

WE ARE
YOU ARE



Our Vision

We want our communities to say, “I feel part of Sussex Cricket.”

This vision is central to our Sussex Cricket County Plan and EDI strategy, underpinning our entire culture at Sussex Cricket.

We are committed to inspiring a passion for cricket across ALL our communities, creating inclusive and welcoming environments for people from all walks of life, regardless of their race, gender, sexual orientation, religion or belief, physical or neural ability.

We will strive to achieve our vision by genuinely listening and responding to what we hear.

We believe we have already made some progress on and off the field, however we will continue to be better, challenging ourselves and each other to be accountable for our actions and behaviours.

Our EDI plan is only the start- to continue on our journey, we have highlighted six themes on which our approach will be based: **Inspire; Transform; Grow and Support; Welcoming Venues; Governance and Diversity of Voice.** We believe progress in these areas will be fundamental to bringing our vision to life and in supporting our communities to genuinely believe and say “I feel part of Sussex Cricket.”



Where we are:

- Sussex Cricket League – 2021 saw 351 teams from 145 clubs take part with over 3000 fixtures completed. League T20 Finals Day returned to The 1st Central County Ground in September 2021.
- Disability - six Super 1s Hubs; three County Teams; DIScoverABILITY Day returned; four clubs became ECB Disability Champion Clubs;
- Women's and Girls' cricket - grown from 43 to 62 clubs that offer women's and girls' cricket; 17 women's softball festivals saw 373 new women try the game; new women's softball league/cup created; over 900 girls signed up to ECB National programmes; 16 teams; 240 participants took part in the women's Sussex Slam; 32 newly-qualified cricket coaches.
- Junior – 64 All Star Centres; 42 Dynamos Centres; over 3000 sign-ups. 96 new National Programme Activators trained. Junior Champions League Finals returned at The 1st Central County Ground with U12, U14 & U16 finals taking place.
- School – 114 school programmes, 53 competitions delivered through Chance to Shine to over 15,000 participants
- Volunteers – volunteer reward fund was set up for clubs to access so they could reward and recognise volunteers within their club. Grassroots Cricket Awards (formally NatWest OSCAS) returned with eight new categories; Sussex had two national winners. Crawley Eagles CC won Active Sussex Sports Award in the Inclusion and Diversity category.
- Social Inclusion – to help break down the barriers of young people accessing cricket (e.g. cost, no equipment). Seven Street Cricket Hubs funded by Chance to Shine and three Wicketz Hubs funded by Lord Taverners run across the County. Over 140 participants take part in these programmes.
- Pro Player Visits – Jamie Atkins & Ali Orr visited Our Lady Queen of Heaven Primary School in Crawley to take part in a Chance to Shine engagement day. By taking our professional players into our local communities it will help inspire the next generation of cricketers.
- Pathway/ Brighton Aldridge Community Academy (BACA)
 - Boys' pathway split – 51% independent school vs 49% state school.
 - Girls' pathway split – 60.3% independent school vs 39.7% state school.
 - BACA is the state school partner of Sussex Cricket and enables students to combine high-level academic studies with an intensive cricket development programme.
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- Key initiatives

- Mental health and Wellbeing hub – launched in January 2021 with support from the Sussex NHS Partnership. First professional sports club to adopt the hub. Sarah Taylor headlined the official launch. Since its creation the hub has had 45,000 hits with 2,500 unique users and 500 returning users. The hub has also been accessed by people across 30 different countries.
- Celebrated International Women’s Day – to celebrate International Women’ Day we recognised the amazing women who represent Sussex Cricket. Individual profiles were created so staff could shout about why they work in sport and what it means to represent Sussex Cricket. These profiles were shared on our website and through social media.
- Comprehensive in-house, face-to-face equality, diversity and inclusion training delivered across the entire organisation.
- In the Bag – collaborating with the Brighton and Hove Food Partnership, over 2000 food recipe bags were delivered to families in need in the Brighton and Hove area.
- Disability funding– to help support our county disability teams, we secured funding from a local business for the next two years. This has enabled us to provide players with the same T20 kit as our professional players to make them feel even more a part of Sussex Cricket. This also provides long-term financial security to the running of our county squads.
- Sussex Cricket Foundation (SCF) Champions – three champions of the SCF were appointed to help raise the awareness of the work the Foundation does across the county amongst our professional players. Champions included Georgia Adams (Sussex women’s captain) and Dan Field (Sussex visually-impaired captain). Georgia and Dan will act not only as champions within the club but also as role models for others.



Inspire

We want to inspire the next generation and promote cricket across all our communities.

