



Northamptonshire County Cricket Club

EDI ACTION PLAN 2026

POLICIES

Priority	Activity	Who Delivers	Supported by	Outcome
Set high standards in inclusive selection within our player pathways	Continue with the EDI attendance at all selection meetings and analyse results into a report on results	Boys/Girls Pathway	EDI Officer / Comms Team	Pathway squads and Trialists representative of County demographic
Support the County Women players cope with the modern online environment	"Media training sessions delivered by NCCC comms team to help provide the base skills and tools required for media/interviews, as well as online engagement and behaviours on social media"	Comms Team	Steelbacks Women	Training held and players comfortable with their role and responsibilities
Targeted recruitment strategy to help ensure the club is attracting applications that are representative of our population	Utilising the pro game EDI fund to broaden our reach with job postings and specifically choose platforms and job boards to attract/ reach more applicants from diverse backgrounds.	Whole Organisation	HR Lead / Comms Team	Increased diversity of staff across the organisation to represent the County demographic
"Encourage gender balance across the workforce, positioning job adverts to appeal to female applicants, especially in roles that have traditionally been male dominated"	"Offering female specific placements for some roles (ie ground staff) and demonstrate these experiences via social media in an aim to remove potential barriers to applicants. Alongside this, look to word job ads so not to potentially deter female applicants"	Whole Organisation	HR Lead / Comms Team	Increased female representation across the organisation
Listen to our workforce	Using census results and staff welfare group meetings to identify opportunities to improve culture and environment across the workplace. Segmented fund allocation to support the implementation of these initiatives	Whole Organisation	All Departments	Improved responses in the Census
Ensure our Senior Leadership is fully involved with the authorship and deliver of our EDI Plan	Regular senior leadership team meetings to identify priorities and activities across all areas of the business and working together to build out the scope and remit of the plan that will then be implemented	Senior Leadership Team	EDI Officer	All senior leaders involved having direct targets for completion of the Plan and subsequent delivery and monitoring

INCLUSION AND ENGAGEMENT

Priority	Activity	Who Delivers	Supported by	Outcome
Make careers in Cricket more accessible to people with a disability	Continue the journey as a Disability Confident Employer Scheme (specific to the Foundation)	Foundation Team	HR Lead / Comms Team	Complete the second year of the Disability Confident Employer Scheme
Listen to our Communities	Establish consultative body's within community groups	Whole Organisation	All Departments	Build on the Bangladeshi 2025 activity to formalise a group and move onto subsequent Group
Make the County Ground a welcoming environment	Continue to build on the guidance received around the environment. Develop the family offer and ensure no area of the ground is inaccessible	Grounds Team	Senior Club Management Team	Increased diversity and positive survey responses from spectators
Raise awareness of the Women's Game	Deliver a number of events/ activities utilising the Women's World Cup	Foundation Team	NCCC / Comms Team	Support the increase in female spectators and participants



COMMUNITY

Priority	Activity	Who Delivers	Supported by	Outcome
Work to remove barriers to entry	"Working with local clubs/ communities and venues to deliver cricket and access to cricket in a wider area. County trials could be out on location within an area of low socioeconomic status, in a bid to attract trialists who may previously have missed out due to travel and cost"	Foundation Team/NCCC/ Player Pathway	Comms Team	Greater opportunity for players from low socio-economic backgrounds
"Celebrate , commemorate and educate our communities around the experiences of our stakeholders"	Establish a calendar of key dates that aim to celebrate diversity and focus our Social Media on the key dates	Comms Team	EDI Officer	A broader following on social media supporting greater inclusion
Support change in diversity on Club Committees with a focus on females and ethnicity in leadership roles	"Deliver A female volunteer mentorship Programme Deliver Club awareness courses on Inclusion & Community engagement"	Foundation Team		Enable our Clubs to be more representative of the communities they serve
Grow the number of Clubs with Girls Sections	Provide personal support for Clubs on the Girls Bursary Programme and deliver a coaching programme to support the transition from Softball to Hardball	Foundation Team	All Departments	Work towards having a Girls Section in all Clubs offering Junior Cricket
"Establish Community Hubs focusing on ethnicity, female and low socio economic areas"	Deliver a programme of walking cricket along with other programmes at specific hubs	Foundation Team		Improve the life chances and participation opportunities for all of Northamptonshire residents



TRAINING

Priority	Activity	Who Delivers	Supported by	Outcome
All our staff to engage with the ECB's EDI Education Programme	Continued progress on the EDI Development Programme	EDI Officer / HR Dept	Whole Organisation	Greater knowledge and actions around EDI within all of our workforce
Ensure all staff understand how to recognise and report discrimination	Staff Education Training (to include stewards and ground staff)	EDI Officer	Whole Organisation	Improve the identification and response to discriminatory behaviour happening in and around our organisation
Focus our Coach Education Programme on the diversity gaps in the County	Review diversity of the County's coaches and take targeted action to support more coaches from diverse backgrounds become coaches	Coach Education Team	Foundation Team	Increase the diversity of the County's coaches to align with County demographic
Deliver a raft of opportunities for volunteers in under represented groups	Deliver both online and face to face training for our Clubs and subsequently their volunteers to get involved	Foundation Team		Support Clubs to diversify their workforce





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