



Norfolk County Cricket Club - Equity, Diversity and Inclusion Plan - 2026

Norfolk County Cricket Club - our wish is for cricket to become a sport driven by equity, diversity and inclusion. A game for everyone.

Norfolk County Cricket Club supports the ECB Vision - We want cricket to be for everyone.

"A game belonging to us all, transcending age, gender, race, and ability. A sport connecting communities and improving lives by bringing people together through a shared passion."

This vision is central to grow and strengthen cricket, but this work is about the entire game and not just cricket in Norfolk. We aim to inspire a new generation to be passionate about cricket, and to unite people with the feeling that it is a game for them, and that can be brought around by real change happening on the ground across the country. The insight behind Inspiring Generations gets to the heart of how people perceive cricket. We know we need to expand our reach, broaden our audience, and welcome more people than ever into the cricketing family. And to those who are already in the game, we know there's more to be done to ensure everyone feels included.

Norfolk Demographics

Population: 914,039 (Estimated May 2020)

- *Persons aged 0-15 (16.9%), Persons aged 16-64 (58.5%), Persons aged 65+ (24.7%)*

Ethnicity Data (Source 2011 Census)

- *92.7% White & 7.3% Ethnic Minorities (Other White 3.7%, Asian/Asian British 1.5%, Black/African/Caribbean/Black British 0.5%, Mixed/multiple ethnic groups 1.2% and Other groups 0.3%.*

Main Language (Source 2011 Census)

- English 96.3%

Marital and civil partnership status (Source 2011 Census)

- *Married 50%, Single 29.5%, Divorced 10.1%, Widowed 7.9%, Separated 2.3%, Same sex partnership 0.2%*

Religion (Source 2011 Census)

- *Has Religion 62.8% including 61% Christian, No Religion 29.6%, Not Stated 7.6%*

Deprivation (Various Sources)

- *15% children live in low income families, 12% of households experiencing fuel poverty*

Economically Active (2021)

- *80% of 16-64 year olds are economically active (85% male and 76% female)*

Norfolk County Cricket Club Demographics

Norfolk CCC Committee = 10 (7 male (70%) including 1 Ethnic (10%) and 3 Female (30%).)

Norfolk CCC – First team and Lions (Development XI)

Norfolk County Cricket Club are committed to action and change.

We recognise that change must happen. To attract people from different backgrounds and diverse communities, we must work together to evolve cricket's culture, structures, and governance – at all levels. To be more inclusive and welcoming, we need to be intolerant of discrimination and abuse of any kind; systematically address barriers to entry and advancement; and build a more diverse workforce and governance structure.

We are committed to:

Equity: we want no individual, or group of individuals, to be treated less favourably because of their protected characteristics. We also want to ensure that those who may be disadvantaged can get the tools they need to access the same, fair opportunities as their peers. Furthermore, in areas of under-representation we commit to positive action and application of resources to level the playing field.

Diversity: we want to recognise, respect and celebrate each other's differences. We wish to create a diverse environment, one that sees people with a wide range of backgrounds, talents and mindsets, thereby enabling an empowered culture of creativity and innovation.

Inclusion: we want to create cricketing environments where everybody feels welcome and valued, including those who already play and are satisfied with the status quo. We want to become more aware of our unconscious biases, and to learn how to manage them.

The Foundations of our Norfolk County Cricket Club - EDI Plan

- **Empower people** to make positive change across cricket
- **Build diverse teams** that reflect the communities they serve
- **Develop inclusive environments** where everyone feels welcome and safe
- **Lead with accountability** and commitment

EMPOWER PEOPLE	BUILD DIVERSE TEAMS	DEVELOP INCLUSIVE ENVIRONMENTS	LEAD WITH ACCOUNTABILITY
Norfolk CCC Commitment:	Norfolk CCC Commitment:	Norfolk CCC Commitment:	Norfolk CCC Commitment:
We will empower people to make positive change across cricket. We will ensure Norfolk CCC committee, players, members and visitors feel supported, educated and empowered to drive progress, and that best practice and learning is shared. We will identify and work with organisations and stakeholders for further support.	Cricket should always connect communities and people from different backgrounds. So, we will address discrimination where it exists. We will ensure structures, policies and processes throughout the game promote inclusion across cricket in the county and beyond.	We will develop inclusive environments where everyone feels welcome and safe. Cricket should always connect communities and people from different backgrounds. So, we will address discrimination where it exists in Norfolk.	We will lead with commitment and accountability, being open and honest about progress. We will aim to build more trust among parts of the cricket community by explaining where we are, engaging them on what needs to change, and ensuring we have the right data to inform effective decision-making. We will report regularly and transparently on progress. Norfolk CCC are accountable for this plan's commitments.

Norfolk County Cricket Club - EDI Actions

EMPOWER PEOPLE to make positive change for cricket within Norfolk CCC

We will:

- Continue to provide EDI training to all Norfolk County Cricket Club Committee and Players.
 - Continue to encourage and support personal development across the game.
 - Continue to embed EDI throughout county cricket in Norfolk.
 - Engage with key stakeholders and continue to embed EDI throughout county cricket in Norfolk.
 - Support and promote a game-wide whistleblowing process and continue to encourage all cases of discrimination to be reported via the ECB.
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BUILD DIVERSE TEAMS that reflect the county they represent

We will:

- Comply with ECB County Governance requirements.
 - Seek to improve the diversity of the committee and players in Norfolk CCC.
 - Seek to understand and remove barriers to participation across the county and beyond.
 - Ensure key personnel complete the ECB EDI census on an annual basis.
 - Ensure fair recruitment processes are in place
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DEVELOP INCLUSIVE ENVIRONMENTS where everyone feels safe and welcome within Norfolk CCC

