

ANNUAL ECB EDI REPORT

GAME-WIDE ACTION PLAN TO
TACKLE DISCRIMINATION:
12 MONTHS ON

December 2022





“ We know we are at the start of the journey and we will continue to work to reach a place where cricket is the most inclusive sport. ”

Introduction

We know cricket at its best is a game for everyone, no matter what their background. We also know the difficult truth: that for too many people, that hasn't always been the case.

In 2020, we announced the Independent Commission for Equity in Cricket (ICEC) which will present its findings and recommendations to the ECB Board on the state of equity, diversity, inclusion and the prevalence of discrimination within cricket in relation to race, gender and class.

The ICEC is currently considering further evidence and drafting conclusions. Its independent report will be published in early 2023. Their findings will likely be challenging for the sport but it will help drive the lasting change needed to show people that cricket can be a game for them.

Over the last 12 months, people across the game have been working hard to make our sport more open and inclusive. There has been a 32% increase in the number of women's and girls' teams across England & Wales this year, and a £17.5m investment into more than 1,600 facilities projects in 2021 and 2022. Action is underway to help get more people involved in cricket.

This document is one of three published today which highlight the work being done across the game. The first reports on the progress made against the Game-wide Action Plan, while the other two show the results to date of our own ECB EDI Action Plan and the additional activity underway for different aspects of diversity respectively.

All three documents also identify where we need to work harder. We know we are at the start of the journey and we will continue to work to reach a place where cricket is the most inclusive sport.

Richard Thompson, ECB Chair



GAME-WIDE ACTION PLAN TO TACKLE DISCRIMINATION: 12 MONTHS ON



Cricket published its action plan to tackle racism and all forms of discrimination on 26 November 2021. Developed jointly by stakeholders across the game, the plan set out 12 game-wide commitments to promote equity, diversity and inclusion at all levels.

Since then, the ECB has worked with its partners on delivery of the plan and has published regular updates on progress. This section contains a summary of the action taken so far and the ongoing work that will continue to drive the game forward.

The ECB have also engaged EY to assist with the monitoring and reporting processes behind the game-wide action plan. Their expertise helps to provide an independent and external view on the progress made to date and where more work needs to be undertaken.

While the effort across the 12 points in our game-wide plan has been significant in the course of one year, we recognise that in many cases the true impact of the work that we have started in 2022 is still to come over

the longer term. We know that it is therefore critical that we carry on to:

- Embed and sustain good practices where we have made progress, e.g. Country Governance, Leadership Accountability and Inclusive Leadership training work
- Enhance activity where we have already learned that there is more we need to do, e.g. Anti-Discrimination Unit and Anti-Discrimination training
- Execute on expert third-party recommendations relating to Dressing Room Culture, Crowd Behaviour, Welcoming Venues and Fairer Recruitment where reviews and research were conducted through the 2022 season and the findings only recently shared.

We will also be looking to the ICEC's upcoming report and recommendations in early 2023 to inform the development of our next game-wide EDI action plan.



1. Our commitment: Reporting discrimination

Adoption within three months of a standardised approach to reporting, investigating, and responding to complaints, allegations, and whistleblowing across the game.

Since late 2021, a new, game-wide approach to reporting has begun to improve the ways to report incidents of discrimination in cricket. The work, aiming to join-up the systems across cricket, will supersede the fragmented approach that previously existed across the game to create a centralised system. The work will focus on strong complaints handling and upweighting victim support.

Learnings made throughout 2021 have also identified specific issues within recreational game reporting and we recognise there is a need to support this area more and help to create a better culture of reporting and complaint management. This year we have taken the first steps to creating a dedicated recreational discipline team, recruiting a new Head of Discipline. They will oversee the investigations process and assist County Organisations with access to advice and support from independent experts.

In 2021, 208 complaints of alleged discrimination in cricket have been received. All have been reviewed by the ECB and 36 separate cases in respect of recreational cricket (some involving multiple allegations) were referred for further investigation, of which 24 have been concluded and 12 remain under investigation.

The 24 concluded cases involved 65 allegations of discrimination, of which 14 were substantiated during the investigation process, 47 were unsubstantiated and 6 withdrawn or undetermined. Learnings from

investigations are collated centrally by the ECB to support future education and awareness programmes and to continually improve the service provided to anyone experiencing discrimination in the game. Where cases were not referred for investigation, this was for a number of reasons including not all complainants wanting or supporting any further action, some reports not relating to discriminatory matters and a small number where the complainant was anonymous and provided insufficient details for us to be able to progress the matter.

