



# MIDDLESEX CRICKET

## **Middlesex Cricket** **Diversity and Inclusion Group** **Activation Plan**

### **Introduction**

Middlesex Cricket sits at the heart of some of the most diverse communities in the United Kingdom. Whilst our professional men's team may play at the iconic Home of Cricket, Lord's, the Club's reach extends to Tower Hamlets and Hackney in East London, Haringey, Enfield and Brent in the North, and Hounslow, Ealing and Harrow in the West.

As a Club, we have a proud track record of including people of all backgrounds and ethnicities in our men's and women's teams and some of our most successful sides have been our most ethnically diverse. However, it's incumbent on us, as part of our community, to ensure that we demonstrate leadership in all aspects of diversity. The Club is keen to ensure that its professional playing squads are predominately made up of 'homegrown' talent and therefore reflect the ethnic diversity of our communities. The Club is also committed to being perceived as a 'family' club open to all. That is why we established a Diversity and Inclusion Group, initially to examine how we might ensure that our professional playing staff reflects the communities we represent, before going on to tackle other diversity issues in the game.

This activation plan is the product of several months of intensive work by the Diversity and Inclusion Group, whose biographies are attached, along with Middlesex Cricket's staff and the Board of Directors who have approved its implementation. We hope that the whole of the cricket community in Middlesex will join us in supporting the plan as it is put into operation during 2021.

**Mike O'Farrell**  
*Chair, Board of Directors*  
*Middlesex Cricket*

**Edward Lord OBE**  
*Chair, Diversity & Inclusion Group*  
*Middlesex Cricket*

**Richard Goatley**  
*Former CEO*  
*Middlesex Cricket*

## Aims & Objectives

The Middlesex Cricket Diversity and Inclusion Group was asked by the Board to create an activation plan that addresses four aims:

- (1) To build trust between Middlesex Cricket and all players, parents, guardians and stakeholders
- (2) To ensure the composition of the Board, management and senior playing squads reflects the demographics within the county
- (3) To address any bias or perceived bias, whether conscious or unconscious
- (4) To promote cricket as a vehicle for social cohesion in London, bringing communities together

The precise timing and logistics of some of the proposed activations below maybe subject to change as a result of government guidance around the current Covid pandemic.

### Aim 1

**To build trust between Middlesex Cricket and all players, parents, guardians and stakeholders.**

#### Activation:

1. Middlesex Cricket will host a series of roadshows throughout 2021 and beyond. The events will be informal, engaging and deliver a clear message that Middlesex Cricket is open to everyone in our community.
2. These roadshows will be hosted at community centres in Brent, Ealing, Haringey, Harrow and Tower Hamlets.
3. The Club will invite and welcome people from all clubs, communities and groups, celebrating cricket and diversity in all its forms.
4. Each roadshow will be hosted by a group of current and ex-players, coaches, Board members, executives and members of the Diversity and Inclusion Group and facilitated by an independent local 'celebrity'.
5. The content of each roadshow will include (a) an unequivocal statement of intent by the Club, (b) details of this activation plan, including areas where improvement is required and programmes to address each need, (c) details of how cricketers and would-be cricketers, both within the pathway and outside the pathway, will receive opportunities to represent the Club, (d) an opportunity for people to tell their stories and share their ideas on the future. (e) an opportunity to meet players, coaches and administrators and be inspired by Middlesex Cricket
6. The roadshows will provide two-way communication, where everyone can have their voice.
7. Supplementary information will be provided, in print and electronic form, in various relevant languages.
8. Sign up to the Equality Standard for Sport and Sporting Equals Race Charter.

## Aim 2

To ensure the composition of the Board, management and senior men's and women's squads better reflects the demographics within the county, approaching 50% of the population are of BAME heritage.

