



# **RED ROSE** *Together*

**Lancashire Cricket's Equity, Diversity and Inclusion  
2024 Update and 2025 Plan**





# **THIS DOCUMENT SHOWCASES WHAT WE HAVE ACHIEVED IN THE EQUALITY, DIVERSITY AND INCLUSION SPACE IN 2024 AND SHOWS OUR PLANS FOR 2025.**

**When our fans, spectators and guests increase their expectations of an inclusive venue, we know we will need to continuously improve our services and processes to meet their needs. We are creating a guest experience that means the people who visit our venue will come to expect an inclusive and welcome environment whoever they are, regardless of their background.**



**At Lancashire Cricket, we are committed to building a game and a community where everyone feels welcome, respected, and valued. Our Equality, Diversity and Inclusion Plan is not just a statement of intent, but a framework for meaningful and lasting change. We recognise the vital role sport plays in uniting people from all backgrounds, and we are determined to lead by example - on and off the field.**



**DANIEL CIDNEY**

**Chief Executive Officer**

Lancashire Cricket



**We are proud to represent a vibrant and diverse cricket community across Lancashire. Cricket brings people together, and we value the role we play within this connected network.**

As part of our ongoing journey, we are committed to continuously improving, evolving, and innovating in the areas of Equality, Diversity, and Inclusion —an essential pillar of our new four-year strategy.”

Our goal is to create lasting, meaningful impact throughout the entire cricket network, starting with our own team at the Lancashire Cricket Foundation and resonating across the wider cricket family. Together, we aim to foster positive, inclusive, and enjoyable opportunities for all.



**JEN BARDEN**

**Executive Director**

Lancashire Cricket Foundation

**IT'S IN**



**OUR DNA**



## WELCOME

Ensure we create a welcoming environment for all.

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## COMMUNICATION

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

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## PEOPLE

Educating our team to hold the strategy together.

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## SUPPORT

Creating a strong foundation for delivering success.

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## PARTNERSHIPS

Growing business' with our network of engaged supporters and cricket fans across the world.



# WELCOME

## WHAT WE ACHIEVED IN 2024

**LANCASHIRE CRICKET FOUNDATION HELD THEIR SECOND IFTAR AT EMIRATES OLD TRAFFORD, WHERE OVER 500 MEMBERS OF THE LOCAL COMMUNITY ATTENDED, PROVIDING A COMING TOGETHER OF MULTIPLE COMMUNITIES AND FAITHS.**

The inaugural **Diwali cup** took place in our indoor cricket centre with 8 teams, creations of Rangoli, lighting of Diyas and of course the battle for the champion's cup!

A **community day** was held on the outfield at Emirates Old Trafford with over 400 young people taking part from schools, Ace, Girls Club teams, Chance to Shine Street projects and Wicketz programmes.





**THIS INITIATIVE HELPS OUR STAFF RECOGNISE WHEN SOMEONE MAY REQUIRE ADDITIONAL ASSISTANCE**



In 2024 we became supporters of the **Hidden Disability scheme**. Our commitment to the scheme demonstrates our dedication to inclusivity and understanding for individuals with non-visible disabilities. The scheme allows individuals to discreetly indicate their need for extra support or understanding through a visible lanyard or sunflower branded items.

This initiative helps our staff recognise when someone may require additional assistance, promoting a more welcoming environment for all.



## WHAT WE ACHIEVED IN 2024

**MANCHESTER PRIDE  
HOSTED OUR FIRST LGBTQ+  
INCLUSION IN SPORT PANEL  
AT EMIRATES OLD TRAFFORD**



**LANCASHIRE CRICKET PROUDLY SUPPORTS  
THE RAINBOW LACES CAMPAIGN**



We have signed the **Manchester Pride All Equals Charter**. Manchester Pride is one of the UK's leading LGBTQ+ charities and they have developed the All Equals Charter to create a programme that promotes sustainable change within organisations. Manchester Pride hosted our first LGBTQ+ inclusion in sport panel at Emirates Old Trafford. We will continue working closely with Manchester Pride who will support us in strengthening our equity, diversity, and inclusion practices.



Members of the Club and the Foundation attended the **LGBTQ+ Inclusion in Cricket Conference**, hosted by Out4Cricket, to learn more about how we can engage and support this community.

Once again, we celebrated the **Rainbow Laces** campaign. Our men's and women's teams displayed rainbow armbands during a Vitality Blast game to proudly support the rainbow laces campaign, a Stonewall-led initiative aimed at promoting LGBTQ+ inclusion in sports.

