

ANNUAL REPORT AND FINANCIAL STATEMENTS 2021/2022



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INSPIRING GENERATIONS ACROSS ENGLAND & WALES

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FROM THE CEO TOM HARRISON

When we launched Inspiring Generations two and a half years ago, our ambition was to make cricket a game for everyone. This meant making it more accessible, inclusive and diverse, and giving everyone – regardless of background – the opportunity to create their own lifelong relationship with the game.

The delivery plan for this spans the whole game; from our long-established professional and recreational club network to audiences and communities who are engaging with cricket for the first time. It is an ambitious plan to make our game mean more to more people, and the whole game is working in partnership to deliver it.

The last 12 months have underlined the importance of what we are trying to achieve, and also demonstrated how much further we need to go to deliver change more quickly. The testimony of Azeem Rafiq and others have shown that many people haven't felt welcome in our game, and for that we are truly sorry. We must do better, and that is what the game-wide Anti-Discrimination action plan is driving towards. Meaningful and systemic change takes time, but we are already making progress on that difficult journey. This report shines a light on some of the work that is already making a difference.

Last year was a record-breaking one for cricket in England and Wales. Alongside the successful launch of The Hundred, a strong interest in the County game, and continuing rapid growth of women's cricket, the recreational game also went from strength-to-strength.

More than 105,000 children took part in All Stars (5 to 8-year-olds) and Dynamos (8 to 11-year-olds) participation programmes, and there were 10,000 more adult fixtures played than in the summer of 2019. It has been inspiring to see people of all ages playing the game, and this progress provides a strong platform to get even more people to pick up a bat and ball.

The last 12 months have underlined the importance of what we are trying to achieve

This year's financial statements show the impact and financial challenges of Covid were less severe than in 2020, enabling us to continue to invest in important areas across the game. £16.6m was distributed in revenue grants across the recreational cricket network last year, and more than £10m was invested into capital projects across the professional and recreational clubs.

Our elite players have a crucial role to play in inspiring the next generation, and I'd like to give my immense thanks to Joe Root, who has been an outstanding leader of our men's Test team. Also to Anya Shrubsole, who has been such a key part of our women's team for many years before announcing her retirement this year.

This is an important and exciting time for cricket. There are huge challenges, but great opportunities too. This summer our women will compete in the Commonwealth Games, our men's team will host three outstanding international teams in New Zealand, India and South Africa, and some of our disability teams will compete against our great rivals Australia. We must also continue to deliver Inspiring Generations and all that it stands for. That way we can show cricket at its best, bringing communities together, and creating positive change as a more welcoming and inclusive sport.

Tom Harrison
Chief Executive Officer, England
and Wales Cricket Board



FROM THE INTERIM CHAIR MARTIN DARLOW

This has been a seismic year for our sport. When we brought cricket together last November to meet as a whole game we said we must rise to the challenge and respond with one voice to the accounts of racism and discrimination we had heard, and ensure cricket becomes a more inclusive, welcoming sport.

We agreed a series of game-wide commitments in order for cricket to make the urgent transformation that we know is needed. There has already been some meaningful progress – more diversity in county governance, funding the expansion of the ACE programme, extending our work to find talented girls and boys outside traditional pathways, and offering a further 3,000 Foundation coaching bursaries to help more people from underrepresented groups to take their first steps into coaching cricket.



But we also recognise that sustained action is required over months and years to achieve fundamental and long-lasting change. There is much more still to do. We must maintain our focus on this.

We welcome the hard work and actions taken by Yorkshire County Cricket Club towards putting the Club on a new path. Lord Kamlesh Patel deserves credit for his determination to drive some very necessary reforms at the Club since becoming its Chair. As the ECB Board member selected to support Yorkshire and Kamlesh, I have seen first hand the effort he has put in, and very much hope that the traumatic events that have taken place at Yorkshire over the past months and years will act as a catalyst for increasing the pace of change throughout the game.

On the pitch, we reached two ICC World Cup Finals, with both the Women's and U19 Men's side producing strong performances and just falling short in their efforts to be crowned champions. The Men's team also showed they remain one of the premier white-ball teams in the world throughout their journey to the semi-final of the T20 World Cup.

It has been a challenging winter for the Men's Test team but the recent appointments of Rob Key, Brendan McCullum and Ben Stokes have brought a renewed energy and provided the opportunity for a fresh start this summer.

Whilst we are already enjoying the new season and can look ahead to an exciting international schedule, we will continue to reflect upon the challenges and harsh truths of the past 12 months. But, as this report demonstrates, we are making tangible progress in delivering our strategy, Inspiring Generations, with record levels of participation in 2021 alongside the launch of The Hundred, which brought so many new fans to cricket and gave such a vital, prominent platform to the women's game.

At the core of Inspiring Generations, is the desire to make cricket a game for everyone. We are united and determined in this mission. We will continue listening, and learning, and working together to ensure everyone feels welcome and make cricket the inclusive sport we all know it can be.

Martin Darlow
Interim Chair, England and Wales Cricket Board





INTRODUCTION

Launched in 2019, our five-year strategy, Inspiring Generations, aims to inspire a new generation to believe that ‘cricket is a game for me’.

We want to encourage more young people to form a lifelong relationship with cricket from an early age, to be passionate about the game throughout their lives, and pass this passion on for generations to come.

Beyond just a new generation, we want people and communities to be united by the feeling that cricket is a game for them. This transcends simply participating, volunteering, following or attending, and gets to the heart of how people perceive cricket – as a game that has something to offer everyone.

Inspiring Generations is being delivered through six priorities and each of the stories in the coming pages showcases how our strategy is being implemented through the words and deeds of clubs, players, coaches, fans and volunteers across England and Wales. In addition, we hear from a family of superfans whose unforgettable experiences following Birmingham Phoenix last summer demonstrated how our new competition, The Hundred, can open cricket’s doors.





Grow and Nurture the Core

Counties and clubs are the bedrock of the game. Village club **Higham** CC, in South Yorkshire, were saved from extinction and are now a thriving, inclusive, community club thanks to ECB grants; **Leicestershire** CCC are just one example at First Class level of how investment in technology has brought the game to a wider audience.

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Inspire through Elite Teams

Grassroots and the elite game go hand in hand. Every county and England player starts out on a local pitch. **Asmi Shembekar** has only recently taken up cricket and is now on the Yorkshire pathway, hoping to follow in the footsteps of England international **Sophia Dunkley**, who reflects on her journey to the top.

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Make Cricket Accessible

Cricket has more than 10m followers and 2.5m players in England and Wales but we want to broaden this loyal base to make the game more representative of our modern and diverse society. Through a partnership between our Core Cities programme and Faith Associates, **Nahid Saiyed** has become a volunteer coach at her local mosque delivering All Stars and Dynamos sessions to dozens of children from her community.

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The Hundred

Our new fast-paced, 100-ball competition enjoyed a hugely successful launch in 2021. **Sadia** and her son **Aayan** travelled from Glasgow to support Birmingham Phoenix – they loved the thrilling entertainment combined with a welcoming, inclusive and family-orientated environment.

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Engage Children and Young People

Five million children have been introduced to cricket since the launch of Chance to Shine in 2005. Cricket was a closed book to pupils at **Tameside Primary Academy** until Chance to Shine ran taster sessions in March 2021 – now they can't get enough.

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Transform Women's and Girls' Cricket

Women's and girls' cricket is the biggest growth opportunity for the game. Our aim is to make cricket a game that is truly gender-neutral with women and girls being properly represented across the whole game. The new domestic professional structure has allowed the likes of **Phoebe Graham** and **Ian Cox** to give up their jobs and pursue cricket full-time, Phoebe as a player for North West Thunder and Manchester Originals, Ian as Southern Vipers senior regional talent manager.