Responsibility for the continued development of the centralised complaints process will form part of the remit of the ECB's Anti-Discrimination Unit (ADU), which is being tasked with tackling discrimination in all its forms and providing guidance to the wider game. Although full delivery has taken longer than anticipated, the Director of the ADU has been appointed and the implementation plan is being finalised. The ECB anticipates the first phase of the implementation plan will be operational by the end of December 2022, followed by phase two by Spring 2023.

The ADU aims to ensure better visibility of all reported concerns, investigations and outcomes across the game; deliver improvements to the way people can make complaints and are communicated with; and continue to improve consistency of processes for dealing with discrimination across the game.

The centralised system for the game is in addition to reporting processes for the professional game. Those processes have the option of using a fully anonymised hotline operated by Crimestoppers, the scope of which was expanded in 2020 to address concerns regarding wider behaviour in professional cricket, including discrimination. The ECB has a robust disciplinary procedure in place to manage any complaint of alleged discrimination that is made in respect of individuals or organisations within the professional game.



2. The ICEC

Our commitment: Full promotion of the aims of the Independent Commission for Equity in Cricket (ICEC) through proactive engagement with its investigations and recommendations.

The ECB established the Independent Commission for Equity in Cricket (ICEC) to assess the evidence of equity, diversity, inclusion and discrimination within cricket and make recommendations on further action to address these issues. The ICEC, which is chaired by Cindy Butts, is focusing on issues related to race, gender and social class.

Through 2022 the ICEC has analysed trends from its initial Call for Evidence online survey which captured the lived experiences of over 4,000 people in cricket, has gathered extensive evidence from stakeholders, including meeting with over 70 individuals and organisations, and collected over 550 documents from cricketing bodies and experts.

The ICEC is currently considering further evidence and drafting conclusions. Its independent report will be published in early 2023. While the ECB anticipates that the findings will be challenging for the sport, we believe the work of the ICEC can help to drive lasting change and rebuild trust among communities to show people that cricket can be a game for them.

3. Workforce education

Our commitment: Ongoing anti-discrimination training for all those who work in cricket, including all staff, volunteers, recreational club officials, umpires, directors, and coaches.

Anti-discrimination training was made available to employees of the ECB and the wider cricket network in January 2022. Around 4,500 people have since completed this training, including 97% of ECB employees.

As part of that, more than 1,700 stewards and ground staff have received anti-discrimination training or briefings as part of efforts across the game to ensure a positive experience for all fans attending matches. We are committing to deliver an Inclusive Leadership programme for those in leadership roles across the Counties and the ECB. The programme will

equip senior leaders with the knowledge and tools to better understand and champion EDI, implement their EDI action plans, and drive sustainable cultural change across the game. Modules are being piloted in December 2022 and the programme will launch in January 2023.

As well as creating an inclusive language guide which has been shared with the game, we have also launched an EDI Content Hub providing more than 50 educational videos for the game covering topics about race, gender, sexual orientation, mental health, neurodiversity, disability and poverty.

With support from stories across the game, we have produced regular educational blog content covering key cultural moments and celebrations such as Inter Faith Week, Black History Month, Disability History Month, Diwali, Rainbow Laces and Mental Health Awareness Day. For instance, during Ramadan we published an educational guide to health, exercise and nutrition during the holy month, as well as video content featuring elite players talking about how they celebrate and train throughout the month, aligned with an Iftar event in the Long Room at Lord's.

In addition to this, we have launched Raising The Game as a platform for the whole cricket network focused on equity, diversity and inclusion within the sport. A new partnership with Nujum Sports is also developing and guiding Muslim inclusion in cricket. These are just two examples of how we want to drive a culture of continual learning and developing wider knowledge throughout the game.

AROUND **4,500**
PEOPLE HAVE COMPLETED
ANTI-DISCRIMINATION
TRAINING



4. Dressing room culture

Our commitment: A full review of dressing room culture in all men's and women's professional teams, both domestic and international.

The review of dressing room cultures across professional cricket in England and Wales has been conducted during 2022 by EY Lane4, an organisation that specialises in developing high performance cultures with extensive expertise in EDI. The aim is to identify how cricket can achieve healthy and high-performing cultures that actively prevent any form of discrimination.

A total of 30 dressing rooms from across the men's and women's domestic environments, as well as England Women, England Men's white-ball and disability teams, have participated in the review. The final session will be held with the England Men's red-ball team before the end of the year, after which EY Lane4's report will be finalised.

Consultants ran virtual and in-person activities, engaging with just under 1,000 players and staff within the dressing rooms. They had over 500 hours of conversations and had 600 survey respondents collectively answer 21,000 questions.

