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# Surrey County Cricket Club Equality, Diversity, and Inclusion Report and Plan 2023

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## Foreword

**Surrey County Cricket Club is committed to making sure cricket is a game for everyone. That commitment defines how our Club and business will conduct themselves moving forward and will provide the lens through which we view any major decisions. We believe that cricket should be based on the concepts of fair play, teamwork, and meritocracy and we know that there is work to do to make cricket truly accessible.**

At Surrey Country Cricket Club we have over many years confronted these challenges but accept more needs to be done and that it is our responsibility to create the change we want to see. Our influence as a sporting organisation means that we have the power to create systemic changes that can transform the lives of those who are underrepresented or marginalised.

Our work will build on strong foundations that have been delivered for many years and articulated most recently in our 2022 Equality, Diversity, and Inclusion Plan. Our 2023 plan is ratified by our Culture and Values Board which was launched in March 2022 with full delegated authority from the Surrey Board. In addition, this plan continues to straddle both Surrey County Cricket Club and the Surrey Cricket Foundation and, together, we must look at all aspects of the game and the people it touches; from our staff, the players, the communities we serve and the fans.

As a Club, we are proud of the work we have done in the EDI space to date. The Surrey Cricket Foundation has worked with schools, clubs, charities, and governing bodies to increase cricket participation amongst all demographics. We are pleased that as of 2022, 45,000 people played Club cricket in Surrey – the highest in the country – and Surrey clubs have the largest number of female club sections and sides in the country.

Outside of the work of our Foundation, we estimate that over 8,000 children from our local community have benefitted from courses put on at our on-site Ben Hollioake Learning Centre. In 2020, in conjunction with Ebony Rainford-Brent, we launched the ACE Programme, in response to the decline in cricket awareness and participation within the black community. We are delighted that the ACE Programme today stands as an independent charity, taking their mission of ‘supporting diverse talent from the grassroots to the elite’ to underrepresented communities nationwide.

Recognising that our work starts at home is a crucial part of our EDI journey. Lambeth is one of the most diverse and deprived areas of the country, with 45% of the population being non-white, 8% identifying as LGB+ and nearly 27% of the adult population of Lambeth being not economically active. We feel that

it is part of our role as a Club to embrace, connect and support the neighbourhood and its people.

This document, then, will explain what we have achieved in the past year since we published our last EDI plan and sets out what we want to achieve in 2023. Our plan is backed up by metrics and data from internal surveys plus it will be assessed against specific KPIs that we will monitor.

We also believe that our priorities for Sustainability go hand-in-hand with our EDI efforts, and have made strides to incorporate that important work in the plan. We are ambitious. We have 19 goals and 38 actions to take.

Our Strategic Plan sets out that we aim to be recognised as the greatest, most inclusive, and sustainable cricket Club. Therefore, our EDI plan is a core component of our wider business strategy. We are only at the start of our journey, but it is critical that we face our challenges with an open mind, a growth mindset and the courage to have important conversations and dialogue.

At Surrey, all forms of discrimination are not tolerated. We believe that everyone should be respected and valued for their unique contributions and that everyone has the right to enjoy the great sport of cricket.



## Introduction:

At Surrey, we recognise that an EDI plan can only be effective if you drive true accountability to deliver it.

Our plan is based on the four pillars of our overall Strategic Plan:

- Creating a warmer welcome
- Building a diverse community
- Being the best neighbour
- Holding ourselves to account

For each pillar, we have an Inclusion Imperative, which is an honest appraisal of our inclusion journey.

Our actions for 2023 are focused on two core areas:

**1. Building awareness and education across all aspects of the club to improve our behaviours.**

**2. Creating changes in our practices and processes to address bias and inequity.**

For every goal, we have set clear actions for which we have set clear accountabilities with our Culture & Values Board, our Board, our Directors and our Leadership Group.

# EQUALITY DIVERSITY INCLUSION

# Creating a warmer welcome



## Our commitment:

We want to create a welcoming, inclusive and safe environment across every area that Surrey CCC has an influence, whether you are part of a local Club, a school, involved in a Surrey Cricket Foundation initiative or a spectator visiting The Kia Oval.

