

Action Plan 2026



Derbyshire County Cricket Club



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WE ARE
DERBYSHIRE

derbyshireccc.com

Derbyshire County Cricket Club Strategic Plan 2025-2029 Our Vision, Purpose and Mission

- **Our Purpose:** To inspire and connect communities, developing and nurturing talent and delivering a high-quality, inclusive experience that is accessible to all
- **Our Vision:** A sustainable and inclusive county using the 'Power of Cricket' to bring joy, unity and pride to every corner of Derbyshire
- **Our Mission:** To be the most respected, trusted and sustainable professional county club in England and Wales - Inspiring the next generation to say 'Cricket is a Game for Me'



OUR EDI VISION



*"A welcoming environment and a Club for all,
where diversity brings strength and inclusion
drives high performance"*

THE CRICKET DERBYSHIRE MODEL



Derbyshire County Cricket Club (DCCC) works in partnership with the Derbyshire Cricket Foundation (DCF), each supporting the other to deliver our plans and collaborating on driving forward our EDI agenda.

Derbyshire Country Cricket Club (DCCC) Accountabilities

- Professional Men's' Cricket & Boys' Talent Pathway
- Elite Senior Women's Cricket & Girls' Talent Pathway
- Hosting high profile cricket and non-cricket events including Women's Domestic and International Cricket



Owned by DCCC, supported by DCF

Derbyshire Cricket Foundation (DCF) Accountabilities

- Recreational Cricket for Men & Women, Boys & Girls across the county
- Community Cricket Programmes

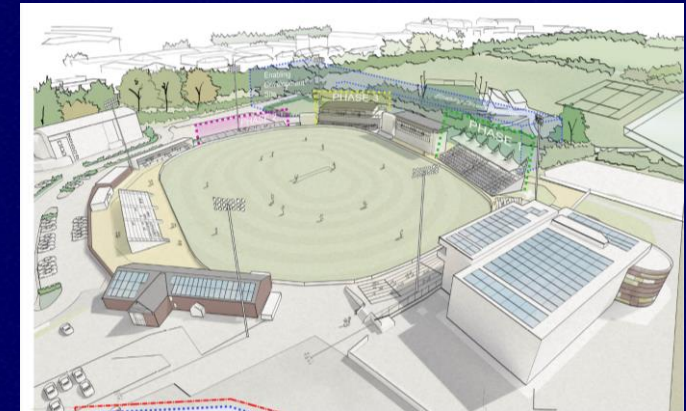


Owned by DCF, supported by DCCC

OUR CORE OBJECTIVES



1. Invest in facilities and people, ensuring a welcoming environment for all
2. To engage and serve diverse communities
3. To attract and retain diverse staff, players, pathway participants and Board Members
4. To foster a culture of support, inclusion and high performance
5. To ensure modern and inclusive Governance and Club practices



OBJECTIVE ONE: Invest in Facilities & People



Continue investing in our Facilities & People, ensuring we as a business are adaptable to the changing landscape and able to better serve our diverse range of stakeholders.

OBJECTIVE	ACTION
Continue to develop and assess new ground development projects which serve the local community	Maintain Ground Development Working Group, including ECB representation and masterplan to include gender neutral and accessible facilities for all - ensure accessibility and inclusion in any new development projects
Improve accessibility provision	Continue to promote the role of the club's Accessibility Liaison Officer and further advertise accessible facilities for all cricket and non-cricket events
Create a truly accessible Customer Journey	Continued focus on the journey from marketing through to leaving the ground with customer feedback recorded for all cricket and non-cricket events
Maximise opportunity of any available grant funding to enhance delivery of EDI Action Plan	Work in partnership with Derbyshire Cricket Foundation to secure new funding to enhance community engagement opportunities, events, infrastructure development and participation
Offer Multi-Faith support	Continue to increase the use of the new Multi-Faith Room, for both cricket and non-cricket events, and raise awareness of Muslim Chaplin
Staff Training	Ensure 90% completion rate for mandatory EDI training and 90% of all staff attend minimum of two club led EDI Training sessions. Deliver "Banter and Micro-aggressions" training and "Bystander intervention" training in November for permanent staff
Improve spectator provision	Continued focus on increasing diversity of food and beverage offer with progress tracked in end of year customer survey data



OBJECTIVE TWO: Engage & Serve Diverse Communities



Work closely with the Derbyshire Cricket Foundation to ensure we are offering a welcoming environment for all and that Cricket Derbyshire has relevance across the community.