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Support Our Communities

Cricket has a unique ability to connect communities and improve lives. It is a sport that transcends generations and has the ability to reach beyond social boundaries in a way that few other sports can. Our Disability Champion Club initiative has created opportunities for the likes of **Will Bannister**, who not only plays but also coaches and mentors in Worcestershire.

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THE HIGHLIGHTS



A NEW HIGH OF **14M** PLAYED, ATTENDED OR FOLLOWED CRICKET IN 2021, AN INCREASE OF **3M** SINCE 2019.



£10.1M INVESTED ACROSS PROFESSIONAL AND RECREATIONAL GAMES LAST YEAR FOR CAPITAL PROJECTS

£16.6M IN REVENUE GRANTS DISTRIBUTED ACROSS THE RECREATIONAL CRICKET NETWORK



1.4M CHILDREN PLAYED CRICKET IN 2020/21, WITH **GIRLS'** SHARE THE HIGHEST EVER SEEN (**34%**)



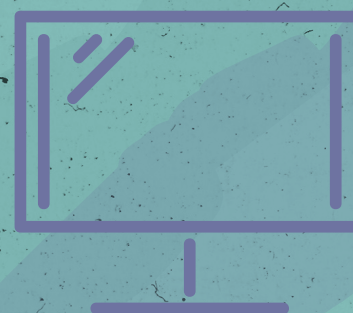
105,000 KIDS TOOK PART IN ALL STARS AND DYNAMOS LAST YEAR

INSPIRING GENERATIONS



£25M OF STRATEGIC FUNDING COMMITTED OVER **5 YEARS** IN SUPPORT OF EDI ACTIONS

INSPIRING GENERATIONS



16.1M PEOPLE WATCHED THE HUNDRED ON TV

57% OF VIEWERS HADN'T WATCHED ANY OTHER LIVE ECB CRICKET IN 2021

GROW AND NURTURE THE CORE



BUILD IT AND THEY WILL COME

The county and club network is the bedrock of cricket in England and Wales. It provides the foundations for progressing the game at every level, from children picking up a bat and ball for the first time at their local club, to future England heroes developing their skills in elite domestic competitions. ECB funding of new infrastructure have enabled the likes of Higham CC to survive and grow while at first-class level investment in technology is bringing the game to even more fans.

The growth of Higham CC, in South Yorkshire, over the past seven years is a tale of devotion and dedication and the importance of good, inclusive facilities.

Higham is a rural club in a deprived area on the outskirts of Barnsley and in 2015, the future looked bleak. They could barely get a single men's team out on a Saturday and the club's inadequate facilities made it hard to attract new members.

"We were staring down the barrel," recalls Dan Bamforth, then still a player and now the club's business manager. "We had a get together – are we going to carry on, and make a fist of it or are we just going to shut the doors? We decided to put some time into it and make it work."

In order to build a serviceable pavilion, funding was acquired from Sport England and local grants. The new facilities opened in 2018 but an unintended consequence was that Higham quickly outgrew its surroundings.

"It's an interesting journey," explains Luke Woodhouse, the club chair. "We went from having literally no facilities, no toilets, no running water to the new pavilion which at the time was outstanding. We were attracting so many more players that it actually became unviable. It's a nice problem to have, but we never envisaged it."

From fielding one eight-man team in 2015, Higham now had two men's teams in the Yorkshire Southern Premier League and a Sunday XI in the Barnsley League, two women's teams and a junior section.

There are more than a hundred playing members. It is also now an ECB Disability Champion Club.



“We went from no running water to attracting so many more players”

BUILD IT AND THEY WILL COME

The standard pavilion with a couple of smallish changing rooms wasn't cutting it. Assisted by a grant of £150,000 from the ECB 'Welcoming Environments' initiative, Higham have been able to build an additional facility – due to open for the 2022 season – that houses three changing rooms, cubicle showers and an umpires' changing room. "We have an option for a multi-use area which we just didn't have before," says Woodhouse. "It allows us to maximise our space and host more than one event at once."

The growth of the women's section has been one of the major success stories for Higham. Andrea Stevenson has been associated with the club since childhood. "I started as a scorer and then I played for the men's sides right through to 1986. I'm also a committee member and work behind the bar – I'm basically a general dog's body!"

Stevenson has tried to set up a women's section at Higham over the years but with no success, until now. "It was part of the process of rebuilding the club," she says. "We thought we'd stick some posters up – offer 'em prosecco and a bit of pizza. It just blossomed from there – it was unreal. At the first training session, there were about half a dozen,

ten the next week and it just grew. Last year we put two sides out every week and the first team were runners-up in the county finals."

It started with a softball festival, then league softball teams and now there's a women's hardball team entering league competition in 2022. One of Natalie Horner's friends suggested she could give cricket a go. "It was a really good laugh and everyone was very friendly," she says. "I started playing indoor matches and it became a bit addictive. Before I knew it, I was playing in ladies' matches on a Sunday morning then a men's match in the afternoon."

The club has five female committee members and has at least 50% female participation in its All Stars and Dynamos programmes. When one of the women's coaches bumped into Barnsley's own Katherine Brunt in a local coffee shop, they couldn't help but proudly tell the England pace bowler about the strides being taken at Higham. A while later, two England shirts arrived at the club – one signed by Brunt, the other by team-mate and partner Nat Sciver. That's the ultimate seal of approval.

“We have an option for a multi-use area which we just didn't have before”



NEVER MISS A BALL



The absence of crowds for the Covid-impacted 2020 season highlighted the impressive work being done around the counties to bring all the action to supporters wherever they may via free-to-watch live video streams on YouTube.

Thanks to ECB investment, those live streams have been enhanced to a broadcast quality with, in some cases, the addition of bespoke commentary teams while others link to the existing BBC online commentators.

When the live streams started they were reliant on fixed cameras at either end utilised primarily by the team's performance analysts. The tech has come a long way as Leicestershire life member Rodney Neale-Broughton acknowledges: "The linked commentary and extra roaming camera really brought the viewing experience to life and was made even better by seeing replays from different angles too."

While supporters are, of course, able to go to matches in person, the live stream gives great access to those who don't live close to Grace Road or are unable to attend. There are also additional benefits to the club. Head of marketing Jack Bradley explains: "We had over a million views of the stream during the 2021 season. Commercially, it's given us another avenue to generate income because we've been able to sell pitch mats in the way that you might sell advertising boards around the ground."

THE HIGHLIGHTS



£5M HAS BEEN INVESTED IN MAINTENANCE FUND GRANTS TO THE PROFESSIONAL GAME



2,516 GRANTS FOR THE RECREATIONAL GAME, AT A VALUE OF **£8.4M**

THE HUNDRED

CREATING A SECOND WINDOW OF PARTICIPATION LINKED TO THE HUNDRED

20,000 MORE RECREATIONAL FIXTURES IN 2021 VS 2019

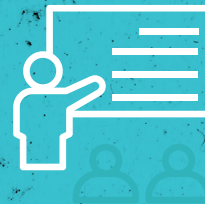
A **230%** INCREASE IN JUNIOR FIXTURES IN AUGUST 2021 COMPARED TO THE AVERAGE ACROSS 2017-2019

A **900%** INCREASE KIDS PLAYING IN ALL STARS AND DYNAMOS DURING THE HUNDRED COMPETITION TIME, COMPARED TO PREVIOUS YEARS

GROW AND NURTURE THE CORE



512 CLUBS AND LEAGUES WERE HELPED THROUGH EMERGENCY SUPPORT



200 NETWORK STAFF TRAINED TO DELIVER THE CREATION OF WELCOMING ENVIRONMENTS



1,800 CLUBS ONBOARDED ONTO THE SAFE HANDS MANAGEMENT SYSTEM

COUNTY CHAMPIONSHIP LIVE STREAMS UP **65% YEAR ON YEAR**

32% YEAR ON YEAR INCREASE IN COUNTY CHAMPIONSHIP REACH

VITALITY BLAST HAD ITS **2ND BEST** AVERAGE VIEWING ON RECORD

SECOND HIGHEST GROUP STAGE VIEWING IN 2021

MOST WATCHED FINALS DAY SINCE 2012

20,000 MORE RECREATIONAL FIXTURES IN 2021 VS 2019



**INSPIRE
THROUGH
ELITE
TEAMS**



GAME CHANGER



Sophia Dunkley is a shining success of the elite player pathway programme. In 2021 she became the first Black woman to play a Test match for England and has proved a match-winner in all formats

“I remember seeing and hearing the crowd at the 2017 World Cup final at Lord’s and thinking how magical it was – to be a part of that now is a dream come true. Growing up, I dreamed of playing a one-day international for England but to have played in a World Cup final is incredibly special.

