

EQUITY, DIVERSITY & INCLUSION STRATEGY



INTRODUCTION

A commitment to achieving improved Equity, Diversity and Inclusion (EDI) has been the essence of Chance to Shine's (CTS) behaviour since its founding. Our mission is for ALL children and young people to have the opportunity to play, learn and develop through cricket. We want them to learn a love for the game and in doing so develop their wider wellbeing.

Inclusion has and always will be at our heart; it is one of our core values upon which CTS was founded. In order to achieve our mission we need to sustain and nurture Equity, Diversity and Inclusion through every part of work.



WHY IS THIS IMPORTANT?

We know that sadly for many young people sport and access to it is still not a level playing field.

This is particularly true for girls, those from less affluent families, young people from ethnically diverse communities and those with a disability or special educational needs. Too many children and young people are missing out on the many benefits of being active and playing sport.

Children's early experience of sport, their access to quality opportunities and confidence to take part can vary widely. Children from low affluence families are less likely to be active and play sport: 39% children vs 50% from high affluence families. Black children are the least likely to be active and play sport: 36% vs 45% of all children.

One of the ways in which we address the disadvantages that young people have early on in their lives is by ensuring they have a great first experience through our programmes.

In 2021 cricket faced fundamental challenges, as intolerable experiences of racism, particularly, but not exclusively, at the elite end of the sport were highlighted. CTS is part of the eco-system of cricket and as such even though our work has always focused on creating welcoming environments we are committed to holding ourselves accountable; to focus on doing more to ensure that our work continues to be as inclusive as possible.

We know that diverse organisations make better decisions and currently within the sporting and charity sectors there is still a long way to go in reflecting the diversity of the UK population within trustees and employees.



72% OF CHILDREN SAY THEY FEEL CONFIDENT WHEN PLAYING CRICKET, BUT ONLY 23% OF CHILDREN NATIONALLY STRONGLY AGREE THAT THEY FIND SPORT EASY.

[Source: Sport England, Active Lives Children and Young People Survey, 2020/2021]

OUR EDI OUTCOMES

We aim to give ALL children and young people a positive experience of physical activity and sport. Our work focuses on providing opportunities to play, learn and develop through cricket. In order to achieve this, we will focus on three outcome statements covering Equity, Diversity and Inclusion which will sit across all of Chance to Shine’s work.

Chance to Shine will continue to deliver our work to:



REMOVE BARRIERS TO TAKING PART IN CRICKET



REFLECT THE DIVERSITY OF THE YOUNG PEOPLE AND COMMUNITIES WE WORK WITH



FOSTER ENVIRONMENTS WHERE EVERYONE CAN THRIVE, FEEL THEY BELONG AND BE THEMSELVES

These will sit across all of Chance to Shine’s work, which falls into three broad categories:



PROGRAMMES: CTS SCHOOLS AND STREET, INCLUDING UNDERPINNING PROGRAMMES SUCH AS CRIME PREVENTION AND YOUTH SOCIAL ACTION



PEOPLE: THE CTS TEAM, OUR TRUSTEES, THE WIDER COACHING WORKFORCE WHO DELIVER OUR PROGRAMMES ON THE GROUND IN THE COMMUNITIES, THE PARTNERS AND SUPPORTERS WHO HELP US ACHIEVE OUR OUTCOMES



PROCESSES: OUR ‘BACK OF HOUSE’, EVERYTHING FROM HR TO OUR INSIGHT AND GOVERNANCE TO HOW WE LOOK AFTER OUR DATA



OUR WORK SO FAR

Since its inception, CTS has focused on Equity, Diversity and Inclusion, albeit not necessarily using those explicit terms. We are proud that with this philosophy we have reached over five million children enabling them to play, learn and develop through cricket.

The foundation of the charity is built on the notion that all young people should be able to, and can, benefit from cricket. With an initial focus in state schools, this subsequently expanded to 200 disadvantaged communities through our Street programme. In recent years, this focus has also extended from our programmes to look within CTS, asking how we can also apply this philosophy internally within our team.

