

Norfolk Cricket Board Equity, Diversity and Inclusion Plan 2024

Norfolk Cricket Board (NCB) exists to **INSPIRE, LEAD** and **INFLUENCE** the growth, quality and accessibility of cricket in Norfolk.

Norfolk Cricket Board supports the ECB Vision - We want cricket to be for everyone within Norfolk.



"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."

Norfolk Demographics

Population: 914,039 (Estimated May 2020)

- Persons aged 0-15 (16.9%), Persons aged 16-64 (58.5%), Persons aged 65+ (24.7%)

Ethnicity Data (Source 2011 Census)

- 92.7% White & 7.3% Ethnic Minorities (Other White 3.7%, Asian/Asian British 1.5%, Black/African/Caribbean/Black British 0.5%, Mixed/multiple ethnic groups 1.2% and Other groups 0.3%.

Main Language (Source 2011 Census)

- English 96.3%

Marital and civil partnership status (Source 2011 Census)

- Married 50%, Single 29.5%, Divorced 10.1%, Widowed 7.9%, Separated 2.3%, Same sex partnership 0.2%

Religion (Source 2011 Census)

- Has Religion 62.8% including 61% Christian, No Religion 29.6%, Not Stated 7.6%

Deprivation (Various Sources)

- 15% children live in low income families, 12% of households experiencing fuel poverty

Economically Active (2021)

- 80% of 16-64 year olds are economically active (85% male and 76% female)

Norfolk Cricket Demographics 2024

NCB Directors = 12 (7 Male, 5 Female)

NCB Staff (Full-Time or Part-time) = 14 (11 Male, 3 Female)

Affiliated Cricket Clubs = 94

Clubmark Accredited Clubs = 38

Clubs playing Saturday League Cricket = 81 Clubs

Saturday Teams in 2024 = 159 Teams

Clubs with a Junior Section 2024 = 55 Clubs

Junior Teams in 2024 = 234 Teams

Clubs with a Women &/or Girls Section = 35 Clubs

Boys CAG Pathway Players = 107 Players (U11 to U18)

Girls CAG Pathway Players = 90 Players (U11 to U18)

Norfolk Cricket Board are committed to action and change.

We recognise that change must happen. 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.

We are committed to:

Equity: we want no individual, or group of individuals, to be treated less favourably because of their protected characteristics. We also want to ensure that those who may be disadvantaged can get the tools they need to access the same, fair opportunities as their peers. Furthermore, in areas of under-representation we commit to positive action and application of resources to level the playing field.

Diversity: we want to recognise, respect and celebrate each other's differences. We wish to create a diverse environment, one that sees people with a wide range of backgrounds, talents and mindsets, thereby enabling an empowered culture of creativity and innovation.

Inclusion: we want to create cricketing environments where everybody feels welcome and valued, including those who already play and are satisfied with the status quo. We want to become more aware of our unconscious biases, and to learn how to manage them.

The Foundations of our Norfolk Cricket Board 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

EMPOWER PEOPLE

NCB Commitment:

We will empower people to make positive change across cricket. We will ensure NCB staff feel supported, educated and empowered to drive progress, and that best practice and learning is shared. We will identify and work with organisations and stakeholders for further support.

BUILD DIVERSE TEAMS

NCB Commitment:

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

DEVELOP INCLUSIVE ENVIRONMENTS

NCB Commitment:

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 in Norfolk.

LEAD WITH ACCOUNTABILITY

NCB Commitment:

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, engaging them on what needs to change, and ensuring we have the right data to inform effective decision-making. We will report regularly and transparently on progress. The NCB are accountable for this plan's commitments.

Norfolk Cricket Board EDI Actions

EMPOWER PEOPLE to make positive change for cricket in Norfolk

We will:

- Continue to provide EDI training as appropriate to all NCB staff and Directors
 - Continue to roll out ECB EDI education across recreational cricket in Norfolk
 - Continue to embed EDI throughout recreational cricket in Norfolk
 - Setup and deliver EDI education workshops across cricket in Norfolk
 - Continue to encourage all cases of discrimination to be reported via the ECB
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BUILD DIVERSE TEAMS that reflect the communities they represent in Norfolk

We will:

- Always comply with ECB County Governance requirements
 - Seek to improve the diversity of employed staff for the NCB
 - Seek to improve the diversity of coaches throughout Norfolk
 - Seek to understand and remove barriers to participation across Norfolk
 - Ensure all staff complete the ECB EDI census on an annual basis
 - Ensure the use of fair recruitment processes
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DEVELOP INCLUSIVE ENVIRONMENTS where everyone feels safe and welcome within Norfolk Cricket