We will:

- Continue to review and update all Norfolk CCC policies where appropriate annually.
 - Embed the ECB Anti-Discrimination code throughout Norfolk CCC.
 - Continue to support cricket clubs to create welcoming environments.
 - Continue to work with the game to create a welcoming culture that is consciously inclusive at all levels
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LEAD WITH ACCOUNTABILITY and commitment

We will:

- Continue to set the standard and ensure everyone appreciates the importance of implementing a culture that is diverse and inclusive
 - Continue to promote and publicise any updates/reviews from the ECB or regulatory bodies as appropriate.
 - Continue to engage and listen to the views of people across cricket in Norfolk
 - Continue to regularly update our EDI plan
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Empower People to make positive change for cricket in Norfolk

Action	Continue to deliver EDI training as appropriate to all Norfolk CCC Committee, Coaches and Players		
KPI / Measure	EDI training fully completed		
Owner	EDI Director & CDD	Timeframe	April 2026 & Ongoing
1. All Committee, Coaches and Players to complete EDI training as and when required.			
2. Committee, Coaches and Players given opportunities to complete any additional training as required.			

Action	Continue to engage with key stakeholders to embed EDI throughout National Counties Cricket		
KPI / Measure	Engagement has taken place with all key cricket stakeholders		
Owner	Norfolk CCC Committee, Coaches and Players	Timeframe	Start of season 2026
1. Continue to work with ECB, NCCA and other key stakeholders to promote EDI within cricket and support where required.			
2. Continue to ensure General Conduct Regulations are displayed on Norfolk CCC website.			

Action	Continue to support and promote “the reporting a concern process” to encourage all cases of discrimination to be reported via the ECB platforms		
KPI / Measure	Embed ECB discrimination process		
Owner	Board & CDD	Timeframe	Ongoing
1. The Report a Concern process continues to be displayed and promoted via Norfolk CCC Channels (Website and Social Media) on a regular basis.			
2. Norfolk CCC report a concern/complaints panel is setup.			

BUILD DIVERSE TEAMS that reflect the communities they represent in Norfolk

Action	Ensure we always comply with ECB County Governance requirements		
KPI / Measure	Full compliance with ECB CPA Governance standards		
Owner	Norfolk CCC	Timeframe	Ongoing 2026 and onwards
1. NCB full compliance with ECB diversity targets			
<ul style="list-style-type: none"> • At least 30% of the Committee to be women. • A county ethnic diversity that at the minimum matches the non-white British population of your local county demographics. 			

Action	Seek to understand and remove barriers to participation across Norfolk		
KPI / Measure	Surveys & Consultations completed		
Owner	Committee	Timeframe	Annually
1. Support NCF with the club and player EDI survey created and sent out during the summer months.			

Action	Introduce fairer recruitment processes		
KPI / Measure	New process introduced, increased diversity of applicants		
Owner	Committee	Timeframe	Ongoing
1. Use anonymity recruitment process for vacancies where possible.			
2. Balanced interview panels used for all interviews.			
3. EDI tailored job descriptions.			

DEVELOP INCLUSIVE ENVIRONMENTS where everyone feels safe and welcome within Norfolk CCC

Action	Conduct a review of all Norfolk CCC policies		
KPI / Measure	All policies reviewed and updated where required		
Owner	Committee	Timeframe	Ongoing
1. Review all Norfolk CCC policies to ensure EDI is embedded.			
2. Work with everyone involved with Norfolk CCC to ensure EDI compliance.			

Action	Embed the ECB Anti-Discrimination code across Norfolk CCC		
KPI / Measure	Code to be adopted by all at Norfolk CCC		
Owner	Committee	Timeframe	Ongoing
1. Work with all involved in Norfolk CCC to formally adopt the anti-discrimination code.			

Action	Norfolk CCC to create welcoming environments		
KPI / Measure	Improved facilities across Norfolk CCC		
Owner	Chair and Committee	Timeframe	Ongoing
1. Use ECB County Grant Fund to create a more welcoming environment within Norfolk CCC.			
2. Work with Sprowston CCC to improve facilities through the ECB County Grant Fund and other funding streams.			
3. Complete a Norfolk CCC Facilities strategy with Sprowston CC in 2026 to identify priority areas for facility development across Norfolk CCC.			
4. Work with Sport England and local councils to complete Playing Pitch Strategies.			

LEAD WITH ACCOUNTABILITY and commitment

Action	Align our strategy to the ICEC recommendations and the ECB response that were issued in September 2023		
KPI / Measure	New EDI plan adopted		
Owner	Committee	Timeframe	March 2026 onwards
1. ICEC report shared and published via all Norfolk CCC channels.			
2. Norfolk CCC EDI plan has been updated based on ICEC recommendations.			

Action	Continue to engage and listen to the views of people across cricket in Norfolk		
KPI / Measure	Ongoing engagement and discussions about EDI within Norfolk CCC		
Owner	Everyone	Timeframe	Ongoing
1. Create opportunities to listen and understanding the views of everyone connected to Norfolk CCC.			
2. Help to ensure a culture of EDI awareness and adoption is created within Norfolk CCC.			

Action	Continue to regularly update our EDI plan and publish an annual report against EDI progress		
KPI / Measure	EDI plan monitored and reviewed on an ongoing basis		
Owner	NCC Chair/Committee	Timeframe	Every 3-6 months
1. EDI plan monitored and success measured on an ongoing basis.			
2. EDI a regular agenda item at committee meetings.			
3. Norfolk CCC EDI plan updated and displayed on the website.			

Norfolk County Cricket Club – updated EDI Plan April 2026

