



# Cheshire Cricket Communities (Urban) Action Plan 2022-2024



## Mission Statement

To make the game of cricket accessible and affordable for people living in Cheshire’s urban communities and to encourage all participants to confidently say: “cricket is a game for me”

### PARTICIPATION

Activity	Aims, Objectives and tasks	Who and when?	Success Criteria (KPIs)
<p><b>Chance to Shine Street</b></p>	<ul style="list-style-type: none"> <li>In line with requirements from funding partners Chance to Shine, to organise and deliver a dynamic Street Cricket programme, with clear delivery plans focussed on efficiency, sustainability and growth.</li> <li>Through research (using ECB Mapping Tool and local knowledge) to assess the current cricket provision in Urban areas and select C2S Street venues accordingly.</li> <li>To facilitate competitive playing opportunities both within and between Chance to Shine Street Programmes across Cheshire, with a focus on school holidays.</li> <li>To promote the migration of players from the Chance to Shine Street Programme into other club and community sessions as appropriate.</li> <li>To ensure all sessions are fully ‘inclusive’ and open to all members of the community (age limits may apply) and to cater for any additional needs that participants may have.</li> <li>To work towards agreed targets / KPIs and to provide regular feedback and monitoring, including the sharing of any ‘good news’ stories linked to the sessions.</li> </ul>	<p>Communities DCO Development &amp; Coaching Officers Coaching Officers (COs)</p> <p><b>Year-round</b></p>	<ul style="list-style-type: none"> <li>➤ 2 x CTS Street projects in Year 1</li> <li>➤ 20% increase in number of projects year on year</li> <li>➤ KPIs – Chance to Shine have a RAG rating based on numbers of participants. Aim for all projects to be ‘green’</li> </ul>

<p style="text-align: center;"><b>Community Cricket Sessions</b></p>	<ul style="list-style-type: none"> <li>• To organise and deliver a series of community based cricket sessions (excluding Chance to Shine Street) in areas where access to traditional playing offers is limited</li> <li>• To use the ECB Mapping Tool to identify suitable locations for the delivery of such sessions</li> <li>• To work alongside other key stakeholders (ECB, Local Authorities, Community Sports Partnerships) to secure access to funding, venues and playing equipment</li> <li>• To develop links between local schools and other community groups to establish sustainable playing offers</li> <li>• To identify talented individuals and signpost them to other playing offers, including the CCB Player Pathway (bursaries are available), Midweek leagues etc</li> <li>• To establish and maintain positive working relationships with Community (and Faith) leader helping to identify the wants and needs of the participants</li> <li>• To ensure all sessions are fully 'inclusive' and open to all members of the community (age limits may apply) and to cater for any additional needs that participants may have.</li> </ul>	<p style="text-align: center;">Communities DCO Development &amp; Coaching Officers Coaching Officers (COs)</p> <p style="text-align: center;"><b><i>Year-round</i></b></p>	<ul style="list-style-type: none"> <li>➤ Organise Community roadshows that link in with CTS Street and CCB pathway</li> <li>➤ Number and type of sessions will flex dependent on commitments with C2S Street</li> <li>➤ Deliver a competitive offer of adult cricket working with community groups and look at additional sources of funding and sustainability</li> </ul>
<p style="text-align: center;"><b>ECB National Programmes</b></p>	<ul style="list-style-type: none"> <li>• To provide opportunities for children from Urban areas to access cricket through ECB National Programmes.</li> <li>• To establish All Stars and Dynamos centres in urban settings, working in partnership with Local Authorities, community groups and other key stakeholders to deliver affordable and accessible playing offers.</li> <li>• CCB staff to work as Activators (or train and educate volunteers) to lead these sessions locally, ensuring the sustainability of the programmes.</li> <li>• To work to attract bursaries, sponsorship and other forms of investment (including Funds4Runs and Sky Sports investment) to cover overheads including facility hire and the purchase of equipment.</li> <li>• To use successful case studies to champion the benefits of the programme and encourage support from other external partners.</li> <li>• To use the ECB Mapping Tool to target areas of deprivation or high South Asian population, and to run in conjunction with Chance to Shine Street offers to maximise awareness and participation</li> </ul>	<p style="text-align: center;">Communities DCO Development &amp; Coaching Officers Coaching Officers (COs)</p> <p style="text-align: center;"><b><i>Year-round</i></b></p>	<ul style="list-style-type: none"> <li>➤ To run ECB National Programme in areas of deprivation across Cheshire</li> <li>➤ 3 All Stars &amp; 3 Dynamos programmes in Year 1, run consecutively in three separate areas of Cheshire to offer a wider reach in deprived areas</li> <li>➤ All National Programmes Activators to commit to annual ECB training, including how to differentiate sessions to make them more inclusive.</li> </ul>

