



Lancashire  
Cricket

# The Red Rose Family

Our 'Welcoming' Strategy

Equality, Diversity and Inclusivity



Old Trafford





# Foreword

**Here at Lancashire Cricket, we are on an Equality, Diversity and Inclusivity (EDI) journey and whilst we are proud of the work that has been undertaken over the past 18-24 months, it's a journey with no finishing line.**

A true commitment to EDI is the result of actions much more than words, and the driving of those actions by dedicated and committed personnel who are passionate about achieving successful outcomes for everybody involved. Everyone, regardless of their characteristics, background or beliefs, should feel truly welcome to be part of or be associated with the Lancashire Cricket family and that is what we're ultimately striving for.

Without a doubt, cricket has an incredible power to bring people together, eradicate social barriers and be a force for good across communities. We are clear that this has to start with us.

This means creating a more diverse workforce from the inside out, and from top to bottom. For that diverse workforce to thrive it means working hard to nurture a culture where everyone feels safe, where everyone belongs and where everyone can be themselves. The North West is one of the most diverse regions in the country, and our pledge is that we better represent our local communities among the Club's workforce, Membership and supporter base.

Working with stakeholders, the ECB, partners, fellow counties, recreational clubs, players and the leadership team here at the Club, we can collectively inspire the change we all want to see: a game that is inclusive and is one for all.

For us though, this is not and never will be a standalone strategy or action plan. It's something that is part of us, embedded within the core values and DNA of the Lancashire Cricket family. We have made progress in this area, but we need – and want – to do better.

We also now have an experienced, diverse and dedicated Board of Directors who are fully committed to the Club's EDI journey. It's top of the agenda at Board Meetings and we all recognise the importance of it to ensure that Lancashire Cricket and the wider game is as inclusive and welcoming as possible.



**Daniel Gidney**  
CEO, Lancashire Cricket

## S U M M A R Y

**Lancashire Cricket is big-hearted and welcoming, and together we are here to create the best place to enjoy cricket in the world for everyone.**

**This document outlines our strategy to ensure everyone has a positive experience with Lancashire Cricket and feels welcome to watch, participate and be involved in the game – regardless of characteristics and background.**

*“We connect communities and improve lives by inspiring people to discover and share their passion for cricket. A generation inspired to say ‘cricket is a game for me’”.*

**ECB Inspiring Generations Strategy**

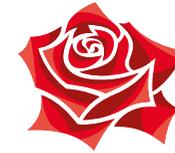


IT'S IN



OUR DNA

Our strategy is built within  
the fabric of the Club



## Welcome

Ensure we create a welcoming environment for all



## Communication

Reach out into communities and ensure an open, two-way communication, where we listen, learn and act



## People

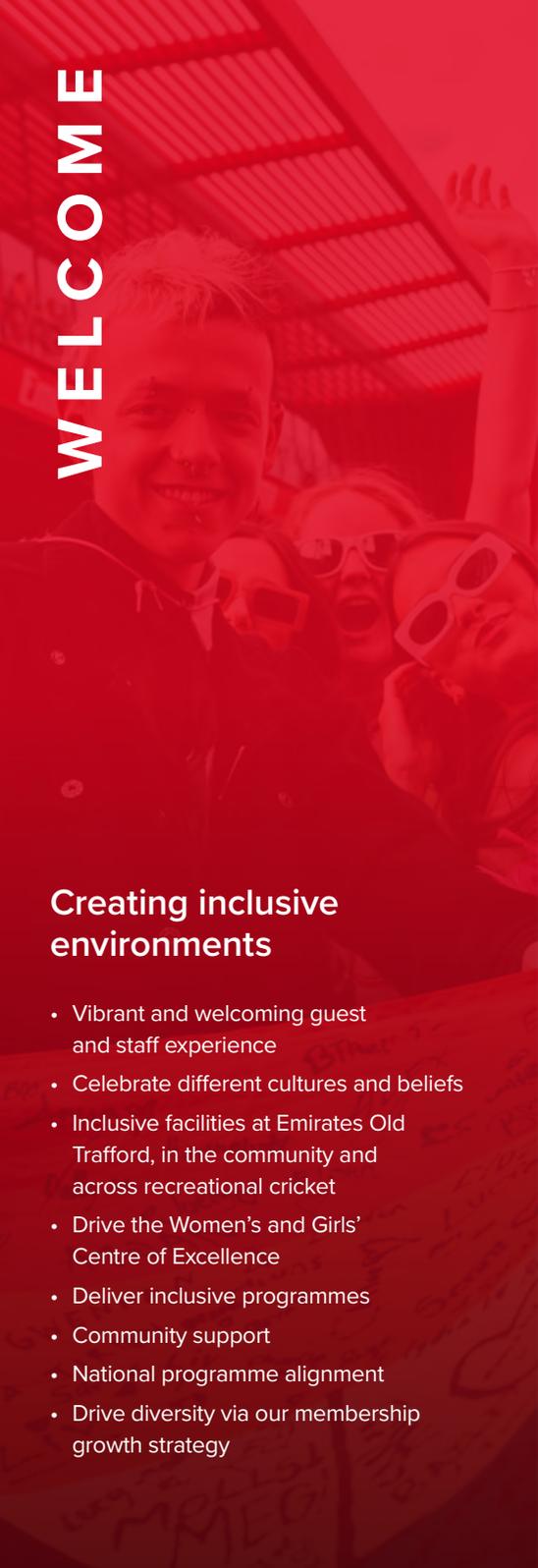
Educating our team to hold the strategy together



