

# Cheshire Cricket Board Outcomes Framework

## 'MAKING CHOOSING CRICKET EASY' & 'CONTINUING TO CLEAR/HIT THE BOUNDARIES'

Following the formation of The England & Wales Cricket Board on 1 Jan 1997 the Cheshire Cricket Board was established in 1998 as one of 39 County Boards responsible for the management and development of the recreational game in their counties.

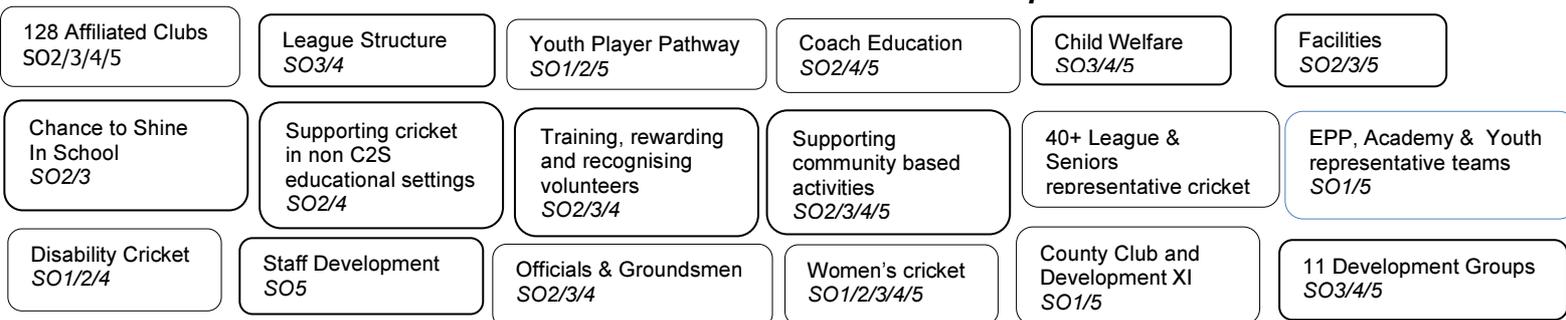
In Cheshire, the committee volunteers of the Board's founder members and partners, the Cheshire County Cricket Club, the Cheshire Cricket Clubs Committee and Cheshire Youth Cricket, are all steeped in the traditions of Cheshire Cricket, and follow a long line of dedicated cricket lovers who laid the foundations of what we see today..... a cricket structure in Cheshire with a strong tradition and reputation which through leadership and influence seeks to enable a thriving future for Cheshire Cricket.

However, against a background of challenges to participation in our sport, posed in particular by the pressures of modern society, we must not be complacent.

This document shows the activities in which the Board and its partners are jointly involved and, by providing effective leadership and a joined-up message, what they are trying to achieve.

This OUTCOMES based process identifies the importance of recruiting, retaining and developing players and volunteers, whilst at the same time acknowledging a fundamental need to nurture our strong Club network, the bedrock of Cheshire Cricket.

### Cheshire Cricket Board and its Partners are responsible for:



The Cheshire Cricket Board and its key partners are committed to effective communication and working together to enhance the services & the way they are marketed to ensure that...

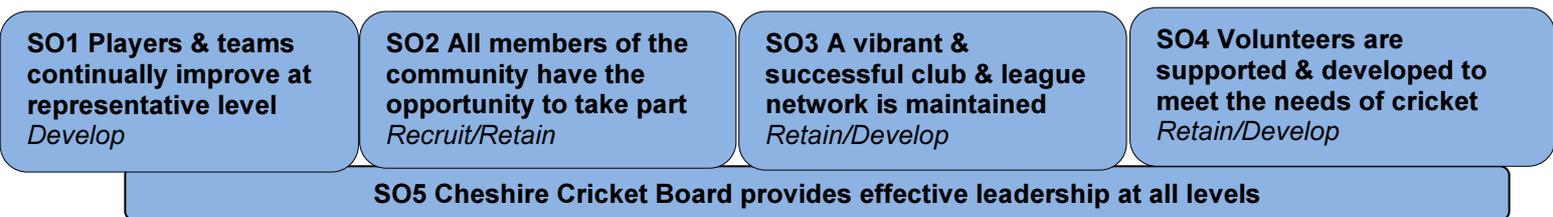
**CSF1 All aspects of the game of cricket are safe, accessible, vibrant and enjoyable for everyone**

**CSF2 The needs of customers are met**

**CSF3 Revenue potential is maximised to provide resources to support recreational cricket**

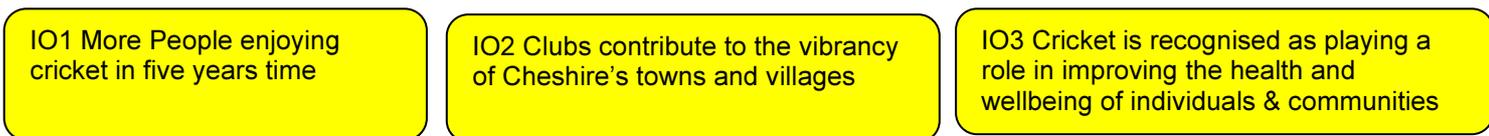
### Service Outcomes

The Cheshire Cricket Board work to achieve the following interdependent outcomes through the services it provides:



### Intermediate Outcomes

The Cheshire Cricket partners will achieve the following in conjunction with other service providers



### Overarching Vision

**More people playing more frequently in teams**