<p><b>Women and Girls Urban Offers</b></p>	<ul style="list-style-type: none"> <li>• To create playing opportunities for Women's/Girls only sessions within Urban communities in Cheshire</li> <li>• To work alongside other sports and community groups to provide 'taster sessions' giving an introduction to cricket</li> <li>• To use ECB National Programmes (All Stars, Dynamos) to provide a structured female playing offer within Urban settings</li> <li>• To create formal links to the wider W&amp;G participation network in Cheshire, including access to softball festivals</li> <li>• To identify female role models to support these sessions and provide bursaries to attend Coach Development Courses</li> </ul>	<p>Communities DCO Women and Girls DCOs Development &amp; Coaching Officers Coaching Officers (COs)</p> <p><b><i>Year-round</i></b></p>	<ul style="list-style-type: none"> <li>➤ Identify a female Community Coach to help promote this area of work and increase the number of female role models in diverse areas</li> </ul>
<p><b>Refugees</b></p>	<ul style="list-style-type: none"> <li>• To identify groups of refugees residing within the County borders who may wish to experience cricket</li> <li>• To work alongside Local Authorities and other services to offer structured sessions within a safe environment</li> <li>• To create awareness of additional playing offers within the community (including local clubs) and support transition into these environments where possible</li> <li>• To support those who wish to gain coaching or volunteer experience through formal and informal courses</li> </ul>	<p>Communities DCO Development &amp; Coaching Officers Coaching Officers (COs)</p> <p><b><i>Year-round</i></b></p>	<ul style="list-style-type: none"> <li>➤ Provide introductory sessions for refugees with links to wider programmes including All Stars, Dynamos, CTS Street and the CCB Pathway</li> <li>➤ Initial sessions identified in Stockport (Arden Primary) and at Sandbach School</li> </ul>
<p><b>Midweek Leagues &amp; Casual Playing Offers</b></p>	<ul style="list-style-type: none"> <li>• To support the launch of the new North Bangladesh Cricket Association (NBCA) and provide access to grounds in Cheshire</li> <li>• To support the development of new and existing teams involved in Midweek / Casual Leagues in Cheshire, including Last Man Stands</li> <li>• To establish any facility requirements and support teams in accessing safe and suitable pitches where required</li> <li>• To promote mutually beneficial relationships with the Cheshire club network, providing access to training and playing facilities for players from Urban communities</li> </ul>	<p>Communities DCO Development &amp; Coaching Officers Coaching Officers (COs)</p> <p><b><i>Year-round</i></b></p>	<ul style="list-style-type: none"> <li>➤ Identify more 'Last Man Stands' venues within Cheshire</li> <li>➤ Create formal partnerships within the club network to provide access to venues for midweek leagues, including NBCA.</li> </ul>
<p><b>Marketing and Communications</b></p>	<ul style="list-style-type: none"> <li>• To provide content for a new Communities Page on the Cheshire Cricket Board website</li> <li>• To Produce 'good news stories' from community sessions</li> <li>• To capture (with permission) images and footage for the CCB social media channels</li> </ul>	<p>Communities DCO Clubs and Participation Manager Website Manager</p>	<ul style="list-style-type: none"> <li>➤ Update the Communities Page on CCB website on a regular basis, ensuring all info is relevant and 'live'</li> </ul>

	<ul style="list-style-type: none"> <li>To Collect regular feedback from participants of all levels to help 'promote' Board activities</li> </ul>	<i>Year-round</i>	
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### PATHWAY

Activity	Aims and Objectives	Who and When?	Success Criteria (KPIs)
<b>Player Pathway and Performance</b>	<ul style="list-style-type: none"> <li>To promote the Cheshire Cricket Board Player Pathway within Urban Communities, arranging bursaries where necessary to encourage participation on the scheme.</li> <li>To deliver community-based coaching courses during school holidays (Easter, Summer and half terms) that run parallel to existing CCB Pathway offers</li> <li>To deliver a series of 'Community Roadshows' for children and families new to the sport or those participants already involved in Chance to Shine Street Programme.</li> <li>To work in partnership with Local Authorities and Leisure Providers to secure access to venues for the delivery of the above sessions.</li> </ul>	Communities DCO Development & Coaching Officers (DCOs) Coaching Officers (COs)  <i>Year-round</i>	<ul style="list-style-type: none"> <li>➤ Identify suitable candidates from community projects who wish to progress on the CCB Pathway and support through bursaries</li> <li>➤ Help support transition from softball to hardball cricket activities</li> <li>➤ Increase the number of new players annually</li> </ul>

