



TRENT BRIDGE
EST. 1838



WE
WELCOME
EVERYONE.

EQUITY, DIVERSITY AND INCLUSION PLAN 2025

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FOREWORD.

Nottinghamshire County Cricket Club is committed to making cricket in our county, at every level, welcoming and accessible for all.

We have always tried to create positive and fulfilling experiences for people from differing backgrounds and we recognise the importance of becoming more representative of the communities around us.

We want to be an organisation that makes everyone connected with it feel like they belong, a place where they can be themselves and one where they can enjoy and share their passion for cricket. One that recognises, respects and values each other's differences. One that encourages better decision making as people with contrasting views and experiences contribute and make our organisation stronger at every level.

Within these pages, we commit to increasing our understanding, improving our communication and expanding our reach by providing community projects and formats that provide more opportunities to play and engage across our county.

Equity, diversity and inclusion is not a project. It is an indefinite commitment and something that will continue to impact upon every decision we make, every action we take and every welcome we extend moving forward.



LISA PURSEHOUSE MBE

Chief Executive, Nottinghamshire County Cricket Club



WHAT WE HAVE DONE.

OUR 2024 MILESTONES

- We retained the accolade of having the warmest welcome in cricket for the Vitality Blast, men's international's and The Hundred (as per 2024 spectator survey data collected by the ECB).
- We were delighted to be awarded the best spectator experience for men's internationals and The Hundred.
- We were successful in securing a permanent future for our tier one professional women's team, The Blaze. The whole team including their support staff have now been fully integrated within the Trent Bridge family.
- We achieved a 51% increase in ACE participants of which 44% were female. An ACE Academy was launched with 15 participants of which two were female.
- 89 umpires were trained, 30 of these were female and nine were from an ethnically diverse background.
- Six new girls and six new women's sections were established, as well as 17 new girls' teams and 11 new women's' teams
- We engaged with over 2000 ethnically diverse participants through our Core Cities Programme.



WHAT WE HAVE DONE.

Continued.

- We saw an increase of 70 new participants at our Forget Me Notts Dementia sessions.
- A permanent multi-faith and quiet space The Fielders' Rest was successfully launched for staff and visitors to utilise.
- Electric wheel-chair charging points were introduced for the first time within the PKF Smith Cooper Stand.
- Complimentary sanitary product stations were installed within our toilet facilities
- For the Notts Outlaws Vitality Blast match on Sunday 7 July we proudly partnered with The Outlaws' local LGBTQ+ Supporters Group and our playing squad to raise awareness around LGBTQ+.
- A successful General Committee attraction campaign exceeded expectations, attracting 18 candidates in total with ten via the elected route, three of whom were women which is unprecedented for the Club.
- A number of staff cultural engagement and awareness events were held. These included Chinese New Year, International Women's Day, Eid prayers, Diwali, Vaisakhi, Iftar and The Windrush generation.
- New training induction presentations were created & delivered to over 300 new seasonal staff.



OUR PILLARS.

OUR STRATEGIC MISSION IS TO GIVE OUR STAFF, PLAYERS, MEMBERS AND SUPPORTERS GREAT EXPERIENCES AND TO CREATE WELCOMING ENVIRONMENTS WHERE EVERYONE FEELS WELCOME WHILST SHARING THEIR PASSION FOR CRICKET TOGETHER.

UNDERSTAND

To inform our future actions by gathering data, generating intelligence, understanding our baseline and listening to the views of our network.

WELCOME

Create environments within elite cricket, the recreational game and our community projects that are welcoming and accessible for all.

EMBRACE

Invest in our people so we retain a quality and compassionate workforce comprised of colleagues who embrace our values, are motivated, feel supported and are committed to our club and its success both on and off the field.

COMMUNICATE

To positively influence, educate and inform all those connected to our club, ensuring we consistently project an inclusive image to all.

LEAD

Ensure our organisation reflects the diversity of our communities and that it promotes inclusion and challenges and prevents discrimination.

EXPAND

To diversify the routes for playing, attending, following and engaging with the game.



UNDERSTAND.

TO INFORM OUR FUTURE ACTIONS BY GATHERING DATA, GENERATING INTELLIGENCE, UNDERSTANDING OUR BASELINE AND LISTENING TO THE VIEWS OF OUR NETWORK.

WE WILL:

- Continue to develop further understanding of our workforce and strive to make improvements to their working environment, further support people to excel in their roles and in turn improve staff retention. This will be achieved by supporting the ECB with their annual gamewide census, sharing the link amongst our permanent workforce. Quarterly staff insight surveys will be introduced to gain staff views around areas such as well-being activities, training opportunities and work environment improvements.
- Ensure exit interviews are carried out when any of our workforce leave the organisation. Led by a member of our HR team face-to-face, to understand if any working practices can be improved, if roles need re-aligning and to improve future staff retention.
- Use data to gain insight into those playing at all levels, attending matches and following cricket, to help us adapt and re-define our experiences for differing audiences and continue to attract diverse community groups to cricket. We will achieve this by:
 - Supporting the ECB through the distribution of game-wide surveys to our cricket network.
 - Reviewing member and spectator feedback to keep evolving our experience and facilities.
 - Member and specific spectator focus groups such as the T20 Blast, will be established to further understand views and needs of these audiences so that our offering can continue to be refined and developed in line with more diverse needs.
- We will continue to gain insight across the game to inform plans and delivery, specifically identifying areas in the north of the county to deliver our cricket and community programmes where finance and access is a barrier to participation.



WELCOME.

CREATE ENVIRONMENTS WITHIN ELITE CRICKET, THE RECREATIONAL GAME AND OUR COMMUNITY PROJECTS THAT ARE WELCOMING AND ACCESSIBLE FOR ALL.