## Support

Creating a strong foundation for delivering success

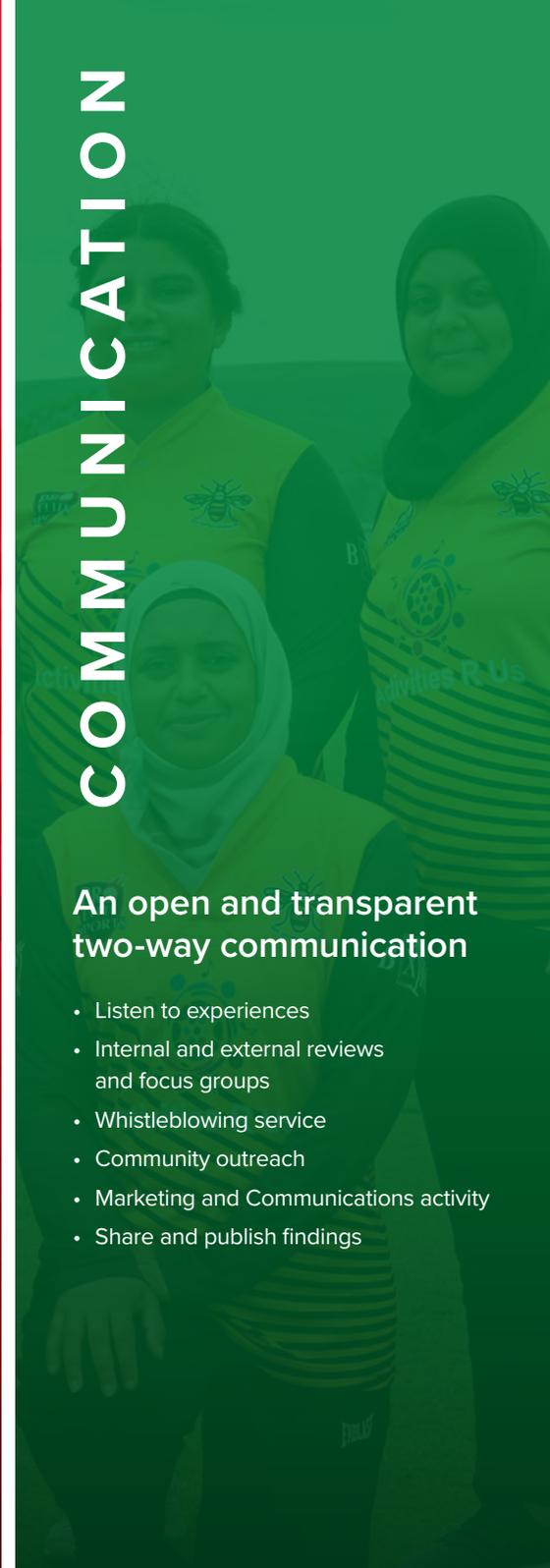
# WELCOME



## Creating inclusive environments

- Vibrant and welcoming guest and staff experience
- Celebrate different cultures and beliefs
- Inclusive facilities at Emirates Old Trafford, in the community and across recreational cricket
- Drive the Women's and Girls' Centre of Excellence
- Deliver inclusive programmes
- Community support
- National programme alignment
- Drive diversity via our membership growth strategy

