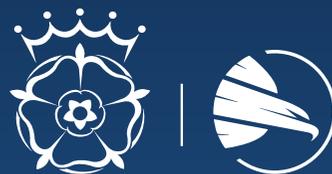




# Hampshire Cricket Change The Game

Diversity & Inclusion Action Plan 2025





## Introduction From The Chief Executive



Together we are making huge strides forward to achieve our shared ambition to become the most inclusive team sport in the country.

We are especially proud of our community team's work delivering cricket in more than 300 state schools, with Hampshire Cricket Board being recognised as Chance to Shine's delivery partner of the year in 2024. This work complements the Club's award-winning Hawks Academy programme, which provides high performance coaching in some of the county's most economically disadvantaged communities. Now in its fourth year, the Hawks Academy opened its third hub, taking the project to the heart of Portsmouth in a refurbished facility that will secure access to year round cricket activity in the city.

We are leading the way in growing the women's game and recently received national recognition for our work attracting female fans and delivering women's international cricket. This year presents a landmark moment for the sport with men's and women's competitions aligning for the first time. We are excited to be building on the legacy of Southern Vipers in a new era as Hampshire Cricket, which will set the foundations for the women's game to become truly mainstream.

We are committed to delivering unforgettable experiences and making sure everyone feels welcome in our sport and at our iconic venue. This is a journey for the whole of cricket and I urge every fan, player and volunteer to think about what else they can do to make sure that our sport welcomes everybody, all of the time.

**David Mann**  
CEO



# Our Vision For The Future



At Utilita Bowl, our culture runs through everything we do, every decision we make and every interaction we have. It is at the heart of our relationships, it is what we believe and how we go about what we do every day.

We are here to inspire, entertain and unite our community, and to build a legacy for future generations a vision endorsed and supported by our new co-owners GMR.

There are many strands to this vision:

- It means creating and celebrating local heroes and role models, setting examples by how we behave on and off the pitch, and offering opportunities for everyone.
- It means inspiring our community by the experience they have at Utilita Bowl on match days, but also going into the community and giving people the opportunity to be inspired by our sport wherever they are and whoever they are.
- It means constantly improving the facilities at Utilita Bowl and investing in more community facilities, because cricket is a game is for everyone.
- And it means embracing sustainability so that these opportunities will be available for future generations.





# Our Principles

Diversity recognises that, though people have things in common with each other, they are also different in many ways. Inclusion is where those differences are seen as a benefit, and where perspectives and differences are shared, leading to better decisions.

We want our sport to provide a safe place for everyone to learn, develop and thrive and will take action to make cricket the most inclusive team sport in England and Wales.

## Our equality, diversity and inclusion work is based on four key principles for action:

### Empower People

We will empower our people to have a voice and make a difference. We will continue to educate our team members, and actively listen, understand and take action to create a working environment where everyone feels welcome, heard and valued.

### Connect Communities

We will pro-actively engage our communities and celebrate moments of unity at events and across our digital channels. We will make Utilita Bowl a hub for our community, removing barriers to access and utilising our iconic space to welcome people.

### Inspire Change

We will inspire people to choose cricket as players, supporters, volunteers and as employees. We will create a talent pathway, which is fair, open and transparent, providing the foundation for more representative teams in the future and aspire to be an employer of choice in our area.

### Lead The Way

We will use our voice to promote EDI at every level of the sport and be a prominent ally to under-represented communities. We will ensure that we have robust governance structures in place, which create accountability for everyone, and that our leadership teams reflect our communities.





# Empower People

## What We Have Done

- Our Leadership Team continue to benefit from their participation in ECB training and sharing insights and learning with the rest of our Team
- We continue to learn from and act on feedback from our EDI census. We have introduced new forums for feedback including monthly mingles, suggestion box alongside our Department Listening Groups for our employees
- We have introduced QR codes around the ground to encourage our visitors to provide feedback and to be able to raise any concerns

## Our Aims For 2025

- Every employee will be given the opportunity attend 2 of the new ECB Training Modules – Banter and Microaggressions and Moving from Unconscious Conscious Inclusion
- Ensure our EDI Action Groups communicate initiatives, focus areas and wins at our monthly briefings in regard to our 4 key principles
- Continue to promote wellness and mental health initiatives for our employees – last year saw the introduction of monthly mingles to give our Teams better opportunities to take time out to talk

# Inspire Change

## What We Have Done

- Opened a Portsmouth Hub for the Hawks Academy, completing the programme objective of having presence in Hampshire's three largest urban locations
- Provided parity across the Men's and Women's matches for all Charlotte Edwards Cup matches in terms of big screen activation, music and full stadium announcer Team
- Marketing Team have produced a wider spectrum of content to support our drive for inclusivity and broader representation for players and supporters
- Nationally recognised for our work transforming the women's game, through the delivery of a commercially viable, sell out women's international and recording our highest ever supporter experience score for the match.
- Our close affiliation with Hampshire Cricket Board partnership allows us to support with the delivery of additional local educational activities and give us great opportunities for collaboration to share initiative and develop ideas