WE WILL:

- Proudly continue to deliver the finest warmth of welcome in cricket.
- Continue to offer an exceptional experience where all feel welcomed whilst striving to retain the best spectator experience for men's internationals and The Hundred and achieve the best experience for women's international cricket when for the first-time ever we host England v India women here in an International T20.
- Ensure that Trent Bridge continues to deliver a welcoming and inclusive ambience, providing accessible and comfortable spaces for our existing and new audiences. We will achieve this by:
 - Continual assessment of spectator and member feedback and survey responses, so any issues can be addressed and new provisions actioned where required.
 - Conducting an annual review of facilities within the ground and implement changes or provide a financial case to make future changes, to ensure we truly are able to welcome all.
 - Ensuring our values are conveyed to new employees and those joining us on a seasonal basis, by fully briefing our management team and ensuring everyone attends an induction session prior to their first day with us.
 - To gain understanding from customers and staff with lived accessibility experiences we will look to form a group to gain further knowledge and help drive further improvements to our facilities and provisions.
 - Continually look at how we make our environment more accessible by developing our level of understanding and knowledge with accessibility specialists such as the Alzheimer's Society, My Sight, Colostomy UK and Level Playing Field. To expand our knowledge around hidden disabilities and educate our workforce further through webinars and in-house training we will aim to become a member of the Sunflower hidden disabilities scheme.



WELCOME.

Continued.

WE WILL:

- Look to make the following improvements to our facilities and provisions this year:
 - Begin making our accessible toilets stoma-friendly as approximately one in 625 people in the UK have a stoma. We will look to provide suitable facilities to enable our staff and visitors to change their bag more easily, by simply providing hooks, shelves, disposal areas and full-length mirrors.
 - Raise awareness that not all disabilities are visible by implementing a suite of signage on the external faces of our accessible toilet doors.
 - Develop a sensory room within the Radcliffe Road Stand.
 - Install hearing loops at key service points around the ground (we already provide this service at our AGM).
 - Provide complimentary sky commentary headsets for those with visual impairments during international matches.
 - Improve the comfort of our designated baby feeding room with new décor, a fixed changing bench and the provision of a tv so users never miss a moment of game.
 - Carry out an audit of our ground signage and public-facing communication materials, to see if they meet accessibility and sensory guidance.
 - Ensure our front-facing staff are fully aware of all accessible information, how visitors can acquire assistance on the day and guidance around assistance dog entry.
- Continue to work closely with our catering team and external catering concessionaire to ensure our food offering is reflective of our differing matchday audiences, with specific dietary requirements readily available such as; vegan, Halal, gluten free and dairy free options. We will also ensure our concessionary units have large format menus available on request and that their staff are aware of the service process if a customer has difficulty reaching their counter or isn't able to tolerate queuing.



WELCOME.

Continued.

WE WILL:

- Further invest in staff, member, player, officials' and customer facilities so that potential barriers including accessibility, gender, culture and faith are understood and then addressed:
 - Our Pavilion re-development is well underway and on schedule to be completed in 2026, with ground-breaking bespoke changing rooms for four teams to enjoy, player well-being and multi-faith spaces and accessible lift access. This development will also provide the new permanent provision of a changing places facility which will be available for visitors to utilise all year round.
 - We will continue to ensure visiting players and officials feel welcome when attending our venue, ensuring that our dressing room attendants and stewards always embody the Trent Bridge ethos. We will ensure there are female dressing room attendants for women's matches.
 - Officials, staff and players will be able to take advantage of complimentary sanitary products within their areas for the first-time.
 - We will continue to raise awareness of The Fielders' Rest multi-faith and quiet space to increase usage and act on feedback to make necessary changes.
- Work with our local LGBTQ+ Supporters' Group to organise a LGBTQ+ themed Vitality Blast double-header match on Sunday 6 July, where we will raise awareness of the supporters' group, Notts Pride March and let visitors experience for themselves that our venue and cricket is safe and welcoming for all.
- Join the Notts Pride March in Nottingham City Centre on 26 July and invite our staff, committee members and supporters to join us on the day.
- Ensure The Blaze our tier one women's professional team and support staff continue to be fully integrated and welcomed within the Trent Bridge family, by delivering the following:
 - The Blaze branding will jointly adorn our player walkways and the new Pavilion will provide the women with a dedicated dressing room to call their own.
 - This year The Blaze and Notts' adidas training wear and playing kits will share the same unique design for the first time and we will work with the women to ensure the fit, colours and clothing lines are inclusive of their needs.



WELCOME.

Continued.

WE WILL:

- A number of Vitality Blast T20 double-header matches will be scheduled to encourage more people to watch professional women's cricket and in-turn hopefully inspire other females to progress in the game or play for the first time, no matter what their age or playing ability.
- To grow new fans to watch The Blaze play at our home we will commit to keeping ticket prices very affordable at £1.00 for under 16's, £5.00 for adults and £11.00 for families. To attract a more diverse new audience to The Blaze fixtures we will once again schedule a Notts Street Food Festival to run alongside the cricket on 4 May.
- Make Vitality Blast T20 cricket more accessible and appealing to a wider local audience by lowering ticket prices, offering a kid's £1.00 ticket to our first double-header match in half-term, £10.00 adult tickets and £5.00 under 16 tickets for one fixture and introduce group booking rates for over 10 people to make attending more attractive to community groups, schools, businesses and sporting groups.
- Create a T20 marketing campaign featuring both the Outlaws and The Blaze, with the strapline 'Outlaws and The Blaze Assemble,' highlighting that the teams will assemble in unison together at four fixtures and will call the folk of Nottinghamshire together to get behind its city's heroes and heroines.
- Work with our recreational clubs, schools and community hubs to develop a facilities strategy for Nottinghamshire that identifies collective priorities and potential partnerships that increase accessibility. We will achieve this by:
 - Appointing a second Level 2 Sports Turf Apprentice in 2025 to support the Local Authority Pitch Maintenance Scheme.
 - Identifying a further facility within the city to install indoor nets that will provide access to diverse community groups.
 - Supporting one local authority to produce or review their Playing Pitch strategy.
 - Surveying all affiliated clubs to better understand capacity, willingness and identify barriers to future ground sharing.
- Ensure that our volunteers and stewards are encouraged to contribute to cricket's EDI aims. We will create short training sessions for this group and run these ahead of the season beginning.