We will:

- Continue to review and update all NCB policies as appropriate on an annual basis
 - Embed the ECB/NCB affiliation document across all cricket clubs in Norfolk
 - Support cricket clubs to create welcoming environments for all players, members and guests
 - Continue to deliver targeted programmes for under-represented communities/group
 - Utilise the ECB EDI fund to provide new opportunities for targeted groups
 - Continue to provide financial support / bursaries to help people access the game
 - Restructure the County Age Group model within Norfolk in line with ECB strategy
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LEAD WITH ACCOUNTABILITY and commitment

We will:

- Align our strategy to the ICEC recommendations and ECB response that were released in September 2023
 - Complete the Inclusive Employers Standard for Sport
 - Create a culture of listening to views of people across recreational cricket in Norfolk
 - Ensure that the new NCB Strategy released in 2025 is underpinned by EDI and Safeguarding
 - Explore Charitable Foundation
 - Continue to regularly update our EDI plan and publish an annual report against EDI progress
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EMPOWER PEOPLE to make positive change for cricket in Norfolk

Action	Continue to provide EDI training as appropriate to all NCB staff and Directors		
KPI / Measure	EDI training fully completed		
Owner	EDI Director & CDD	Timeframe	Ongoing
1. Ensure all executive staff complete mandatory EDI training			
2. Promotion of the ECB EDI Content Hub on ECB E-Learning platform			
3. Offer executive staff and Board members additional training opportunities			

Action	Continue to roll out ECB EDI education across recreational cricket in Norfolk		
KPI / Measure	EDI training provided to all leagues, clubs, volunteers and players in Norfolk		
Owner	CDD & NCB Staff	Timeframe	Ongoing
1. Continue to promote ECB game wide training courses via ECB platforms such as E-Learning			
2. Encourage all people in cricket to complete the 'Recreational Game Anti-Discrimination Training'			
3. Support provided as required.			

Action	Continue to embed EDI throughout recreational cricket in Norfolk		
KPI / Measure	Continued engagement year-round with key cricket stakeholders in Norfolk		
Owner	EDI Director & CDD	Timeframe	Ongoing
1. Work with Active Norfolk, Chance to Shine, Lord's Taverners, Leagues and other key stakeholders to promote EDI within cricket and support where required.			
2. Rollout of key ECB messages, policies and information to Leagues and Club on an annual basis via Recreational Committee, League AGM's, Captain's Meetings and general communication.			

Action	Setup and deliver EDI education workshops across cricket in Norfolk		
KPI / Measure	EDI Workshops take place		
Owner	EDI Director & CDD	Timeframe	Start Summer 2024
1. Run FREE workshops across Norfolk for people involved in recreational cricket to discuss EDI.			
2. Workshops designed to improve knowledge/awareness of EDI and help to create a new culture.			
3. To include promotion of ECB toolkits such as 'Creating a Club for Everyone' and 'Powering thriving and sustainable girls' sections at clubs'.			

Action	Continue to encourage all cases of discrimination to be reported via the ECB platforms		
KPI / Measure	ECB discrimination reporting process embed		
Owner	Board & CDD	Timeframe	Ongoing
1. ECB discrimination reporting process displayed and promoted via NCB Channels (Website, Social Media & Website) on a regular basis.			
2. Encourage all cricket clubs to display the anti-discrimination poster on club notice boards. Copies to be given out to all clubs at Captain's meetings.			
3. NCB personal structure in place to engage in reported cases of discrimination in Norfolk to help support investigations as required.			
4. Work with and support cricket clubs where discrimination investigations have taken place to help implement recommendations as suggested by independent report.			

BUILD DIVERSE TEAMS that reflect the communities they represent in Norfolk

Action	Always comply with ECB County Governance requirements		
KPI / Measure	Full compliance with ECB CPA Governance standards		
Owner	NCB Board	Timeframe	Ongoing
1. NCB full compliance with all ECB CPA Governance requirements and targets, including:			
<ul style="list-style-type: none"> • At least 30% of the Board to be women. • Board ethnic diversity that at the minimum matches the non-white British population of your local county demographics. 			