We believe in being data-led in our decision making and advocacy. Our increased focus on EDI, coupled with the strength of our impact and evaluation, has highlighted proven differences made across our work; it has also served to highlight gaps where we believe we can do more.



The following section outlines some of our achievements to date alongside related reflections:

REMOVING BARRIERS TO TAKING PART

OUR PROGRAMMES

Achievement: Helping children and young people to stay within cricket so they can continue to reap the associated benefits has always been a focus of CTS. As such, much of our work has focused on helping children to move into community cricket, either in a traditional club or via CTS Street projects, located in areas where there are no cricket clubs.

Reflection: Whilst our work has helped thousands of children move to community cricket, there are still gaps. Firstly, there are more disadvantaged areas where we could deliver CTS Street that lack regular, accessible community cricket provision. Secondly, we want to do more to support talented young people from within our programmes to fulfil their potential. This means partnering better and actively linking to other programmes such as ACE and Lord’s Taverners Super 1s.

Achievement: Access to quality, developmental opportunities is a core element of our work. Our Schools Programme has two connected elements: our Coach Led programme, where a coach physically supports in school, and our Digital Programme; where we provide free digital teaching resources to enable schools to provide CTS lessons and learning, either after Coach Led support or as a standalone element.

Reflection: While there has been an increase in CTS schools in areas with less opportunities, we need to do more to make sure we continue to reflect the changing environment; to reach schools, and pupils, who will benefit the most. Due to Covid-19 there has been a significant increase in the proportion of primary school pupils receiving Free School Meals (FSM); 21.6% of all children in England, up from 15.8%

Since September 2017, 12,689 state funded primary, secondary and special schools have engaged with CTS’s Coach Led and/or our Digital Programme. This is a significant proportion of all state schools; - 59.6% of all state funded primary schools in England & Wales, with 45% having received our Coach Led programme.

In 2020/21, a third (34%) of primary schools in England that had a CTS Coach Led programme had a higher than national average of pupils receiving FSM - an increase from 19% in 2018/19. While this is a significant increase, with the changes due to Covid, we are slightly lower than the current national average of 38.8% of primary schools with a higher than average number of pupils receiving FSM.

In 2021 we started to expand to Scotland with our combined Coach Led and Digital programme and to Ireland with our Digital Programme. Partners identify schools and communities with less opportunities to take part, we provide detailed demographic information on the areas they work in – for example, our digital portal includes Department for Education data for every school in England and Wales.

500k

Children supported every year

2018/19

19%

of CTS primary schools had a higher than national average proportion of pupils receiving FSM

2020/21

34%

of CTS primary schools had a higher than national average proportion of pupils receiving FSM

REFLECT THE DIVERSITY OF YOUNG PEOPLE AND COMMUNITIES IN WHICH WE WORK

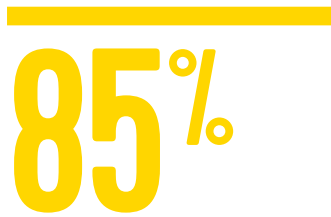
PROGRAMMES

Achievement: We have demonstrated how focusing on diversity can have a powerful effect. From the outset, normalising cricket for girls has been a key focus and we're proud that in 2019/20, we achieved parity in our gender split.

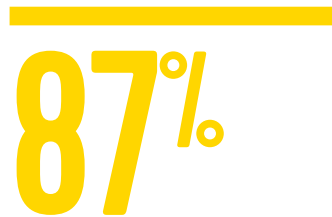
Reflection: We still have more to do in the community where 22% (an increase from 14% in 2017/18) of participants are girls within our Street programme, largely due to the establishment of specific Girls' sessions which help overcome barriers such as low-confidence in participating alongside boys.

Achievement: In 2020/21 we are proud that 79% of young people playing cricket at Street projects were from ethnically diverse backgrounds and that one-third of coaches on Street projects are former participants.