EMBRACE.

INVEST IN OUR PEOPLE SO WE RETAIN A QUALITY AND COMPASSIONATE WORKFORCE COMPRISED OF COLLEAGUES WHO EMBRACE OUR VALUES, ARE MOTIVATED, FEEL SUPPORTED AND ARE COMMITTED TO OUR CLUB AND ITS SUCCESS BOTH ON AND OFF THE FIELD.

WE WILL:

- Increase the diversity of players and of volunteers actively involved in coaching, officiating and administration in the recreational game. This will be achieved by:
 - Providing a bespoke informal introduction to grounds maintenance, followed by an online Level 1 Grounds Maintenance course targeting 12 ethnically diverse volunteers including women from within the game and provide ongoing mentoring to increase confidence and knowledge.
 - Offering one more Grounds Apprenticeship to a young individual, adding them to our workforce.
 - Extending our female umpire pilot by providing 24 targeted bursary places on the ECB Umpire Course for females and ethnically diverse communities. We will also run a series of networking events throughout the season, alongside bespoke mentoring for standing umpires. Opportunities will also be provided for women to become mentors for future female umpires.
 - Delivering a bespoke Core Coach course targeted at 12 female and male coaches who are currently coaching the women's game. This will help them up-skill and provide support, whilst further developing the women and girls game.
 - Recruiting and training 20 South Asian volunteers to support community-based cricket activities as part of our Cricket Cities programme.
- Build strong relationships and achieve collective buy-in from local leagues and clubs to ensure that the wider cricket network in Nottinghamshire is working collaboratively to drive positive change. This will be achieved by:
 - Establishing a written agreement with our leagues for shared outcomes based around grounds and officials.
 - Working with our leagues to leverage funding to support the improvement of grass pitches within the county and up-skill ground volunteers.
 - Running two events for recreational club Chairs to help build further collaboration and drive positive change within their clubs.



EMBRACE.

Continued.

WE WILL:

- Supporting the Premier League and top division feeder clubs to help establish new girls' sections.
- Supporting the Newark Alliance Cricket League to develop a compelling new competitive, developmental and friendly Sunday offer.
- Create a playing and working environment that is enjoyable, challenging and inclusive, one that attracts, nurtures and develops a workforce from diverse backgrounds. To achieve this, we will:
 - Continue to review our policies and establish new guidelines that go above and beyond those that are mandatory and legal. We will ensure these are supportive of our workforce, whilst recognising that each member of staff is at a different stage of their career and personal life. This in turn will help retain and motivate our people.
 - Ensure our staff handbook is up to date and includes new policies, which will be embedded through staff training and internal communications (including our carers' leave & neo-natal policies).
 - Roll-out a new policy regarding sexual harassment and provide training to all staff.
- Continue to respond promptly and effectively to staff related requests such as; access to work, flexible working and reasonable adjustments, to support our people to contribute fully and effectively in the workplace while giving due consideration to a healthy work/life balance.
- Build on our level 1 membership of the Disability Confident Employer scheme in order to progress towards level 2 Disability Confident Leader organisation accreditation. We will demonstrate actions and practices that promote inclusive recruitment that support the development and retention of disabled employees.
- Monitor and review our processes to develop internal talent, relaunching our appraisal process to have a stronger focus on succession planning to support, develop and retain our people.



EMBRACE.

Continued.

WE WILL:

- Ensure our staff have the knowledge and confidence to recognise, challenge and deal with incidents of discrimination. We will deliver this through:
 - Creating a supportive environment where staff feel comfortable sharing concerns by training managers on how to deal with potential cases of discrimination, having clear leadership commitment to EDI and celebrating diversity through our internal awareness events.
 - Clearly communicating the complaints procedure to staff on a regular basis so staff are aware of how to report incidents of discrimination.
- Review our Club values aligning these with the ECB game wide values, ensuring inclusivity is at the heart of what we do and staff understand and buy into our Trent Bridge values.
- Create a detailed mandatory EDI training plan to roll-out to all staff, including the ECB mandatory & supplementary courses.
- Continue to build and improve the induction process so it is robust and inclusive, supported by the creation of an induction document welcome pack.
- Line Manager training will continue to be rolled out on all new policies and refresher training delivered on existing policies.
- Continue to deliver staff cultural awareness events to further educate and develop deeper understanding of other beliefs and faiths.



COMMUNICATE.

TO POSITIVELY INFLUENCE, EDUCATE AND INFORM ALL THOSE CONNECTED TO OUR CLUB, ENSURING WE CONSISTENTLY PROJECT AN INCLUSIVE IMAGE TO ALL.

WE WILL:

- Continue to devise communication plans that are open and transparent, to keep staff, members and supporters updated on our activities and progress. Updates on areas such as the Pavilion development and Hundred sale will be given via a number of means – including at least two in-person members' forums each summer (attended by the Chief Executive, Director of Cricket, Head Coach and Chair), periodic updates via email and post, and the club's annual general meeting.
- Ensure that staff, members and spectators know how to report discriminatory and abusive behaviour on matchdays and build confidence in our processes and responses. This will be achieved by increasing the visibility and awareness of our "report an issue" matchday mechanism and ensure staff are competent at actioning and dealing with such complaints. We will also ensure our workforce are fully aware of how to report incidences of anti-discrimination outside of matchdays, whilst providing extra reassurance that all information will be treated in the strictest of confidence.
- Ensure our communications and marketing is always inclusive and welcoming to all our potential audiences. We will continually review and consider the language, imagery and tone of voice used in our communications and marketing to ensure they are inclusive, welcoming, and use positive role models that encourage inclusivity and are representative of our organisation and cricket.
- Our kit launch campaign will jointly feature both Notts and The Blaze players and also showcase two individuals at the heart of our recreational game in the county: Joss Dixon, of Sherwood Colliery CC, who won the Growing the Game category in the ECB's 2024 National Cricket Collective awards having played a crucial role in the club's recruitment, sponsorship and social media, and Nicola Mowberry, who has progressed from the Super 1's disability cricket programme to the Young Adult Disability Cricket Group.
- Connect and build links between the professional and recreational game, generating inspiring content from men's and women's players and our coaches that celebrates achievements across the county network. Complimentary tickets to The Blaze fixtures will be distributed to women & girls' league clubs, and player pathways. We will deliver a series of money can't buy train with the Outlaws, The Blaze and Trent Rockets sessions to engage young people from the recreational game, delivered at Trent Bridge. We will also arrange player visits to schools and recreational clubs, and player appearances at junior coaching sessions.