The work has resulted in a bespoke report of findings for each dressing room. Initial themes at a game-wide level have been shared with the ECB and will later be shared with County Organisations to increase understanding of how dressing rooms can become more high-performing and inclusive.



5. Player and coach education

Our commitment: Delivery of a redesigned programme of player and coach education, addressing any gaps identified through the dressing room review.

The ECB will use the findings of the ICEC and the dressing room review to develop a redesigned programme of education for professional cricketers. This work will begin once those reports have been finalised, building on the anti-racism training delivered by the Professional Cricketers' Association (PCA) to 1,000 players and support staff in 2021.

Our partnership with Kick it Out will provide support to both the ECB and PCA on a designed programme of education for players, coaches and support staff, as well as support the PCA's new EDI Director in her work.

30 
30 Dressing Rooms
reviewed by EY Lane4



6. Talent pathway

Our commitment: Action to aid progress into professional teams of people from diverse backgrounds (especially South Asian, Black and less privileged young people) through measures to address i) talent identification and scouting, ii) education and diversity of coaches and iii) targeted support programmes for players from diverse or under-privileged backgrounds.

Working closely with County Organisations, the ECB is taking action at all levels of cricket's talent pathways so that more players from diverse backgrounds can fulfil their potential and reach the professional game.

In 2022, 23% of boys at County Age Group level (U13-U18) are from ethnically diverse backgrounds, up from 17% in 2017. In addition, 27% of boys' Academy (U15-U18) players are from ethnically diverse backgrounds, up from 16% in 2017.

Data for the Girls' County Age Group programmes shows that 14% of participants are now from ethnically diverse backgrounds, compared with 10% in 2021.



16% → 27%

BOYS' ACADEMIES (U15-18) ETHNIC DIVERSITY
(2017) -> (2022)

10% → 14%

GIRLS' COUNTY AGE GROUP ETHNIC DIVERSITY
(2021) -> (2022)



Work is continuing to drive further progress in this area and will benefit from learnings gained in the boys' pathway through the South Asian Action Plan.

Actions taken since the publication of the Game-wide Action Plan include:

- **Six new Community Talent Champion roles to build stronger links with diverse local communities.** The new roles (based in Lancashire, Leicestershire, Staffordshire, Warwickshire, Yorkshire and the Cricket East region) will help to identify talented girls and boys who may previously have missed out on the traditional ways to be scouted and connect them to the existing talent pathways.

£1 MILLION OF ADDITIONAL ECB FUNDING TO REDUCE THE COST OF COUNTY AGE GROUP CRICKET

ACE PROGRAMME EXPANSION TO MANCHESTER, NOTTINGHAM AND SHEFFIELD CREATING MORE CHANCES FOR YOUNG PEOPLE



- **Continued expansion of the ACE programme to help engage a new generation of players from Black communities.** With ECB support, ACE has established programmes in four more locations (Nottingham, Manchester, Sheffield and additional London boroughs) and has employed a National Operations Manager to support national expansion plans. **Since its inception, the ACE programme has provided opportunities for 10,036 young people.**
- **New digital tools to improve talent identification and selection processes.** From the 2023 season, coaches and scouts will be able to submit reports via a new app so that talent pathway leaders can make more informed, objective decisions when selecting players. The app will also track where Counties are scouting talent and enable the ECB to discuss their processes with them.
- **£1 million of additional ECB funding to reduce the cost of County Age Group cricket.** The ECB is providing an uplift of £22,000 to each First Class County and £27,800 to each National County so that they can cut the cost to parents of participation in County Age Group cricket. The funding, to be allocated equally between boys' and girls' programmes, is intended to reduce the financial barriers for young people from disadvantaged backgrounds to access the talent pathway.
- **3,000 bursaries to help people from underrepresented groups to start coaching cricket.** These Foundation Coaching bursaries are targeted towards people from ethnically diverse communities, women and people with disabilities, offering the opportunity to gain the entry-level qualification required to lead coaching sessions. To support coaches from underrepresented groups who want to keep developing their skills, at least 15 bursaries have been made available at Advanced and Specialist level and 100 Coach Development Scholarships have provided funding, mentorship and work opportunities.

Longer-term plans to support increased diversity will be informed by research undertaken by Tom Brown at Birmingham City University (with the support of the ECB, Warwickshire CCC and Essex CCC) into representation within the talent pathway. Work is ongoing to identify the tangible actions to be taken based on the key findings of the research. In addition, Loughborough University has conducted a study on the demographics of the talent pathway to provide comprehensive data to help address specific barriers to progress of players from underrepresented groups.

