



## Equity, Diversity and Inclusion (EDI)

### **A Game for Everyone**

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

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

### **Our County :**

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

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

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

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

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

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

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



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

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

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

### **Board and Staff:**

The HCL workforce under indexes compared to the population of England and Wales for people from ethnically diverse communities, particularly in Executive roles. However, with 6 FT and PT salaried staff – there is a 50/50 split of male/female employees. Staff all white, 1 male over 60, 1 male over 50, 1 male over 40, 1 female over 50, 1 female over 40 and 1 female under 20.

The Board and Staff represent Herefordshire in line with the population which is mainly white over 41. Of the 9 Board members they are all white, 5 male and 4 females.

### **Clubs, Leagues and Facilities:**

26 clubs all play on either private or leased facilities. Herefordshire Council do not maintain any cricket facility. Our facility plan for broadening and enhancing facilities is referenced here – Click on the link –



HCL Facilities Plan  
2023 - FULL - Dec 20

### **Schools:**

79 Primary schools – 15 Secondary , 3 Special Schools

Previously we were only able to visit 40% of Primary Schools in Herefordshire and only 4 Secondary Schools therefore very little cricket was played in Schools. Funding and resource are the main constraints but thanks to a significant external funding programme



in partnership with Herefordshire Council we have established the Boundless Boundaries Schools Coaching programme in tandem with our Chance to Shine programme to increase this to even more Primary Schools in the county– in addition to this we will look to take the opportunity to make contacts within the Integrated care system to identify health inequalities and where HCL could engage with interventions - i.e. childhood obesity is a major issue in Herefordshire and areas of deprivation. We have commenced work on this with this bid to Talk Community for funding and are in discussions about continuing the programme further.

## **MAIN AREAS OF WORK**

### **Governance:**

HCL have considered other networks and people of expertise and completely embedded all equity plans into the Operational Plan. Three new Directors Kate Dawe (Schs), Tom Hall (Partnerships) and Graham Andrews (EDI) joined the Board in late 2024 to immensely augment our Board skills.

### **National Counties :**

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

### **Talent Pathway :**

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

### **Women's & Girls' Cricket**

Our Women's and Girls' Action Plan aims to make cricket a gender-balanced sport. Click on our 2025 -2028 plan below to get more detail -

<C:\Users\User\HFD Cricket\HC - HC\Women & Girls\DEVELOPMENT PLANS\Herefordshire Cricket REVISED W&G plan - Kate's original plan.xlsx>

Some of the areas of our work are: -



- ❑ Plans are in place to improve the softball and hardball network of clubs to make this more social and interactive experience. We have commenced this in 2024 with a new Womens Indoor League – 4 Clubs – 6 are expected to enter in Summer 2024.
- ❑ Work with other sports (Netball, Hockey) to increase participation through the School Games programme offered by Stride Active.
- ❑ We are now averaging nearly 30% Girls' participation in All Stars & Dynamos participants
- ❑ A mixture of girls' softball festivals & hub & development projects including a new U13 Girls league for Summer 2024.
- ❑ Girls' Dynamo's Cricket & Lady Taverners' Schools festivals planned
- ❑ Our NEW! full-time Women's & Girls' Development Officer will strive to embed and grow offers for female participants across the County
- ❑ Recruit more women volunteers within clubs

### **Disability Cricket:**

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

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

### **Strategy for growing cricket in all Communities**

A draft strategy is being consulted across key stakeholders. As a result of our recent re-structuring, we have been able to create a new post of Cricket Development Officer for Communities and Partnerships.

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

**COMING  
SOON**

**HEREFORDSHIRE CRICKET**

**COMING  
SOON**

# **WALKING CRICKET**

**S P R I N G & S U M M E R 2 0 2 5**



in parterhip with



**WALKING CRICKET IS CRICKET AS WE KNOW IT, BUT NO RUNNING  
IS ALLOWED - YOU HAVE TO WALK TO SCORE YOUR RUNS.**

**THEPOINT4,  
THE ROYAL NATIONAL COLLEGE FOR THE BLIND,  
VENNS LANE, HEREFORD, HR1 1DT**

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**@herefordshirecricket**

**MEN  
ONLY**

**HEREFORDSHIRE CRICKET**

**COMING  
SOON**

# **INDOOR SOFTBALL CRICKET**

**S P R I N G 2 0 2 5**



in parterhip with



**ARE YOU READY FOR THE BATTLEFIELD OF HEREFORDSHIRE  
LEGENDS? COME JOIN US FOR CRICKET WITH NO FUSS FOR  
THOSE THAT ARE FRANKLY PAST IT BUT STILL THINK THEY'VE  
'GOT IT'.**

**THEPOINT4,  
THE ROYAL NATIONAL COLLEGE FOR THE BLIND,  
VENNS LANE, HEREFORD, HR1 1DT**



## **Easy to access cricket**

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

## **Making cricket a gender-balanced game**

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

The HCL are committed to driving cricket's progress to become a gender-balanced sport, acknowledging that the area of women and girls is the biggest opportunity for growth in cricket. To achieve this the HCL intends to invest in the development of every level of the game from the grassroots to the elite, as well as supporting female coaches, officials and administrators. HCL are committed to facilitating the implementation of this vision.

## **Club Development and Support**

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

## **Coaches, Volunteers and Officials**

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

## **Where Do We Want to Be?**

Our Cricket programme is continually striving to maintain and improve the cricket offer to anyone interested in cricket, especially those from urban areas and under-represented groups in our game, while always looking to meet their needs and aspirations. We are also looking to build closer links with communities through use of our networking and



community engagement. Everyone should have the right to benefit from cricket regardless of age, gender, background or ability.

HCL 's equity duties must include

- Raise EDI knowledge with clubs, coaches, volunteers – training workshops etc Regional Meetings in 2025 using ECB Training Programmes We will interpret data and comments from our players/users to identify areas of training required or asked for
- Monitor and review the Action Plan – through our bi-monthly Compliance Operations Group
- To obtain more in depth data from surveys – via ECB Systems
- To raise awareness of diversity and build a more inclusive and diverse cricket community via our website rebrand and social media outlets.
- To achieve a better gender balance in the game by raising the profile of Women's and Girls Cricket at Clubs using 1-1 Club Development Visits and writing action plans for each club to deliver.
- To encourage greater allyship with LGBTQI+ community – by having a greater presence around participation in LGBT+ history month. An example of this would be to work with ECB programmes on transgender awareness training for our staff and coaches to ensure that they understand the importance of inclusivity. (this is particularly important for the youth coming through)
- To publish our equality objectives regularly on the rebranded website.
- Ensure HCL commitment and measure progress towards greater diversity. Re staffing this will be as and when a recruitment opportunity arises.
- HCL take responsibility for their commitments and share progress transparently by reporting back to ECB Network Partner on a monthly basis.
- Work towards eliminating discrimination, harassment and victimisation by providing education and training for Cricket Networks across the County using ECB Templates and training programmes.
- Ensure EDI education and training is openly available by offering the opportunity through regular events and newsletters



- Ensure a fully inclusive recruitment and induction process for all coaches and administrators across the HCL Programmes
  - Deliver diverse coaching programmes across the 10 pillars of the HCL CPA Plan via monitoring of staff, coaches, attendees through registers and data collection.
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