COMMUNICATE.

TO POSITIVELY INFLUENCE, EDUCATE AND INFORM ALL THOSE CONNECTED TO OUR CLUB, ENSURING WE CONSISTENTLY PROJECT AN INCLUSIVE IMAGE TO ALL.

WE WILL:

- Further raise the profile of The Blaze players and increase the number of followers on their social channels, through fun and engaging content. On matchdays we will regularly feature big screen content highlighting how females can get into cricket whatever playing standard or age. Our live stream will show all non-televised The Blaze home matches, whether at Trent Bridge or other host venues, and will offer multi-camera coverage with commentary and action replays.
- Utilise the Raising the Game EDI 2025 calendar resource to help us generate topical and timely EDI content which may relate to areas such as the diverse history of our club, showcasing an inclusive project or highlighting the good work a local club is delivering.
- We will create communications campaigns to attract new female attendees not just through The Blaze fixtures but also via the first-ever women's T20 England v India which we will host on Saturday 28 June. Tickets and special hospitality packages have been priced attractively to help attract families and a more diverse new audience, and free themed entertainment will take place on our concourses. We will build a group of core women's cricket supporters to act as advocates for the sport, who we will reward with exclusive opportunities and events.
- Continue to inspire the next generation of cricket lovers – more tailored communications and events will be organised for our junior members to help further inspire and encourage them to attend more matches to cheer on their heroes or heroines and maybe collect an autograph or two.
- Forge closer links between professional women's sports teams across the city and county, organising collaborative events and content capture opportunities.
- Deliver events in parallel with significant religious festivals, and generate content and media coverage of these, to ensure our venue is seen as welcoming to those of all faiths.
- Elevate cricket's Rainbow Laces commemorations through collaboration with supporters from the LGBTQ+ community, delivering matchday activations and engaging with players as allies.
- Elevate the profile of disability cricket offerings at all levels through multimedia coverage and sponsor support.



LEAD.

ENSURE OUR ORGANISATION REFLECTS THE DIVERSITY OF OUR COMMUNITIES AND THAT IT PROMOTES INCLUSION AND CHALLENGES AND PREVENTS DISCRIMINATION.

WE WILL:

- Continue to ensure that composition of our General Committee always meets the ECB County Governance Framework diversity targets for gender and ethnicity as a minimum and work to achieve gold standard in our governance. How we will achieve this:
 - Our General Committee will continue to be mindful of the findings of the ICEC report. In particular, it will use its oversight role to ensure that the club's practices and policies reflect the lived experiences of people across the professional and recreational game.
 - Empower and support our Nominations Panel to fulfil its role of selecting candidates who reflect our communities. We will run a candidate attraction campaign for the 2025/2026 recruitment cycle that positively encourages under-represented groups to consider applying.
 - Continue with our policy of a dedicated lead to champion EDI at General Committee level who will exercise an oversight role to ensure that:
 - There is greater emphasis specifically on equity, alongside diversity and inclusion, when EDI decisions are made.
 - Identity holders are not expected to highlight failures and drive change within cricket.
 - Executive staff consider EDI in all aspects of the club's operations by carrying out EDI impact assessments for existing and new programmes, initiatives and policies.
 - The spirit and traditions of cricket are not upheld at the expense of equity.



LEAD.

Continued.

WE WILL:

- Continually review our policies and procedures to ensure we promote best practice, react to societal changes and that equity, diversity and inclusivity are embedded in our organisation. We will:
 - Constantly review & enhance our recruitment processes to remove bias and encourage diverse applicants through best practise. Implement our recruitment system (Hireful) to its full potential by creating anonymised recruitment to reduce bias, build D&I reports to aid in selecting talent, interviewing and hiring without bias. All hiring managers will receive system training & fairer recruitment process training.
- Form a small internal EDI working group to drive new ideas and actions, whilst empowering people to become change makers and EDI champions or ambassadors.
- Continue to diversify our workforce through use of apprenticeships, internships and development opportunities. We will work to ensure that our vacancies are shared widely across the diverse communities of our county, and we will ensure that the language we use in those adverts is welcoming and inclusive. Continue to build links with the external agencies to further ensure our vacancies are shared across diverse communities.
- Equality Impact Assessments Process is in place and our HR Manager will undertake training on how to complete effective EIA's and will review all existing and new policies going forward.
- Having now established and tested our baseline we will review and monitor our progress on an annual basis.



EXPAND.

TO DIVERSIFY THE ROUTES FOR PLAYING, ATTENDING, FOLLOWING AND ENGAGING WITH THE GAME.

WE WILL:

- Continue to deliver the right activities/programmes for our communities in locations across the county that deliver sustainable growth and make a lasting impact. This will be achieved through the production of a 2025 operational plan for Cricket Cities that is co-produced with the community, which will look to engage 720 South Asian and 354 African Caribbean men, women and children, by delivering local activities, events and programmes.
- Continue to build strategic partnerships, with a particular focus on the city and north Nottinghamshire, to provide better access to our programmes and provide our ethnically diverse inner-city population with spaces and formats to play. We will work with key stake-holders within the city to deliver wider access to cricket and health & wellbeing programmes, as well as identify new spaces in the city that are accessible for local communities to play cricket within a safe environment.
- Ensure that participants from the full range of programmes, both traditional and non-traditional, have the opportunity to progress into the elite environment. We will continue to expand the reach of our scouting network and offer a Nottinghamshire County Cricket Club presence in more state schools in the county.
- Ensure Trent Bridge retains its status as an international ground, and continues to be the home of a women's professional team and Trent Rockets, and to successfully host all formats of domestic men's and women's cricket, offering a viewing experience that attracts a more diverse audience and offers something for everyone.
- Continue to offer a calendar of non-cricket events to attract new audiences to Trent Bridge. Such events will include, The Robin Hood Beer and Cider Festival, Notts Street Food Festivals, a charity zip wire event and drone show.



