



Equality, Diversity and Inclusion

A Game for Everyone

Herefordshire Cricket Limited want cricket to be a game for everyone. We want to be a truly inclusive and diverse sport where everyone feels welcome and there is opportunity for all. We know there is still much work to do before all communities and individuals think 'cricket is a game for me'.

Every organisation within the cricket network and every individual involved in the game has a role to play in supporting real change on and off the pitch so that our game reflects the populations of England and Wales. We are committed to constantly listening, learning and acting to ensure cricket really is a game for everyone.

Our County :

Herefordshire is a rural County in the West Midlands on the Welsh Borders, with 2 First Class counties Worcestershire (East) and Gloucestershire (South) and National Counties Shropshire (North) the bordering counties.

The County covers 2,180km² or 840 sq miles, with an overall population of 192,000, the 4th smallest with a population density of 88 / km² or 220 / sq mile. The 95% of the county's land is classified as rural according to Defra's 2011 rural/urban definition obviously why we are well known for Hereford Beef cattle and cider from our apple orchards.

The City of Hereford (population 62,000- 32%) is centrally based around the River Wye , bringing all the rainfall from Wales ,a bit like Worcester and the Severn, suffering from the Floods, the City is the centre for most activities Football, Market, Shopping , Business

The other principle locations are the market towns of Leominster, Ross On Wye, Ledbury Bromyard and Kington have 81,000 (42%) while 21,000 (11%) live in Rural villages.

We are governed by one Local Authority, Herefordshire Council and therefore an ease of communication for Education, Leisure, Planning,

Herefordshire (98.8%) over indexes on white ethnicity against the National Average (82%)

	Males	Females	Total	Nationally
Males Over 45	48,000		25%	
Females over 45		52,000	27%	
Males 16 - 45	31,000		16.1%	
Females 16 - 45		30,000	15.6%	19.1%
Boys Under 15	16,000		8.4%	16.7%
Girls Under 15		15,000	7.9%	
	95,000	97,000	192,000	
	49.5%	50.5%		



The second largest ethnic grouping is 'other White' (4%) which are predominantly Eastern European. The BAME community is only 1.4% compared to 17.5% nationally. However Herefordshire has its own battles with LSEG (Lower Socio Economic Groups) as outlined in the link here – [Income deprivation – Understanding Herefordshire](#).

In addition to this it should be noted that the Health Statistics for the County create a deprivation trend in terms of goods and more importantly services and can be seen here - [Microsoft Power BI](#) – please ensure you select the correct drop down boxes from UA and District to see the Herefordshire stats.

Economically we have significant areas of deprivation in Hereford city and Leominster. In particular it is important to draw attention to the paragraph stating - The wards with the highest proportions of people living in income deprived households were Hinton & Hunderton (21.10%), Newton Farm (21.08%) and Leominster South (17.89%). The highest numbers of income deprived households were in Newton Farm, Red Hill and Leominster East.

Board and Staff :

The HCL workforce under indexes compared to the population of England and Wales for women and people from ethnically diverse communities, particularly in Executive roles.

The Board and Staff represent Herefordshire in line with the population mainly white over 40. Of the 9 Board members 8 are white, male and over 55, 3 females,'. Staff all white, 2 male over 60, 1 male over 40, 2 females over 40

Clubs, Leagues and Facilities:

26 clubs all play on either private or leased facilities. Herefordshire Council do not maintain any cricket facility.

Schools:

78 Primary schools – 12 Secondary , 3 Special Schools

We are only able to visit 40% of Primary Schools in Herefordshire and only 4 Secondary Schools therefore very little cricket is played in Schools. Funding and resource are the main constraints – therefore we should look to take the opportunity to make contacts within the Integrated care system to identify health inequalities and where HCL could engage with interventions - i.e. childhood obesity is a major issue in Herefordshire and areas of deprivation. We have commenced work on this with a bid to Talk Community for funding but await the outcome.



MAIN AREAS OF WORK

Governance:

HCL must consider other networks and people of expertise and completely embed all equity plans into the Operational Plan. Perrett Laver have been engaged to assist with Board recruitment to enhance the membership and skills of the Board.

National Counties :

The link with Worcestershire County Cricket Club, the Birmingham and District League and the Worcestershire County League has proved very beneficial from a standard/quality of player selected into the 1st XI. This has also given us an increased inclusivity and ethnic representation. In addition to this in 2024 the Board has appointed a Board Director (Performance) who is also a FT Staff member of WCCC to strengthen the ties between the two counties.

Talent Pathway

In partnership with the ECB and Worcestershire County Cricket Club , HCL are working to provide a talent pathway for aspiring cricketers from all walks of life, to achieve their potential in the game,

Women's & Girls' Cricket

Our Women's and Girls' Action Plan aims to make cricket a gender-balanced sport.