OBJECTIVE	ACTION
To attract a diverse audience to both cricket and non-cricket events	Work closely with partners, including Derbyshire Cricket Foundation and Derby City Council to increase diversity of audience in line with county data. Ethnicity and gender data (where possible) to be collected for all Members and ticket purchases
Publicly demonstrate our commitment to EDI	Further enhance our coverage of EDI news stories across the Club and Foundation, working closely with local and national media outlets with focus on celebrating key events such as International Women's Day, Black History Month and hosting LGBTQ Conference
Ensure our venue is fit for purpose to support diverse communities	Conduct self-assessments and ground audits, utilising external stakeholders as appropriate to identify any areas requiring investment or improvement
Engage new audiences within the local community	Continue with regular Community Working Group meetings with Foundation staff to explore greater community engagement initiatives, including Community Open Day and community engagement projects with focus on key DCF objectives including Women & Girls Cricket and Derby City.
Deliver annual events calendar in partnership with Derbyshire Cricket Foundation	Annual events programme across community projects, including Diwali, Iftar, Women in Business event, Women's Softball finals, disability finals, Table Cricket and local league finals
Embed Elite Women & Girls Programme throughout the Club	Introduce new Falcons Women Media and Marketing Strategy. Employ Media and Marketing Intern with specific focus on Women and Girls programme.



OBJECTIVE THREE: Diversity Among Our People



Attract and retain diverse staff, players, pathway participants and Board Members.

OBJECTIVE	ACTION
Attract more diverse applicants for externally-advertised roles	Breathe HR recruitment module purchased to allow better recording of applicant data and diversity of candidate pool. Track diversity of staff and measure year on year via annual census
Minimise bias in recruitment process	Introduce best-practice procedures to reduce opportunity for unconscious bias, including a diverse interview panel for all roles
Remove barriers to greater diversity	Annual review our policies and processes both internally and via independent stakeholders
Increase diversity across Boy's and Girls Talent Pathway	Continued investment in the Boys and Girls Talent Pathway to alleviate barriers to participation and progression – maintaining Open Trials, continued investment and promotion of the Access to Cricket Grant. Data recorded across both pathways and the Early Engagement Programme in partnership with the Foundation.
Increase number of female and ethnically diverse coaches across the boy's and girl's pathway	Introduce Coach Education Bursary for level 2 and 3 coaches with ethnicity and gender of coaches recorded across the pathway and senior men's and women's programme



OBJECTIVE FOUR: Foster a Culture of Inclusion & Support



To educate our people on EDI and their responsibilities to drive a culture of inclusion. Ensure accountable leadership at all levels, which each department harbouring a desire for best-in-class standards across EDI.

OBJECTIVE	ACTION
Increase EDI awareness across the business	Deliver a minimum of two EDI related training courses per annum with minimum 90% staff attendance. Ensure minimum 90% completion rate of mandatory ECB EDI training modules
Create EDI-focused leaders	EDI related objectives to be included in all senior management annual performance objectives
Listen to our people	Introduce annual staff survey
Gather feedback from Girls and Boy's Pathway	Promote our Listening to Children platform across the boy's and girl's pathway with post-Winter Programme and post-Season survey / questionnaire for children and parents / guardians to complete
Board to better understand ECB census responses	Review and present annual census results and trends to the Board to better inform future planning. To act on feedback received from census focus group meetings.
Reporting mechanism	Anti-discrimination reporting mechanism clearly signposted to all visitors via website, large screen in-ground and back-of-seat stickers
All new staff to complete Staff Induction	All new staff to complete induction process including ECB documentation including Inclusive Language Guide, Anti-Discrimination Code and the Club's Code of Conduct



OBJECTIVE FIVE: Establish Modern Governance & Club Practices



To ensure Derbyshire County Cricket Club is a leading county in good governance and Club practices.

OBJECTIVE	ACTION
Up-to-date and relevant policy documentation	Annual review and update of all Club Policy and Procedure documents, including sharing with all staff
Ensure ethnic diversity is maintained on the Board and in line with county demographics	Foster relationships across the community and ensure candidates from diverse backgrounds are applying for Non-Executive Director roles
Increase gender diversity on the Board to minimum 40%	Recruit new female Board member
Ensure EDI remains a priority for the DCCC Board	Dedicated EDI item on the agenda at each Board Meeting, including updates from CEO and HR, Safeguarding & EDI Non-Executive Director
Publish Board approved EDI Action Plan	EDI Action Plan reviewed and updated annually, including objective and action setting



Derbyshire Cricket Foundation



As detailed in 'The Cricket Derbyshire Model' section of this plan Derbyshire Cricket Foundation are responsible for recreational cricket and delivering community cricket programmes in Derby City and across the wider county. The Foundation does an excellent job in growing the game at all levels and delivering alongside the ECB's ambition to ensure that cricket is the most inclusive team sport. The Foundation's EDI Action Plan is available via Derbyshire Cricket Foundation's website (<https://dcfcricket.com/>) and Derbyshire County Cricket Club strives to support the Foundation in delivering against its objectives wherever possible.