2024 REVIEW.

UNDERSTAND.

TO INFORM OUR FUTURE ACTIONS BY GATHERING DATA, GENERATING INTELLIGENCE, UNDERSTANDING OUR BASELINE AND LISTENING TO THE VIEWS OF OUR NETWORK.

WE WILL:

Further build on our understanding of our existing workforce including our seasonal matchday team and volunteers, to establish their evaluation of the cricket working environment.

HOW THIS WAS ACHIEVED:

We sent the ECB game-wide census to all permanent staff members ensuring those without personal pc access were still able to participate. A number of chaser emails were sent from our senior team to ensure staff understood the importance of participating. We were encouraged by our results of which some of our key headline improvements were:

- The proportion of female respondents increased this year to 35% compared to 28 in 2023.
- An increase in respondents with a disability or long-term illness (9% in 2024, compared to 5% in 2023).
- We saw a significant increase in the proportion of respondents who feel leadership is committed to actions not just words on EDI (an increase of 15% to 86%).
- There has been a 25% increase in people knowing who is responsible for EDI at our Club.
- 91% of respondents felt that our organisation is inclusive (an increased from 83% in 2023).

We extensively promoted the ECB Big Cricket Conversation Survey via email to our cricket network and staff base through our social channels and on our two big screens during matchdays.



UNDERSTAND.

Continued.

WE WILL:

Develop knowledge using data for insight of those who are currently playing at all levels, and attending and following cricket, to assist us in building bespoke experiences for differing audiences.

HOW THIS WAS ACHIEVED:

Feedback and insight gathered from the ECB spectator experience surveys was thoroughly digested after each major match, with immediate issues addressed and relevant operations or delivery areas improved.

A survey to our much-valued membership base was sent at the end of the season to gain further insight, improve our offering for 2025, and determine our 2025 pricing.

A member focus group was formed for the first time. Comprising of a diverse segment of members, thoughts were captured around our current offering, how the T20 matchday experience could be improved and how the overall experience could be enhanced for 2025.

WE WILL:

Build a detailed picture of our county's demographic to better understand the barriers our more diverse communities face.

HOW THIS WAS ACHIEVED:

As part of our Cricket Cities Strategy we carried out a number of focus group meetings with community groups and community leaders to understand the barriers to participation. As a result, we have established a Nottingham Cricket Cities Partnership that is made up of community leaders and community groups and led by an independent Chair and Vice Chair, from the South Asian and black community. This group will oversee the delivery of the Cricket Cities Annual Plan and help to influence engagement and deliver events to bring communities together.



UNDERSTAND.

Continued.

WE WILL:

Gain insight and knowledge from other forward-thinking inclusive professional sports to help make further experience improvements and inspire new ideas to attract sport enthusiasts from all backgrounds.

HOW THIS WAS ACHIEVED:

We have grown relationships with local professional sports such as Nottingham Forest women, Nottingham Forest netball, Nottingham Tennis and Nottingham Panthers to further understand the needs of local sport enthusiasts and to organise cross-sport ticket promotions.

Staff members have attended training courses to help make further experience improvements and grow knowledge, for example disability awareness run by Level Playing Field which touched on what other professional sports are delivering from an accessibility provision point of view.



WELCOME.

CREATE ENVIRONMENTS WITHIN ELITE CRICKET, THE RECREATIONAL GAME AND OUR COMMUNITY PROJECTS THAT ARE WELCOMING AND ACCESSIBLE FOR ALL.

WE WILL:

Ensure that Trent Bridge continues to deliver a welcoming and inclusive ambience, providing accessible and comfortable spaces for our existing and new audiences.

HOW THIS WAS ACHIEVED:

A Warm welcome for all – Facility improvements:

A new permanent more comfortable multi-faith and quiet space called ‘The Fielders’ Rest’ was launched in May 2024. The ECB’s facility team, staff users and local community groups were consulted regarding the development and elements were changed to accommodate their feedback and differing requirements. This facility was well used throughout the season by players, officials, staff members, event attendees and spectators.

Eight electric wheel-chair charging points were installed within the accessible viewing gantry of the PKF Smith Cooper Stand.

Nine complimentary sanitary product stations were installed within concourse toilets. These were extremely well received.

‘I was at the cricket this weekend and I noticed the new machines. Bravo. I really do think that this makes the game and Trent Bridge more welcoming to women and girls.’
(comment received from a Vitality Blast match attendee).

Hearing loop systems were made available at our annual general meeting and members forums.

A designated above and beyond matchday point of contact was established for those with a disability or particular access need. People were encouraged to reach out to our designated contact ahead of each match in order to receive more information to help plan their day and to organise assistance from our above and beyond team on the matchday. Many people contacted us in advance, which even enabled us to meet a partially sighted attendee at the train station, and provide help for them by ordering and collecting refreshments throughout their time with us.

Based on our strong relationship with our external food concessionary we were able to ensure their staff were knowledgeable with regards to disability awareness. Large format hand-held menus were also made available for the first time at all concession food units.



WELCOME.

Continued.

Notts Outlaws v Birmingham Bears Vitality Blast on Sunday 7 July was our chosen match to raise awareness around LGBTQ+ as it fell within Pride month and during the Stonewall Rainbow Laces Campaign. Ahead of the day it was important for us to further educate our professional men's team around the Rainbow Laces Campaign and barriers that those within the LGBTQ+ community face, especially in cricket. Members of the OUTlaws LGBTQ+ Supporters Group talked to the team and coaching staff, handed out goodie bags containing information on the campaign, a pair of rainbow laces and a NCCC branded pride t-shirt to wear during the pre-match warm-up if they so wished. On the matchday slides promoting the OUTlaws were displayed regularly, upbeat pride themed music played throughout the match and members of the OUTlaws spoke with our match-day presenter regarding their supporters' group. To show further support our ground staff, retail assistants, catering and reception staff wore branded NCCC pride t-shirts and rainbow accessories. Even our mascot Nuts adorned rainbow accessories.

