

ECB Clubmark Inclusion and Diversity Monitoring Guidance Note

The ECB has produced this guidance on inclusion and diversity monitoring to support Clubmark cricket clubs as part of our One Game commitment to widen the game's appeal and to ensure opportunities within the game are open and accessible to all regardless of background.

Inclusion and diversity monitoring is not a mandatory requirement of Clubmark however it is good practice. This guidance is most relevant to those clubs who wish to undertake monitoring as part of their development plans or are required to in their applications for public funding.

Adopting the good practice principles outlined in this document will help you to:

- Standardise the data collected so it can be compared now and in the future
- Compare your club profile against local demographic data collected by organisations such as your local authority or from the 2011 Census
- Identify a current snapshot of your club and then compare it to future profiles
- Consider how representative your cricket club is of your local communities
- Plan positive action to encourage more involvement by different communities in your club
- Apply for public funding

What is inclusion and diversity monitoring?

Inclusion and diversity monitoring is the process of collecting information on people from different communities to determine the demographic profile of an organisation – as a member, volunteer, coach or employee etc. You can then use this inclusion and diversity profile to review and target your activities with the aim of ensuring that your cricket club is accessible to all the different local communities. The activities you run should be based on positive action (not positive discrimination, which is unlawful). We recommend that you look at the ECB *One Game Guide to Inclusion and Diversity in Cricket* to help you with planning positive action activities once you have completed your inclusion and diversity profile.

What to ask?

The ECB has developed a standard template *Inclusion and Diversity Monitoring Form* and uses the same categories that were used in the 2011 Census (with the addition of Sri Lankan in Ethnic Group as they are a major test playing nation) so that direct comparisons can be made to this data. You should not alter the questions in any way except to include the club's details or for layout purposes when printing it or putting it on-line. This will ensure consistency and compatibility across the country and will be of greater long-term use to your club and to cricket. Standard questions currently include questions concerning sex, ethnic group, religion and disability. Other categories will be added in line with the Equality Act 2010, including sexual orientation, age and gender reassignment, when the Clubmark materials are revised in 2012 as part of our overall plan for inclusion and diversity monitoring in cricket.

Who do we monitor and how often?

A good practice principle is to monitor all people registered with the club - members, volunteers, coaches, players and employees etc. so you can build up a complete picture of the profile; however you might decide that players are the most critical group and start with them then plan a rolling programme of monitoring of the different groups of people in your club. How often you monitor is up to you – you might find that every year is necessary for players due to the turnover but that other groups need only be monitored every two/three years. The ECB recommend that three years is the maximum length of time between audits.

What do we tell people about the monitoring?

The main thing is to explain to people how important the monitoring is to the club and what you will do with the information. You must reassure people that all the information is private and confidential, will only be used in an aggregated, anonymised format and that all forms are destroyed once the data has been collated. You could put information on your website, in a club newsletter or tell people at the AGM.

You may find the following paragraph useful to include:

X cricket club is undertaking an inclusion and diversity audit so that we can determine a demographic profile of the club. All the information you provide is strictly private and

confidential and will only be used in an aggregated, anonymised format. All data is destroyed after we have collated the information. We will then use the information to review our activities and to consider what activities we may need to run to encourage people from many different local communities to get involved in the club. While completion of the inclusion and diversity monitoring form is optional we do hope that you will provide us with the information to assist us with our plan to be a club that is accessible to everyone.

How do we gather the information?

You will know the best way of getting the questions out to your people and how to get them to give the information back to you – it may be that you have start of season information that this can be included with; you may have coaches meetings that you can give the form out at; you may be able to give it out at your AGM; you may be able to ask players to complete it at training sessions or you may find that an on-line survey yields the most number of responses. The more forms you get back the more robust the data will be but you must remember that completing inclusion and diversity forms is always optional.

Best practice states that, as personal identity is subjective, the responsibility to declare information lies with the individual and forms should never be filled in by third parties based on their perception of someone's gender, race etc. The only exception to this would be that a parent/legal guardian can complete a form on behalf of their child who is under the age of 18.

We recognise that, currently, you may have been profiling your club's demographics for the Club Development Plan on behalf of others. We would recommend that going forward you should use the forms and processes outlined in this document to inform the responses for the Club Development Plan.

What can we do with the information?

We recommend that you store the information on a spreadsheet so that analysis is easier. Presenting the information in a consistent format is important. You should always record the total number in the group you are monitoring as well as the number of forms that are returned, or not. When you work out the percentages this is calculated on the total number

of forms returned. In subsequent years you should aim to increase the number of returned forms as well as those who answer 'Prefer not to say'.

Providing feedback to people in the club is also important – think about where and how you can publicise the findings of the audit. Below is an example of how you could layout your club profile, showing the main inclusion and diversity categories. However you could also choose to show more detailed categories e.g. the full disability profile or some of the ethnic groups to compare to local population statistics.

Example:

Inclusion and Diversity Monitoring Profile X Cricket Club

Number of players	115
Forms not returned	51
Forms returned	64

Sex	Number	%
Preferred not to say	3	5%
Male	49	77%
Female	12	19%
Total	64	100%

Disability	Number	%
Preferred not to say	10	16%
Disability - yes	6	9%
Disability - no	48	75%
Total	64	100%

Ethnic Group	Number	%
Preferred not to say	38	59%
All white	16	25%
All non-white	10	16%
Total	64	100%

Religion	Number	%
Preferred not to say	17	27%
No religion	23	36%
All Christian	17	27%
All non-Christian	7	11%
Total	64	100%

What can our club do to attract people from different local communities?

As well as using the ECB Clubmark template *Inclusion and Diversity Monitoring Form*, take a look at the ECB *One Game Guide to Inclusion and Diversity in Cricket* to help you – it is packed full of ideas about how to engage with and develop opportunities for many different communities.

For more information on inclusion and diversity monitoring please email: diversitymatters@ecb.co.uk