Some of the areas of our work are: -

- Plans are in place to improve the softball network of clubs to make this more social and interactive experience. We have commenced this in 2023 with a new Womens Indoor League – 4 Clubs – 8 are expected to enter in Summer 2024.
- Work with other sports (Netball, Hockey) to increase participation through the School Games programme offered by Stride Active.
- We are now averaging nearly 30% Girls' participation in All Stars & Dynamos participants
- A mixture of girls' softball festivals & hub & development projects including a new U13 Girls league for Summer 2024.
- Girls' Dynamo's Cricket & Lady Taverners' Schools festivals planned
- Our full-time Schools, Women's & Girls' Officer will strive to embed and grow offers for female participants across the County
- Recruit more women volunteers within clubs



Disability Cricket:

A newly devised Disability plan will steer our work involving a range of development hubs in schools and communities and higher-level talent sessions. A close working relationship with Worcestershire Cricket Board came to an end in 2023 whereby we now have sole control over the programme at the National Blind College as well as our Wednesday evening Summer sessions held at Pentland Gardens the home of Herefordshire Cricket Ltd.

We also have a Disability Hub based at Burghill Tillington & Weobley CC which sees 2 sessions per week across the Summer as part of a pan-disability programme. Our partnerships with Lords Taverners cater for coaches and managers to attend upwards of two training and refresher sessions per annum in order to ensure we are delivering the latest up to date thinking in this arena.

Strategy for growing cricket in all Communities

A draft strategy is being consulted across key stakeholders.

The Communities development programmes promote and encourage the playing of cricket, whether that be Street cricket, women's softball cricket, Walking cricket or other formats amongst people of all ages, backgrounds and abilities, providing opportunities for them to develop their playing abilities and to progress in the suitable pathways.

Easy to access cricket

The coaches will be local and know the communities they work in. The young volunteers who co-run the clubs gain new skills and qualifications and grow as they learn to lead. Maximise opportunities for all young people in schools and communities to enhance their first experiences of cricket and ensure the growth in participation.

Making cricket a gender-balanced game

Creating a supply of activity for female only, safe and confident sessions. There are considerable opportunities in the existing cricket club network to grow participation for women and girls. The launch of All Stars Cricket and Dynamos Cricket and women's soft ball festivals has introduced new female players into the game and they now need an effective club offer to enable them to play regularly.

The HCL are committed to driving cricket's progress to become a gender-balanced sport, acknowledging that the area of women and girls is the biggest opportunity for growth in cricket. To achieve this the HCL intends to invest in the development of every level of the



game from the grassroots to the elite, as well as supporting female coaches, officials and administrators. HCL are committed to facilitating the implementation of this vision.

Club Development and Support

Our clubs have been undergoing development plans with HCL. It identifies a club's vision for the future, its aims and the ways in which the club hopes to achieve them. It is a short, working document that is easy to read and therefore kept clear and simple that can be reviewed, updated and amended by Club Committees. HCL promotes ClubMark and Safe Hands to ensure the environments where cricketers and members will train, compete and socialise are safe, sustainable and inclusive.

Coaches, Volunteers and Officials

Engage, value and support respected, expert and player centred volunteers to create an inclusive positive player experience.

Where Do We Want to Be?

Our Cricket programme is continually striving to maintain and improve the cricket offer to anyone interested in cricket, especially those from urban areas and under-represented groups in our game, while always looking to meet their needs and aspirations. We are also looking to build closer links with communities through use of our networking and community engagement. Everyone should have the right to benefit from cricket regardless of age, gender, background or ability.

HCL's equality duties must include

- Raise EDI knowledge with clubs, coaches, volunteers – training workshops etc Regional Meetings in Spring 2023 using ECB Training Programmes We will interpret data and comments from our players to identify areas of training required or asked for
- Monitor and review the Action Plan – through our bi-monthly Compliance Operations Group
- To obtain more in-depth data from surveys – via ECB Systems
- To raise awareness of diversity and build a more inclusive and diverse cricket community via our Website rebrand and social media outlets.



- To achieve a better gender balance in the game by raising the profile of Womens and Girls Cricket at Clubs using 1-1 Club Development Visits and writing action plans for each club to deliver.
- To encourage greater allyship with LGBTQI+ community – by having a greater presence around participation in LGBT+ history month. Linking in with Herefordshire Pride about how to publicise inclusivity in cricket. An example of this would be to work with ECB programmes on transgender awareness training for our staff and coaches to ensure that they understand the importance of inclusivity. (this is particularly important for the youth coming through)
- To publish our equality objectives regularly on the rebranded website.
- Ensure HCL commitment and measure progress towards greater diversity. Re staffing this will be as and when a recruitment opportunity arises.
- HCL take responsibility for their commitments and share progress transparently by reporting back to ECB Network Partner on a monthly basis.
- Work towards eliminating discrimination, harassment and victimisation by providing education and training for Cricket Networks across the County using ECB Templates and training programmes.
- Ensure EDI education and training is openly available by offering the opportunity through regular events and newsletters
- Ensure a fully inclusive recruitment and induction process for all coaches and administrators across the HCL Programmes
- Deliver diverse coaching programmes across the 10 pillars of the HCL CPA Plan via monitoring of staff, coaches, attendees through registers and data collection.