## ACCESS TO PATHWAYS

- New interleague teams created from the community programmes such as ACE and MCCF hubs, providing access to play with and against the best players in the County in the Inter League programme, over 40 players involved, and three players moved to the next stage of the pathway.

## NATIONAL PROGRAMME DELIVERING ALIGNED TO BURSARIES IN LOW SOCIO-ECONOMIC GROUPS (LSEG) AND DISABILITY PROGRAMMES:

- In 2024 the Foundation awarded **559 'All Star'** and **758 'Dynamos'** bursaries to children in LSEG areas, which aligned to our efforts with Chance to Shine and Lord's Taverners.

## THE FOUNDATION HAVE SUPPORTED CLUBS ON STARTING FEMALE SECTIONS.

- Assisted and educated cricket clubs by delivering workshops on how to establish female sections at clubs throughout the county.
- Provided female-only activator and coaching courses when required.

The Foundation appointed an **inclusion coach** to focus on those aged between 5 and 11 years old across SEND schools, giving opportunity to try cricket, many for the first time ever!



## WELCOME 2025 PLAN



**The Foundation** will collaborate with **Manchester Active** to deliver the cricket cities programmes across the City for state school children to take part in cricket, with the initial focus being at **Burnage Academy**.

**The Ramadan Cup** will once again be held at the Indoor Cricket Centre, accompanied by an internal Foundation Day fast observed by the team, culminating in a shared Iftar.

**The Foundation** will be investing into two roles, supporting clubs and schools to deliver more girls cricket and plan to increase **Dynamos** girls only centres to create more opportunities and locations for girls to join in.

Over the next 4 years, **the Foundation** aim to provide free access to cricket in the six most deprived wards across Lancashire. This initiative will be delivered through community venues and will include tailored provision for individuals with **Special Educational Needs and Disabilities (SEND)**.

Secondary school competition offerings in 2025 will be higher than ever, with a revitalized schools competition launching this summer

Through the **ACE** programme in Manchester, **the Foundation** aim to increase participation by expanding community hub involvement and engaging more schools through sessions delivered as part of the **National Programme**.



**Level Playing Field** will be conducting an access audit around the grounds of Emirates Old Trafford to offer support and guidance with regards to us delivering accessible and inclusive match (and event) day experiences for all. The audit will identify what more can still be done around the venue to ensure a truly customer-focused approach for disabled spectators and guest and an inclusive welcome for everyone.



The Club and the Foundation will be re-engaging with **#HerGameToo** to discuss how we can strengthen our partnership, with a focus towards the **England women's International T20 fixture against India at Emirates Old Trafford on Wednesday 9 July.**



We will continue to work closely with, **'Out4Cricket'** & **'Manchester Pride'**, plus we will be hosting our first ever Pride themed game for a Vitality Blast double header on Sunday 31 May to further provide a focus on LGBTQ+ inclusion and awareness.



Lancashire Cricket is a **Disability Confident Committed Employer** and 2025 will see us working with 'Project Choice', a programme that helps young adults gain work experience and improve employability and independence skills.

**THE CLUB AND THE FOUNDATION WILL  
BE RE-ENGAGING WITH #HERGAMETO  
TO DISCUSS HOW WE CAN STRENGTHEN  
OUR PARTNERSHIP...**



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

# COMMUNICATION

## WHAT WE ACHIEVED IN 2024

We launched our **Red Rose Together** campaign to highlight the range of the Club's activities that drive a love of the game and make cricket accessible to all.

[CRICKET.LANCASHIRECRICKET.CO.UK/CLUB/RED-ROSE-TOGETHER/](https://cricket.lancashirecricket.co.uk/club/red-rose-together/)

Lancashire Cricket Foundation established an **Inclusion Advisory Board**, run by volunteers who are passionate about equity, diversity & inclusion and wanting to assist in making cricket accessible to all.

The Foundation once again launched their '**Call it out**' campaign throughout the County, providing information of how recreational clubs can call out all forms of discrimination.





## COMMUNICATION 2025 PLAN

Continue to provide a clear reporting mechanism across recreational cricket discrimination allowing a greater understanding of the landscape

The **Inclusion Advisory Board** will continue to support EDI across Lancashire with plans for key events throughout the year to celebrate the Counties diversity.

On event days we will continue to display the text number for spectators to report 'live' information of any incidents of anti-social behaviour and discrimination. We also have our email reporting service to allow our spectators and those at our recreational cricket clubs throughout the County to report incidents of discrimination directly to [equality@lancashirecricket.co.uk](mailto:equality@lancashirecricket.co.uk)

We are currently in talks with our website provider to improve our site navigation, particularly focusing on our accessibility page. Our aim is to present all venue-related information in a clear manner, helping to alleviate any anxiety our visitors may experience prior to their visit.