It’s been an amazing year or so. Making my Test debut against India last summer was a really memorable experience, especially as Test matches don’t come along very often in the women’s game. I hadn’t given it much thought at the time but to become the first Black woman to play a Test for England is an achievement that I’m very proud of. Hopefully, my positive experiences can help bring about change and show what an inclusive environment this is.

The Hundred was a definite highlight of 2021. It showed how good women’s cricket is and that it fully deserves that kind of platform, with the crowds and the atmosphere. And it’s so special to see players like Maia Bouchier and Charlie Dean in the England squad as a result. Hopefully it’s only to get better and better.”

UNCOVERING UNTAPPED TALENT

County clubs are diversifying the way they identify talent and aiming to connect properly with all the communities they serve and represent. Asmi Shembekar is relatively new to cricket but is already making waves in Yorkshire.

Asmi Shembekar has swapped swatting shuttlecocks for smashing stumps as she continues her remarkable journey through Yorkshire's pathway programme.

Asmi, who turns 18 in June, was a junior badminton star, playing for Yorkshire Under-18s in her mid-teens until she decided to give cricket a crack, attracted by a team sport. Playing alongside her dad, Anshuman, the skipper of the men's third XI at New Rover CC in Leeds, seam bowler Asmi was recommended to one of Yorkshire's Community Talent Champions (CTC), Shakil Manir.

"I was alerted to Asmi's ability by Maroof Khan, a coaching contact," Manir explains. "She is an exceptionally hard-working player who I believe has the potential to go a long way in the game."

CTCs are helping counties diversify their talent identification by looking in non-traditional areas for young players to connect with the county talent pathway.



The CTC programme was piloted in 2021 in Leicestershire, Lancashire and Yorkshire, aiming to improve connections between diverse communities and the existing County Talent Pathway. "The Community Talent Champion role has created links within the local communities that we did not previously have," says Jim Love, Yorkshire's County Age Group performance manager.

The ECB is extending the CTC Programme to a further 10 urban locations, which will be selected following consultation with Counties. It has also more than doubled its annual investment in boys' county pathways (from £1.8 to £4.1m) and is investing a further £1m in girls' pathways in 2022.

Asmi has always been sporty and grew up around cricket but surprisingly had never tried the game until about two years ago. Now she can't get enough. "During lockdown, my dad and I played all the time - on the driveway, in the living room, constantly playing cricket. My mum was fed up," she says.

She took to bowling with remarkable ease and has a natural inswinger. Playing in a team captained by her father was a mixed blessing. "It was an interesting experience at times!" she jokes. "My dad's harder on me than he would be on other people but it's also nice to have

someone looking out for me specifically."

The highlight of last summer - and of her short cricketing journey so far - was being selected for Yorkshire U18s to face Scotland in Scarborough. "It was amazing because I hadn't been playing for long," Asmi says. "I just didn't expect to get so far in such a short period of time."

The experience got even better, though. "I was opening the bowling and I got two wickets in my first over which I was ecstatic about - it was an amazing experience," she recalls. She then gained a place on the Elite Player Pathway with the Northern Diamonds.

She hopes to secure a regular spot in Yorkshire's U18 starting XI this summer while nailing her A-Levels of biology, maths and chemistry. She has applied for finance and accounting courses at university, her choices also influenced by the cricket opportunities on offer.

But the business world might have to wait. Inspired, like so many girls, by The Hundred, Asmi wants to see how far cricket can take her. "Professional cricket is what I want to do and that's my first career option," she says. "The Hundred has been amazing. You can see the opportunities that the IPL in India gives to younger people and I think the Hundred is giving similar opportunities. It's on such a big scale - for both men and women."

I didn't expect to get so far in such a short time

THE HIGHLIGHTS

WORLD CUP FINAL

ENGLAND REACHED THE **FINAL** OF THE ICC WOMEN'S CRICKET WORLD CUP

£500K IS BEING INVESTED

INTO A TALENT MANAGER WORK FORCE TO SUPPORT COUNTY AGE GROUP PROGRAMME DELIVERY

INSPIRE THROUGH ELITE TEAM

10.3M

ENGAGED TV VIEWERS (THOSE WHO WATCHED AT LEAST TWICE) ACROSS ALL CRICKET **UP 36%** SINCE 2019 TO 10.3M

2,835

TELEVISED HOURS OF CRICKET, PREVIOUS HIGH WAS **1,583** IN 2018



@WEGOTGAMEOFFICIAL

NEW INSTAGRAM CHANNEL LAUNCHED TO ELEVATE THE PROFILE OF WOMEN'S CRICKET AND INSPIRE GIRLS TO PLAY

£5M A YEAR

COMMITMENT TO INVEST IN BOYS' AND GIRLS' COUNTY PLAYER PATHWAYS

MAKE CRICKET ACCESSIBLE



Photo: Vincent Bell

“IT’S A DREAM TO GIVE BACK TO MY COMMUNITY”

We want to encourage a broader cross-section of our population to discover a passion for the game and say that ‘cricket is a game for me’. Nahid Saiyed has become a volunteer coach through her local mosque in Birmingham, inspiring youngsters and adults alike.

As it did for so many people, the pandemic prompted Nahid Saiyed to reassess her life and her goals.

“I’m fairly independent, have a good circle of friends and relationships, yet I felt isolated,” she says. “I wanted to do things for young kids because I kept hearing parents talking about how difficult it was trying to entertain and educate them.”

So, through a partnership with the ECB’s Core Cities programme and Faith Associates, Nahid has become a volunteer coach at her local mosque, Al Falaah, less than a mile down the road from Chris Woakes’ beloved Villa Park football ground in Birmingham. “It’s always been a dream to give back to my community because I feel blessed that this community has supported me to become who I am now,” says Nahid.

In April 2021, she gave up her job at the University of Birmingham where

she was assistant director of student services, allowing her to focus on this project and work with an NGO in India that supports female education and empowerment.

Each Saturday morning through the summer, Nahid would come together with other women to deliver the Dynamos Cricket programme for boys and girls between the ages of eight and 11. She is one of around 1,600 female volunteers recruited nationwide since 2019 through the Dream Big Desi Women programme, which is part of the ECB’s South Asian Action Plan.

Nahid grew up in a cricket-loving household and played the game as a youngster. But that engagement fizzled out in her teenage years through lack of opportunity and a wider “hesitancy and reluctance” regarding girls’ participation in sport. It’s an attitude she’s delighted to see changing.

She’s been blown away by the enthusiasm and appetite for the sessions. “It’s inspiring to see how far we’ve come and that we can now actually offer something to girls in a semi-formal way,” she says. “And hopefully we’ve whetted their appetite, got them curious about the

Hopefully young girls will be inspired by these opportunities

game and they’ll have an opportunity to do something with that curiosity.”

Equally inspiring for Nahid is the enthusiasm of parents, who are “staying and playing with them, and supporting them”. Those adult connections are vital too. “We’ve started to think about what else we can do,” she says. “One has set up a scout group, another one’s doing a sports scholarship. I’ve set up a women’s group. It’s definitely given us a lot of enjoyment, but also a lot of motivation to continue to support our communities and our children.