What we have done so far:

- DIScoverABILITY day, our annual disability cricket showcase. This event provides opportunities for young people and adults with varying degrees of ability, to play games and learn new skills at The 1st Central County Ground. The event is usually attended by 500+ people and also includes other sports such as football, table tennis, wheelchair basketball and golf. Volunteers from local businesses and sports leaders from local secondary schools help support the Sussex Cricket Foundation Team run the event.
- Urban Cricket Plans – our five-year plans launched in summer 2021, with the aim of helping the growth and development of cricket in two key areas (Brighton and Hove and Crawley). These plans will help improve the quality and provision of facilities whilst continuing to raise the profile of cricket across our communities.
- Schools Day – annual schools day at The 1st Central County Ground available to all primary, secondary and independent schools across the county. The day includes activities run by the Sussex Cricket Foundation, opportunity to watch a live Sussex fixture with the opportunity to play on the outfield during the lunch interval. Attendance for 2022 expected to be between 1500-2000 children.
- Junior Champions League – provides opportunities to young players from local clubs with the chance to play at The 1st Central County Ground. Winners from localised U12, U14 & U16 leagues play off against each other.

What we are going to do:

- Establish meaningful relationships with our diverse communities through partnerships and specific events.
- Afghan programme in Crawley – to support Afghan families who relocated to Crawley, we will work closely with Crawley Borough Council to provide activity for children during the school summer holidays linking any future players to local clubs in the area. We are also inviting the families down to a day at The 1st Central County Ground as well as providing 100 free tickets for a T20 match.
- Host and participate in events outside of cricket to attract a new audience and to help understand the barriers that might prevent communities from participating in cricket.
- Create an events calendar to celebrate religious and cultural events within our community and beyond.
- Celebrate our diverse communities and the achievements of all our Sussex Cricket teams by ensuring our imagery and communications are inclusive and reflect diversity.



- D40 Fixture vs. Surrey – for the first time our D40 side will play a fixture in 2022 at The 1st Central County Ground. This continues our commitment to raising the profile of disability cricket in Sussex and provides our players with the opportunity to use the same facilities as our professional players.
- Continue to engage with women and men professional players as role models to help inspire the next generation of cricketers.

How we will measure success:

- An increase in attendance at cricket matches from underrepresented groups.
- An increase in awareness of the achievements of all our Sussex Cricket teams.



Transform

We want to transform the way cricket is perceived and ensure everyone from all walks of life can access cricket and have a meaningful voice within the game.

What we have done so far:

- Disability cricket - four of our affiliated clubs have established dedicated disability cricket sections and were awarded Disability Champion Club status by the ECB.
- Women's and girls' cricket – women's and girls' club cricket grew from 43 clubs to 62 in 2021. The number of girls accessing national programmes increased and women had greater options to access the game through our softball offerings. We are also working closer with Southern Vipers to help improve the standards of women's and girls' cricket, especially the quality of coaching.
- Sussex Slam - new midweek competition that launched in 2020 to improve inclusion and to attract a new audience. Significant growth has been seen during 2021 and 2022, including the launch of the Women's Sussex Slam.

What we are going to do:

- Increase girls' involvement in junior participation programmes.
- Establish junior and women's and girls' forums through our junior leagues.
- Work to create a Women's Premier League to start in 2023.
- Increase number of Disability Champion Clubs.
- Implement actions identified through our Urban Cricket Plans e.g. installation of six new non-turf pitches in the town.

How we will measure success:

- An increase in the number of clubs with Disability Champion Club status.
- An increase in the number of women's teams in the Premier League.
- Ensuring the Urban Plans are delivered within the timeframes agreed.



Grow and support

We will provide opportunities to grow and support cricket on a professional and recreational level to ensure there is a thriving network across all our communities. We aim to actively change lives through the power of cricket and believe that supporting the game can do this.

What we have done so far:

- Champions fund - in 2021 we set up a 'Champions Fund' to help financially support talented and aspiring young cricketers across the county.
- The 1st Central Sussex Cricket League is the world's largest adult cricket league with a total of 359 teams across 36 divisions, catering for all abilities, ages and genders.
- Schools' Day/Clubs Day – offering tickets to watch professional cricket to local schools and clubs to ensure cricket is as accessible as possible for all.
- Street Cricket/Wicketz - continue to grow programmes, offer tickets to participants so they can access The 1st Central County Ground.
- Sporting Memories clubs are open to any people over the age of 50 who enjoy reminiscing about their experiences of watching or playing it. The clubs take place each week and are a friendly, welcoming environment that is open to all. Many of our members attend to enjoy the company of other older sports fans, some of our members live with dementia or have memory problems, some have experienced depression, they may have had a stroke or live with Parkinson's, all have one thing in common, a love for sport! In total, seven clubs run across the county, including an online session to improve accessibility to join the programme.
- Walking Cricket provides opportunities for men and women aged 55+ to play cricket at a slower pace. Walking Cricket can be a great way to do more exercise whilst meeting new people and having some fun. There are currently eight programmes running across the County, all free of charge through funding received.