Create inclusive, vibrant and welcoming environments.

# PEOPLE

## WHAT WE ACHIEVED IN 2024

WE AIM TO KEEP OUR EMPLOYEES AND PLAYERS WELL-INFORMED AND CURRENT ON ALL ISSUES RELATED TO EQUALITY, DIVERSITY, AND INCLUSION, EQUIPPING THEM WITH THE KNOWLEDGE TO EMPOWER THEM TO ACTIVELY CONTRIBUTE TO A WELCOMING AND SUPPORTIVE ENVIRONMENT. THROUGHOUT 2024 WE HAVE TOUCHED ON VARIOUS TOPICS INCLUDING THE FOLLOWING:

EMPLOYEES WERE INVITED ALONG TO A SESSION TO HEAR HOW SOME OF OUR EMPLOYEES CELEBRATE RAMADAN





During Ramadan, employees were invited along to a session to hear how some of our employees celebrate **Ramadan**, giving others the opportunity to ask any questions they may have regarding the celebration. Our employees kindly shared their tales with of how they celebrate with friends and family and how fasting can sometimes affect their working day. This encouraged open conversations with colleagues discussing how we can all work together and accommodate each other in the workplace.

During **Black History Month** we put the focus on Racial Microaggressions. A document was produced and added to our EDI document library for our employees to refer to when needed. Stressing the importance of everyone increasing their awareness about the impact that their words and actions can have on others.

On **'World Menopause Day'** Anna Allerton hosted a session for our employees, **'All Things Menopause'**. Anna specialises in workplace transformation, culture change and retention of female talent in the workplace, specifically around the perimenopause and menopause. The club understands that perimenopausal and menopausal symptoms can be disruptive to personal and professional lives, and changes associated with menopause will affect a woman's health as they age. We have introduced a Menopause policy and a guidance document for employees to refer to assist them when supporting co-workers who are experiencing menopausal or perimenopausal symptoms.



Create inclusive, vibrant and welcoming environments.



**CALLUM DISCUSSED HIS CANCER DIAGNOSIS WHICH LED HIM TO LOSING HIS RIGHT LEG FROM THE KNEE DOWN**



For **International Day of Persons With Disabilities** we held a session '**In Conversation with cricketer, Callum Flynn**'. As a sporting venue we want to raise awareness of the importance of creating a future where disabled people experience equal opportunity and face no barriers in sport and all aspects of their lives. In our **LancsTV** studio Callum discussed his cancer diagnosis which led him to losing his right leg from the knee down. He went on to talk about trialling for the England cricket team and going on to be a world champion. Callum talked about disability cricket and how it has come a long way but there are still things that need to be done to remove barriers that are still there for many sports. As a Club, we used the day to reflect on how we can all contribute to a more inclusive and supportive society for everyone.



All delivery staff within the Foundation took part in **Access Sport inclusion for cricket training**. **Access Sport** is a charity who train, equip and support community sports clubs, organisations and volunteers to provide inclusive programmes, unleashing their potential to transform the lives of underserved young people in their local communities. **Access Sport** and the England and Wales Cricket Board (ECB) have been working in partnership to upskill community cricket coaches, volunteers and young leaders in disability inclusion.

Our players and cricket staff are continuing with the '**Learn Before Wicket**' EDI training programme run by the Professional Cricketers Association (PCA). Topics have included, anti-discrimination & unconscious bias.

**Red Rose Awards** – Employee awards where we recognise an individual who consistently embodies and demonstrates the Club's core principles in their daily work and interactions. These awards celebrate an individual's commitment to the company's values.

## PEOPLE 2025 PLAN

A diverse workforce, both internally and externally, is essential to supporting all formats of cricket across Lancashire. To advance this commitment, the Foundation are appointing a Workforce Officer who will lead efforts to increase diversity among our volunteers.

Throughout the year we will continue to empower our employees and increase their awareness of a variety of EDI topics including a particular focus on race inclusion, neurodiversity on and off the field.

Workforce diversification is a key priority for the Foundation, providing small group sessions, supporting with financial backing for courses and creating a community of new volunteers across the County with a focus on officials and grounds team.



