

Data and Insight					
Action	KPI Measure	2023	2024	Comments	RAG Status 2024
Collect Comprehensive data on participants in the pathway, coaches and employees to base line current diversity		y		Ongoing. Waiting for results of Gamewide Census 2024 to compare with internal survey.	
Staff Survey/insight to inform workplace experience initiatives. To become an annual survey to track progress		y	y	Ongoing. 2 x staff surveys complete. Jan 2024 Wellbeing survey, July 2024 Diversity monitoring.	
Undertake a visitor survey to improve understanding on diversity, preferences and experiences		y		Post-match surveys sent out to all Vitality Blast ticket holders, this includes purchaser personal information and feedback into their match day experience	
Review results of ECB EDI census and respond to any action points/findings as necessary		y		Results received (2023) and compared against staff surveys. Awaiting 2024 data.	
Build a people dashboard to monitor and report the diversity of playing and employee workforce and set KPIs when baseline for 2022 has been established.		y		People dashboard now created. Diversity monitoring survey to be carried out Bi-annually and results to be measured against previous survey.	
Review results of second PCA survey and respond to any action points/findings as necessary		y		Ongoing	
Review results of ICEC survey and respond to any action points/findings as necessary		y		All points responded to	
Collect data on the demographic makeup of WCCC members and visitors		y		Information provided for dashboard	
Pathways					
Action	KPI Measure	2023	2024	Comments	RAG Status
<b>Within Existing Pathway:</b> Communicate clearly the process and cricket principles applied to trial selections to participants and parents in advance for full transparency		y		All players/families participating were clearly signposted to what was looked for at assessment. In addition all families were spoken to before and on the day to encourage all players to be curious and ask questions of the coaching team.	
<b>Within Existing Academy Pathways:</b> Explore ways to reduce VAT payable/other costs to reduce the economic barriers of pathway fees		y		SG looking into this with Bishop Flemming.	
<b>Outside Existing Pathway:</b> Arrange 2nd XI fixture vs SACA		y		Three days of cricket were under taken in 2022. Did not take place in 2023.	
<b>Within Existing Academy Pathway:</b> Receive training on best coaching techniques from South Asian Coaches		y		Conversations with Kadeer Ali, Tom Brown and South Asian young cricketers informed practices for 2022/23 and 2023/24	
<b>Outside Existing Academy Pathway:</b> Following engagement with players from diverse backgrounds to understand the best trials environment, provide training to pathway coaches prior to next trials		y		A shared experience from players in 2021 was communicated with learnings and actions for 2022. Trials in 2023 completed with greater levels of awareness.	

<b>Outside Existing Academy Pathway:</b> Open Trials for 19-24 year olds at New Road and annually thereafter		y		These took place 18 Sep 2022 and again in 2023	
<b>Outside Existing Academy pathway:</b> Work with Community board to explore and develop talent ID channels outside existing traditional routes		n		Conversations need to take place with WCF from the board to see how we do this differently.	
Staff Pathway: Provide opportunities for staff to develop and grow		y		Personal development plans introduced	
Academy Pathway: Establish 5 ambassadors to be role models for young, diverse players		n		Not completed - to be reviewed for 2024	
<b>Environment</b>					
<b>Action</b>	<b>KPI Measure</b>	<b>2023</b>	<b>2024</b>	<b>Comments</b>	<b>RAG Status</b>
Ensure EDI considerations are included in the New Road Facilities Masterplan e.g Prayer Room, enhanced disabled facilities etc		y		Multi Faith room and Changing places room completed in 2023/2024	
Evac Chairs in all stands with Staff usage training		n	y	Staff Training done 3rd March 2023. New evac chairs	
On Grass area between the Family stand and Marquee should be a wheelchair hard standing area enough for 2		n		Unable to complete due to excessive flooding in 2024 pre season	
TV Screens should have Text on at all times to help people with disabilities		n	n	Not completed. Need to be in place for 2024	
all Bars should have a lowered serving area		n		we have looked at costs and this is impossible in most areas, staff training and instruction should combat the issues with serving	
Disability and Etiquette awareness training for all customer facing staff (no excuses)		y		Completed April 2024 with all staff	
Toilets for all - To be discussed - more information needed		y	y	Inclusive toilets plaques to be placed on all accessible toilets doors	
All patio doors to have markings on them		y	y	All doors now have the frosted dots on them at the correct heights	
Staff appraisal process to include an assessment of values and behaviours		n	y	SI created new appraisal forms	
Develop and deliver an inclusive match day food and beverage offering for 2022 season		y	y	Variety of food and drink available	
Celebrate the achievements of all teams across all age groups, access, Women's, Academy and senior teams		n	y	New women's team sponsor and promotion. England women's game held at New Road with promotion through WCCC. Application for Tier 2	
Campaigns to increase attendance at women's games and disability games		n	y	Womens games in 2022 grew to our highest attendances to date. Suggested plans to take Women's Rapids on a Roadshow in 2023 did not happen due to funding constraints. New sponsor for Womens rapid in 2024. England women game at New oad.	
Showcase walking cricket and disability cricket at match day intervals		y	y	Results received (2023) and compared against staff surveys. Awaiting 2024 data. National walking cricket festival held 2024	