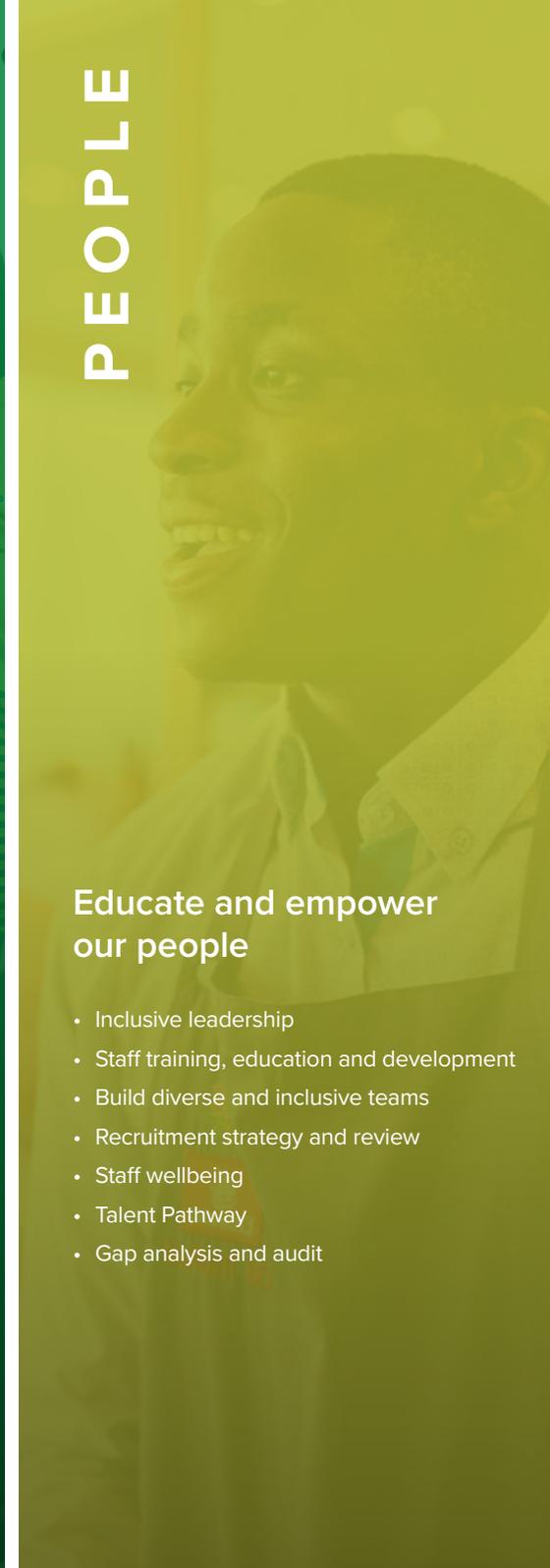
# COMMUNICATION



## An open and transparent two-way communication

- Listen to experiences
- Internal and external reviews and focus groups
- Whistleblowing service
- Community outreach
- Marketing and Communications activity
- Share and publish findings

