



Embedding Equality & Diversity in Cricket





CRICED CYMRU
CRICKET WALES

Where are we with Diversity and inclusion in Cricket?

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100
YEARS OF HWYL

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glamorgancricket.com

What's been done so far

- Resource now dedicated in CW re FT officer in diverse communities plus 3x FT W&G officers
- Equality Standards : Data
- Equality Action Plan to be reviewed
- Governance changes across GC & CW
- Strong community engagement programmes underway
- Glamorgan new impetus to review EDI work via,
 - New strategy
 - Signed up to Investors in Diversity

Professional Cricket & Pathway

GC professionals

% of non-white players	2/21	9%
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Wales squad pathway Inc Academy

% of non-white players	10%
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Sub Wales regional pathway

% of non-white players	12%
(Inc. Prefer not to say)	72 / 596

Coaches within the pathway: % of non-white

Wales/Academy/Pro 2/ (8+12+2)	9%
Regional: 2/80	2.5%



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Recreational Game

Club membership		
Total Ethnic Minorities*	1098	8%
Ethnic Minorities Male junior	418	6.82%
Ethnic Minorities Female Junior	66	6.75%
Ethnic Minorities Male senior	598	8.78%
Ethnic Minorities Female senior	16	3.29%

- Wales Population survey references 5.9%
- Cardiff population = 19%: Cricket club membership – Juniors 18% & Seniors 30%

Officials	Total umpires	233
	Ethnic Minorities: Umpires	7 = 3%
	women umpires	6 = 3%



- Significant participation in Newport & Cardiff of unaffiliated cricket activity e.g. Cardiff & District midweek league: 23 out of its 28 teams are British Asian based. Typically, each team registers 25-30 players.
- Issues = data collection

Women's & Girls' Cricket

Club membership	women	6%	TOTAL 10%
	girls	13%	
Female activity in Clubs		60% clubs in Wales	

WGAP Key Performance Indicators	2018	Baseline (2019)	Baseline (2020)	Wales Ambition for 2021
Total number of clubs with girls' section	19	24	23	56
Total number of clubs with women's section	13	38	52	82
Total number of girls teams	19	13	21	38
Total number of women's teams	13	39	54	71
Total number of players	978	586	975	1417
Number of Girls in National Programmes - All Stars Cricket	-	915	-	1050
Number of Girls in National Programmes - Dynamos Cricket	-	-	-	300

Leagues' Committees	women		10% juniors/ 3% Seniors
	Ethnic Minorities		1.5 juniors 2.2% seniors

Staff & Boards

	Cricket Wales		Glamorgan Cricket	
Staff inc. full-time, p-time & contract employees?	37		51	
What number identify as women?	7	19%	12	23%
What number identify as Ethnic Minorities?	4	11%	2	4%

Board members		12			13	
ratio of men to women		8:3	25%		11/2	15%
ratio of white to non-white Board members		11:1	8%		11/2	15%



2x EDI Committees
Equality Standards : Data
GC Diversity advisory group
Equality Action Plan

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Commercial

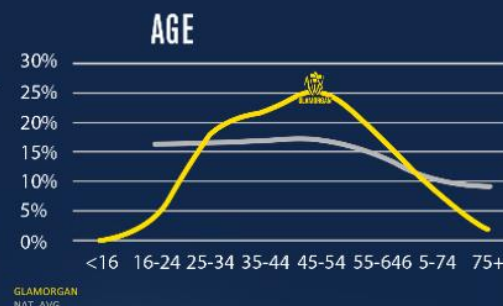
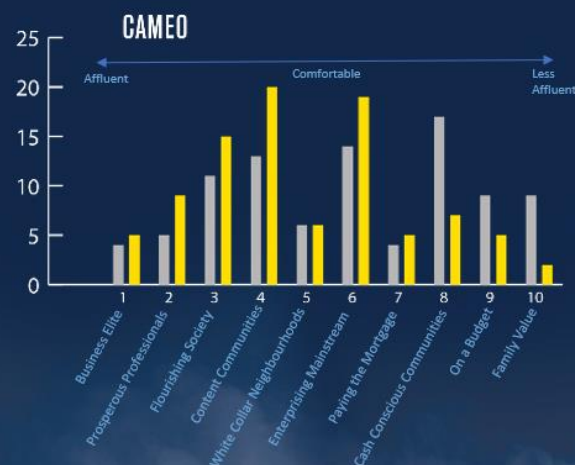
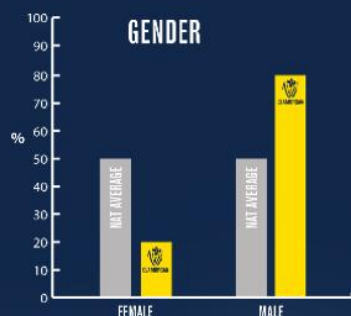
	tickets	members	corporate
What number are women?		20%	
What number identify as Ethnic Minorities?			

