

RAINBOW LACES 2022

TOOLKIT FOR CLUBS AND LEAGUES

25-28 AUGUST 2022



CONTENTS

FOREWORD FROM LAUREN WINFIELD-HILL	3
INTRODUCTION	4
KEY DATES	5
AT A GLANCE: CHECKLIST	6
NEW FOR 2022: RAISING THE GAME & PRIDE IN CRICKET	7-8
WHY SHOULD YOU TAKE PART	9
KEY MESSAGES	10
GET INVOLVED	11-14
FILMING GUIDELINES	15
HOW THE ECB CAN HELP YOU	16
REPORTING DISCRIMINATION	17
GET IN TOUCH	18

FOREWORD FROM LAUREN WINFIELD-HILL

2022 has been an historic year for LGBTQ+ sport. In May we saw Jake Daniels become the first professional men's footballer to come out as gay in over 30 years, and in August Heath Davis became New Zealand's first male international cricketer to do the same.

Closer to home we saw the emergence of Pride in Cricket, a new national supporters' group for the LGBTQ+ community, and the joyous occasion of my England teammates Nat Sciver and Katherine Brunt getting married, before playing in a series victory against South Africa and facing-off against me in The Hundred!

I feel blessed to have been able to be open about who I am for years now, and the support I've received from teammates, friends and family plays a massive part in that. But many LGBTQ+ players, fans, staff, and volunteers still aren't comfortable being themselves in our game. Statistics alone suggest there must be many more LGBTQ+ pro players, while 43% of LGBTQ+ fans don't feel welcome at sports events.

That's why the ECB and players across cricket are proudly supporting Rainbow Laces this year. We all have an important role to play in Raising The Game, by publicly signalling that cricket is a safe and welcoming sport for everyone. Whether you lace up and speak up, or simply share a social media post, Rainbow Laces gives us an opportunity to celebrate our LGBTQ+ community, educate ourselves about inclusion, and hopefully, inspire everyone who loves cricket to do the same.



INTRODUCTION

Rainbow Laces is an annual event in the cricketing calendar that invites players, officials, fans and volunteers to promote inclusion and celebrate in solidarity with the UK's LGBTQ+ community. Started by the charity Stonewall in 2013, it began with asking players to lace their boots with rainbow-coloured laces to heighten LGBTQ+ awareness and has since grown into a national event across many sports throughout the calendar year.

In cricket, it is taking place from Thursday 25 to Sunday 28 August 2022. A number of elite games are taking place across the weekend, including the second LV= Insurance England Men's Test vs South Africa at Old Trafford, which coincides with Manchester Pride; games across The Hundred; and the Royal London Cup quarter-finals.

But it's not just about the elite games. We want every club to have an opportunity to celebrate the weekend. This toolkit includes a number of ways for clubs to get involved, from sharing content on social media, to hosting your own Rainbow Laces match.

We hope you'll join us!



KEY DATES

THURSDAY 25 AUGUST 2022	SECOND LV= INSURANCE TEST MATCH ENGLAND MEN VS SOUTH AFRICA MEN DAY 1
	THE HUNDRED: SOUTHERN BRAVE VS TRENT ROCKETTS (WOMEN AND MEN)
FRIDAY 26 AUGUST 2022	SECOND LV= INSURANCE TEST MATCH ENGLAND MEN VS SOUTH AFRICA MEN DAY 2
	THE HUNDRED: WELSH FIRE VS NORTHERN SUPERCHARGERS (WOMEN AND MEN)
	ROYAL LONDON CUP QUARTER-FINALS
SATURDAY 27 AUGUST 2022	SECOND LV= INSURANCE TEST MATCH ENGLAND MEN VS SOUTH AFRICA MEN DAY 3
	THE HUNDRED: LONDON SPIRIT VS OVAL INVINCIBLES (WOMEN AND MEN)
SUNDAY 28 AUGUST 2022	SECOND LV= INSURANCE TEST MATCH ENGLAND MEN VS SOUTH AFRICA MEN DAY 4
	THE HUNDRED: BIRMINGHAM PHOENIX VS MANCHESTER ORIGINALS (WOMEN AND MEN)
FRIDAY 23 SEPTEMBER 2022 (EXTRA DATE)	COUNTY CHAMPIONSHIP MATCHES BI-VISIBILITY DAY

AT A GLANCE: CHECKLIST

Whether you are a county board, a first-class county, a local club, or friend of the game, our toolkit suggests many ways you can get involved.