### Activation:

1. In recognition of the importance of this strategy, Middlesex Cricket will invite two observers to the Board, from the Diversity and Inclusion Group, who will be expected to play a full part in Board meetings; it is intended that these invitations will immediately begin the process of ensuring representation at the Board table is more reflective of the demographics within our County.
2. The Club will continue to fill job vacancies with individuals who properly reflect the demographics of our community, as part of its ongoing commitment to being an equal opportunities employer.
3. The Club will take clear steps to ensure every cricketer, playing within the existing pathway and outside the existing pathway, has an equal opportunity to realise their full potential and earn selection on merit for the senior and junior representative squads.
  - a. *Within the Existing Pathway*
    - i. Provide support to address concerns relating to education/cricket balance, physical literacy and nutrition
    - ii. Provide Diversity and Inclusion education for coaches at all levels
    - iii. Apply support to U13 and U15 County age group squads, U16+ County winter squad and EPG (Academy)
    - iv. Support will include regular workshops, Sunday sessions, workshop for all school and club cricket coaches
    - v. Expand the role of Head of Youth cricket to support youth cricket in both the summer and winter
    - vi. Support the development of named ethnically diverse players from within the Academy and age group squads with a view to them being promoted to the senior squads assuming they continue to demonstrate the necessary ability
  - b. *Outside the Existing Pathway*
    - i. Create a talent identification process to find talented young men and women players outside the existing pathway, with particular focus on both the traditional and emerging leagues as well as schools based in the boroughs.
    - ii. The process will be run twice every year, first in April and then again in July
      - Step 1: Pro-actively invite every club and school in the county to nominate talented players, whatever their background.
      - Step 2: Invite these players to attend three day-long open net sessions (aged 15-16, aged 17-18, aged 18+).
      - Step 3: Each open net session will be hosted by Middlesex Head Coach, Assistant coaches, Head of Youth Cricket and respected 'alumni' of Middlesex Cricket, from all communities, as well as senior cricketers from organisations such as the Middlesex Premier Cricket League, the British Tamil Cricket League and others.
    - iii. Identified players will be provided with specific support, ensuring all have the opportunity to realise their full potential

4. The Working Group recommends the adoption of directional goals that both the Middlesex men's and women's senior squads should aspire to for the inclusion of BAME players, excluding overseas players. It is stressed that selection will always be based on ability and merit, not ethnicity and will reflect the success of the talent pathway in attracting diverse talent as opposed to 'quotas' for the senior professional squads. The development of players to the senior squads from the current time will take a number of years hence the goals reflect this;

In 2022 10% of senior squad members from ethnically diverse backgrounds, in 2023 15% and 2024 20%. These should not be viewed as hard and fast percentages but a 'barometer' for gauging the success of elements of this activation plan and assisting in the future development of the plan.

5. The Club will further develop and extend its program of support to coaches, administrators and volunteers from ethnically diverse backgrounds in order to gain formal qualifications and provide informal guidance, all within safeguarding guidelines.

### **Aim 3**

**To address any bias, whether conscious or unconscious**

#### **Activation:**

1. All Middlesex Cricket Board members and employees will be invited participate in voluntary diversity awareness training, this will extend to all new employee's induction programmes, with ongoing updates as appropriate.
2. The Diversity and Inclusion Group will meet on a monthly basis and report at every main Board meeting.
3. Updates on the activation plan will be transparently published on the Club website and Middlesex Matters, including real life experiences.

### **Aim 4**

**To promote cricket as a vehicle for social cohesion in London, bringing communities together**

#### **Activation:**

*In partnership with existing and envisaged competitions*

1. Middlesex Cricket will promote a pink-ball Thursday evening T20 knock-out competition in 2022, and invite all clubs to participate. To be specific, that means all clubs playing cricket in the county, not simply those clubs playing in the Middlesex leagues. This competition will be organised in such a way that it complements - not competes - with existing competitions.
2. Middlesex Cricket will promote a pink-ball Schools T20 knock-out competition in 2022, inviting all schools in the county to participate.
3. Middlesex Cricket will host and market a number (min 3) of free to enter Family Cricket Festivals during the course of the summer of 2021, encouraging families of all communities to attend, to play and watch cricket, engage in cricket related activations and enjoy music and food. It is hoped at least one of these events will be held at Lord's or another of Middlesex senior team's home venues on a match day.

## Middlesex Cricket Diversity and Inclusion Group

### Edward Lord OBE (Co-Chair)

Edward joined the Middlesex Cricket Board in June 2019. Edward is an experienced non-executive director and elected politician and has spent over 20 years in anti-racism and other diversity campaigning. They currently serve as a trustee of LGBT Foundation and lead councillor on workforce and inclusion policy at the City of London Corporation and have previously been national lead on equality for the Local Government Association and a board member of the Anne Frank Trust, Pride Trust, and Refugee Council.

