



# Cheshire Cricket Board Equity, Diversity & Inclusion Action Plan 2022-2024



## Mission Statement

“To champion an environment that celebrates diversity and in which every member of our Cheshire Cricket family is proud to say: cricket is a game for me.”

The Cheshire Cricket Board Equity, Diversity and Inclusion (EDI) Action Plan underlines the Board’s commitment to delivering EDI throughout recreational cricket in the county, while seeking to tackle discrimination in all its forms.

EDI runs through the heart of everything we do and as such this plan should not be read in isolation. In addition to the Board’s overarching *Countywide Plan*, we have developed a number of individual strategies including an Urban Action Plan, Women & Girls Development Plan and a Disability & Inclusion Strategy, all of which seek to address the opportunities and challenges faced by under-represented groups in grass roots cricket.

This plan has been developed with other key stakeholders (including Cheshire County Cricket Club and Cheshire Youth Cricket) and aims to make cricket more accessible and to help connect communities through their shared passion for the sport. It aligns closely with ECB’s own [EDI Action Plan](#) but is ultimately however, a plan for ‘Cheshire Cricket’ that directly supports the involvement of all members of our wider [Cheshire Cricket Family](#).

The plan is divided into the four key pillars below, with 30 associated actions and some key performance indicators that will enable us to measure progress and to refine and restructure our goals where appropriate:

1. Empowering People
2. Building Diverse Teams
3. Developing Inclusive Environments
4. Leading with Accountability

**Last updated – November 2022**

## Objective 1: Empowering people to drive positive change across cricket

| Action  | Tasks   | Who and when?  | Success measure (KPIs)<br>Updated Nov 2022  |
|---|---|--|---|
| Facilitate development opportunities for CCB staff across the breadth of EDI  | 1. All Cheshire Cricket Board staff members to attend formal Anti-Discrimination training provided by ECB   | Director of Cricket<br><i>End of March 2022</i>                    | <ul style="list-style-type: none"> <li>➤ 100% of staff to attend and complete online training</li> <li>➤ CCCC, CYC reps to receive formal and informal training</li> <li>➤ All staff attended ECB training</li> </ul>   |
|   | 2. CCB staff to access further CPD in the field of equity, diversity and inclusion as applicable to their roles. This includes (but not limited to) training provided by ECB, Chance to Shine and other sporting partners | Director of Cricket<br><i>Ongoing: Review annually</i>             | <ul style="list-style-type: none"> <li>➤ Professional staff and volunteers signposted to further training opportunities</li> <li>➤ Evidence attendances on CPD courses through staff database</li> <li>➤ Coaching staff attended a CPD session delivered by Chance to Shine, and completed ECB Raise the Game e-learning module</li> <li>➤ Senior Execs attended sessions on Black History awareness</li> </ul> |
| Promote EDI policies and access to training for club volunteers and officials | 3. CCB to share and encourage adoption among clubs and volunteers of game-wide EDI policies   | Clubs and Participation Manager<br><i>2022 season</i>              | <ul style="list-style-type: none"> <li>➤ All clubs and leagues to formally adopt ECB Anti-Discrimination Code</li> <li>➤ Clubs and leagues to display copy of AD code on their websites</li> <li>➤ Clubs / leagues have adapted constitutions as part of Clubmark reaccreditation process</li> </ul>  |
|   | 4. Support volunteers throughout recreational cricket to participate in EDI education offerings from ECB and other partners   | Clubs and Participation Manager<br><i>Ongoing: Review annually</i> | <ul style="list-style-type: none"> <li>➤ Share ECB resources with club and community network</li> <li>➤ Training opportunities published online (website, social media)</li> <li>➤ All encouraged to complete the Raise the Game e-learning module</li> </ul>   |
|   | 5. CCB to champion 'best practice' from around the recreational game, sharing good news items and case studies on the Board website   | CCB Website Manager<br><i>Ongoing: Review annually</i>             | <ul style="list-style-type: none"> <li>➤ Creation of an EDI webpage</li> <li>➤ Publication of EDI related news and campaigns across digital channels</li> </ul>   |