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

# SUPPORT

## WHAT WE ACHIEVED IN 2024

**THE FOUNDATION RUN A 'WALK & TALK' GROUP EVERY WEDNESDAY, ENCOURAGING EMPLOYEES AND PEOPLE FROM THE LOCAL COMMUNITY TO JOIN THEM FOR A WALK STARTING OUTSIDE EMIRATES OLD TRAFFORD. THIS IS A GREAT OPPORTUNITY FOR PEOPLE TO INCREASE THEIR DAILY STEP COUNT AND DO SOME 'NETWALKING' WITH MEMBERS FROM OUR LOCAL COMMUNITY.**



Our employees have been volunteering with **The Bread & Butter Thing** to help get the saved food, that would've otherwise gone into the bin, out to their distribution centres. The Bread & Butter Thing mobile food clubs give access to nutritious and affordable food which is taken into the heart of communities starved of money, food and resources.

Maintaining the wellbeing of our employees and our players wellbeing is crucial.

Our players and cricket staff all have access to the **'Safety Net'** website. The aim of the **'Safety Net'** is to offer foundational education on prevalent mental health issues and wellbeing.

All our employees have continued support via our dedicated **Mental Health Counsellor and Transformational Coach, Lily-Jo** from, **Unstoppable**.

South Asian female volunteers:

- Through **Chai and Chat** sessions over 100 women were engaged on a volunteer journey to support their local communities.



Local cricket clubs were advised to use the **Buddle** tool which provides free learning and support resources, to inspire and strengthen clubs and community organisations offering sport and physical activity, through workshops, online access, or via the Cricket Development Officers.



## SUPPORT 2025 PLAN

Creation of a network for League Executives across all affiliated leagues to increase understanding and support for them.

We are aware that there is no one size fits all benefit that works for everyone, therefore, in 2025 we review the benefits for our employees and create an inclusive benefits package that has something for everyone.

Our aim to support our employees in the workplace to give them the tools and resources they need to thrive both professionally and personally. We will be running several employee focus groups discussing employee engagement, identify any problems and brainstorm solutions together as one. We believe in encouraging open communication and fostering an empowering environment where each individual feels valued and motivated achieve their fullest potential.



**Growing business' with our network of engaged supporters and cricket fans across the world.**

# PARTNERSHIPS

## **HILTON HAS EXTENDED THEIR LONG-TERM PARTNERSHIP WITH LANCASHIRE CRICKET AND THEY HAVE CONTINUED TO SUPPORT OUR WOMEN'S TEAM.**

- **Hilton** have funded four additional contracts taking our total professional women's squad to 16, which was the highest in the English Women's Domestic structure
- The '**No Boundaries**' campaign has created bespoke education and support packages, in addition to increased access to a Sports Doctor and Nutritionist – who specialise in the health of female athletes.
- Hilton funded our joint pre-season tour for both Men's and Women's squads to Dubai and India, ensuring the women's team get the same opportunities as our men's team
- Hilton won '**Most Inclusive Marketing Campaign**' at 2024 Inclusion Awards for the '**No Boundaries**' campaign
- **Hilton & Lancashire** were shortlisted for two 2024 ESA awards (European Sponsorship Association) – Sponsorship with a Social Purpose and Equality, Diversity & Inclusion in Sponsorship – both for '**No Boundaries**' campaign



**Sportsbreaks.com and inspiresport**, part of Manchester-based global sports travel group **Destination Sport Group**, have provided significant funding to facilitate a comprehensive programme ranging from grassroots to the Thunder first-team squad.



- **Destination Sport Group** funded a Spin camp in Mumbai in January for Lancashire Thunder bowlers to prepare them for the season ahead.
- They provided funding to set up a brand-new girls sections in local community clubs in Lancashire. **Heywood Cricket Club** were the first pilot this in 2024 which proved a huge success with around 20 players all aged 8-12 years old. Middleton Cricket Club are being targeted as the second club to develop a girls section in early 2025.



**HILTON FUNDED OUR  
JOINT PRE-SEASON  
TOUR FOR BOTH MEN'S  
AND WOMEN'S SQUADS  
TO DUBAI AND INDIA,**



- **Inspiresport** supported a trip for four Lancashire Thunder players to travel to South America to provide coaching sessions – they covered flights, accommodation, transport and kit whilst the players were out there.
- Four kitbags of equipment and kit were donated.
- An amazing community project in Brazil with 600 children in attendance.

The overall trip was a life changing experience for both our players and the players in South America.

Video - [x.com/lancscricket/status/1840816909534519739](https://x.com/lancscricket/status/1840816909534519739)



# CRICKET BRASIL

DESDE 1872



**INSPIRESPORT SUPPORTED A TRIP FOR FOUR LANCASHIRE THUNDER PLAYERS TO TRAVEL TO SOUTH AMERICA TO PROVIDE COACHING SESSIONS**



**RED ROSE**  
*Together*

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