## Our Aims For 2025

- Supercharge growth of the women's game through a rebranded Hampshire Women's team, establishing a one club position which creates gender parity, presenting male and female players equitably across channels.
- Create a single channel approach, combining men's and women's social channels to showcase our one club philosophy to a wider audience.
- Deliver a national event celebrating recreational women's cricket at the Metro Bank One Day Cup Women's Final in September 2025.
- Expand our award-winning Hawks Academy programme to provide an integrated pathway for female players from economically disadvantaged communities.
- Continue to expand our relationship with Hampshire Cricket Board to support the recreational game to grow in a way that is sustainable and inclusive.





# Connect Communities

## What We Have Done

- Installation of Quiet/Sensory Room & Provision of Sensory Bags – over 100 sensory bags were issued
- Enhancements to our Match Multi-Faith Room included introduction of privacy screens, shoe storage and prayer mats
- Significant improvements made to our Accessible Supporter Journey included
- Audio commentary available for every game
- Hearing Loops installed
- Drop kerbs & tactile flooring installed
- New signage across the stadium for easier location of facilities
- We have added “ReciteMe” tour website to enhance user experience and make data and information much more accessible to a wider audience

## Our Aims For 2025

- We will be working with Level Playing Field to provide employee training for better awareness of disability needs
- LGBT+ awareness upskilling
- Both training initiatives will help with our drive to be a safe and welcoming venue
- Enhancing our “Welcome” to all supporters with a specific focus on ethnically diverse communities
- Continue with our sponsorship of community events to support state school and recreational cricket programs and utilising our Sical Media presence to ensure they are widely publicised to increase awareness
- Build connections with communities from the Indian ethnic group living in Southampton as part of our work hosting England Women v India in July 2025.
- Representatives will be attending the Advancing Race in Cricket conference (April 2025) and will share ideas and best practice
- We will continue to work with Hampshire’s Disability Cricket Development Officer to improve our accessible customer journey





# Lead The Way

## What We Have Done

- Continue to provide EDI training opportunities to all employees
- Effectively communicating the fantastic work our Cricket Foundation is delivering and our involvement with our local communities, in partnership with Hampshire Cricket Board
- Utilised events such as International Women's Day and International Men's day to share personal experiences of challenges in our workplace, learning how we can continually improve and adapt.
- Use the feedback from the annual censuses to provide focus on where we need to put our energy and to celebrate what we are perceived to be doing well

## Our Aims For 2025

- Showcase female leaders, officials and players associated with our Tier 1 women's team to raise awareness of female representation within the sport.
- Work with Hampshire Cricket Board and other partners to create an engaged group of local women's cricket influencers to grow awareness of women's cricket in the county.
- Continue with the upskilling our Managers with EDI awareness with focus on prevention of sexual harassment in the workplace
- Introduce learnings from the NSPCC bespoke Safer Recruitment within Cricket course to our recruiting managers



## Measures of Success

- Continuous improvements from our Customer Satisfaction Survey Results
- Increased Employee Engagement reflected in ECB census Feedback scores
- Improved Employee retention
- Increased access to training and personal development opportunities for our Employees
- Expansion of our Talent Pathways
- More Community programs including Hawks Academies, Pride

# Summary

## We Have More Diversity At Board Level

 **33%**  
Are Female

 **11%**  
Are From Ethnically Diverse Backgrounds

 **45%**  
Are Independent Non-Executive Directors

 **Eight**

Community Hubs  
Across The Well-Established Disability Programme

 **SLT**  
continue to attend relevant EDI training & role model learnings

**1083 Boys** & **225 Girls**  
From 14 Ethnic Backgrounds & From 8 Ethnic Backgrounds  
**Joined Pathways In 2024**

**146**   
**Participants**  
with a wide range of disabilities (Super 1s & Disability County Squads)

### Senior Managers

To Champion & Implement Edi Action Plans

**88%**



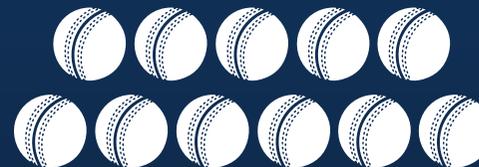
Of Our Employees Have Completed Some Form Of Edi Training In The Past Year

We'll Be Delivering Coaching Programmes And Providing Access To Competitions



To Over **343**

(Over 62% Of Primary Schools In Hampshire)



**Eleven**

Lord's Taverners Wicketz programme hubs across so'ton,

 **132**

Girls Teams

**Across**

**33 Clubs**

# Hampshire Cricket

## **Change The Game**