7. Crowd behaviour

Our commitment: A full-scale review, in advance of the 2022 season, into the detection, enforcement, and sanctions against discriminatory and abusive crowd behaviour at each of our professional cricket grounds.

Prior to the 2022 season, the ECB worked with the First Class Counties and the Sports Ground Safety Authority (SGSA) to review the effectiveness of our venues at managing crowd behaviour, with the aim of ensuring that robust systems are in place for detection, enforcement, and sanctioning of any discriminatory or abusive behaviour.

Following the review, a range of measures were put in place to drive improvement in crowd management and the spectator experience, including:

- The installation of advanced CCTV at The Kia Oval and Edgbaston in a pilot to improve incident

identification, tracking and reporting. The technology has proved successful in assisting identification of abusive behaviour and improved steward response. The pilot will be extended to Headingley for 2023, with a wider rollout also under consideration.

- Additional training for match day stewards and a new system for spectators at major venues to report any crowd behaviour issues via an app or text message.
- A new system to capture a comprehensive range of match day data covering:
 - attendance
 - ejections and police disposals
 - refusals of entry
 - crowd incidents (including 24 EDI related incidents on match days during 2022)
 - levels of stewarding and policing

CASE STUDY High-tech CCTV helps fight against racism

Edgbaston's high-definition CCTV system, newly installed as part of this Game-wide Action Plan, proved its worth after complaints of alleged racist abuse aimed at India supporters during the men's Test match in July 2022. The ground safety team were able to use the video to track the individuals responsible so they could be identified and referred to police for further investigation. This action was only made possible by the capability of the CCTV to capture and replay detailed footage from anywhere in the stand, ensuring that perpetrators of racist abuse can be held accountable for their actions.



8. Welcoming venues

Our commitment: Delivery of plans (tailored to local communities) to ensure professional cricket venues are welcoming to all, including provision of accessible seating, food and beverage offering catering to all faiths and cultures, and the availability of facilities such as multi-faith rooms and alcohol-free zones.

Prior to the 2022 season, all professional cricket venues reviewed the inclusivity of their facilities and established plans to improve provision for families and under-served communities.

Following this process, the ECB made available £2.5 million of funding to support infrastructure development at venues across England and Wales. This investment has enabled the completion of 33 infrastructure projects at 19 venues, including the provision of alcohol-free areas, multi-faith rooms, family toilets, changing facilities, accessible seating sections and sensory rooms. Thirteen projects were completed to impact on the 2022 season and the remainder will be completed before the 2023 season.

To support further work in this area, the ECB commissioned a Cultural Risk Assessment by Leeds Beckett University, which examined barriers to attendance by fans from ethnically diverse communities and potential issues within cricket grounds.

£2.5 MILLION
OF FUNDING TO SUPPORT
INFRASTRUCTURE DEVELOPMENT



ENABLED THE
COMPLETION OF 
33 INFRASTRUCTURE PROJECTS
AT 19 VENUES

9. Recreational game education

Our commitment: Upgraded anti-discrimination education in recreational cricket to ensure players, volunteers and coaches understand and champion equity, diversity and inclusion in the game.

Following the completion of work to map existing education programmes across the recreational game, the ECB began the roll-out of a new anti-discrimination programme for players, volunteers and coaches.

The aim of the programme is to ensure that all those involved in recreational cricket understand and champion equity, diversity and inclusion. We know there remains a lot of work to be done and the programme will be rolled out further in the off-season.

10. County governance

Our commitment: A commitment to best practice governance with targets for Board diversity (30% female, locally representative ethnic diversity by April 2022) and plans to increase diversity across the wider organisation.

At an aggregate level, County Organisations have now surpassed the Board diversity targets, with recent progress building on action taken since the introduction of mandatory standards via the County Governance Framework (CGF) in early 2020.

17% of Directors at County Organisations are now from ethnically diverse backgrounds, up from 5% in 2019 - with 94 ethnically diverse Directors compared to 23 previously.

The proportion of Board roles held by women has tripled to 33% from a 2019 baseline of 11% - with 180 female Directors now, compared to 55 previously.

Progress in Board diversity has been accelerated by the success of the ECB's partnership with Sport England and executive search specialists Perrett Laver. 29 County Organisations have received advisory and search support from Perrett Laver, resulting to date in the appointment of more than 50 Non-Executive Directors (NEDs) of whom 65% are women and more than 30% are from ethnically diverse backgrounds.