Reflection: The majority of participants were from Pakistani and Indian backgrounds, 5% of young people playing were black. We will continue to emphasise and focus in the same way, for example, on increasing participation in our Street programme of young people from black backgrounds. Whilst the percentage of young people from black backgrounds is representative of the national average, it is under-representative of some of the geographical areas where our work is focused in.



of Street participants told us 'I feel closer to my local community'



of Street participants told us 'I have met people from different backgrounds as me'

PEOPLE

Achievement: People have always been an integral part of helping CTS achieve our ambitions. From our internal staff right through to the amazing network of coaches that help us deliver our work on the ground every day. From 2017 to 2021, CTS has improved the diversity of its board and team with respect to gender. The percentage of female representation increasing from 25% to 42% on the board and 33% to 50% within the team. Representation from minority ethnic groups has increased from 8% to 36% on the board and 0% to 25% within the team.

Reflection: In undertaking this process it helped us understand that we will benefit from knowing more about the demographics and experiences of our coaching workforce. When looking at demographics we know that 18.5% of CTS coaches are from ethnically diverse communities, this reflects the national population and the estimated UK Coaching workforce but varies between our Schools and Street programmes. We also know that 20% of CTS coaches are female which is an under-representation when compared to the UK Coaching estimate of 43%.



FOSTER ENVIRONMENTS WHERE EVERYONE CAN THRIVE, FEEL THEY BELONG AND BE THEMSELVES

PROGRAMMES

Achievement: Our Street programme was born from a realisation in 2008 that thousands of young people in disadvantaged communities were not accessing cricket, as they had no community opportunities to do so. Prior to the Covid-19 pandemic, 6,000 young people were accessing the game on a year-round basis, this currently sits at 4,600 as we continue to rebuild our work back to previous levels. Over three-quarters of Street participants surveyed said playing cricket at sessions had helped them develop as a person and 40% strongly agreed that they have met people from different backgrounds to them. 92% agreed that they are more physically active since joining the Street cricket sessions.

Reflection: We are proud that 1/3 of our Street coaches are former participants, being role models within their local communities. But we want to ensure that the lived experiences and voices of coaches and current participants are better heard on our programmes. In the latter half of 2021 we appointed a Youth Advisory Board and in 2022 will be delivering a Youth Social Action programme to improve our ability as an organisation to understand youth voice and to help young people further develop their social and mental wellbeing.

85%

of participants agreed that they are more physically active since joining the Street cricket sessions.

PEOPLE

Achievement: In recent years, we have diversified delivery partners to further our understanding of lived experience and work at a local level to improve our reach and impact. Charities such as Street Games and TSA Education and Sport have helped bring their experience and expertise to the charity, the latter delivering an extension of our Street programme to focus on crime prevention.

Reflection: In order to continue to provide an inclusive experience and to also reach children and young people who we do not currently engage with, our experiences have shown us that partnering with experts is key. We want to work with new, as well as existing partners to help achieve this.

PROCESSES

Achievement: Impact and Evaluation is a cornerstone of our work and we are proud of the rigour and standard that we hold ourselves accountable to as we assess our progress as a charity. In recent years we have carried out research with over 10,000 children, young people and teachers focusing on our impact on wellbeing.

Reflection: To date, we have focused our research on understanding the impact of our work on physical, personal, social and mental wellbeing. In light of the accounts of racism experienced within the broader cricket environment, we will now be conducting regular, independent third-party research on the experiences of coaches and participants in our programmes, with a particular focus on whether they feel included or if they have experienced discrimination. We will use this insight to inform future decisions about programme delivery and coach support.

OUR AMBITION

Whilst we are proud of what has been achieved so far, our ambition is to strive to do, and be, better. In creating this strategy we have identified areas where we are determined to develop and improve.

We know that in the right conditions cricket is an inspirational, welcoming, and exciting sport that can spark life-long passions. We are determined to play our part in ensuring that children and young people reap the long-term benefits, both personal and physical, of participating in our programmes.

Some areas identified are within our direct sphere of control, others are where we recognise that we can influence and be part of positive change.

We will speak openly about our anti-discriminatory values, making it clear that we are active-allies, committed to ensuring cricket is a game for everyone. Crucially, we will back up our messaging with operational commitments that point towards real action.

Working with partners in and beyond cricket will be crucial to achieving success as will being progressive, championing the positive benefits of cricket and indeed sport to achieve the actions identified within this Equity, Diversity and Inclusion strategy.