Action	Seek to improve the diversity of employed staff for the NCB		
KPI / Measure	Increased Diversity amongst staff (Target 30% Female where possible)		
Owner	NCB Board & HR	Timeframe	By 2026
1. Introduce anonymised recruitment process.			
2. Ensure job descriptions & advertisements are inclusive as per Inclusive Employers training			
3. Improved reach of job vacancies through new platforms			

Action	Seek to improve the diversity of coaches throughout Norfolk		
KPI / Measure	Increased diversity of coaches involved in pathway programmes		
Owner	CDD & NYC & Coach Ed	Timeframe	By 2026
1. More opportunities created for coaches from underrepresented groups to work on NCB pathway programmes.			
2. Specific Coach Education courses delivered for underrepresented groups.			
3. ECB coaching bursaries provided to encourage underrepresented groups to gain qualifications.			

Action	Seek to further understand and remove barriers to participation across Norfolk		
KPI / Measure	Surveys & Consultations completed		
Owner	EDI Director & CDD	Timeframe	Annual Completion
1. Club and player EDI survey created and sent out during summer.			
2. County Age Group QR codes used to gain feedback during winter/summer sessions.			

Action	Ensure all staff complete the ECB EDI census on an annual basis		
KPI / Measure	All executive staff complete annual anonymous EDI Census		
Owner	CDD & Board	Timeframe	Annual Completion
1. All paid executive staff asked to complete annual anonymous EDI Census			
2. EDI census analysed/reviewed and changes implemented as necessary based upon findings.			

Action	Introduce fairer recruitment processes		
KPI / Measure	New process introduced, increased diversity of applicants		
Owner	NCB HR & Board	Timeframe	Start Immediately
1. Use anonymity recruitment process for all job vacancies where possible.			
2. Balanced interview panels used for all interviews.			
3. EDI tailored job descriptions and increased advertisement of vacancies through new channels.			

DEVELOP INCLUSIVE ENVIRONMENTS where everyone feels safe and welcome within Norfolk Cricket

Action	Continue to review and update all NCB policies as appropriate on an annual basis		
KPI / Measure	All policies reviewed and updated where required		
Owner	Board & NCB Staff	Timeframe	Ongoing
1. Review all NCB policies to ensure EDI is embedded.			
2. Work with cricket clubs to review/amend club policies to ensure EDI compliance.			

Action	Embed the ECB/NCB affiliation document across all cricket clubs in Norfolk		
KPI / Measure	All affiliated clubs to sign and agree NCB affiliation letter/document		
Owner	CDD & NCB Staff	Timeframe	2024 Season
1. Work with clubs to adopt new affiliation document.			
2. Support those clubs and understand reasoning where compliance is not achieved.			
3. Report back to ECB the outcomes of the affiliation process by the agreed deadline.			

Action	Support cricket clubs to create welcoming environments for all players, members and guests		
KPI / Measure	Improved equitable facilities across Norfolk		
Owner	CDD & Facilities Director	Timeframe	Ongoing
1. Utilise NCB facilities strategy to identify key priority areas for facility development within Norfolk.			
2. Encourage clubs to use ECB toolkits 'Creating a Club for Everyone', 'Powering thriving and sustainable girls' sections at clubs' and ECB Facilities survey to understand club member views.			
3. Use ECB County Grant Fund to create more welcoming environments in cricket clubs across Norfolk. Work with clubs to seek alternative funding.			
4. Priority areas to include toilet provision and changing facilities.			

Action	Continue to deliver targeted programmes for under-represented community groups		
KPI / Measure	Specific non-traditional offerings offered to groups in Norfolk.		
Owner	NCB Staff	Timeframe	Ongoing
1. New Girls MCCF Hub to run in 2024			
2. Walking Cricket Programme expansion to new locations in Norfolk			
3. Additional Chance to Shine Street Hubs setup in targeted locations			
4. Increased number of Lord's Taverners Super 1s Hubs in Norfolk targeting 12-25 year olds in Norfolk with a disability and long term aim of creating a team in Norfolk.			

Action	Utilise the ECB EDI fund to provide new opportunities for targeted groups		
KPI / Measure	New opportunities created for underrepresented groups to access cricket		
Owner	NCB Community Officer	Timeframe	Throughout 2024
1. Use the new ECB EDI funding to provide enhanced opportunities which focus on Gender, Ethnicity, Class (socio-economic status and state schools), Disability & LGBTQ+.			
2. Specific areas of focus for Norfolk in 2024 to include State Schools/LSEG engagement, Additional MCCF Hub, Disability Cricket, Women & Girls Cricket, Cricket for Diverse Communities and an Impact Report for the first time.			
3. Where possible use the fund as 'seed funding' to ensure that sustainability of the specific programme/offer is maintained beyond 2024.			