“Hopefully, young girls, in particular, will be inspired by these opportunities. I’m a real believer that everybody has a different talent, a different skill set and education comes in many forms. Cricket is a sport that brings people together – every person in the team has a role and everybody feels included.

Cricket is a sport that brings people together



RAMADAN 2022

“TALENT CAN COME FROM ANYWHERE”



The African-Caribbean Engagement Programme (ACE) was launched in 2020 at Surrey County Cricket Club. Chaired by the former England player, and now broadcaster, Ebony Rainford-Brent MBE, ACE aims to address a 75% decline in professional Black British players.

Following its successful expansion in Birmingham and, with support from Royal London, to Bristol during 2021, ACE will use the financial support from the ECB to establish programmes in four more locations (Nottingham, Manchester, Leeds and additional London boroughs) so that it can provide opportunities to more young people.



There is so much talent in these communities



PG | 20

Kiyo Jason coaches at Spencer CC in south-west London, with Surrey and the ACE Programme. Currently a Level 3 coach, he is aiming to go one step further and acquire the highest qualification. He explains how coaching has given his life purpose and direction.

“I know how it feels to be at the bottom and while I’m not at the top, far from it, I understand the journey to get there.

Growing up, I wanted to be a musician or an athlete. I didn’t have the easiest of upbringings. In my school, I was the only person who looked like me and talked like me, and in my teens I was trying to find my feet and figure out where I fit in. It got me into the wrong crowd, I made a few bad choices and ended up in a bit of trouble, which took my eye off my ambitions for a time.

Giving someone the chance to enjoy a coaching session, which can mean the world to them, makes it all worth it. It’s what motivates me. When I’m coaching, I am aware that some players are striving for excellence and for others it can be their only chance to get away from whatever stresses they’re going through at home, school or work and put their energy into something fun and productive.

You have to understand why some kids from inner cities behave in a certain way. Some of them have this invisible shield because they don’t want anybody to know what they’re feeling. There is so much talent in these communities. It can come from anywhere – just give them all a chance.

Whatever path you choose in life, you’ve just got to keep working hard and keep believing in yourself. There will always be an opportunity there.”

RAISING THE GAME: KIYO JASON

THE HIGHLIGHTS



100 4-YEAR SCHOLARSHIPS FOR COACHES FROM UNDERREPRESENTED GROUPS

55% WENT TO WOMEN, 33% TO SOUTH ASIAN COACHES, 10% TO BLACK COACHES, 26% TO DISABLED COACHES



6,000 YOUNG PEOPLE ENGAGED IN THE ACE PROGRAMME ACROSS THREE CITIES

AIMING TO INCREASE THIS TO **10,000** THROUGH ACE'S TALENT ID PROGRAMME AND OVER 40,000 SCHOOL CHILDREN PARTICIPATING ANNUALLY



3,000 BURSARIES PROVIDED FOR FOUNDATION COACHES FROM UNDERREPRESENTED GROUPS



5 COMMUNITY TALENT CHAMPIONS, FINDING TALENT OUTSIDE TRADITIONAL ENVIRONMENTS



INCREASE IN ETHNIC DIVERSITY IN BOYS' ACADEMIES FROM 11% IN 2017/18 TO **28%** IN 2020/21

INCREASE IN ETHNIC DIVERSITY OF ECB EMPLOYEES FROM 7% IN 2017 TO **12% IN 2021**

LAUNCH OF THE DISABILITY PREMIER LEAGUE WITH 4 NEW TEAMS - THE FIRST OF ITS KIND ELITE PAN-DISABILITY COMPETITION

74 DISABILITY CHAMPION CLUBS ACROSS THE COUNTRY, SUPPORTED WITH FREE EQUIPMENT, ONLINE TRAINING AND SUPPORT AS WELL AS A £500 GRANT

ECB INITIATIVE THAT LAUNCHED IN 2021 AND SUPPORTED OVER **1,200** DISABLED PEOPLE TO ACCESS CRICKET AT THEIR LOCAL CRICKET CLUBS

IN 2022 WE AIM TO SUPPORT A FURTHER **100** CLUBS THROUGH THE SCHEME

MAKE CRICKET ACCESSIBLE

MAKE CRICKET ACCESSIBLE

THE HUNDRED



MEET THE SUPER FANS

The Hundred aims to excite and inspire a new generation of fans in a welcoming, inclusive and family-orientated environment. When Glasgow-based seven-year-old Aayan decided he was all in for Birmingham Phoenix, there was only one thing for it – a season ticket and a road trip

Cricket fandom takes many forms – there's something for everyone.

For many, the inaugural season of The Hundred last summer was the perfect gateway into this great game and then piqued interest in other formats.

Somewhat unusually, seven-year-old Aayan has travelled this journey in reverse. "He didn't know an awful lot about cricket but then lockdown happened," explains his mum Sadia from their home in Glasgow.

This was the third national lockdown in early 2021. "There was nothing on and nowhere to go," Sadia continues. "We were all stuck at home and England's tour of India was the only thing on the television."

"And that's when I got into cricket," says Aayan.

With cricket-loving sisters and an All Stars kit bag, Aayan had been exposed to the game but it was only when he watched England's Test team battling it out in Chennai and Ahmedabad that he was hooked.

The Hundred, postponed from 2020, was just getting into gear: app and website launched, tickets about to go on sale.

"Aayan downloaded the app on his iPad and was checking which players were in which team," says Sadia. "That's when he decided that his team was Birmingham Phoenix."

The Hundred has given Aayan a lifelong love for the game

Aayan, who already appears to have an encyclopaedic knowledge, chips in: "Because my three favourite players were Moeen Ali, Liam Livingstone and Shaheen Shah Afridi, although he couldn't make it because he had to go to the West Indies to play for Pakistan."

Things were getting serious now. Aayan was given a plastic bat set by his grandparents and started playing in between homeschooling sessions. "We've got loads of broken photo frames and broken candlesticks," jokes Sadia.

For his birthday Aayan received a Birmingham Phoenix shirt with his name on the back. Tickets were next on the wish list but Sadia was concerned that they might miss out in favour of people who'd signed up for the original launch in 2020. "We just weren't sure we were going to get tickets," she recalls.



All's well that ends well and they soon became proud owners of a Birmingham Phoenix season ticket – time to check the route from Glasgow to Edgbaston. “We travelled down as a family,” says Sadia. “Three generations – my mum, myself, my daughters and Aayan – doing a road trip around England. We had a lovely holiday interspersed with lots of exciting matches.”

Aayan and his family managed to see five Phoenix matches, four at home and one in Manchester. Their devotion did not go unnoticed. At the home match against Trent Rockets, Aayan and his grandma were buying ice cream when they got chatting to a member of Edgbaston staff. When it emerged they had come all the way from Glasgow, Aayan was invited to sit next to the DJ booth. An appearance on the big screen followed and, to top off the experience of a lifetime, an audience with his heroes, Moeen Ali and Liam Livingstone.

“I was waving,” says Aayan, “and they came over to talk to us – it was really cool. They asked if I was a batter or bowler – I said I was an all-rounder. We also met Abtaha Maqsood who’s from Glasgow too.”

Sadia adds: “It was such a pleasant surprise and it encompassed everything that was so lovely about The Hundred because it was so accessible. Having been cut off from so many things, it felt lovely just to be able to talk to people.”

Aayan was particularly taken by the good sportsmanship on display. “I liked the music and the atmosphere,” he says, “and also that when a batter was out they didn’t get in a big huff.”

There was sportsmanship in evidence in the stands too when Sadia and Aayan were invited to Lord’s for the final – with, in the men’s game, his beloved Phoenix facing Southern Brave.