### PEOPLE

Activity	Aims and Objectives	Who and When?	Success Criteria (KPIs)
<b>Coach and Volunteer Development</b>	<ul style="list-style-type: none"> <li>To provide a range of personal and professional development opportunities for people in Urban areas, with a focus on growing the game</li> <li>To identify and mentor 'Community Champions' from within each group who are keen to develop their own volunteering skills and help make sessions sustainable.</li> <li>In accordance with the above, to deliver Coach Development Courses (ECB Activators, Support Coach, Foundation 1) at suitable and accessible locations</li> </ul>	Communities DCO Development & Coaching Officers (DCOs) Coaching Officers (COs)  <i>Year-round</i>	<ul style="list-style-type: none"> <li>➤ Identify areas to run ECB Support Coach courses via bursary scheme</li> <li>➤ All courses to focus on inclusivity and diversity</li> <li>➤ 2 courses in year 1</li> </ul>

	<ul style="list-style-type: none"> <li>• To provide access to other volunteering courses – umpiring, scoring, first aid, safeguarding – as required to support the community network</li> <li>• To apply for and make available bursaries so that cost does not become a barrier to gaining a qualification</li> <li>• To reward and recognise volunteers through the annual ECB Grass Roots Awards and other County-wide initiatives such as the ‘Volunteer Shout Out’</li> <li>• To promote opportunities to work for (or alongside) Cheshire Cricket Board and other key stakeholders on a casual, part time or full time basis</li> </ul>		
<b>Activators and Young Leaders</b>	<ul style="list-style-type: none"> <li>• To identify potential ‘Activators and Junior Activators’ from Urban communities to support the delivery of ECB National Programmes</li> <li>• To ensure Activators supporting National Programmes receive adequate inclusion training, enabling them to plan and deliver sessions that meet the needs of all participants.</li> <li>• To signpost Activators to additional resources and specialist equipment to support their delivery.</li> <li>• To introduce young leaders to the concept of differentiation and to give them confidence to support inclusive activity for participants from every background.</li> </ul>	<p>Communities DCO Development &amp; Coaching Officers (DCOs) Coaching Officers (COs)</p> <p style="text-align: center;"><b><i>Year-round</i></b></p>	<ul style="list-style-type: none"> <li>➤ Increase the number of activators and junior activators from diverse communities</li> </ul>
<b>CCB Workforce Development</b>	<ul style="list-style-type: none"> <li>• To give all CCB staff the opportunity to work within non-traditional (Urban) settings</li> <li>• In accordance with the above, to signpost staff to any relevant CPD to assist in the delivery of these sessions, including ECB Anti-discrimination, Inclusion and Diversity training.</li> <li>• To create opportunities for new full-time and casual staff to join the CCB to support the expansion of our Urban Action Plan</li> </ul>	<p>Communities DCO Development &amp; Coaching Officers (DCOs) Coaching Officers (COs)</p> <p style="text-align: center;"><b><i>Year-round</i></b></p>	<ul style="list-style-type: none"> <li>➤ CCB workforce to be confident in delivering a wide range of community cricket and offer any opportunities for relevant CPD</li> </ul>

<p><b>Safeguarding and player welfare</b></p>	<ul style="list-style-type: none"> <li>• To ensure clubs and coaches are aware of their safeguarding responsibility to children and vulnerable adults.</li> <li>• To share best practice through bespoke ECB resources and practical examples on Coach Development Courses.</li> <li>• To communicate regularly with the County Safeguarding Officer and to report any serious safeguarding concerns in a prompt and professional manner.</li> </ul>	<p>Coach Development Manager Communities DCO County Welfare Officer</p> <p><b>Year-round</b></p>	<ul style="list-style-type: none"> <li>➤ Ensure all coaches and volunteers have an ECB DBS</li> </ul> <p>Ensure those who need to have completed Safe Hands training or the Safeguarding Young Cricketers Course</p> <ul style="list-style-type: none"> <li>➤ Adoption of ECB Safe Hands Policy</li> <li>➤ Any incidents recorded and logged, including action taken</li> </ul> <p>To liaise regularly with the County Welfare Officer and refer any serious concerns</p>
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## PLACES