- Show your support on social media
- Reach out to your local LGBTQ+ community
- Host your own Rainbow Laces match
- Request an activation pack from the ECB (clubs only)
- Give pairs of rainbow laces to your playing squads
- Share photos/videos of your Rainbow Laces match with the ECB
- Hold an educational event for your players and supporters
- Sign-up to receive updates from Pride in Cricket
- Advertise Pride in Cricket to your club
- Fundraise for Stonewall by holding events

NEW FOR 2022: RAISING THE GAME

In July 2022 the ECB launched Raising The Game – a new overarching platform focused on equity, diversity and inclusion in cricket.

We want all within the game – from First Class Counties to recreational clubs – to take ownership of the platform and use it to amplify unheard voices, share stories of progress, and encourage us all to ensure cricket is a game for everyone.

We are pleased to be working alongside our broadcast partners to increase the profile of Raising The Game, with Sky Sports designating the England Men's Test Match against South Africa as a Rainbow Laces test.

For more information on Raising The Game, please visit:

www.ecb.co.uk/about/equity-diversity-and-inclusion/raising-the-game

NEW FOR 2022: PRIDE IN CRICKET

This year the ECB has been working with Proud Surrey – the first LGBTQ+ supporters' group in cricket – to create a new national supporters' group for the LGBTQ+ community.

Launched this summer as Pride in Cricket, the group aims to provide a safe and welcoming space for fans at venues around England and Wales, as well as monthly email updates and social events.

Fans can now [register their interest](#) in joining the group online, and follow the [@PrideInCricket](#) social media channels for updates.

Please promote existence of the group as part of your regular content and communications outputs.



WHY SHOULD YOU TAKE PART?

In the spirit of Raising The Game, Rainbow Laces weekend gives your club a chance to make a public commitment to making cricket a game for everyone.

Celebrating Rainbow Laces helps to create a more welcoming environment in cricket for the LGBTQ+ community, including fans, players, officials, volunteers who don't currently feel they can be themselves.

By embracing diversity, sport can drive societal change and take important steps to eradicate discrimination wherever it exists.

Cricket has already made progress on these issues, but there is much more to be done. Taking small steps can often have a huge impact.

It's fun! Like Pride marches, Rainbow Laces is a joyous, colourful celebration, which gives us all a chance to connect with people and enjoy new experiences.



KEY MESSAGES

In all your communications to your club members, including players, volunteers, officials and spectators, stick to these key messages:

- 1** Everyone who wants to play, watch or work in cricket should feel **welcome and included**.
- 2** Let's call it out, **loud and clear**: there is no room for hate, discrimination or intolerance in this game.
- 3** Let's commit to positive action by everyone, every day – educating ourselves and each other; being considerate of different needs and perspectives; knowing we can always do better.
- 4** Large sections of the LGBTQ+ community don't feel welcome in sport. It's time to change that: we all have a role to play in Raising The Game.
- 5** Rainbow Laces aims to unite everyone who cares about cricket, to create a world where every LGBTQ+ person can thrive wherever they train, play or watch the game.
- 6** Pride in Cricket is a new national cricket supporters' group for the LGBTQ+ community. [Register to express interest and receive updates.](#)

GET INVOLVED: ACTIVATION BUNDLE GIVEAWAY

To help clubs celebrate Rainbow Laces this year we are offering free activation bundles for up to 50 clubs across England and Wales.

The bundles include rainbow-branded flags, bunting, t-shirts, hats and posters, and are available on a first-come, first-served basis to the first 50 clubs who get in touch via raisingthegame@ecb.co.uk to request one.

All clubs who receive a bundle will be asked to send the ECB an 'unboxing' video and clips of their Rainbow Laces celebrations, for a chance to feature in a wrap video that will be screened across ECB social media channels.



GET INVOLVED: SOCIAL MEDIA

A selection of pre-made and editable social media graphics are available on the [ECB Resource Hub](#) (PSD and PDF files available).