Sadia explains: “During the second innings when it was becoming apparent that Birmingham Phoenix weren’t going to win, Aayan was a little upset. A little boy in front of us, a Trent Rockets fan, turned round and said, you know, the same thing happened to us in the semi final. Before you knew it, the two of them were chatting away, playing stick cricket on the other boy’s mobile, and talking about their favourite Hundred players. The fact that Birmingham were going to lose didn’t really matter but here were two guys, supporting different teams and from different parts of the UK, sitting at Lord’s just having their best time.”

Sadia had seen live international cricket before but The Hundred offered a different experience. “It was very inclusive and family orientated,” she says. And, she concludes, the competition “has, I think, given Aayan a lifelong love of the game”. Turns out the Tests were just a taster.

The Hundred was so accessible and inclusive



THE HUNDRED - STATISTICS



PG | 26

OVERALL BROADCAST
REACH
16.1M

VIDEO VIEWS
34M

510K

TICKETS SOLD AND ISSUED

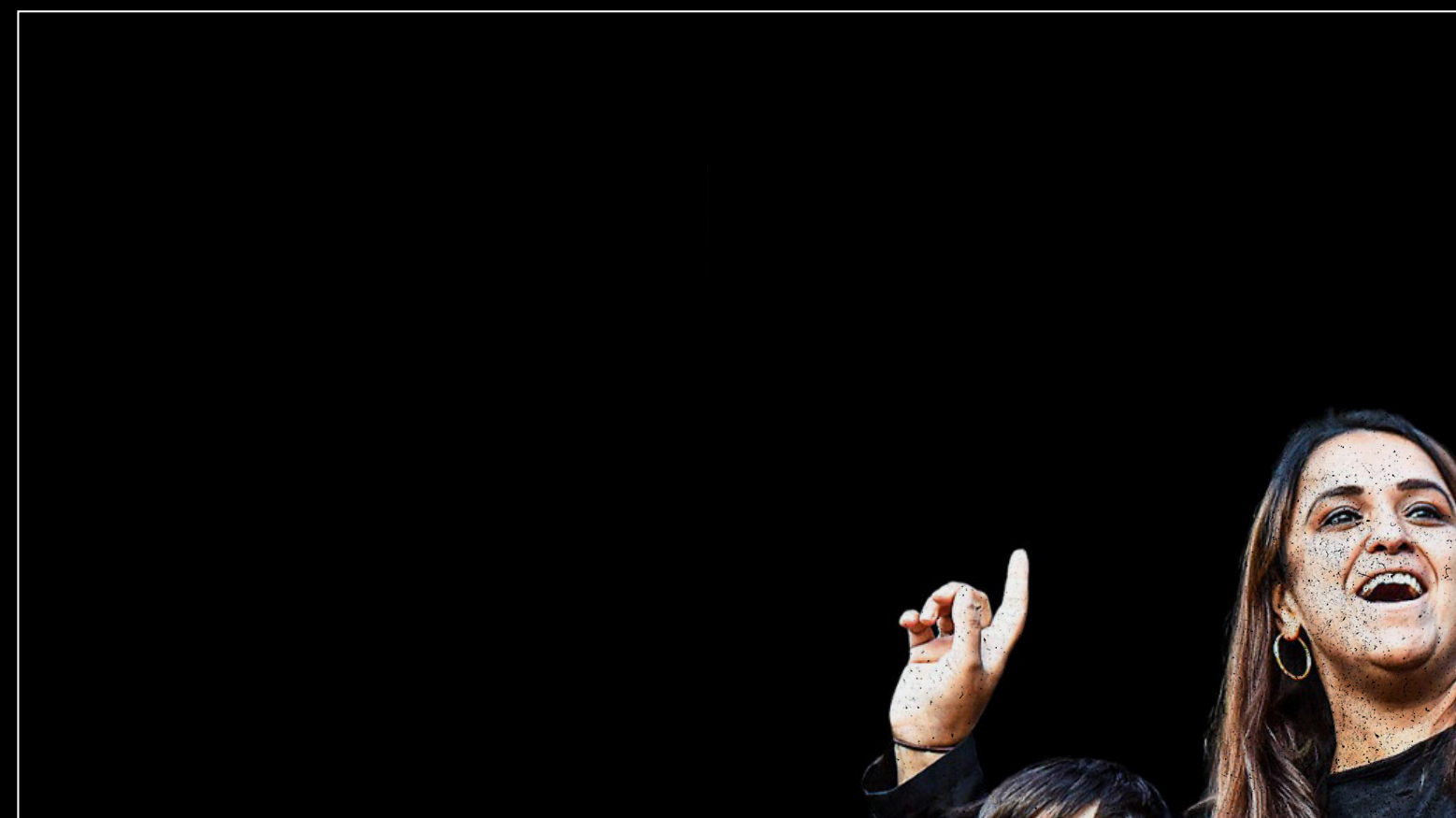
55%

NEW-TO-CRICKET
TICKET-BUYERS

19%

OF ALL TICKETS FOR
KIDS

RECORD
ATTENDANCES
FOR WOMEN'S CRICKET
267K COLLECTIVE



ENGAGE CHILDREN AND YOUNG PEOPLE

DYNAMOS CRICKET



PG | 27



MAGIC MONDAYS IN WEDNESBURY

“Now, they’re playing every lunch time and asking if I can come back on a Friday!”

Chance to Shine brings cricket to thousands of young people in urban areas, using the game to increase aspiration, promote social cohesion and create opportunities in diverse communities. A year on from their first experience of cricket, the children – and staff – at one primary school in the West Midlands are seeing a whole range of benefits.

I don’t like Mondays, sang the Boomtown Rats. Well, at Tameside Primary Academy in the West Midlands, they love Mondays – all because of cricket.

Tameside is in the market town of Wednesbury, between Wolverhampton and Birmingham. The vast majority of children (70-80%) at the school are on free school meals and in each class there are 4-5 children with special educational needs and disabilities.



The Chance to Shine charity started delivering its six free taster sessions in March 2021 and they were an instant hit. “The school was so amazed and the head teacher loved it so much that they asked if they could have it all year round,” explains Indie Bharaj, a coach from the Staffordshire Cricket Board who delivers the cricket sessions to all year groups during PE lessons every Monday.

“The children didn’t know cricket – all they knew was football,” adds Indie. “So it was nice to bring a sport to them that they’ve never played before and some had never even heard of. Initially, the reaction was, ‘What, what is this? Why are we hitting the ball, can’t we just kick it? Now, they’re playing every lunch time and asking if I can come back on a Friday!’”

The benefits to the school and children go beyond learning a new sport. The school reports a significant change in the students’ behaviour and attitude to their everyday tasks in the classroom.

“The work of Staffordshire Cricket with our children and staff has been phenomenal,” says Tameside headteacher, Mitchell Hill. “The sessions are well planned, vibrant, focussed and teach our children the key fundamentals about this wonderful game. The coaches are professional, knowledgeable and tailor sessions in order to help our children thrive.”

Scarlett, in Year 3, had this to say: “I really enjoyed playing cricket, particularly when I got to bat and score points in the different games we played.”



Indie and her colleagues also work with teachers on continuing professional development (CPD). “I have found these sessions so helpful for my own professional development,” says one teacher. “I can now apply skills I’ve acquired for teaching cricket to other areas of the PE curriculum.”

But for Indie, the real rewards are seeing the enthusiasm of the children. “We deliver the All Stars and Dynamos programmes after school,” she says. “And we have developed connections with the local cricket club, Wednesbury CC. Even though it’s very near by it still felt like there was a barrier. But this summer we’re going to have taster sessions for the children there.

“My highlight was this one girl, with autism, who previously hated PE and didn’t take part. Now she loves it so much. A few weeks ago she came up to me and said ‘Miss, you’re my favourite PE teacher’ – I love my Monday mornings!”