ACTION

2 circles & ECB policy

Try 2021 with GDPR /ECB

OUR EXISTING CUSTOMER DEMOGRAPHIC IS NOT YET REFLECTIVE OF A DIVERSE, WELSH SOCIETY



Ethnic Minority Interventions

Glamorgan Cricket

Imran's role Talent Mentor

Stadium Tours: Focus on Riverside Butetown Grangetown

Home Office Programmes to encourage Belonging, Justice, Respect & Tolerance

Cohesion Cup & SW Police

Foodbank outreach: Refugees / Time credits/ Grangetown volunteers

FOC tickets & Guard of Honour opps at Internationals: Local Councillors /

Cricket Wales

Cricket advisor Ali Abdi

Diverse Communities officer Muji Ilyas

Interfaith League

Informal activity

Inner city Clubs (successful junior sections with lots of trained v

Competitions (City Cup / Cohesion / Informal)

Pop up clubs in parks/ street activity

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Ethnic Diversity & Inclusion



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**NEW DRIVE TO ATTRACT
INNER CITY COMMUNITIES
TO CRICKET**

Workshops reviewing ethnic Barriers

- a. Awareness / unconscious Bias: identify and tackle it.
- a. Resources: can we ever solve this?
 - a. E.g. go into more state schools
- b. British Asian participation is positive / Black and African ethnicities declining.
- c. Passive racism / naive banter





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GC Plan Ethnic Diversity

- GC to focus on Gender and Race to begin with & drive meaningful action
- comprehensive review to understand the current status and be clear on gaps and will develop KPI's to measure progress – WORKSHOP Held
- The goals and objectives will be embedded into GCCC and CW strategic priorities
- We will review progress and action plan at every GCCC board meeting

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Women & Girls



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National Programmes 6,700 of which 1940 girls
Girls' new journeys
Some clubs transformed girls sections

Women & Girls



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53% clubs now with some female activity shows the significant progress across the club network i.e. to NOT have any female activity now puts clubs in the minority

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Evolving club governance (see MMCC video)
Strong performance around softball entry level



#UPTHETEG

**WOMENS
SOFTBALL
CRICKET**



PANTEG CRICKET CLUB



**FRIDAYS
6PM
PANTEG
CRICKET
GROUND**

GRIFFITHSTOWN,
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f i t

ALL EQUIPMENT PROVIDED



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Using national programmes



Strong cross work across W&G and ethnic diversity



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DEPRIVATION:

Offering Summer of fun opportunities for
FSM & deprived areas

 **Steve Williams** @SAWcric... · 18h

Day 3 of the Sky Sports
@DynamosCricket Project at
Holyhead, big thanks to
@RachCricketWAL for co delivering
the session. Worked on catching,
throwing and ground fielding before
finishing off with the game. Looking
forward to tomorrow 🤗👍🏏🏴
@CricketWales @SkyCricket



Rhodri Jones @rhodcricedco... · 6d

Fantastic first day of Dynamos cricket
in Tonna primary supercharged by
@skysports @SkyCricket
@cricketwales @dynamosandalls1



SMTV Cardiff
@SMTVCardiff

So many sporting and physical
activity opportunities this week,
here with @GlamCricket. EVERY
child has engaged in activities and
given 100% effort. With another
two weeks of #FoodAndFun to go
we are really excited about what is
still to come @FoodandFunCdfff
@foodandfunwales