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|   |  |   | <ul style="list-style-type: none"> <li>➤ EDI webpage published, carrying related information from CCB and ECB (Rainbow Laces, Black History)</li> <li>➤ Partnership with North Bangladesh Cricket League established, promotion via CCB website 'Communities Page'</li> </ul>   |
| <p><b>Bring people together through game-wide Communities</b></p> | <p>6. Engage with and support underrepresented groups in Cheshire cricket (see Urban Action Plan). Identify mentors and role models from these communities</p> | <p>Director of Cricket</p> <p><i>January 2023</i></p>                   | <ul style="list-style-type: none"> <li>➤ Appoint a Communities Development Officer</li> <li>➤ Recruit additional staff/volunteers from community settings</li> <li>➤ Appointed a Communities DCO, who has subsequently been promoted to Communities Manager. Bespoke Communities (Urban) Action Plan created.</li> <li>➤ Volunteers identified from within communities to run ECB National Programmes, including ECB Grass Roots Awards winners)</li> </ul> |
|   | <p>7. Make the game accessible to underrepresented groups through access to playing facilities and / or bursary schemes</p>                                    | <p>Coach Development Manager</p> <p><i>Ongoing: Review annually</i></p> | <ul style="list-style-type: none"> <li>➤ Secure bursaries for volunteers from under-represented groups (W&amp;Gs, South Asian, disabled etc)</li> <li>➤ Identify and promote club and community facilities for hire</li> <li>➤ CSW course delivered in Warrington for South Asian cricketers, women's only Coach Development courses planned and delivered</li> </ul>   |

## Objective 2: Build diverse teams, promoting inclusion across the sport

| Action  | Tasks   | Who and when?  | Success measure (KPIs)  |
|---|---|--|---|
| Ensure a fair, consistent and transparent recruitment process | 1. Appoint a balanced (diverse and multi-person) interview panel  | Director of Cricket<br><i>All interviews</i>             | <ul style="list-style-type: none"> <li>➤ All interview appropriate to the advertised roles (eg at least one female panel member for roles relating to women and girls)</li> <li>➤ Both male and female representatives and CCB Safeguarding lead part of interview panel</li> </ul>   |
|   | 2. Publish role descriptions that reflect the Board's EDI priorities and encourage applications from candidates from diverse backgrounds. | Director of Cricket<br><i>All job descriptions</i>       | <ul style="list-style-type: none"> <li>➤ Posts are advertised across wider range of community settings</li> <li>➤ Increase in number of applications from candidates from diverse backgrounds</li> <li>➤ New Communities Manager in post will increase the reach into under-represented groups to help advertise future roles, both full time and casual</li> </ul>   |
| Development and Progression opportunities for all employees   | 3. Conduct regular staff appraisals, identifying continuous professional development (CPD) opportunities for all employees                | Director of Cricket<br><i>Annual appraisals</i>          | <ul style="list-style-type: none"> <li>➤ Staff to secure qualifications and take courses relevant to their role</li> <li>➤ Ensure staff qualification database is updated on a regular basis</li> <li>➤ Annual staff appraisals conducted.</li> <li>➤ CPD - two female officers attending Coach Developer trainer, one female coach attending Specialist Coach (L4) training, one staff member with a disability attending Coach Developer training, opportunities for all staff to be involved in performance pathway</li> </ul> |
|   | 4. Embed a transparent promotion process within the organisation.   | Director of Cricket<br><i>All interviews</i>             | <ul style="list-style-type: none"> <li>➤ All roles and development opportunities advertised</li> <li>➤ All roles continue to be advertised</li> </ul>   |
|   | 5. Continue to meet/exceed ECB targets for diversity within governance structures (Cricket Board directors, National Counties committee)  | CCB / County Club Chair<br><i>Within terms of office</i> | <ul style="list-style-type: none"> <li>➤ Appoint an EDI representative to CCB Board and other constituent members (CCCC, CYC)</li> </ul>  |

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| <b>Champion diversity in leadership and governance roles within recreational cricket</b> |  |   | <ul style="list-style-type: none"> <li>➤ Demonstrate minimum 'silver standard' for County Board and Club within ECB framework</li> <li>➤ An EDI representative has been appointed to the role of Board Director. Member of staff appointed as EDI lead</li> </ul>  |
|  | 6. Appoint diverse board and leadership teams, reflective of the local population. Encourage clubs to do the same.                           | CCB Chair<br><br><i>Ongoing: Review annually</i>                      | <ul style="list-style-type: none"> <li>➤ Aim to meet / exceed ECB targets for female representation, and those from diverse backgrounds, on the Board</li> <li>➤ CCB Currently meeting ECB targets. Clubs encouraged to consider how their management teams reflect their playing base / local community</li> </ul>      |
|  | 7. Continue to promote the Cheshire Youth Cricket (CYC) Ambassador and Disability Ambassador roles within the organisation and wider network | CYC Chair / Disability Manager<br><br><i>Ongoing: Review annually</i> | <ul style="list-style-type: none"> <li>➤ Minimum one female Ambassador</li> <li>➤ Children from diverse backgrounds encouraged to apply for Ambassador roles</li> <li>➤ Two Ambassadors in 2022 (one male, one female). Chris Edwards (England LD captain) continues to perform role of disability ambassador</li> </ul> |