THE HIGHLIGHTS

NATIONAL PROGRAMMES



105,000
KIDS TOOK PART
IN ALL STARS
AND DYNAMOS
LAST YEAR



INCLUDING OVER **27,000**
GIRLS (36% INCREASE IN GIRLS
SIGNING-UP) - WE ARE AIMING
TO INCREASE THIS BY ANOTHER
29% TO 35,000 THIS YEAR

**ENGAGE
CHILDREN AND
YOUNG PEOPLE**

INCLUDING OVER **13,000**
CHILDREN FROM ETHNICALLY
DIVERSE BACK GROUNDS AND
3,243 DISABLED CHILDREN



10,000 FREE PLACES
FOR CHILDREN FROM
UNDERREPRESENTED
GROUPS - THIS WILL
BE DOUBLED IN 2022



DOUBLED THE
NUMBER OF KIDS
FROM THE MOST
DEPRIVED AREAS
OF THE COUNTRY

CHANCE TO SHINE SCHOOLS

ECB FUNDS CHANCE
TO SHINE **£2.3M** TO
DELIVER CRICKET
IN PRIMARY STATE
SCHOOLS

CHANCE TO SHINE TOOK
PLACE IN **3,985** STATE
PRIMARY SCHOOLS AND **161**
STATE SECONDARY SCHOOLS
FOR **457,625** CHILDREN

51% OF PRIMARY SCHOOL
CHILDREN TAKING PART IN
CHANCE TO SHINE CRICKET
SESSIONS WERE FEMALE

17% OF CHILDREN WERE
FROM ETHNICALLY
DIVERSE COMMUNITIES,
6% HAD SPECIAL
EDUCATIONAL NEEDS

TRANSFORM WOMEN'S AND GIRLS' CRICKET



THE NEW HEROES

The significant investment in women's and girls' cricket has enabled players and coaches to turn their passion into a profession, raising standards across the game and deepening the potential talent pool for the national team. The increased visibility of players shows young girls that cricket is a game that can offer them a professional future

As a tall, pace-bowling all-rounder, Phoebe Graham's cricketing idol was Andrew Flintoff – now she is one of a new generation of female heroes, who kids look up to and whose autograph or selfie they want.

"I didn't know there was an England women's cricket team," the 30-year-old says of her teenage self, growing up in Yorkshire inspired by the love for the game of her late father, Peter, who played minor counties cricket for Northumberland.

"That's why I and the other girls take that responsibility [as role models] so seriously because it's not something we had. It's amazing now that young girls can look at career paths and opportunities in cricket."

Graham gave up her job in marketing with Sky TV to become one of 51 recipients of new women's Regional professional contracts, beneficiaries of the ECB's £20m investment in the women's game (rising to £50m by 2025). "The new structure has enabled so many girls to dedicate their time to cricket and become professional athletes," she says. "And the 360-degreesupport we get from nutritionists, medical staff, psychologists, strength and conditioning, physios has been incredible."

“Girls can now dedicate themselves to cricket”

She was part of the inaugural season of The Hundred in 2021 and saw first hand the inspirational impact that female players can have on girls – and boys. She had a ringside seat for India batter Jemimah Rodrigues' phenomenal innings of 92 not out off only 43 balls that sent the likes of Kevin Pietersen and Darren Lehmann into raptures on social media.

But the clincher for Graham was when she was back coaching at Harrogate CC. "One of the young boys said he wanted Jemimah's photo and signature – that shows how the perception of the game is changing," she explains.

"After the final Superchargers game at Headingley, we did a lap of honour, signing autographs and doing photos," Graham recalls. "It was just before the men's game and there was a lot of noise. It was surreal to be that person of influence and to see the impact – we loved it. It was so much fun. I hope we can continue to give back to fans, to the young girls and boys in the audience because that's what the game is all about."

Graham's own passion for the game dimmed after the death of her father in 2015 but was reawakened when her close friend, England batter Lauren Winfield-Hill, invited her to the final of the 2017 ICC Women's World Cup at Lord's, when England famously beat India in a nail-biter in front of a sell-out crowd. "To be in a stadium at full capacity made me realise how far the game had come, and I wanted to be part of it again," she says.

"I've still got ambitions to play cricket internationally and travel the world but longer term my aspirations are to help accelerate the growth of the women's game," says Graham, who hopes soon to see all Regional teams fully professional as is the case in Australia.

For the 2022 season, this Yorkshirewoman has crossed the Pennines, moving from the Northern Diamonds and joining the North West Thunder, and in The Hundred, Manchester Originals. Lancastrian Freddie Flintoff would surely approve.

“Giving back to the fans is what the game is all about”



LIVING THE DREAM



After years as a volunteer, Ian Cox gave up a job in the NHS to become Southern Vipers senior regional talent manager.

“I’ve started my dream job at 53 and am loving every moment of the opportunity.”

I started coaching on the boys’ pathway at Sussex in 2007 and a decade later had become the women’s and girls’ lead for the county. I was working full time with the NHS, starting shifts at 6am then coaching in the afternoons and at weekends.

While enjoyable, using most of my annual holiday allocation on county matches had its drawbacks and it was always a dream to be fully employed in a performance programme. The introduction of the new regional set up and my subsequent employment with Southern Vipers has enabled me to fully commit to all aspects of the role and embrace the challenges of what is undoubtedly a hugely exciting time in the women’s game.”



THE REVOLUTION WILL BE UMPIRED

Hamish Grant, the ECB's Officials' Pathway Manager, explains why he thinks a real movement is starting in female officiating.

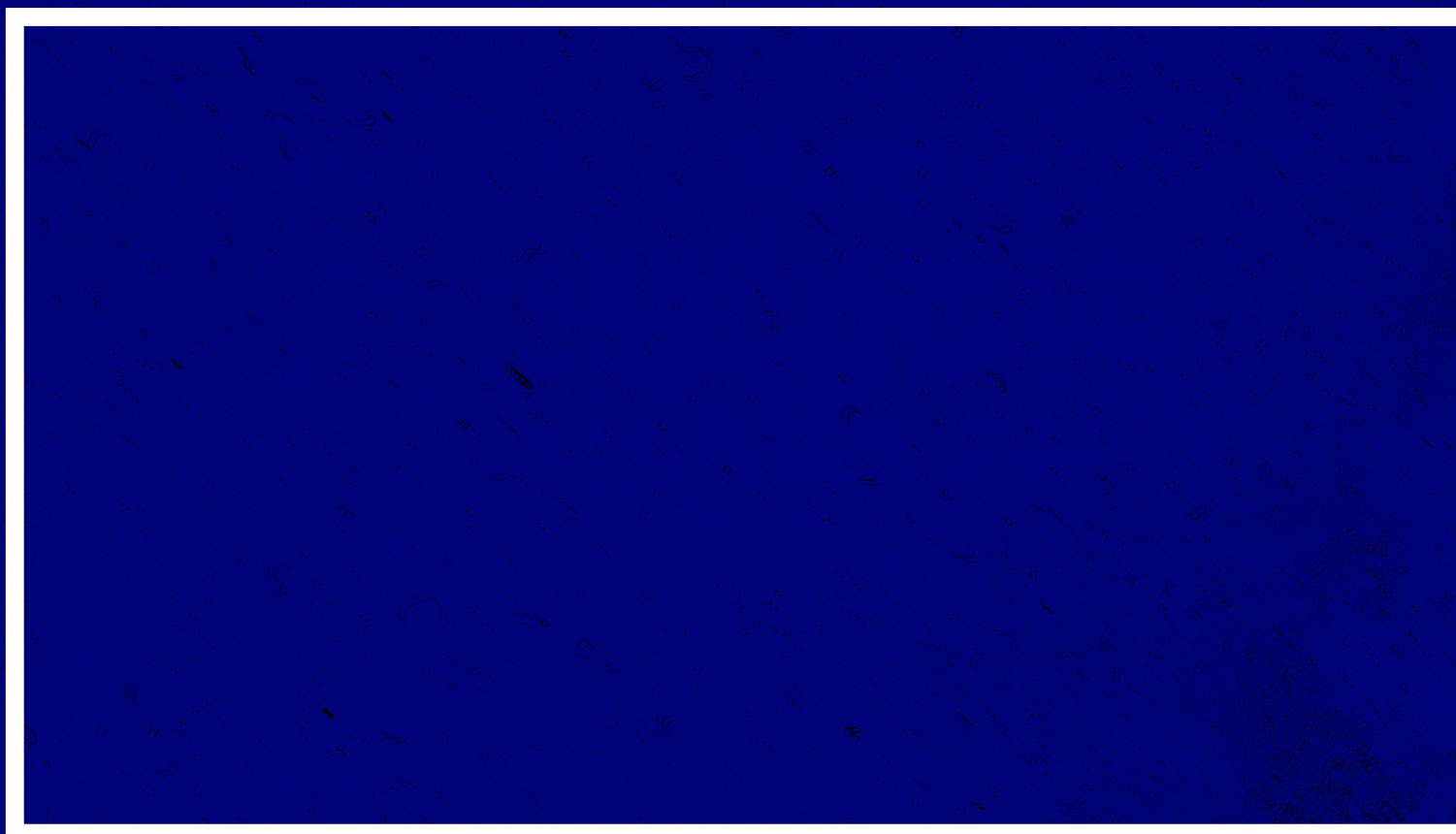
“A pilot project set up a few years back in Hampshire feels, to me, like the place where an umpiring revolution is going to come from.

