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# GLOUCESTERSHIRE 4 ALL



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# Our mission



Gloucestershire cricket is committed to positively reflecting the views and values of the communities we serve.

We believe that the game of cricket has a role to play in bringing communities together and allowing every individual the opportunity to enjoy cricket and social interaction in a welcoming and safe environment.

Our Equity, Diversity and Inclusivity (EDI) Action plan, "Gloucestershire 4 All" is inextricably linked to current and future initiatives and stretches into areas such as mental well-being, personal welfare and personal development opportunities as well as community programmes. Put simply we feel that an individual's well-being is influenced by many factors.

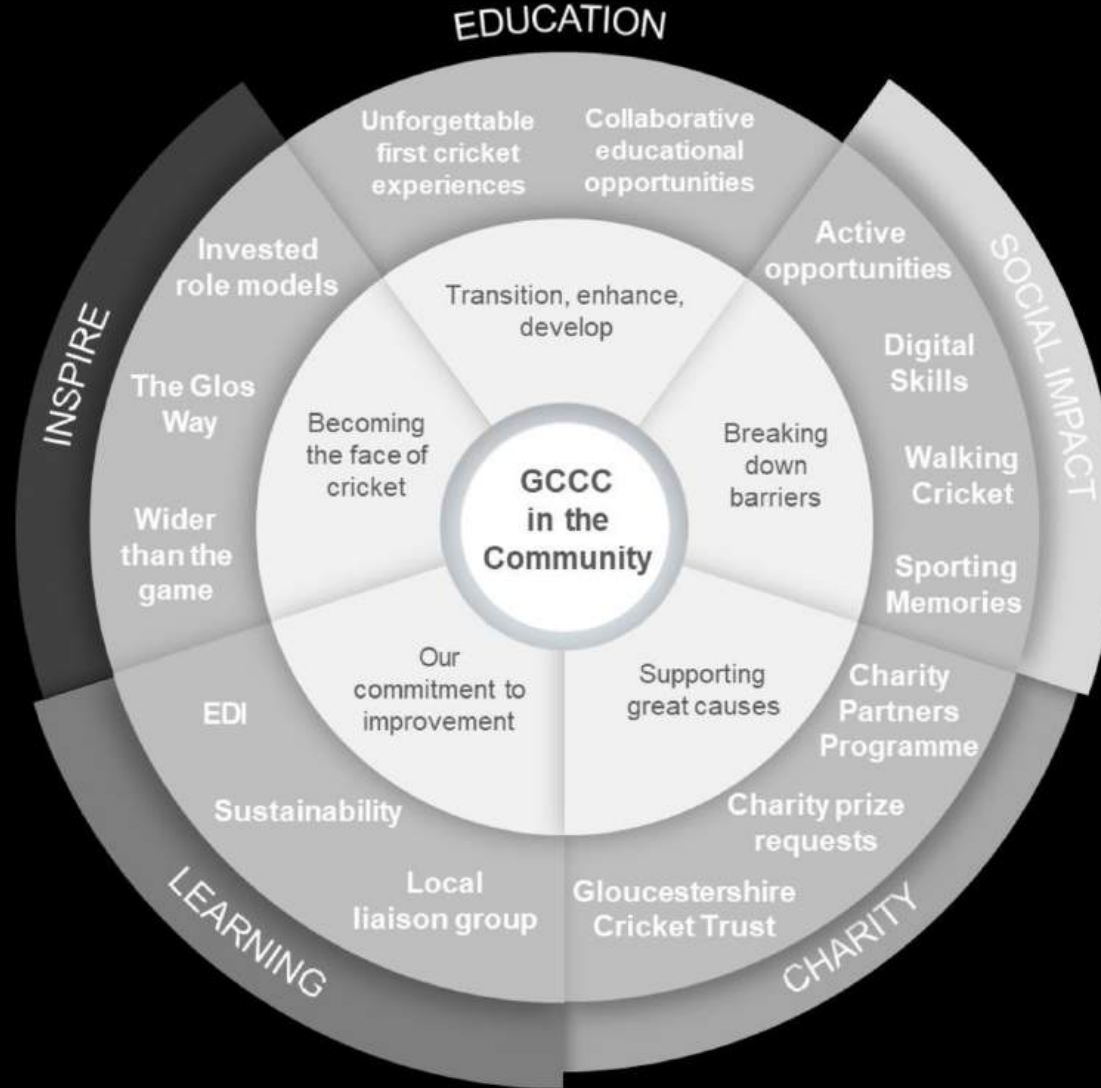
We are proud to represent an incredibly diverse population, both in our home town of Bristol and also across the wider county of Gloucestershire and beyond. Wherever individuals come from we want them to feel at home at any of our venues or initiatives and we know that we need and want to do better in supporting everyone.