To sustain our existing delivery of our Forget Me Notts dementia work a dementia friendly venue assessment was facilitated by the Alzheimer's Society as a result of Wembley Stadium becoming the first sports specific venue. This involved two of our Forget Me Notts members who attended a county championship and T20 Blast fixture. We will act on some of the recommendations over the next 2 years as part of our whole accessibility and offering audit.

We were delighted to see an increase of 70 new participants at our Forget Me Notts Dementia sessions.

WE WILL:

Further invest in staff, member, player, officials' and customer facilities so that potential barriers including accessibility, gender, culture and faith are understood and then addressed.

HOW THIS WAS ACHIEVED:

Pavilion re-development work began in the winter. The new facility will contain four bespoke changing rooms, a dedicated multi-faith wellbeing space for players, accessible lift access and a permanent changing places facility.

In 2024 we added a few extra touches to our baby feeding room. Use of this dedicated space surged with mothers, fathers and grandparents utilising it with their little ones. Positive feedback from families received throughout the season included:

'I've just changed my baby's nappy in your designated room and was so impressed, it gave me warm fuzzy feeling! I've taken a video to show all my friends and said why can't all cricket grounds be like this.'



WELCOME.

Continued.

'My partner and I brought our 10-month-old to the England Australia game this week and I was overwhelmed by how fantastic the baby facilities were in the quiet/family room. My expectations are usually pretty low when we take our son to places but your facility is outstanding and I just wanted to say thank you for making it available, we loved spending time in there to play and to feed and change – we visited several times throughout the day and the ladies on the reception desk were so welcoming too. I hope in time this sort of facility will be the rule and not the exception.'

Additional sensory loan bags were created for both children and adults. These were widely used during The Hundred matches. Plans are underway to create a small standalone sensory calming space next to the Radcliffe Road Stand reception for 2025.

We delivered a number of faith awareness events and invited staff to join in to help raise their awareness and knowledge. They included Eid Prayers, Diwali, Vaisakhi, Chinese New Year, Iftar and The Windrush generation.

WE WILL:

Ensure the Blaze women's professional team are fully integrated within the Trent Bridge family.

HOW THIS WAS ACHIEVED:

Our tier one professional women's team The Blaze now call Trent Bridge their permanent home. They have been fully integrated within the Trent Bridge family. The well-established The Blaze brand has been retained and the girls have worked hard to inspire young girls locally through many appearances in the area and making themselves approachable during fixtures at the ground.

To kick off their home campaign in style the match on Bank Holiday Monday 6 May took place alongside the Notts Street Food Festival, to help raise awareness of the team and attract a new audience. 4710 people attended the fixture with many families taking to our hallowed turf at the interval with bat and ball in hand.



WELCOME.

Continued.

WE WILL:

Work with our recreational clubs, schools and community hubs to develop a facilities strategy for Nottinghamshire that identifies collective priorities and potential partnerships that increase accessibility.

HOW THIS WAS ACHIEVED:

We further developed our Local Authority Pitch Maintenance Pilot by establishing our first Level 2 Sports Turf Apprenticeship that works across both the recreational and professional game. This role was established with a local authority partner to help provide a wider knowledge and skills set (Rushcliffe BC). (Video interview available on request).

We supported a local nomadic club in the city (midlands CC) with an asset transfer from the city council, enabling them to have a home ground with two adjacent pitches and access to a pavilion.

Two new non-turf pitches (sponsored by partner KP through The Hundred Commercial partnership) were installed in open park spaces on the edge of the city to provide further access for those wanting to play and train, that had no access to cricket facilities locally.

A new five lane outdoor net training facility was installed at West Park in October 2024, as part of the IG Net Gains Initiative and ECB investment. A partnership with Rushcliffe Borough Council has ensured that this facility will enable us to open up these facilities to local community groups and women and girls.

An investment in Nottingham Girls High School Indoor Net provision has provided access to indoor winter training for city-based clubs and a base for our girls MCC Foundation Hub as well as additional training for the Blaze Academy Girls.

We have supported two local authorities (Gedling Borough Council and Newark & Sherwood District Council) to produce their Playing Pitch Strategies to help them to open up access to cricket facilities.



WELCOME.

Continued.

WE WILL:

Work to grow our junior membership and explore how we make the pricing and offering more accessible and attractive.

HOW THIS WAS ACHIEVED:

Our junior membership offering was closely analysed ahead of the 2025 sales window. Changes were made to make it more appealing to youngsters and to increase our junior membership base, which included breaking down membership into three age categories called Acorns (0-6 years), Archers (7-11 years) and Outlaws (12- 15 years), pricing was held, more special offers were established with local attractions and a calendar of special events were scheduled specifically for juniors.



EMBRACE.

INVEST IN OUR PEOPLE SO WE RETAIN A QUALITY AND COMPASSIONATE WORKFORCE COMPRISED OF COLLEAGUES WHO EMBRACE OUR VALUES, ARE MOTIVATED, FEEL SUPPORTED AND ARE COMMITTED TO OUR CLUB AND ITS SUCCESS BOTH ON AND OFF THE FIELD.

WE WILL:

Create a playing and working environment that is enjoyable, challenging and inclusive and attracts, nurtures and develops a workforce from diverse backgrounds.

HOW THIS WAS ACHIEVED:

We created & delivered induction training sessions for all casual seasonal staff (over 300) to provide awareness around safeguarding and the new sexual harassment legislations as well as reinforcing our values and customer experience philosophy.

We continued to respond promptly and effectively to access to work requests, flexible working requests and requests for reasonable adjustments to support our colleagues and gave due consideration to a healthy work/life balance.

Built our level 1 membership of the Disability Confident Employer scheme (in order to progress towards level 2 Disability Confident Leader organisation accreditation) – key members of staff attended awareness training sessions as part of the accreditation.