As of 2021, the hard work of Emma Cowdrill, women's and girls' development officer at the county, has meant there are over 120 girls regularly umpiring at their clubs, schools and other representative matches across Hampshire.

Last year alone, all of Hampshire's junior girl's county matches were umpired by this group of girls. A new wave of young officials are getting active and involved in cricket.

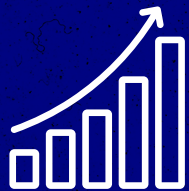
Although the past 18 months or so have been challenging for cricket, one of the successes has been the rapid progress of female umpires across the game. We're in the process of finalising a specialist pathway for umpiring in women's cricket, which includes the professional and recreational game, to allow opportunities through to the highest levels of the game. Currently only 2% of the umpiring community are female.

The advent of the domestic professional women's regional structure has now seen 12 women appointed as umpires, with some going on to stand in The Hundred, before Anna Harris joined Sue Redfern on the international stage at the end of the summer against New Zealand.”



THE HIGHLIGHTS

ECB



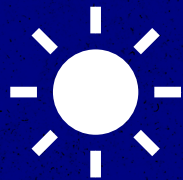
INCREASE IN FEMALE ECB EMPLOYEES FROM **27% IN 2017 TO 39% IN 2021**



33% OF ECB BOARD ARE FEMALE

TRANSFORM WOMEN'S AND GIRLS' CRICKET

WOMEN'S AND GIRLS' CRICKET



1,050 CLUBS ARE OFFERING WOMEN AND GIRLS THE CHANCE TO PLAY THIS SUMMER (12% INCREASE FROM 933 IN 2019)



33% INCREASE IN THE TOTAL NUMBER OF WOMEN'S AND GIRLS' TEAMS ACROSS THE COUNTRY FROM 2019 (2,042 TO 2,712)



MINIMUM OF **500** PROJECTS TO SUPPORT WOMEN'S AND GIRLS' FACILITY IMPROVEMENTS OVER NEXT FIVE YEARS



WE WILL INVEST **£20M** IN THE WOMEN'S GAME BY 2023 (£50M BY 2025)



£5M MAINTENANCE FUND FOR COUNTIES TO UPDATE FACILITIES TO BE MORE WELCOMING, WITH WOMEN'S AND GIRLS' AUDIENCES AS A PRIORITY



£200K INVESTED IN NEW COMMONWEALTH GAMES TRAINING FACILITY AT MOSELEY CRICKET CLUB



GUIDANCE FOR ALL CLUBS ON HOW TO MAKE CLUBS MORE FEMALE FRIENDLY WITH **200** FIELD STAFF TRAINED TO SUPPORT THIS



THE SALARY POT FOR THE HUNDRED WOMEN'S COMPETITION HAS BEEN DOUBLED FOR YEAR TWO, FROM **£1M** IN 2021 TO **£2M** IN 2022



68 FEMALE PROS IN ENGLAND AND WALES

TRANSFORM WOMEN'S AND GIRLS' CRICKET

SUPPORT OUR COMMUNITIES



INCLUSION IN ACTION

Cricket connects communities, improves lives and reaches beyond social boundaries in a way that few other sports can. Our Disability Champion Club initiative has given opportunities for people with a range of disabilities to come together and experience the game in an inclusive environment. Will Bannister has enjoyed playing at his club so much he now coaches as well

Every cricketer needs a nickname and Will Bannister's is 'The Professor', or 'Prof' for short, such is the esteem in which he's held by his friends and team-mates at Oldswinford CC in Stourbridge in the West Midlands.

Will, who has a disability that includes hearing loss due to a craniofacial condition, is a second-year film production student at the University of Worcester and an integral part of the Super 1s disability cricket hub in the city. Super 1s is a community programme, funded by the Lord's Taverners charity and supported by ECB, for people with a range of physical and learning disabilities aged between 12 and 25. Will first came to play at Oldswinford six years ago following advice from his physio.

“Will has enjoyed playing at his club so much he now coaches as well”

He has since progressed from playing to mentoring and coaching and is currently completing his ECB Foundation 1 Coaching Course with the Worcestershire Cricket Board.

“He is a genuine role model and indeed friend to his team and peers,” explains Briony Tonks, whose son Finn has a learning disability and plays at Oldswinford. “I’m delighted that Will is now exploring coaching inclusive cricket. His ability to engage with and encourage his team is remarkable. He is a fine young man and a true ambassador for disability cricket.”

Lyndsey Beynon, disability development officer for Worcestershire Cricket Board, adds: “Each Super 1s hub is very different but they’re all based at a local club so the kids get that feel of being part of a cricket club. And it just works. They find their own way of doing it, working and fitting together. Will’s a big part of it and really helps create that friendly environment.”



Will's first love is film but cricket and football aren't far behind. He's an avid follower of Aston Villa FC and Worcestershire. “I have to mention Moeen Ali – he's a particular favourite and Brett D'Oliveira, also a very good player,” he says.

Unlike his hero Moeen, Will is a seam bowler with a famously lengthy run-up. “I can't bowl off spin or leg spin but I seem to be able to get wickets with a long sprint to the wicket,” he says.

“It's a significant part of my life now,” he adds, “and I've made a lot of close friendships in the years I've been going to Oldswinford. I enjoy coaching the drills – and doing them myself. I'm pretty competitive, even if it's just playing Fifa against my brother.”

Oldswinford is Worcestershire's first Disability Champion Club (DCC), an ECB initiative launched to offer access to cricket for people with disabilities in a mainstream cricket club setting. There are now more than a hundred DCCs across England and Wales.

In June, Worcestershire's New Road home will host a prestige match between the England Physical Disability team and the Lord's Taverners, which will precede a Vitality Blast match and act as a fundraiser for the Taverners.



BEYOND THE BOUNDARY

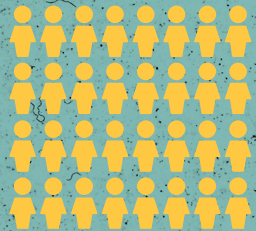
Through the Dream Big Desi Women programme, the ECB is taking cricket to non-traditional centres, including faith centres and community settings, and signing up hundreds of South Asian female volunteers.