Action	Continue to provide financial support / bursaries to help people access the game		
KPI / Measure	Bursaries provided throughout the year		
Owner	FoNYC & Board	Timeframe	Ongoing
1. ECB Coach Education bursaries provided to as per guidelines to underrepresented groups and those experiencing financial hardship.			
2. Distribute Friends of Norfolk Youth Cricket grants (FoNYC) for players who need financial assistance in order to participate in County Pathway programmes or other youth programmes in Norfolk on an annual basis.			

Action	Restructure the County Age Group model within Norfolk in line with ECB strategy		
KPI / Measure	New pathway strategy in place ahead of 2025-26 programme		
Owner	NCB Pathway Lead	Timeframe	Summer 2025
1. Consult with ECB pathway team and other county pathway leads to provide feedback and help shape new ECB pathway structure.			
2. Review and amend existing NCB Pathway Strategy once new Performance Pathway lead is recruited to include boys and girls pathway. EDI at the heart to ensure barriers are removed/reduced and cost is not a barrier.			
3. Agree plan for the new ECB early engagement pathway programme in Norfolk which covers the U10-U12 age groups before the formal pathway begins at U13.			

LEAD WITH ACCOUNTABILITY and commitment

Action	Align our strategy to the ICEC recommendations and ECB response that were released in September 2023		
KPI / Measure	New EDI Action Plan adopted		
Owner	EDI Director & Board	Timeframe	March 2024
1. ICEC report shared and published via all NCB channels.			
2. Update/amend NCB EDI plan based on ICEC and ECB recommendations.			

Action	Complete the Inclusive Employers Standard for Sport		
KPI / Measure	Complete the standard		
Owner	Everyone	Timeframe	Summer 2024
1. Complete Inclusive Employers Standard for Sport as a pilot study for ECB			
2. Analyse findings and implement recommended changes where applicable and appropriate			

Action	Create a culture of listening to views of people across recreational cricket in Norfolk		
KPI / Measure	Feedback received and changes implemented as appropriate		
Owner	YP Director, Staff/Board	Timeframe	Ongoing throughout 2024
1. Establish new ways of engaging with young cricketers in Norfolk across all areas of the game and give them opportunities to feedback about what they like about the current cricket landscape in Norfolk and areas that they would like to see improved / changed.			
2. Establish a 'Listening to Children' working group led by Board Director responsible for engaging and listening to children and the NCB safeguarding Team.			
3. Provide regular surveys and feedback opportunities to cricketers and people involved within cricket in Norfolk that engage in cricket offers to provide feedback.			
4. Listen to feedback, provide further engagement opportunities and then work with stakeholders and individuals in Norfolk cricket to implement appropriate changes.			

Action	Ensure that the new NCB Strategy released in 2025 is underpinned by EDI and Safeguarding		
KPI / Measure	New NCB Strategy Launched ahead of 2025 season		
Owner	NCB CDD & Board	Timeframe	Ahead of 2025 season
1. Work with everyone connected to the game in Norfolk to devise the new Norfolk Cricket Board strategy that will cover the next period of the ECB County Partnership Agreement between 2025-2028.			
2. Align the strategy to the new ECB Strategy that will be launched ahead of the new CPA which comes into effect from February 2025.			
3. Continue to ensure that the strategy is underpinned by good governance including EDI, Safeguarding and Finance.			

Action	Explore possibility of becoming a Charitable Foundation to further enhance cricket opportunities for people.		
KPI / Measure	Charitable Foundation status adopted or delayed		
Owner	NCB Board	Timeframe	12-18 months
1. Work as a Board to determine whether now is the right time or not to formally become a Charitable Foundation or whether we should delay based upon insight and evidence gained from ECB and other legal experts.			
2. Talk to other organisations / counties to review process and success levels.			

Action	Continue to regularly update our EDI plan and publish an annual report against EDI progress		
KPI / Measure	EDI plan monitored and reviewed on an ongoing basis		
Owner	EDI Director	Timeframe	Every 3-6 months
4. EDI plan monitored and success measured on an ongoing basis.			
5. EDI a regular agenda item during all Board meetings.			
6. EDI plan and update shared via NCB channels.			