Expand support for Dementia Cafe initiative with video footage and guest speakers				Supporting Dementia Cafe with regular speakers on specific topics. Have also offered group regular walking cricket sessions during Championship games.	
<b>Build Diverse Teams</b>					
<b>Action</b>	<b>KPI Measure</b>	<b>2023</b>	<b>2024</b>	<b>Comments</b>	<b>RAG Status</b>
Explore ways to increase the number of female coaches e.g provide coaching opportunities to senior academy girls		y	y	More female only coaching sessions offered through collaboration with WCF	
Undertake an equality impact assessment of all employee policies		y	y	New People Handbook currently being put together with EDI at forefront. Use of Bright HR for all policies and procedures. Staff wellbeing survey.	
Obtain feedback from partially sighted work experience student joining June 22		n/a	n	Student did not attend, however, links with NCW maintained in the hope we can have a student next year. Did not happen	
Board composition diversity: 40% Female, 80% white and achieve gold tier of CPA requirements		n	n	Recruitment of new Board members to take place in 2024	
Create an EDI steering group with representation across the club responsible for driving change and maintaining momentum – challenge and advise/update the board		y	y	Group created but limited diversity. Exec team to create strategy in 2024.	
<b>Education and Nurture</b>					
<b>Action</b>	<b>KPI Measure</b>	<b>2023</b>	<b>2024</b>	<b>Comments</b>	<b>RAG Status</b>
Support and facilitate PCA EDI training to all players and coaches		y	y	PCA Learn before wicket course undertaken	
Completion of Inclusive Leadership programme for all members of EDI Steering Group		n	n	3 members completed all modules, 2 members completed half of the modules.	
Undertake training on handling detection and enforcement of abusive crowd behaviour before start of 2022 season		n/a	n	Not completed	
Hold regular staff forums/feedback/listening sessions (once a quarter)		y	y	Meetings/forums held during 2023/2024.	
Facilitate all permanent employees to undertake ECB provided EDI training		y		2023 - 83% completion rate, training ongoing as new staff staff at the club. 2024 -	
Facilitate all casual employees, voluntary board members, Vice Presidents and volunteers to undertake ECB provided EDI training		y		Training links distributed in July 22 and on a bi-annual basis. April 2024 - all casual staff undertook EDI training. Board to complete EDI training in October 2024	
<b>COMMUNICATIONS</b>					
<b>Action</b>	<b>KPI Measure</b>	<b>2023</b>	<b>2024</b>	<b>Comments</b>	<b>RAG Status</b>
Use of imagery in general club communications showcases the diversity of stakeholders in the business and its pathway		y	y	More diverse imagery has been used across channels. More photography is required from pathway and academy on boys and girls side	

Use of terminology in written communications which does not discriminate against specific groups or show bias towards others		y	y	Terminology in written comms has improved and all content writers given EDI training. However this can go further and content writers can be more culturally aware.	
Highlight diversity in the organisation and its activities through regular and planned PR activity		y		Few PR activities were undertaken in 2022. More completed in 2023. 2024 list to be updated	
Showcase and make use of diverse "influencers" from within the organisation and the pathway through different mediums to specific groups		y		Influencers need to be identified and action plans written	
Creation of a EDI calendar and plan content around specific key dates		y		EDI calendar has been done, but we need further advice to inform priority on certain religious and cultural events.	
Reinforce our values and the "Severn Way" in spectator communications and ground signage		y		Severn Way values to also be rolled out as staff values. Have created Severn Way graphic, but detail needs to be added	