Edward has also wide experience in sports administration, currently being an independent director of the British Basketball League, having previously been chair of the Amateur Swimming Association and a member of the Football Association's Inclusion Advisory Board.

### Ankit Shah (Co-Chair)

Ankit is a management consultant by profession, specialising in organisational change management for international corporations. He has played cricket from a young age through the Middlesex junior and senior structures both for his club Kenton CC and representational sides. Since 2015 he has been the Chairman at Kenton CC, giving him in-depth knowledge of the recreational structure in Middlesex and an understanding of the challenges for players from a diverse background. Ankit's professional expertise combined with his knowledge of the recreational game give him a unique perspective on the complexities involved and how to enable the club to succeed.

### Suk Bhupal

Suk is Chief Operating Officer at RiskPlace, a geo-spatial property risk analysis platform for lenders, insurers and investors. He has over 25 years of experience in senior management roles leading multi-disciplined teams to implement strategic change in large and complex companies.

As chairman of his local club, Harrow CC, Suk has overseen one of the most successful transformations of a junior section in the county. Growing from 85 to 350 members, winning 25 trophies in the last five years, and providing a steady supply of talented young players into the county pathway. He brings a deep understanding of the workings of grass roots cricket.

### Norman Cowans

Norman Cowans, played a part in Middlesex sides that lifted ten trophies in a glittering career which started in 1980 and ended in 1993, winning four County Championships, two Benson and Hedges Cups, two Gillette Cups, one Sunday League title and one Refuge Assurance Cup.

He was one of a crop of hugely talented black cricketers to play for the club in one of its most successful eras, made a total of 362 appearances for Middlesex domestically and received 42 caps for England across the Test and ODI formats. Norman took 532 First-class wickets, 212 List-A wickets and claimed 77 catches in total and remains Middlesex 26th highest first-class wicket taker of all time.

### Justin Edgar

Justin is a corporate lawyer and partner at DWF Law LLP, an international law firm. He has a strong interest in sport, having advised a number of clients in the sports arena over the course of his career. He retains a strong interest in cricket in particular, having played Middlesex League Cricket as a youngster and has also

been involved in setting up the London Cricket Trust, a charity that provides cricket match and training facilities to communities across the Greater London area. He is keen to make a strong contribution to supporting Middlesex Cricket's approach to Diversity and Inclusion.

### **David Menton**

Born in Ireland, David now runs one of the UK's leading growth investment firms, specialising in partnering with founders to grow and scale their businesses. He also serves as a trustee of a leading anti-racism charity and his firm, Synova, is one of the sponsors of both Level20, a gender equality group in the investment industry, and 100BlackInterns, a not-for-profit seeking to change the face of the investment management sector. A former cricketer, David lives and works in London with his wife and three children.

### **Jonathan Pierre**

Jon is Chief Business Officer at Mantle Labs, a leading London-based satellite technology start-up. Prior to this, Jon held a number of top commodity trading roles including as a Director at Mercuria Energy Trading, Senior Trader at Hartree Partners and a Vice-President at Citibank. Jon is also currently an advisor to the UK Space Agency and Satellite Applications Catapult.

Jon is a passionate fan of all forms of cricket and a firm believer in the power of cricket to promote social mobility and cohesion. Besides Middlesex, Jon also supports Arsenal FC and is a graduate of Oxford, Cambridge and UCL.

### **Marilyn Smith**

Marilyn has been involved in women's cricket for over 30 years. She played cricket for Middlesex Ladies for 10 years, as captain for three of these. She played club cricket for Dukesmead WCC in Chiswick, and currently plays for Actonians Ladies in Ealing.

She is a member of Middlesex ACO, and scores for Actonians 1st XI and MCC. As Chair of Middlesex Women's Cricket Association (WCA), she worked with the English Cricket Board (ECB) to merge the national WCA with ECB. She is currently Chair of the Middlesex Women's Cricket Leagues, and was elected to Middlesex Cricket Board in April 2019.