We want every person who comes in to contact with Surrey Cricket to feel that cricket is a game for them and that there is a way for them to enjoy being part of the sport.

## Our Inclusion Imperative:

We will approach our inclusion journey with a growth mindset. This means we must be honest with ourselves about the areas we need to work on: our behaviours, our biases and how we make decisions.

## Our goals for 2023:

- In 2023, we want to see major improvements in how people feel working at our Club and we are setting targets to measure whether people see us as inclusive and how welcome people feel, which we will track with regular surveys.
- We are also aiming to see improvements in people's understanding of diversity and inclusion through training.
- We want to see a reduction in the number of people who feel excluded or marginalised in our survey data.
- We want more people to feel they can express themselves in a safe environment.
- We have also set ambitious targets to improve our overall Match Experience and Warmth of Welcome scores in the ECB season survey.

## Our progress so far:

- We maintained our strong partnership with the Surrey Cricket Foundation (SCF) which included financial, logistical and administrative support and other benefits in kind.
- We continued to commit to the African Caribbean Engagement (ACE) Programme which included financial, logistical and strategic support to the charity.
- We recruited a Fan Engagement Manager to oversee our 'warmer welcome' ambition for The Kia Oval to ensure our fans' experiences are positive ones.
- We have opened a Multi-Faith room that welcomes all faiths that can be used on match and non-match days.
- We have started the ECB's mandatory Anti-Discrimination training for all permanent staff in 2022.

## How will we get there:

- All permanent staff will undergo Allyship Training by the end of Q1, 2023.
- All professional players will begin a new EDI Educational Programme on key inclusion topics from Anti-Discrimination to Inclusive Language and Behaviours.
- In 2023 we will proactively steward the alcohol-free area and create a more robust process for the escalation of inappropriate behaviour.
- We aim to provide up to two sessions for our Tour Guides or those involved in Fan Experience on Inclusive Conversations and/or Inclusive communications within 2023.
- Our Leadership Group will undergo an Inclusive Leadership Programme throughout 2023 and 2024 delivered by an external organisation.
- We will be implementing Customer Service Training for key matchday staff groups in the first half of 2023.
- In 2023 we are looking to improve all of our accessibility offerings and aim to create a new plan for the club this year.

# Building a diverse community

## Our commitment:

We know that you can't be what you can't see and it is important that all areas of the Club reflect the diverse community in which we're based. It is therefore crucial that there is diversity across the Board, Club staff and playing staff as well as in senior decision-making positions.

## Our Inclusion Imperative:

We are committed to reviewing how we do things and creating the systemic changes needed to be more representative of society.

## Our progress so far:

- We created a partnership with the African-Caribbean Cricket Association (ACCA) to improve our understanding and engagement with people from African-Caribbean backgrounds and to provide accessibility opportunities with the resources we have.
- We have begun to review our family policies and have an enhanced paternity policy which is available to people of any gender.
- We have fully supported Proud Surrey: the very first LGBTQ+ supporters' group in the country. We held the first celebratory LGBTQ+ Pride Day at the Vitality Blast T20 in 2022.
- We offer subsidised coaching courses for women and girls to improve diversity and challenge inequity.
- We have begun to explore inclusive recruitment processes such as advertising in our local and diverse area of Lambeth, using diverse interview panels and using competency-based interview questions and have now started implementing some changes.
- We made a commitment to an international charity that enhances diversity in cricket globally and helps to grow the sport internationally through our Rwanda partnership.
- We have made significant progress in supporting the Women's and Girls' game. Our regional women's team was the first to contract 11 professionals.

## Our goals for 2023:

- We aim to improve our minority ethnic representation at a Leadership level.
- We will continually monitor and assess our Board composition.
- We are also aiming to see shifts in the perception of career advancement opportunities at the Club for those who are from ethnically diverse backgrounds as well as those who identify as women.
- We aim to improve our ethnic minority representation of those entering our Talent Pathway.