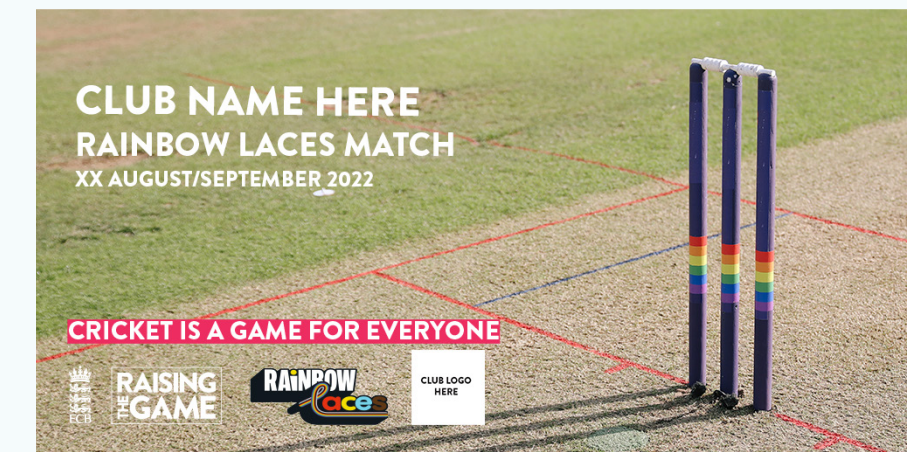
INSTAGRAM STORY



INSTAGRAM GRID



TWITTER/FACEBOOK



Stonewall's toolkit also contains materials, infographics, and Rainbow Laces logos which cricket clubs are welcome to use: [Stonewall graphics](#)

GET INVOLVED: HOST A RAINBOW LACES MATCH

Why not host your own Rainbow Laces match between now and the end of the season?

If you are a club you could:

- Order Rainbow Laces from Stonewall for your players
- Fundraise on the day and donate proceedings to Stonewall. In the past, clubs have put on bake sales, second-hand book sales, face-painting etc.
- Put posters up in your pavilion or clubhouse to advertise the weekend
- Invite someone from LGBTQ+ community to visit your club and share their lived experience with players and spectators.
- Connect with your local LGBTQ+ community directly to welcome them to your club – you can often find contact details for LGBTQ+ groups in your local area through social media or the press.



GET INVOLVED: SEND US YOUR FOOTAGE

Whether you receive one of our activation bundles or not, we would love you to send us footage and photography of your Rainbow Laces celebrations.

See page 15 for a detailed guide to filming the best content.

To share clips with the ECB, and give us permission to use them, please visit:

<https://contentedgroup.egnyte.com/ul/avySyE8ltT>

FILMING GUIDELINES

SHOOTING HAND HELD

- Keep the phone close to your body.
- Rest your elbows on a nearby object.
- Try to set up a makeshift tripod to rest the phone on.

AVOID USING THE ZOOM

- Unless you have the dual-lens, to avoid pixelation.
- If you want to get a closer-up shot of the subject, move your phone closer until you can find the perfect shot.

AVOID DISRUPTIONS

- Turning on 'airplane mode' whilst shooting is advised to prevent unwanted distractions and interruptions.

CONSIDER LIGHTING

- If you're shooting indoors, try to position yourself facing a window and use natural / sunlight.
- If possible, shoot outside with a natural light source.

FRAMING

- Visualise the screen into thirds and position yourself so that your eyes and the top of your head are in the top third of the video.
- You should be positioned so that the bottom of the video is at about mid-waist.

SHOOTING HORIZONTAL

- It's much easier to hold the phone and looks much better, as avoids black side bars.
- Vertical video does not translate well onto other devices.

CLEAN THE LENS

- Before you start filming ensure to give your camera lens a clean to remove any dust.

FOCUS THE SHOT

- If using an iPhone you can focus on an area by engaging the AE/AF lock. To activate this long-press the screen when in Video mode.
- Use the camera on the back of your phone - front camera quality is never as good.

HOW THE ECB CAN HELP YOU

FIRST CLASS COUNTIES

[Contact us to request sets of rainbow laces](#) for your playing squads, and to order New Balance rainbow t-shirts that can be stocked in your club shop.

NATIONAL COUNTIES, CLUBS AND LEAGUES

[Contact us](#) to learn more about Raising The Game, educational opportunities, toolkits and resources to help take your club along its own EDI journey.

REPORTING DISCRIMINATION

Discrimination of any kind is unacceptable. If you are aware of or witness discrimination at any level of cricket in England and Wales, we want to hear from you. Whatever discrimination you are aware of or have witnessed, your report will be reviewed and dealt with by the relevant cricket organisation. Reporting discrimination will help us to ensure cricket is a welcoming, inclusive, and diverse game for everyone.

HOW TO REPORT DISCRIMINATION

You can choose whether to report discrimination anonymously or alongside your name and contact details. Only by working together with players, spectators, coaches, officials, and clubs can we make the progress cricket deserves.

WHAT HAPPENS WHEN YOU MAKE A REPORT?

Every report we receive is reviewed by the ECB in order to determine who should deal with the report. Where the concern raised is a matter for the ECB to investigate, the ECB will investigate. Where the concern raised relates to other cricket organisation(s) and is a matter for such other cricket organisation(s) to review and/or investigate, we will share the report with the relevant cricket organisation(s) so that they can review and/or investigate the matter.

[CLICK TO SUBMIT A REPORT](#)

GET IN TOUCH

For any further information please contact:

Steven Jefferies

Senior EDI Campaigns Manager

steven.jefferies@ecb.co.uk

THANK YOU