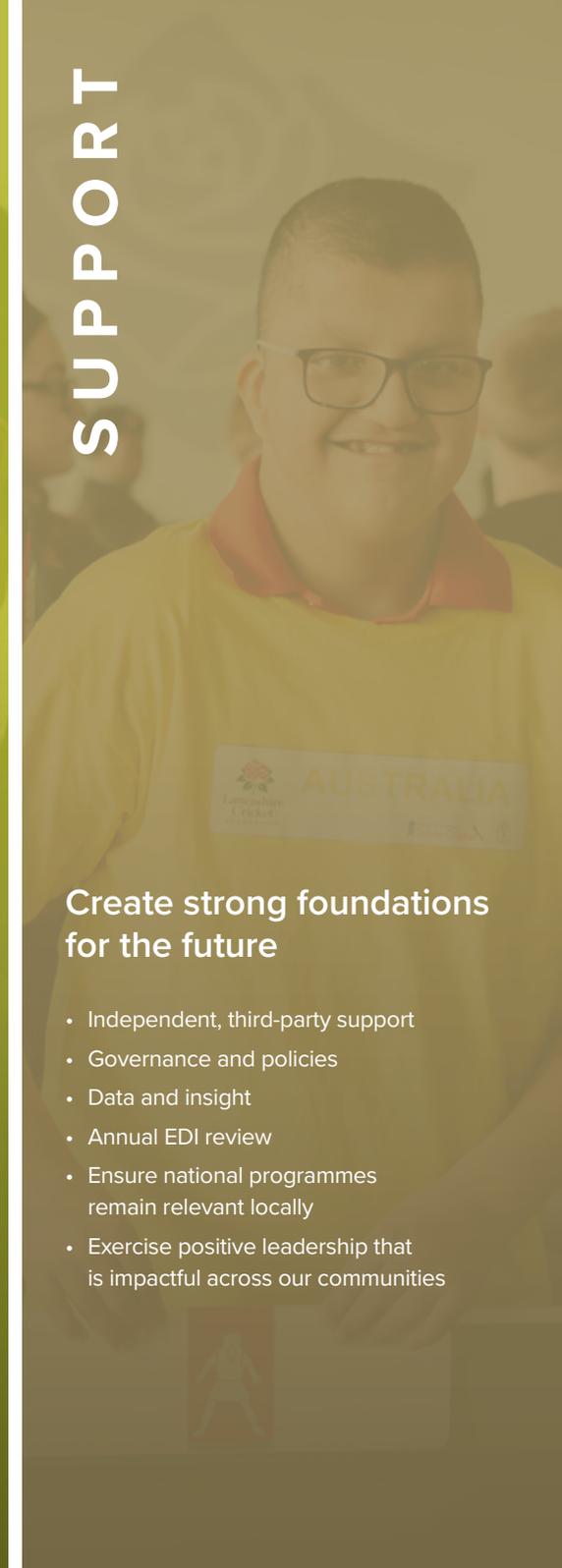
# PEOPLE



## Educate and empower our people

- Inclusive leadership
- Staff training, education and development
- Build diverse and inclusive teams
- Recruitment strategy and review
- Staff wellbeing
- Talent Pathway
- Gap analysis and audit

# SUPPORT



## Create strong foundations for the future

- Independent, third-party support
- Governance and policies
- Data and insight
- Annual EDI review
- Ensure national programmes remain relevant locally
- Exercise positive leadership that is impactful across our communities

# Welcome

Create inclusive, vibrant and welcoming environments.



## We will:

- Ensure an accessible and inclusive (girls and boys) performance pathway
- Undertake an annual review of the playing environment and culture within our changing rooms at Lancashire Cricket across all levels, including first team, academy, pathway and in the community
- Increase the number of participants playing the game – from a wide range of backgrounds
  - Working with partners we will implement the ACE programme across Preston, Liverpool and Manchester
  - Continue to develop and grow ECB South Asian Action Plan and Core Cities Programme
- Regularly report on the progress of the Farington Centre of Excellence for Women's and Girls' cricket
- Support and encourage recreational cricket clubs to ensure they are welcoming, inclusive and ensure accessibility to all communities
- Ensure the Club's marketing represents a wide range of communities, including stadium imagery
- Organise events and initiatives that celebrate and recognise our diverse communities
- Create inclusive facilities and welcoming guest experience strategy
- Collaborate with Lancashire Cricket Foundation and their partners including Chance to Shine and Lord's Taverners to ensure national programme aligns to local need
- Community support through prioritising ECB's community growth policies



# Communication

Ensure a fair and open two-way communication. We listen and learn, and communicate our plan effectively.

## We will:

- Continue to embed the Lancashire Way throughout our talent pathways and recreational cricket in the North West
- Keep open communication with players (pathway to professional) and staff from diverse backgrounds and to understand their previous experiences
- Continue to embed equality, diversity, and inclusion in all internal and external communications, sharing updates and encourage engagement across the Club
- Ongoing review of our policies and practices to utilise the expertise and diversity across the combined Lancashire Cricket Board and Lancashire Cricket Foundation Board
- Plan regular updates through community focus groups and internal staff meetings
- Maintain regular contact with the Members' Representative Group – of which representatives will be invited to two Board meetings per year
- Ensure all Club communications are inclusive and represents the wider community
- Drive out discrimination across the game with clear whistleblowing and reporting processes in place ([equality@lancashirecricket.co.uk](mailto:equality@lancashirecricket.co.uk))



# People

Create inclusive, vibrant and welcoming environments.

## Create a three-year workforce/people strategy that will:

- Recruit from local communities ensuring we have diverse representation across all our teams and ensure development and career progression for all
- Re-develop our on-boarding process to enhance and ensure our welcoming and inclusive approach
- Continuously deliver education and awareness on diversity and inclusion, through training and sharing of lived experiences
- Focus on increasing the diversity and widen education opportunities within our leadership group and coaching teams (gender, race, disability, LGBTQ+)
- Continue to support mental health and wellbeing through current and additional initiatives
- Focus on ensuring our professional coaches across our professional teams are representative in ethnicity and gender
- Focus on dressing room culture with regular reviews
- Increase conversion rate from pathway to professional contracts
- A Lancashire Cricket and Lancashire Cricket Foundation Board structured to reflect the ethnically and culturally diverse communities of the County
- Ongoing review of our policies and practices to utilise the expertise and diversity across both Boards

# Support

Building a strong foundation for the future. Ensuring the appropriate support and educating our teams.

## We will:

- Regularly review the Lancashire Way framework to ensure it is current and inclusive
- Review policies annually to ensure they are relevant and fit for our long-term EDI strategic aims
- Strengthen our approach to recruitment and improve diversity in leadership and governance positions against set targets
- Undertake a full review of people policies through an EDI lens and embed these in everything we do
- Embed ECB Anti-Discrimination Code
- Achieve Sport England Gold Standard on Board governance by April 2023
- Appoint an external organisation with depth of diversity to review our plan and progress against it
- Continue to work with the ECB through the County Partnership Agreement

**Lancashire Cricket is here to win,  
inspire play and make memories.**

**Together, we aim to create the best place  
to enjoy cricket in the world - for everyone.**