## How will we get there:

- We commit to continually reviewing our policies to ensure they are more inclusive of identities and individual family dynamics and will publish regular updates in 2023.
- We commit to reviewing our Talent Pathway processes and will take steps to mitigate bias. We will start with Unconscious Bias training for all relevant staff members by the end of 2023.
- As part of the Talent Pathway review, we will be evaluating our assessment processes and will make adjustments to ensure we are being as fair as possible in selections.
- In 2023 we will build on our work supporting the LGBTQ+ community in cricket and in society by working with our colleagues across the cricket network to march in Pride London 2023. We also aim to make an important connection with UK Black Pride. And we will also hold another Pride T20 Game on the 2nd July which will be preceded by a special Pride seminar and panel event the week before held at The Kia Oval.
- We aim to run up to 6 focus groups by August 2023 to hear the voices of our underrepresented employees and we will implement suggestions as part of our ongoing work in evolving the EDI Plan.
- We will review how we write the job descriptions for all positions so that there are as inclusive as possible. For example, we will use gender-neutral language, we will remove potentially discriminating words and be clearer about accessibility and adjustments that we provide.
- We commit to continuing to support our international charity partner in Rwanda until 2025 both financially and in kind, with the knowledge that building an understanding of diverse communities is our responsibility.
- In Q1, 2023 we will be implementing a new recruitment system using Workable which will allow us to anonymise parts of the recruitment process to help us mitigate biases.
- In 2023, we will host a Women's Ashes IT20 fixture and will dedicate commensurate marketing and communications efforts to that of an equivalent men's fixture.
- We will host a doubleheader on May 26th, with South East Stars hosting Northern Diamonds in the Rachael Heyhoe-Flint Trophy before Surrey men face Kent Spitfires in the Vitality Blast. We are committed to increasing the visibility of our women's sides, and not limiting our focus on Surrey women, but also including our regional side the South East Stars.



# Being the best neighbour

## Our commitment:

We want to ensure that SCCC and The Kia Oval are supporting the local community. The Kia Oval must be an accessible and inspiring hub for the community.

## Our Inclusion Imperative:

We understand that we must spend time learning and educating ourselves about the needs of the people and communities around us so that we can connect and build relationships with respect. To reach our sustainability goals also means we must hear the voices of our diverse communities inside and outside The Kia Oval.



## Our progress so far:

- We launched the Vauxhall Loop in August 2021 and since then have delivered 3 Loop programmes. We have impacted 260 underprivileged young people from Vauxhall - an area of high deprivation.
- In the school year 2021-2022, 720 children used our Ben Hollioake Learning Centre which has state-of-the-art facilities, and which keep open for use by local primary schools. We also provide cricket sessions for young people.
- In 2022 at The Kia Oval, we held a school Sports Day which was attended by 200 children. We also held a disability day welcoming schools and community groups which was attended by 417 people.
- We appointed two Surrey Cricket Foundation Trustees from the African-Caribbean Community to the Surrey Cricket Foundation Board to support our engagement with local community groups.

## Our goals for 2023:

- We will continue to provide accessible opportunities for disadvantaged communities to be able to play the game of cricket.
- We will continue our commitment to engaging children and young people in cricket.
- We will continue to build enduring relationships with our local communities through sustainable business initiatives.
- We aim to encourage positive sustainable behaviours in our members and guests.
- We will highlight and show the viable non-playing career opportunities available within cricket and aim to have a positive impact on the employability of the young people who engage with our relevant programmes.