### Objective 3: Develop and maintain inclusive environments

| Activity   | Aims and Objectives   | Who and When?  | Success Criteria (KPIs)  |
|--|---|--|--|
| <b>Drive out discrimination across the recreational game</b>   | 1. Promote the game wide whistleblowing service - <a href="https://www.ecb.co.uk/reporting-discrimination">https://www.ecb.co.uk/reporting-discrimination</a> - via County Board website and other channels | Website Manager<br>(all staff)<br><br><i>March 2022 (ongoing)</i>            | <ul style="list-style-type: none"> <li>➤ Whistleblowing service and other ECB initiatives to remain visible across CCB digital channels</li> <li>➤ Whistleblowing service promoted to clubs directly and included on the Board's EDI page on the website</li> </ul>  |
| <b>Foster a welcoming culture within clubs and communities</b> | 2. Embed the ECB Anti-Discrimination Code across the recreational game  | Clubs and Participation Manager<br><br><i>End of 2022</i>                    | <ul style="list-style-type: none"> <li>➤ ADC referenced within Board, League and Club constitutions and on all organisations' websites</li> <li>➤ As above, through Clubmark renewal process. Will target non-Clubmark clubs in 2023</li> </ul>  |
|  | 3. Support clubs with development planning and encourage use of the ECB 'Creating Welcoming Environments' resource  | Clubs and Participation Manager<br><br><i>Ongoing: Review annually</i>       | <ul style="list-style-type: none"> <li>➤ Awarding of grants for clubs focussing on their Women and Girls and Disability Cricket offers</li> <li>➤ DCOs review club development plans and provide feedback in 1:1 meetings. 26/32 clubs awarded grants through County grants Fund have a Women &amp; girls and/or disability offer</li> </ul>   |
|  | 4. Support the growth of non-traditional activity in club and community settings, including Lord's Taverners Super 1s, ECB Champion Clubs, Refugee groups etc   | Disability Manager<br>Communities DCO<br><br><i>Ongoing: Review annually</i> | <ul style="list-style-type: none"> <li>➤ See Disability Strategy and Urban Action Plan for specific KPIs on Super 1s and Champion Clubs</li> <li>➤ Survey participants on quality of experience in these programmes</li> <li>➤ Disability Strategy published – successful introduction of Super 1s and ECB Disability Champion Club scheme. New Urban Action Plan has led to additional community offers including Chance to Shine Street</li> </ul> |
|  | 5. Establish contact with National Asian Cricket Council (NACC) to help underpin commitment to inclusivity  | Director of Cricket<br><br><i>July 2022 (ongoing)</i>                        | <ul style="list-style-type: none"> <li>➤ Arrange initial meeting (and follow ups) with NCCA</li> <li>➤ Share Urban Action Plan and 'best practice' from wider network</li> </ul>   |

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| Increase engagement with community stakeholders                                    |   |   | <ul style="list-style-type: none"> <li>➤ Urban Action plan is now 'live' and new partnerships being explored including with North Bangladesh Cricket League and Cheadle Mosque</li> </ul>  |
|  | 6. Explore new partnerships with Local Authorities and Community Sports Partnerships to gain greater access to under-represented groups   | Clubs and Participation Manager<br><i>July 2022 (ongoing)</i> | <ul style="list-style-type: none"> <li>➤ Generate and maintain contact list at LAs and CSPs for employees with remit to support diverse groups</li> <li>➤ Clubs Manager continues to work with Local Authorities and CSPs (Active Cheshire)</li> </ul>   |
| Ensure the Cheshire Cricket Board Player Pathway is both affordable and accessible | 7. Delivery within traditional (school and club) and non-traditional (community) settings, with a wide range of courses for children of all abilities including launch of Chance to Shine Street in Cheshire. | Director of Cricket<br><i>Ongoing: Review annually</i>        | <ul style="list-style-type: none"> <li>➤ Discounted course fees for families on universal credit</li> <li>➤ Satisfaction surveys sent to players and parents</li> <li>➤ C2S Street has been launched, SEN schools programme in place and additional coaching identified for children receiving free-school meals.</li> <li>➤ Free to attend community taster sessions (roadshows) held in Easter.</li> <li>➤ New girls (proof of concept) package launched in September, targeting females in secondary schools who would not usually access cricket.</li> </ul> |
|  | 8. Develop a talent ID scheme for children from diverse backgrounds and families who need financial support   | Performance Manager<br><i>July 2022 (ongoing)</i>             | <ul style="list-style-type: none"> <li>➤ Develop bursaries for talented children from CCB-led community-based programmes</li> <li>➤ Ongoing – Communities Manager looking to identify talented players from within communities sessions.</li> <li>➤ Discounts for families receiving universal credit. CCB have also opened discussions with ECB around Talent Pathway Hardship funds.</li> </ul>  |