OUR FUTURE ACTIONS: TURNING AMBITION INTO REALITY

REMOVING BARRIERS TO TAKING PART

The detail below highlights our key actions that we will be taking as part of holding ourselves accountable to this EDI strategy. We will assess and report progress against these actions annually.

1

Continue to support evidence based decisions; capture data and insight to inform key areas where CTS can have the greatest impact i.e. through our programmes.

2

Secure and identify new funding opportunities that allow our work to further reach under-represented communities.

3

Demonstrate that CTS and therefore cricket is for everyone, with impactful case studies linked to work. Inform and influence supporters, stakeholders and partners on the impact of the charity.

4

Discuss with our key funders, SE and ECB, the CCBs and other charities who share our objectives, how we can best promote EDI in the sport of cricket and help ensure access for all to a welcoming and inclusive cricket community in the most unified and effective way.

5

Ensure that CTS has diverse role models to inspire children & young people; from grassroots coaches through to our ambassadors who are passionate about inspiring and supporting the next generation.

6

Commit to inclusive grant making processes, working with diverse delivery partners who are aligned with our vision and values.

7

Continue to invest in our digital work, particularly helping with the sharing of data i.e. helping participants find local projects.

8

Continue to focus on evidence based programme design, using insight to evolve existing programmes and to establish new areas of work.

9

Continue to design CTS programmes to be inclusive and adaptable to a range of needs and abilities, including a focus on personal best.

10

To address the lack of opportunities to move along cricket's performance pathways for under-represented groups, including young people with a special educational need or disability.

REFLECT THE DIVERSITY OF THE YOUNG PEOPLE AND COMMUNITIES WE WORK WITH

1

To further develop into a diverse organisation, continuing to ensure the CTS Board are diverse, highly-skilled and well equipped to lead the charity's strategic direction.

2

Work with our delivery partners to establish a more diverse coaching workforce, reflective of communities we work with.

3

Deliver year-round communications and messaging linked to key calendar dates such as Black History Month and Ramadan to demonstrate the positive power of cricket to change young people's lives. Use these opportunities to further engage partners and supporters.

4

Creating space for youth voice and representation; ensuring our Youth Advisory Board is reflective of our programmes and young people are involved in design and implementation of our work, creating greater input and insight.

5

Further enhance our inclusive recruitment practices to attract the best talent from diverse communities.

6

Continue to amass high quality data; providing a strong and robust evidence base on the demographic of participants we work with and the impact of our programmes.

7

Continue to diversify our supporter base in areas such as gender and ethnicity.



FOSTER ENVIRONMENTS WHERE EVERYONE CAN THRIVE, FEEL THEY BELONG AND BE THEMSELVES

1

Continue to deliver EDI training to the CTS team, our trustees, our coaches and through our Youth Social Action programme so that the next generation of leaders are equipped for the future.

2

Continue to hold ourselves to the highest of Governance standards: meeting Code For Sports Governance requirements, ensuring that internal policies and procedures are inclusive and accessible to foster a culture reflective of our values.

3

Place further focus on inclusive working practices and working environments, including establishing EDI and Wellbeing committees.

4

Partner with like-minded organisations, where a co-ordinated approach to tackle inequalities will yield greater results.

5

Seek out and work with diverse stakeholders, partners and funders whose values match those of CTS.

6

Regularly assess and refresh our communication platforms to ensure our messaging is current and reflective of our values.

7

Ensure the safeguarding of all people that access and represent CTS across our programmes, events and our wider work.

8

Provide space for the CTS team to share their own passions, thoughts and beliefs, fostering an environment where everyone can be themselves.



At Chance to Shine we have a strong commitment to building and maintaining a culture of transparency and honesty within our organisation and programmes. It is for this reason that we encourage you to speak up if you believe that we are not living up to our commitments.

We will always protect whistle-blowers in our organisation.

Report any concerns through chancetoshine.org/whistleblowing

For any other enquiries contact info@chancetoshine.org



CHANCE TO SHINE
Spreading the power of cricket

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