At an individual level, 44 out of 50 County Organisations have met their Board diversity targets. Nine organisations were granted 'comply or explain'

extensions by the ECB in May 2022 after establishing clear action plans and committing to reaching their targets by their AGMs in early 2023 at the latest. Three of these organisations, Lancashire County Cricket Club, Sussex Cricket Ltd and Yorkshire Cricket Board have since met their targets, with the remaining in advanced stages of appointment processes.



11% → 33%

FEMALE REPRESENTATION ON BOARDS

5% → 17%

ETHNIC DIVERSITY ON BOARDS

BOTH UP RESPECTIVELY
SINCE 2019

As part of the game's efforts to both diversify its leadership and become a more welcoming sport, many County Organisations have brought in new Directors with strong expertise and experience in a wide range of equity, diversity and inclusion topics



Andy Kneen OBE,
Lincolnshire Cricket

Andy joined Lincolnshire Cricket earlier this year as a Board Director, with a specific remit around EDI &

Safeguarding. An experienced talent specialist and HR generalist, he worked for Shell for nearly 20 years and is considered to be a leading disability thought leader.

He said: "Becoming a Director for Lincolnshire Cricket has given me the opportunity to combine two of my passions – EDI and cricket – to help make cricket Lincolnshire's most inclusive sport and a game for everyone. I'm highly enthused by our EDI plan and the impact it will have in transforming Women's & Girls' cricket, enhancing disability cricket participation, and making cricket accessible in socially deprived parts of the county."



Dr Adeela Shafi MBE,
Gloucestershire County Cricket Club

Dr Adeela Shafi MBE is an Associate Professor in Education at the University of Gloucestershire and was awarded an MBE for

services to social justice in Bristol in the Queen's 2020 New Year's Honours list. She joined the Board of Gloucestershire County Cricket Club in May of this year with the ambition of supporting the development of the game in the region.

"Given my own personal experiences and professional skills and insights, I felt I could contribute to making an impact on making cricket a more inclusive, fair and successful game with broad appeal," she reflected. "With cricket going through a critical time of change and reflection where they wanted people with different backgrounds, I thought it was an ideal time to contribute."

Dr Shafi says that the role has been a hugely rewarding one. "I have learned there is a genuine and sincere desire for change, however, there are many legacy issues that make this process more challenging. Professional cricket is trying to adapt and maximise the opportunities from a changing and commercialised landscape with diversity and inclusion being key to this, though I am not sure that has yet been realised."

11. Fairer recruitment

Our commitment: The introduction of fairer recruitment processes through measures including the immediate adoption of anonymised recruitment tools for senior roles, open appointment processes for all roles and the use of balanced and diverse panels to assess interviews.

To ensure that cricket's workforce reflects the communities served by the game, the ECB has commissioned two specialist executive search firms, SRI and Perrett Laver, to develop and deliver a scalable approach to fairer recruitment in cricket.

The project will provide guidance and resources for organisations across cricket with the aim of helping them to attract and recruit candidates who reflect the communities they serve. This work is currently in the evaluation phase with plans to be developed further following consultation with Counties. The rollout will follow in 2023.

These are some of the examples of County Organisations that have already changed recruitment processes to engage more diverse candidates.

- Warwickshire CCC: adoption of anonymised recruitment and the Rooney Rule to appoint candidates to coaching positions.
- Worcestershire CCC: anonymised recruitment of all senior roles, diversity statement in all advertisements and diverse, multi-person interview panels.

12. Leadership accountability

Our commitment: Every senior executive employed across the game will have personal EDI objectives as part of their annual performance targets, driving leadership accountability.

All ECB Executives have at least one personal objective that is linked to delivery of EDI goals.

In addition, all 50 County Organisations across the game have now published their EDI action plans. Of these, 48 organisations have now set EDI objectives for senior executives.

The ECB is providing guidance and support to help the wider network to drive leadership accountability for continued progress.

ALL **50** COUNTY ORGANISATIONS
ACROSS THE GAME HAVE
NOW PUBLISHED THEIR
EDI ACTION PLANS

CASE STUDY

Gloucestershire Cricket For All

The GRACE Plan is Gloucestershire Cricket Foundation's EDI plan for 2022. It sets out quarterly actions and targets across five key focus areas: Game-wide culture change; Policies, practices & governance; Player diversity & development; Development of coaches, officials & volunteers; and Club & League diversity. The foundation has provided updates throughout the year to show progress against the plan, with actions completed including a review of whistleblowing policy; support for the expansion of the ACE programme; expansion of community disability cricket; and more opportunities for South Asian girls.


GRACE
GLOUCESTERSHIRE
CRICKET FOR ALL



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**