## Objective 4: Lead with accountability

| Activity   | Aims and Objectives   | Who and When?  | Success Criteria (KPIs)   |
|--|---|--|---|
| <b>Promote the role of the Independent Commission for Equity in Cricket (ICEC)</b> | 1. CCB staff to engage with ICEC and respond to any calls for evidence / lived experience   | Director of Cricket<br><i>Ongoing: As necessary</i>                | <ul style="list-style-type: none"> <li>➤ Submission of formal CCB response to ICEC surveys</li> <li>➤ Individual staff members encouraged to share experiences</li> <li>➤ CCB completed formal response to ICEC, staff members encouraged to share their lived experiences</li> </ul>                   |
|  | 2. CCB to promote the role of the ICEC to the club and community network  | Clubs and Participation Manager<br><i>Ongoing: As necessary</i>    | <ul style="list-style-type: none"> <li>➤ ICEC surveys shared with all affiliated clubs</li> <li>➤ Shared with clubs via website, email and social media</li> </ul>  |
|  | 3. CCB to publish the results of ICEC surveys and any local response (updates to EDI plan) as appropriate   | Website Manager<br><i>Ongoing: As necessary</i>                    | <ul style="list-style-type: none"> <li>➤ ICEC findings featured prominently on CCB website / social media</li> <li>➤ Awaiting results – Jan 2023</li> </ul>   |
| <b>Public commitment to advancing EDI across the game</b>                          | 4. Develop bespoke strategies to promote under-represented groups (eg Disability, Urban, Women and Girls) aligned to our Countywide Plan  | Clubs and Participation Manager<br><i>Ongoing: Review annually</i> | <ul style="list-style-type: none"> <li>➤ Additional goals / KPIS included within individual strategy documents</li> <li>➤ Disability, Urban and Women &amp; Girls strategies all 'live' on CCB website with KPIs updated for 2022</li> </ul>  |
|  | 5. Use role models to champion under-represented groups across the recreational game  | Director of Cricket<br><i>Ongoing: Review annually</i>             | <ul style="list-style-type: none"> <li>➤ Promote the work of our diverse staff members at every opportunity inc case studies / articles on CCB website</li> <li>➤ England Disability Captain employed by CCB, six female and two South Asian coaches working across the Performance Pathway,</li> </ul> |
|  | 6. Utilise the ECB staff census (reviewed annually) to monitor staff perceptions around the Board's approach to EDI and how confident they feel to deliver on the plan's objectives | Director of Cricket<br><i>Ongoing: Review annually</i>             | <ul style="list-style-type: none"> <li>➤ Increased percentage of staff who 'strongly agree' or 'agree' with EDI Perception questions in census (see appendix)</li> <li>➤ Awaiting results of 2022 update</li> </ul>   |



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| <b>Publish progress and review targets</b> | 7. Make public our EDI plan no later than June 2022 (or following ECB sign off)   | Website Manager<br><br>June 2022                           | <ul style="list-style-type: none"> <li>➤ Promotion of Plan via CCB website and social media channels by June 2022</li> <li>➤ Shared across the network</li> <li>➤ EDI plan published in line with agreed timescales.</li> </ul>  |
|  | 8. Conduct regular internal reviews to monitor progress against success measures and – where appropriate – add new tasks and actions aligned to other CCB plans       | Director of Cricket<br><br><i>Ongoing: Review annually</i> | <ul style="list-style-type: none"> <li>➤ Review at least once annually</li> <li>➤ Publish updated Plan internally and externally</li> <li>➤ First review, November 2022.</li> </ul>  |
|  | 9. Conduct regular external reviews with ECB leadership team to ensure plan remains relevant and reflects the wider policies and practices in place at national level | Director of Cricket<br><br><i>Ongoing: Review annually</i> | <ul style="list-style-type: none"> <li>➤ Review at least once annually</li> <li>➤ Annual review of EDI policies for constituent members – CYC, CCCC</li> <li>➤ No feedback as yet from ECB on initial EDI plan, but a commitment from CCB to drive internally</li> </ul> |