Dream Big launched across eight urban centres – Birmingham, Bradford, Leeds, Leicester, London (two), Manchester and Nottingham – with the aim of inspiring 2,000 South Asian women to take up volunteering roles in cricket.

To connect with faith centres across the country, the ECB has partnered with Faith Associates, who have helped to provide training for volunteer coaches to deliver our All Stars and Dynamos programmes for young people in urban cricketing hubs, linked to Mosques, Madrassahs and Islamic Centres across the country.



THE HIGHLIGHTS



WE HAVE **1,600** SOUTH ASIAN FEMALE ACTIVATORS RECRUITED THROUGH THE DREAM BIG DESI WOMEN PROGRAMME, WITH A TARGET OF 2,000 BY THE END OF 2022



THROUGH OUR PARTNERSHIP WITH FAITH ASSOCIATES, WE REACHED OVER **250 CHILDREN** THROUGH **10 PROGRAMMES** IN FAITH INSTITUTIONS OR MOSQUES



OUR PARK CHAMPIONS PROGRAMME HAS REACHED **1,410** PEOPLE, 37% WOMEN AND GIRLS, 63% ASIAN/ASIAN BRITISH AND 11% AFRICAN, THROUGH URBAN CENTRES ACROSS LONDON



#FUNDS4RUNS (A SCHEME FROM THE ECB AND LV=) AWARDED **179** GRANTS TOTTALLING **£539,427** TO CRICKET PROVIDERS, FAITH GROUPS AND CHARITIES



LANDMARK PARTNERSHIP WITH LORD'S TAVERNERS BRINGING SUPER 15 **DISABILITY CRICKET TO EVERY COUNTY**

IN 2021 **1,000** YOUNG PEOPLE ATTENDED SUPER 15 SESSIONS AND **8,000** PEOPLE TOOK PART IN TABLE CRICKET



500 DEFIBRILLATORS INSTALLED AT LOCAL CLUBS



URBAN CRICKET CENTRE (LEYTON) HAS OVER **90% USAGE RATES**, WITH **92% ETHNICALLY DIVERSE PLAYERS**

ESTABLISHED **160** URBAN HUBS OFFERING CRICKET PLAYING OPPORTUNITIES

INCREASED NATIONAL PROGRAMMES BY **30%** IN DENSELY POPULATED, URBAN AREAS

**SUPPORT
OUR
COMMUNITIES**

CRICKET'S EQUITY, DIVERSITY AND INCLUSION ACTIONS



PG | 39

The game's commitment to tackle racism and all forms of discrimination

In recent months, the whole cricket network has been focused on delivering a wide-ranging action plan agreed in November 2021 to tackle racism and promote inclusion and diversity at all levels of the game. The plan was developed jointly by the ECB, MCC, the PCA, NCCA Ltd, the First Class Counties, Women's Regional Hosts and the Recreational County Cricket network, as a game-wide response to discrimination within the game.

A range of important steps have already been taken since it was announced, including:

- Expanding the ACE programme to engage more players from Black communities
- Expanding the Community Talent Champions programme to identify talented girls and boys in non-affiliated cricket environments and connect them to the existing talent pathways at age-group level.
- Creating a further 3,000 Foundation coaching bursaries during 2022 to help more people from underrepresented groups to take their first steps into coaching cricket.
- Committing an initial amount of £1 million to reduce financial barriers for young people from disadvantaged backgrounds to access the talent pathway.
- Appointing EY Lane4 to conduct a review of dressing room cultures across professional cricket in England and Wales.
- Ongoing EDI training for all those who work in cricket.

Whilst we are focused on delivering this plan, we are committed to continuing to listen and learn from anyone who has experienced discrimination in the sport to ensure we create meaningful and long-lasting change.

Further work is being undertaken to examine these issues through the Independent Commission for Equity in Cricket and ongoing investigations into racism allegations and the handling of complaints made by Azeem Rafiq and others. The game expects to take further action based on the findings and recommendations that come out of these processes.

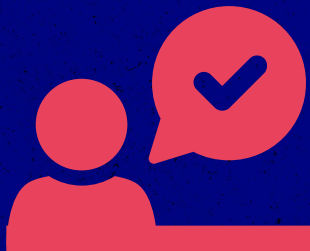
**LISTEN
AND
LEARN**

**MEANINGFUL AND
LONG-LASTING
CHANGE**

**INCLUSION
AND
DIVERSITY**

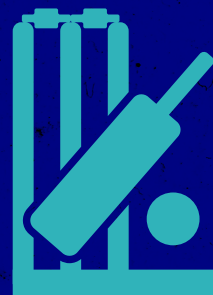
EDI UPDATE

Through cricket's action plan we have committed to:



UNDERSTANDING AND EDUCATING MORE

- 1** Adoption of a standardised approach to reporting, investigating, and responding to complaints, allegations, and whistleblowing across the game.
- 2** Full promotion of the aims of the Independent Commission for Equity in Cricket (ICEC) through proactive engagement with its investigations and recommendations.
- 3** Ongoing EDI training for all those who work in cricket, including all staff, volunteers, recreational club officials, umpires, directors, and coaches.



ADDRESSING DRESSING ROOM CULTURE

- 4** A full review of dressing room culture in all men's and women's professional teams, both domestic and international.
- 5** Delivery of a redesigned programme of player and coach education, addressing any gaps identified through the dressing room review.



REMOVING BARRIERS IN TALENT PATHWAYS

- 6** Action to aid progress into professional teams of people from diverse backgrounds (especially South Asian, Black and less privileged youngsters) through measures to address i) talent identification and scouting, ii) education and diversity of coaches and iii) targeted support programmes for players from diverse or under-privileged backgrounds.



CREATING WELCOMING ENVIRONMENTS FOR ALL

7 A full-scale review, into the detection, enforcement, and sanctions against discriminatory and abusive crowd behaviour at each of our professional cricket grounds.

8 Delivery of plans (tailored to local communities) to ensure professional cricket venues are welcoming to all, including provision of accessible seating, food and beverage offering catering to all faiths and cultures, and the availability of facilities such as multi-faith rooms and alcohol-free zones.

9 Upgraded education in recreational cricket to ensure players, volunteers and coaches understand and champion inclusion and diversity in the game.

PUBLISHING LOCALISED EDI ACTION PLANS

In November, the ECB also published its 2021-2023 Equity, Diversity, and Inclusion (EDI) Action Plan with clear actions and targets. The ECB is working with its members to create (or revise) their own localised versions, with actions to include:

10 A commitment to best practice governance with targets for Board diversity (30% female, locally representative ethnicity) and plans to increase diversity across the wider organisation. (Compliance is subject to a “comply or explain” provision to ensure Counties can respect their own governance processes in making the required change).

11 The introduction of fairer recruitment processes through measures including the immediate adoption of anonymised recruitment tools for senior roles, open appointment processes for all roles and the use of balanced and diverse panels to assess interviews.

12 Every senior executive employed across the game will have personal EDI objectives as part of their annual performance targets, driving leadership accountability.

To underpin the actions taken across the cricket network, the ECB committed to providing additional resources and take several further steps in support of consistent progress across the game. These have been agreed with the game and include:

A review of governance and regulation in cricket to identify any opportunities to strengthen the structures and processes across the game

£25 million of strategic funding over five years in support of EDI actions

The formation of a new **anti-discrimination unit** to ensure that the ECB has the right resources and capabilities to help **tackle discrimination** in all its forms and provide guidance to the wider game

The inclusion of **EDI minimum standards** for all venues

A link between funding and EDI minimum standards, including withholding central distributions where necessary to ensure all stakeholders meet agreed standards

Collaboration with Sport England to help the whole game to achieve the increased diversity of Boards

You can read updates on implementation of the plan [here](#).



England and Wales Cricket Board
Lord's Cricket Ground
London NW8 8QZ

ecb.co.uk

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