



# **RED ROSE** *Together*

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





# EQUITY, DIVERSITY AND INCLUSION RUNS THROUGH THE FABRIC OF LANCASHIRE CRICKET CLUB AND THE LANCASHIRE CRICKET FOUNDATION. THIS DOCUMENT PROVIDES INFORMATION AROUND OUR MAIN EDI FOCUS FOR 2024.



**Authenticity is an integral element of where we are now on our EDI journey. Actions speak louder than words and we embrace that we will be judged on what we do rather than what we say.**

Our Aspiration is that once you are part of the Red Rose family, either as a team member (on or off the field), guest, client, customer, fan or Member that you can be your true self and being a reflection of the City where we are based and celebrating uniqueness.

**In the short term our work will prioritise three key areas for enhancement:**

1. To develop our deep and detailed venue welcoming work for Emirates Old Trafford.
2. To become an employer of choice and develop our employee brand through our commitment to strengthening diversity across our teams and thus driving high performance.
3. To specifically accelerate elite cricket female coach education to dramatically increase the talent pool in this area.



**DANIEL CIDNEY**

**Chief Executive Officer**  
Lancashire Cricket



**The landscape of Lancashire as a County is richly diverse and as the Governing Body supporting all cricketing activity in the Red Rose County - Equity, Diversity and Inclusion drives everything we do.**

Our commitment to ensuring we are making cricket as inclusive as possible extends far and wide, from our Lancashire Cricket Foundation team members, the officials, players, coaches and volunteers among many others involved in cricket.

**We are all on this journey together and value everyone's input and feedback as we develop our Inclusion Advisory Group and Youth Board to be a part of the Foundation.**



**JENNIFER BARDEN**

**Executive Director**  
Lancashire Cricket Foundation



IT'S IN



OUR DNA



## WELCOME

Ensure we create a welcoming environment for all.



## COMMUNICATION

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



## PEOPLE

Educating our team to hold the strategy together.



## SUPPORT

Creating a strong foundation for delivering success.





Create inclusive, vibrant and welcoming environments.

# WELCOME

## WE WILL:

- » Create a strategy dedicated to inclusive facilities and a welcoming guest experience.
- » Look at innovative ways to engage with a diverse audience, encouraging first time cricket fans into our venue and the Red Rose Family.
- » Provide **family facilities** including, a dedicated family restroom and a private nursing room.
- » Review the complete fan journey from purchasing a ticket, right through to post-game engagement, enabling us to understand fan preferences and implement effective strategies throughout the journey.
- » Continue our partnership with **Hidden Disabilities Sunflower** to create a culture where people feel safe to share they have a hidden disability. All staff will receive training to be aware of hidden disabilities and to gain an understanding of how they can give additional support to those who may need it.
- » Provide support and education to cricket clubs, through workshops, on how to start a female section at their club, including female only activator, coaching, umpiring and scoring courses.
- » Offer clear and accessible opportunities at all levels for Afro-Caribbean communities through the **ACE Programme**.
- » Use the **South Asian Female Volunteer programme** to support females who want to get involved in cricket, by building their confidence and self-esteem.
- » Collaborate with Lancashire Cricket Foundation and their partners including **Chance to Shine** and **Lord's Taverners** to ensure national programme aligns to local need through provision of bursaries in low social economic areas and growth of our disability programmes.
- » Support and encourage recreational cricket clubs to ensure they are welcoming, inclusive and accessible to all communities - Training provision through resources and workshops via **Buddle** and **Inclusive Employers**.
- » Celebrate our diverse communities and raise awareness.
- » Work together with **Her Game Too** where we will continue to support, encourage and inspire women in cricket.
- » Work closely with **Manchester Pride** to put processes and policies in place to create an environment where everyone feels comfortable to share their true intersectional identities.







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

# COMMUNICATION

## WE WILL:

- » Create clear and accessible talent pathways for all backgrounds with the Foundation creating entry to pathway through teams playing in the Inter League programme, giving those from **ACE, Street, Wicketz** and **MCCF hubs** the opportunity to play against their peers with the next step being selection for the best of team.
- » Keep our Red Rose Family updated about our EDI progress throughout the year. See our **Red Rose Together** campaign [here](#).
- » Establish an **Inclusion Advisory Board**, via Lancashire Cricket Foundation, run by volunteers who are passionate about equity, diversity & inclusion and wanting to make cricket accessible to all.
- » Keep our Members well informed of our plans and updates ahead of the cricket season, in addition to regular **Members' Representative Group** forums.
- » Improve the fan experience by ensuring we have clear discriminatory reporting processes in place for both the professional and recreational game - [equality@lancashirecricket.co.uk](mailto:equality@lancashirecricket.co.uk)
- » Provide clear instruction of what it truly means to call out all forms of discrimination to ensure that everyone feels safe and included on and off the field - See the **Call It Out** campaign [here](#).
- » Review and improve our accessibility page on our website to enable an accessible and enjoyable experience for all our Red Rose Family wanting to visit our venue.







Create inclusive, vibrant and welcoming environments.

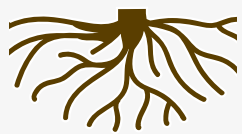
# PEOPLE

## WE WILL:

- » Review our recruitment process to **expand our talent pool** and be **representative of the communities that we serve** and **enhance diverse representation** throughout Lancashire Cricket Club and Lancashire Cricket Foundation.
- » Continue to **educate our people and raise awareness around various EDI topics** throughout 2024.
- » Empower our employees to share their lived experiences.
- » Encourage our players to be actively involved in our EDI initiatives being the role models that everyone will aspire to be.
- » Collaborate with the **PCA** to continuously enhance the knowledge around EDI for all our professional and academy players associated with the Club.
- » Take responsibility at Boardroom level to promote EDI and ensure that any areas of concern are addressed at the necessary level.
- » Promote the **importance of everyone at the Club, on and off the field**, living and behaving in line with our values.
- » Provide people at the Club with the tools to empower them to be aware of their surroundings and pay attention to the behaviours of others around them, ensuring that cricket is a safe environment for everyone.







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

# SUPPORT

## WE WILL:

- » Work closely with Inclusive Employers to achieve 'Inclusive Employers Standard Award'.
- » Review our wellbeing offering, focusing on **physical, emotional, social and financial wellbeing**, creating a space that supports the overall wellbeing for our people.
- » Advocate inclusion via senior leaders - **supporting and inspiring others** in promoting inclusion and valuing diversity.
- » Continue to **support our players wellbeing** on and off the field empowering them to be the best they can be.





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*Together*