Introduced the Hireful recruitment system to support non-biased recruitment of a workforce from diverse backgrounds. This was introduced but not implemented to its full capacity.



EMBRACE.

WE WILL:

Ensure our staff have the knowledge and confidence to recognise, challenge and deal with incidents of discrimination.

HOW THIS WAS ACHIEVED:

A series of events for staff were delivered to encourage recognition of those important to a diverse range of faiths and communities. Examples of these sessions included:

- A Chinese New Year awareness and celebration event, attended by approximately 50 of our staff from across the club. During the event attendees learnt about the celebrations, sampled a selection of traditional Chinese food, and took part in several creative activities where they made a special keep sake.
- An International Women's Day breakfast event, held in conjunction with the Women in Cricket Employee Network on Tuesday 5 March. As well as a chance for all staff to enjoy a funded breakfast and catch-up with colleagues we also live-streamed the discussion hosted by WIC around the subject 'invest in women.'
- A journey of Empathy and Unity: Solidarity Fast took place on 25 March, our first solidarity fast, an event that symbolised our shared commitment to combating food insecurity and to foster a spirit of community. The event was held in partnership with Himmah a local food bank. As the sun set we came together to open the fast and shared a meal that symbolised our shared journey. We spent this occasion with Himmah members of the community as well as our staff. Attendees learnt more about Himmah and the month of Ramadan and were able to listen to the call to prayer.

An induction presentation was given to all new staff during their first day of employment, covering the Trent Bridge values and whistleblowing & safeguarding. This also covered where and how to report any instances of discrimination and safeguarding concerns.

New training induction presentations were created & delivered for over 300 new all seasonal staff.



EMBRACE.

WE WILL:

Increase the diversity of players and of volunteers actively involved in coaching, officiating and administration in the recreational game.

HOW THIS WAS ACHIEVED:

Our female umpire pilot provided support to six newly qualified females, providing bespoke mentoring that has produced four independent female standing umpires.

We carried out a face-to-face survey of current female umpires in Nottinghamshire to help us make umpiring more appealing for women. The findings showed:

- Women who umpire in open (mixed) adult cricket face occasional gender bias and sexism.
- The lack of safe, welcoming or adequate facilities for women at cricket clubs is something which puts off female umpires.
- Female role models and mentors are key in the inspiration and support of new female umpires.

We trained 89 umpires of which 30 were female and nine from an ethnically diverse background.

We delivered a female only foundation coaching course for 15 women in October, providing 22 female coaching bursaries.

A further 19 coaching bursaries were provided to club coaches from an ethnically diverse background.



EMBRACE.

WE WILL:

Increase the diversity of our casual volunteer and matchday teams, and ensure that casual and volunteer staff are supported to develop their EDI knowledge and skills.

HOW THIS WAS ACHIEVED:

We welcomed 52 people to our matchday volunteer team, a 37% increase on the year before. This team comprised of: 40% females, 60% males and 12 students (college/university) which was a 12% increase on 2023. We saw a 15% increase of volunteers from an ethnic minority group, and an increase of 15% with a recognised disability.

WE WILL:

Build strong relationships and achieve collective buy-in from local leagues and clubs to ensure that the wider cricket network in Nottinghamshire is working collaboratively to drive positive change.

HOW THIS WAS ACHIEVED:

The work with our leagues and ACO to support umpires across the game has moved towards the establishment of a new Nottinghamshire ACO structure, voted in at the AGM in November 2024. A joint action plan was produced to deliver training and recruitment events across the county.

A new countywide junior league was established in November 2024, consolidating four junior leagues into one. The league was established to provide new formats of the game for both boys and girls, while supporting the recruitment of new volunteers and an independent chair. 2025 will be the inaugural season of the league.



COMMUNICATE.

TO POSITIVELY INFLUENCE, EDUCATE AND INFORM ALL THOSE CONNECTED TO OUR CLUB, ENSURING WE CONSISTENTLY PROJECT AN INCLUSIVE IMAGE TO ALL.

WE WILL:

Devise communication plans that are open and transparent, and keep our staff, members and supporters updated on our activities and progress.

HOW THIS WAS ACHIEVED:

We've used a multi-platform approach to keeping members and supporters updated on significant projects. As The Hundred sales process continued, for example, we offered members the opportunity to attend in-person briefings and forums, delivered forums via Zoom, distributed regular emails to members and offered the opportunity for supporters to register their thoughts at any time via a dedicated inbox, thehundred@trentbridge.co.uk. We also provided more informal opportunities for members and supporters to engage with individuals such as players, coaches and the architect of our pavilion redevelopment at an open training session held before the season.

We've been sure to gender-balance our activity where possible – with player appearances for sponsors typically involving a men's and women's player, promotional artwork featuring male and female players. We've also been careful to ensure the full range of ethnicities from within our professional squad is reflected in our promotional artwork.

We have been sure to use gender-neutral cricketing terminology (batter etc) on signage around the ground and in our comms and content, and have evolved our typically traditional tone of voice to avoid alienating newer audiences – particularly when engaging in projects such as the ACE Academy, with the Nottingham ACE Academy already the best-attended of eight centres in the UK despite having only launched in January.

WE WILL:

Ensure that members and spectators know how to report discriminatory and abusive behaviour on matchdays and build confidence in our processes and responses.

HOW THIS WAS ACHIEVED:

More screen slides and match day announcements were made during matches to increase the visibility and awareness of our "report an issue" mechanism.



COMMUNICATE.

TO POSITIVELY INFLUENCE, EDUCATE AND INFORM ALL THOSE CONNECTED TO OUR CLUB, ENSURING WE CONSISTENTLY PROJECT AN INCLUSIVE IMAGE TO ALL.

WE WILL:

Ensure our communications and marketing is always inclusive and welcoming to all our potential audiences.

HOW THIS WAS ACHIEVED:

We've moved onto new platforms to ensure we are serving our audience wherever they are – with WhatsApp channels and Bluesky being the latest to launch. We've also placed an increased emphasis on YouTube and YouTube shorts to serve our growing audience on that platform, and worked to enhance our live stream with extra cameras and bespoke commentary.