We invite you to come with us, to help us learn and be better and ensure that Gloucestershire Cricket really is "Gloucestershire for All".



# GCCC in the Community

connect | include |  
collaborate | sustain



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*Training & Development*

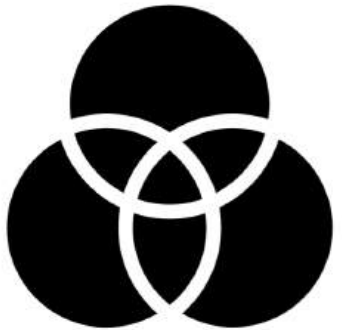


*Good Governance*



*Celebration*

*Data & Insights*



*Inspire*

Focus Areas

*Visibility*



# Initiatives and Progress

Gloucestershire cricket has had a community department for over a decade and has grown it further in the last 12 months. Examples of the some of the work that this team or the wider club have undertaken are:

Using anonymised recruitment tools for recruitment

Hosting Eid prayers for c. 900 on the Club's outfield

Supporting Afghan refugees through cricket and safe spaces

Applying the Rooney rule for senior cricket coaching appointments

Tackling loneliness and dementia through our Sporting Memories and "walkers and talkers" programmes

Supporting the African Caribbean Engagement (ACE) programme

Providing green space for children to grow their own fruit, vegetables and wildflowers

Delivering community focused climate change talks through "The Next Test"

Acting as a flu and COVID vaccination centre

Supporting and promoting 3 local charities; local, city and county

Raising awareness of and supporting days and events such as International Women's Day and Bristol Pride fortnight

Being the first cricket club in the UK to sign up and support #HerGameToo

Delivering communities and schools days to hundreds of guests

Being the only UK professional cricket Club to sign up to the UN's Race2Zero

Hosting "Walking cricket" sessions



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# Visibility

- We will make the Gloucestershire 4 All plan available to everyone
- We will identify and train EDI champions at all levels within our organization
- We will work with the England and Wales Cricket Board (ECB) to set some rules and guidance across dressing room and crowd behaviours
- We will ensure that our facilities and the offering they provide are welcoming and inclusive for all

## *Success will look like:*

1. Ensuring that all staff and stakeholders feel empowered to speak openly and to challenge discrimination
2. Positive feedback from existing, new and diverse audiences
3. Annual publication of a progress report against our Gloucestershire 4 All plan.

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# Engage & Inspire



- We will form an Equity, Diversity and Inclusivity (EDI) group with representation from across the Club.
- This group will oversee the implementation of Gloucestershire 4 All. They will help to shape our future through continuing to build close connections with community groups and organisations that can help us learn, ensuring that we provide a welcoming and safe environment for all.
- They will be supported by an Executive Board member and will ensure all voices are heard across the organisation.

## *Success will look like:*

1. Ensuring all voices are heard and that a genuinely diverse representation exists within the EDI and other stakeholder groups.
2. Positive feedback from existing, new and diverse audiences
3. Positive and happy staff as measured by annual survey.