## How will we get there:

- All permanent staff members will undergo Understanding Cultures training in Q1, 2023.
- Our EDI Officers from the Foundation and the Club will continue to coordinate and collaborate on projects to create a meaningful impact on the local community through monthly meetings in 2023.
- Our Club EDI Officer and Head of Sustainability will meet monthly in 2023 to devise mechanics that will ensure we deliver our promise of encouraging positive sustainability behaviour in our staff.
- We will work with Birkbeck University, Friends of the Earth Lambeth and Network My Club to launch the Sustainable Business Network in early 2023.
- We will hold at least one event in 2023 for our members and guests to help them understand how to be more sustainable and inclusive.
- We will target 700 children to be able to use our Ben Hollioake Learning Centre each year (2022-2023 and 2023-2024).
- We will deliver cricket sessions to 38 schools which are above 40% of Free School Meals in 2023 as part of our Chance to Shine commitment.
- In 2023 we are aiming for one Vauxhall Loop targeting up to 80 children, and are further expanding the project to run two Croydon Loops targeting an additional 120 children.
- We are targeting 450 people to attend our disability day in 2023.
- We aim to connect at least two local businesses with the Help to Grow Course through our sustainable business network in 2023.
- We will continue to work with ACCA to offer access to our cricket facilities in London to help meet demand.
- In 2023 we are launching a new State School Sixth Form Cricket Programme in order to provide access to cricket coaching and opportunities to identify career and education pathways within cricket and Surrey County Cricket Club. The schools selected will provide a choice academically and for 2023 will include George Abbott, Guildford, Lillian Bayliss Technology School, Kennington and St Francis Xavier Sixth Form College, Clapham.



# Holding ourselves to account

## Our commitment:

As a Club, we are committed to continually looking for ways to improve ourselves. We are making serious commitments to EDI and ESG and we want to make sure that we hold ourselves to account. We will ensure that the EDI plan remains up-to-date and relevant to the organisation.

## Our Inclusion Imperative:

Holding ourselves to account means that we are clear about our roles, our responsibilities, and what commitments we expect from each other across the whole Club: players, coaches and staff.

## Our progress so far:

- We launched the Culture and Values Board in March 2022 with delegated authority from the Board of SCCC to manage the EDI Plan, all staff processes and policies relating to ESG and EDI and Community Stakeholder Engagement in Lambeth and Surrey. In its Terms of Reference, the Board must have a minimum gender balance and ethnic diversity around the table.
- We have developed a Matchday App with a function to report incidents or any discriminatory behaviour anonymously. This allows us to accurately monitor what is happening in the ground.
- We have appointed an EDI Officer for both the Foundation and the Club, a full-time Head of Sustainability and we have an Accessibility Officer.

## Our goals for 2023:

- We aim to have courageous conversations about inclusion and to acknowledge and respond to feedback regularly as an organisation.
- We will share our EDI progress at least 4 times per year at our all staff Townhalls.
- We aim to be Leading on more ECB Game Wide Commitments by the end of 2023/early 2024.
- We will measure how we are doing on inclusive practices and behaviours for the first time in 2023 and create a baseline for 2024 through a self-audit that includes Focus Group sessions mentioned in Building a Diverse Community.
- We aim to train and engage our staff to ensure that sustainability is part of our ethos.

## How will we get there:

- We will review all our People policies within 2023 to ensure that we are as supportive and inclusive as possible.
- When we receive reports related to discrimination or discriminatory behaviour, we commit to initiating our escalation protocol. Any acts of discrimination will result in a lifetime ban and will be reported directly to the police. Where possible, reports related to discrimination will be reviewed by the EDI Officer to help generate learning and make improvements.
- All members of our Leadership team have committed to delivering EDI within their respective personal goals in 2023 and will receive coaching from the EDI Officer to provide support in delivering them.
- In Q1, 2023 we will launch a 'Warm Box' to provide another avenue to hear our people's voices where they can share thoughts and questions about inclusion and diversity at our Club. This is separate to our Whistleblowing Policy and is intended to help us challenge exclusionary behaviour early on in a positive way. We commit to responding to each one openly at regular Townhall events.
- Our 2023 EDI Plan will have clear accountabilities via a RACI system.
- We aim to run two events in 2023 for our players and other staff to connect and share our inclusion journey.
- We commit to publishing our Gender Pay Gap and (new) Ethnicity Pay Gap Report. This will include commentary on what we are doing to improve diversity at all levels and especially at more senior levels.
- We commit to running an internal workshop to review our Dressing Room Culture Report within 2023.
- We will work with the Carbon Literacy Trust to train key members of staff in Carbon Literacy within 2023.





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