What we are going to do:

- Seek views from diverse groups within the recreational game.
- Review pathway structure to ensure it supports players from diverse and disadvantaged backgrounds.
- Increase clubs with both a women's and girls' section.



How we will measure success:

- Development and growth of a recreational game forum which will help educate and inform future programmes and initiatives.
- An increase in pathway intake from disadvantaged and under-represented backgrounds.
- More women and girls playing cricket in Sussex.



Welcoming Venues

We will ensure all Sussex Cricket venues including The 1st Central County Ground, Blackstone Academy Ground, associated outgrounds and all recreational club facilities are welcome environments and accessible to all.

What we have done so far:

- Developed the Sussex Cricket masterplan to deliver improvements at The 1st Central County Ground. Phase one of the masterplan currently in progress.
- A review of the food and drink provision available on match days at The 1st Central County Ground. Making sure we offer a wide range of diverse and inclusive options for both spectators and players.
- £200,000 of recreational strategic grants distributed to a club in Sussex to improve facilities specifically for women and girls.
- Currently in process of distributing £227k through the ECB County Grants Scheme to help create welcoming environments at clubs across the county.
- Continuation of a dedicated family stand.
- Construction of a multifaith prayer room for players.

What we are going to do:

- Introduce low-alcohol areas.
- The introduction of a multifaith prayer room and changing places facilities for spectators.
- A new anti-social behaviour reporting system to be introduced on match days.
- Implementation of new a facilities strategy/funding programme for affiliated clubs.
- Roll out safeguarding awareness training to all staff and stewards and introduce a dedicated match day safeguarding steward.

How we will measure success:

- An increase in spectators from under-represented communities attending cricket matches.
- An increase in awareness of how to challenge/report anti-social behaviour.
- Improved facilities across our affiliated club network.
- Addition of multifaith prayer room and changing places facilities by 2023.



Diversity of voice

We believe that embracing a culture of diversity of thoughts and ideas is vital to the success and sustainability of Sussex Cricket. We must amplify diverse voices across the organisation and will continue to educate and raise awareness to ensure we are transparent and inclusive.

What we have done so far:

- In-depth face-to-face in-house EDI training delivered to all colleagues, players, stewards, Board, and Trustees.
- Reviewed and revised the cultural assessment/engagement colleague survey and developed an action plan in response to the survey outcomes.
- Reviewed the selection process to ensure all interview panels are multi-person and reflect input across the organisation.
- Continued development of the Mental Health and Wellbeing platform ensuring awareness of the tool is promoted internally and externally.
- Engaged with members and supporters through forums and post-match surveys.
- Recreational Player Surveys – end of season surveys sent out to all players in our adult cricket leagues to seek their views on what cricket offerings they want to see, what formats they want to play etc.

What we are going to do:

- Continued education for all staff, players, and volunteers through events and specific targeted EDI-related training.
- Review the recruitment and induction processes to ensure it is open, transparent, and inclusive to all.
- Dressing room review to promote and encourage a transparent culture that is open to challenge.
- Commitment to EDI KPIs for the Leadership Team.
- Employee voice- roll out of staff/player welfare check-in through online platform.

How we will measure success:

- A workforce that is reflective of our diverse local communities.
- An increased awareness amongst our workforce of EDI and how to challenge unacceptable behaviour.
- An increase in unique users accessing the Mental Health and Wellbeing platform.



Governance

We will ensure that we have the best practice governance in place which will help to support and deliver an open, transparent, and inclusive environment for all.

What we have done so far:

- Established an EDI committee with representatives from the Sussex Cricket Limited Board, Executive, and Sussex cricket colleagues.
- Adopted and promoted the ECB's Anti-discrimination Code and a standardised approach to reporting complaints.
- Reviewed and enhanced our Whistleblowing policy and reviewed all other staff policies through an EDI lens.
- Implemented change to ensure the Sussex Cricket Limited Board is more reflective of our local communities.

What we are going to do:

- Review our rules and regulations to ensure they are relevant and support the club's diversity and inclusion objectives.
- Commit to an annual review of all staff policies to ensure they continue to support the club's inclusion objectives.
- Continue to progress towards achieving 'gold standard' in all areas of the ECB County Governance Framework.
- Appointment of a fourth 'Appointed Director' to the Sussex Cricket Limited Board to ensure diversity of voice.
- Perform an annual review of our EDI strategy and action plan and update accordingly.

How we will measure success:

- A workforce that reflects the communities we represent
- Achieving or exceeding all areas of the County Governance Framework.



Values

Our SHARED values will underpin our EDI strategy:

Selflessness

Honesty

Accessibility

Respect

Enjoyment

Drive