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# Celebrate

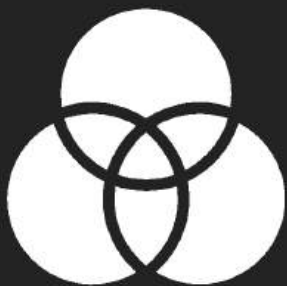
- We will continue to promote and celebrate religious and cultural events on an International, National and local basis.
- We will celebrate different cultures through our facilities, imagery and customer offering.
- We will openly promote and celebrate the achievements of all our squads and players as well as those from community groups and teams
- We will continue to be a presence at school days, local clubs and cricketing events across our region; providing access to players and unique opportunities for fans
- Our pavilion and facilities will continue to be used as a base for cricket and non-cricket events to support our local communities.

## *Success will look like:*

1. Positive feedback from existing, new and diverse audiences
2. Venues that positively reflect the views and values as well as needs of our local communities
3. An increase in the number of community interactions and events at our venue and across our region



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# Data & Insights



- We will use the latest census and other population data to better understand our local communities
- We will listen to under-represented communities to learn about how they would like to interact with Gloucestershire Cricket and work to provide a more welcoming environment for them
- We will undertake annual staff surveys and report back on them to our board, executive leadership and all staff.
- We will monitor equal opportunities recruitment data
- We will learn from other sports and industries to ensure best practice is delivered against our use of data

## *Success will look like:*

1. A greater understanding of our colleagues and our guests and what is important to them
2. Surveys that reflect progression towards a happy and engaged workforce
3. A more diverse audience using our venues and feeling welcome and safe at them

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# Training & Development

- We will identify and train EDI champions at all levels within our organization
- We will continue to seek out opportunities for staff to act as mentors and be mentored by a broad and diverse group who are representative of our local communities.
- Continued investment in workforce welfare with a dedicated psychologist available for all staff including volunteers
- Mental first-aid training to be available for all staff
- Ongoing partnerships with schemes like Kickstart offering unique employment opportunities to individuals
- EDI Training for all third party contracted staff including stewards and catering
- We will host a minimum of 2 all-staff culture days / trips per year to continue to develop our “Gloucestershire 4 All” commitment

## *Success will look like:*

1. Continued measurable development for all our workforce with the opportunity to continually learn and develop
2. More diverse representation across all levels within our Club
3. A working environment where good behaviours are celebrated and poor ones challenged.

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# Good Governance

- We will continue to work towards achieving the ECB's gold standard for county governance
- All of our non-playing staff recruitment will continue to be anonymized
- We will continue to apply the "Rooney rule" for senior coaching positions
- We will continue to undertake "Board Development" work with independent specialist organisations
- We will promote our whistleblowing and anti-discriminatory policies and helplines
- We will continue to review our policies annually to ensure they are inclusive, relevant and progressive
- We will work with our partners to ensure that we learn together and are supporting each other with anti-discriminatory policies
- We will publish details online of our Executive Board and the diverse nature of it
- We will pursue independent accreditation from organisations such as B-Corps.

## *Success will look like:*

1. The highest standards of governance based on ECB and Sport England guidance
2. A genuinely diverse executive board where all members are treated with positivity and equal respect
3. Easily understandable, fair and respectful policies that create a welcoming and progressive workplace

# Our Principles

## **LISTENING**

To improve we need to listen to and understand each other and the communities we serve

## **LEARNING**

We recognise that we are always learning and will seek out learning opportunities wherever possible

## **HONEST CONVERSATIONS**

We need to speak openly with each other and ensure that we celebrate good behaviour and also recognise when we fall short

## **OPENNESS**

We will share reports, updates, surveys and opportunities to develop with our teams and stakeholders

**ACCESSIBLE** We must ensure that we put people first and that everyone feels safe, welcome and invited to our venues, programmes and events



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# Gloucestershire Cricket

[gloscricket.co.uk](http://gloscricket.co.uk)

Seat Unique Stadium

Nevil Road

Bristol BS7 9EJ