Activity	Aims and Objectives	Who and When?	Success Criteria (KPIs)
<p><b>Increase number of Urban cricket venues</b></p>	<ul style="list-style-type: none"> <li>• To grow the number of community partnerships in Urban areas, in turn providing access to new venues throughout the County.</li> <li>• To make innovative use of existing community spaces, taking cricket to under-represented groups.</li> <li>• To provide participants with experiences of a variety of settings including cricket clubs, indoor sports halls and other outdoor venues as appropriate.</li> </ul>	<p>Communities DCO Development &amp; Coaching Officers (DCOs) Coaching Officers (COs)</p> <p><b>Year-round</b></p>	<ul style="list-style-type: none"> <li>➤ Grow list of venues (indoors and out) available to members of diverse communities</li> </ul>
<p><b>Identify strategic Urban venues</b></p>	<ul style="list-style-type: none"> <li>• In line with the above, to identify any key venues (hubs) for Urban activity</li> <li>• To ensure these venues as ‘welcoming’ and ‘inclusive’ to all and cater of any participants with additional needs, including those with a disability</li> <li>• To consider carefully the location of these strategic venues, ensuring good public transport links for those without access to private vehicles.</li> <li>• To work closely with key stakeholders to negotiate access to venues at a cost that is not prohibitive to the participants. To review annually the list of strategic venues and ensure they continue to meet the needs of the players.</li> </ul>	<p>Communities DCO Development &amp; Coaching Officers (DCOs) Coaching Officers (COs)</p> <p><b>Year-round</b></p>	<ul style="list-style-type: none"> <li>➤ NTPs – Activation plans, linked to C2S where feasible</li> </ul>

	<ul style="list-style-type: none"> <li>To include reference to the above within the Board's Facility Strategy, outlining our commitment to providing safe spaces outside of the traditional club settings</li> </ul>		
<b>Non-Turf Pitches</b>	<ul style="list-style-type: none"> <li>To continue to work closely with Local Authorities to identify new and existing NTPs that are available for community use and can support the delivery of our programmes.</li> <li>To assist in the Activation Plans for any new NTP installations, ensuring investment is well-placed and there are teams or communities in place to use them.</li> </ul>	<p>Communities DCO Development &amp; Coaching Officers (DCOs) Coaching Officers <b>(COs)</b></p> <p><b><i>Year-round</i></b></p>	<ul style="list-style-type: none"> <li>➤ Using the NTP to host outdoor competitions, events linking with CTS Street, adult community offers</li> </ul>

## PARTNERSHIPS

Activity	Further detail
<b>ECB Subject Matter Experts</b>	To continue to liaise closely with ECB's Participation and Growth teams and other subject matter experts (SMEs) to ensure access to training and resources in support of our Urban Action Plan
<b>Local Authorities</b>	To build on our existing relationship with Local Authorities, contributing to key planning documents like Playing Pitch Strategies to ensure cricket remains accessible for people in Urban communities.
<b>FCCs and NCs</b>	To work in partnership with neighbouring First Class and National Counties, sharing ideas and combining resources to enhance the experience for Urban cricketers in Cheshire.
<b>Cheshire Cricket Trust</b>	To champion the work of Cheshire Cricket Trust, and secure future funding for participants in Urban environments.
<b>School Sports Partnerships / School Games Organisers</b>	To enhance our relationship with Cheshire's network of school sports partnerships and <b>School Games Organisers</b> to secure future access to participants and venues.
<b>Active Tameside / Life Leisure</b>	To strengthen existing ties with local authority providers like <b>Active Tameside</b> and <b>Life Leisure</b> (Stockport), providing training for their community coaches and running joint initiatives in support of community groups, focussing on deprived or urban areas.
<b>Onward (Tameside)</b>	To deliver ECB National Programmes to children from deprived backgrounds, focussing on the area in and around the Hattersley Estate. To work alongside the <b>Onward</b> partnership to provide free places to children in Key Stage 1 and 2.
<b>Active Cheshire</b>	To forge and strengthen ties with County Sports Partnerships, identifying shared objectives and working in partnership to deliver against key outcomes including healthy living for those in Urban / deprived areas.