorkshire Cricket Foundation putting on cricketing events in Scarborough and other places across the county.

Umpiring and officiating

Work continues on developing an officiating structure in which there is equality of opportunity for all. Ten female umpires, up from eight in 2021, officiated in the women's professional game during the 2022 season, with Jasmine Naeem standing for the first time in the Women's Vitality IT20 between England and India in Durham.

Two of the five new professional umpires, including Suri Shanmugam, made their debuts in the LV= County Championship while Suri was also appointed as 4th official in the Royal London Cup Final. In the recreational game, applications will soon be invited for umpire tutors to deliver a new ECB umpiring course. The aim is to recruit and train a more diverse workforce. Additional opportunities will be available at the start of next season for umpire developers, who will support new umpires and those with ambitions to progress.

Next season will also see the introduction of a umpire promotion pathway. Umpires will know exactly what they need to do in order to progress, with judgements on promotion being made by independent observers.

Contact us

- If you want to report discrimination in a cricketing environment, please visit: **ecb.co.uk/reporting-discrimination**
- To share a story about positive change: **raisingthegame@ecb.co.uk**
- To ask a question about our EDI work: **diversitymatters@ecb.co.uk**
- For media Enquiries: **media@ecb.co.uk**