We've served the needs of our existing audience, many of whom have the usual challenges of ageing to face, by implementing a website accessibility tool and incorporating a hearing loop and subtitles for our AGM. We've increasingly personalised our direct communications to supporters, with emails based on their attendance data and personal preferences, and serve matchday information via email directly to supporters as their ticket is scanned into our venue.

We've increased our level of junior-specific communications and content, with games for juniors now incorporated into our twice-yearly members' magazine, bespoke emails and birthday messages for junior members and an increased number of junior events.

For new supporters, we have provided an increased level of information on the best areas to sit at our venue with a ground plan highlighting better areas for families, traditional supporters or groups.

Our ticketing journey has been modernised – with Google and Apple pay now available, and re-sale functionality for our most popular fixtures – while retaining our focus on face-to-face customer service for those who prefer a more traditional approach.



COMMUNICATE.

TO POSITIVELY INFLUENCE, EDUCATE AND INFORM ALL THOSE CONNECTED TO OUR CLUB, ENSURING WE CONSISTENTLY PROJECT AN INCLUSIVE IMAGE TO ALL.

WE WILL:

Connect and build links between the professional and recreational game, generating inspiring content from men's and women's players and our coaches that celebrates achievements across the county network.

HOW THIS WAS ACHIEVED:

We delivered a train with the Outlaws and Blaze session for 50 Junior Outlaws Members in May half-term and delivered a train with the Rockets session for 50 in July for young people from across the recreational game.

We provided over 100 complimentary tickets across the four Blaze games played at Trent Bridge.



LEAD.

ENSURE OUR ORGANISATION REFLECTS THE DIVERSITY OF OUR COMMUNITIES AND THAT IT PROMOTES INCLUSION AND CHALLENGES AND PREVENTS DISCRIMINATION.

WE WILL:

Continue to ensure that composition of our General Committee always meets the ECB County Governance Framework diversity targets for gender and ethnicity as a minimum and work to achieve gold standard in our governance.

HOW THIS WAS ACHIEVED:

A General Committee attraction campaign for 2024-2025 was delivered with two main objectives: to drive-up applications in order to attract a wider group of diverse applicants and in particular attract more eligible women members to stand for election. We sent 5,663 emails to members about the process which consisted of an initial communication to all members at the start of the process, and two follow-ups geared towards eligible female members, these had an open rate of 63.14%. Our mailers to women emphasised that board-room experience was not a requirement, and that the ability to work in a team, drive results through people and be an advocate for our values, was indeed far more important.

We achieved both objectives with 18 candidates in total, ten via the elected route, three of whom were women, which is unprecedented at the club.

WE WILL:

Continuously review our employment policies and procedures to ensure we promote best practice, react to societal changes and that equity, diversity and inclusivity are embedded in our organisation.

HOW THIS WAS ACHIEVED:

We improved the recruitment process by introducing an interview scoring matrix to allow a fair, consistent, and objective evaluation of candidates by providing a structured framework for assessing their skills and suitability for the role.

Introduced Hireful system to allow vacancies to be advertised across a wide range of job boards. We re-evaluated all role profiles to ensure language wasn't subliminally exclusive.

We connected and built relationships with external agencies to advertise jobs in a wide range of communities including other sports grounds in Nottingham, job centres, universities and a number of different job boards through hireful ensuring vacancies were shared with the widest possible pool of applicants.



EXPAND.

TO DIVERSIFY THE ROUTES FOR PLAYING, ATTENDING, FOLLOWING AND ENGAGING WITH THE GAME.

WE WILL:

Ensure that participants from the full range of programmes, both traditional and non-traditional, have the opportunity to progress into the elite environment.

HOW THIS WAS ACHIEVED:

Our pathway head scout attended a number of community programmes to observe talented young people. There was one successful transition of a young person into our boys County Age Group from our Chance to Shine Street programme.

WE WILL:

Continue to deliver the right activities/programmes for our communities in locations across the county that deliver sustainable growth and make a lasting impact

HOW THIS WAS ACHIEVED:

We produced a Cricket Cities 4 Year strategy in November 2024 with an aim to engage South Asian and Black Communities in cricket and health & wellbeing programmes across the city.

WE WILL:

Continue to build strategic partnerships, with a particular focus on the city and north Nottinghamshire, to provide better access to our programmes and provide our ethnically diverse inner-city population with spaces and formats to play.

HOW THIS WAS ACHIEVED:

We met with Nottingham City Council to secure an asset transfer of a cricket facility to a local club cricket club that had four teams and was nomadic, using four locations to play in the 2024 season.



EXPAND.

TO DIVERSIFY THE ROUTES FOR PLAYING, ATTENDING, FOLLOWING AND ENGAGING WITH THE GAME.

WE WILL:

Ensure Trent Bridge retains its status as an international ground, and continues to be the home of The Blaze and Trent Rockets, and to successfully host all formats of domestic men's and women's cricket, offering a viewing experience that attracts a more diverse audience and offers something for everyone

HOW THIS WAS ACHIEVED:

Our people worked tirelessly to deliver a warm welcome and exceptional customer experience to all that entered our gates in 2024.

We won our bid to keep The Blaze with us permanently as our tier one women's professional team and they have been fully integrated within the Trent Bridge family and workforce.

Our senior team worked hard on proposals and plans to attract potential Trent Rockets investors and invited them to our venue to experience a matchday at Trent Bridge for themselves.

WE WILL:

Establish a calendar of non-cricket events to attract new audiences to Trent Bridge.

HOW THIS WAS ACHIEVED:

Several non-cricket events were established to attract new audiences and help grow our database. These events included two Notts Street Food Festivals, The Robin Hood Beer and Cider Festival, a performance with a Robbie Williams tribute act to coincide with Take That playing at the City Ground and a drone show with partners YUUP.





WE
WELCOME
EVERYONE.

NOTTINGHAMSHIRE COUNTY CRICKET CLUB LTD
REGISTRATION NO. IPS28978R