

# Cheshire Cricket Board Equity, Diversity and Inclusion Action Plan (2022-2024)

The [Cheshire Cricket Board EDI Action Plan](#) underlines our commitment to promoting and delivering equity, diversity and inclusion 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](#), a Women & Girls Development Plan and a [Disability & Inclusion Strategy](#), all of which seek to address the opportunities and challenges faced by under-represented groups within 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](#).

This plan is reviewed on an annual basis. It will next be updated in January 2024 to incorporate the game wide commitments pledged by ECB in response to the recent publication of the [report](#) by Independent Commission for Equity in Cricket (ICEC).

Last Updated: September 2023

## Cheshire Cricket EDI 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 **CCB EDI Action Plan** is divided into the four key objectives (see below). Each pillar has a number of associated tasks – there are 30 in total – and some key performance indicators that enable us to measure our progress and to refine and restructure our goals where appropriate.

### Key objectives:

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

The image on the right shows the breadth of delivery across recreational cricket in Cheshire and the different groups we engage with throughout the year. In line with our mission statement above, CCB is committed to ensuring all members of our Cricket Family feel welcome and included within the environments in which they choose to play.



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

Action	Tasks	Who and when?	Success Measure (KPIs)	Evidence
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 <i>End of 2023</i>	<ul style="list-style-type: none"> <li>➤ All staff to complete online ECB training</li> <li>➤ CCCC, CYC reps to receive formal and informal training</li> </ul>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
	All staff /volunteers completed ECB training			
Facilitate development opportunities for CCB staff across the breadth of EDI	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 <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➤ Professional staff and volunteers signposted to further training</li> <li>➤ Evidence attendances on CPD courses through staff database</li> </ul>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
	9 CCB staff attending Inclusive Leadership course; Board Directors attended Lime Culture (safeguarding) training; Coaches attended CPD with Chance to Shine			
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 Manager <i>2022/23 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> </ul>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
	CCB / leagues updated constitutions; Clubs updated as part of Clubmark reaccreditation process			
Promote EDI policies and access to training for club volunteers and officials	4. Support volunteers throughout recreational cricket to participate in EDI education offerings from ECB and other partners	Clubs Manager <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</li> </ul>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
	All volunteers encouraged to complete the ECB 'Raise the Game' e-learning module. CCB promoted The Boundary Programme to league officials			

	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 <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>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
			New EDI webpage > National campaigns inc. Rainbow Laces, Black History month; Partnership with North Bangladesh Cricket League established, promotion via 'Communities' page of Board website	
Bring people together through game-wide communities	6. Engage with and support underrepresented groups in Cheshire cricket (see Urban Action Plan). Identify mentors and role models from these communities	Director of Cricket <i>January 2023</i>	<ul style="list-style-type: none"> <li>➤ Appoint a Communities Development Officer</li> <li>➤ Recruit additional staff/volunteers from community settings</li> </ul>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
			Communities DCO promoted to role of Communities Manager. Urban Action Plan created; South Asian Advisory Group launched, Volunteers identified to run National Programmes, celebrated as ECB Grass Roots Awards winners.	
	7. Make the game accessible to underrepresented groups through access to playing facilities and / or bursary schemes	Coach Development Manager <i>Ongoing: Review annually</i>	<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> </ul>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
			Bursary-led Coach Development courses delivered for all target groups (diverse, disabled, women and girls), pitches for NBCA funded by CCB, New (12 team) Indoor Communities League launched in Bramhall.	

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

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Ensure a fair, consistent and transparent recruitment process	1. Appoint a balanced (diverse and multi-person) interview panel	Director of Cricket <i>All interviews</i>	<ul style="list-style-type: none"> <li>➤ All interviews appropriate to the advertised roles (female / diverse panel members for roles relating to women and girls and communities)</li> </ul>	✓
			Both male and female representatives and CCB Safeguarding lead part of interview panel	
	2. Publish role descriptions that reflect the Board's EDI priorities and encourage applications from candidates from diverse backgrounds.	Director of Cricket <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> </ul>	✓ ✓
			Use of Expression of Interest polls to compliment formal advertising.	
Development and Progression opportunities for all employees	3. Conduct regular staff appraisals, identifying continuous professional development (CPD) opportunities for all employees	Director of Cricket <i>Annual appraisals</i>	<ul style="list-style-type: none"> <li>➤ Staff to secure qualifications and take courses relevant to their role</li> <li>➤ Update database with qualification list</li> </ul>	✓ ✓
			Two female coaches and one staff member with a disability became Coach Developers, one female coach attending Specialist Coach course, opportunities for all staff to work on CCB Development Scheme	
	4. Embed a transparent promotion process within the organisation.	Director of Cricket <i>All interviews</i>	<ul style="list-style-type: none"> <li>➤ All development opportunities advertised</li> </ul>	✓
			Rehaan Rather appointed Communities Manager; Jess Lewis promoted to senior manager, other staff allocated specialist roles (eg psychology)	



Champion diversity in leadership and governance roles within recreational cricket	5. Continue to meet/exceed ECB targets for diversity within governance structures (Cricket Board directors, National Counties committee)	CCB / County Club Chair <i>Within terms of office</i>	➤ Appoint an EDI representative to CCB Board and other constituent members (CCCC, CYC)	<input checked="" type="checkbox"/>
			➤ Demonstrate minimum 'silver standard' for County Board and Club within ECB framework	<input checked="" type="checkbox"/>
	An EDI representative has been appointed to the role of Board Director. Member of staff appointed as EDI lead; CCB continue to achieve 'Silver' standard			
	6. Appoint diverse board and leadership teams, reflective of the local population. Encourage clubs to do the same.	CCB Chair <i>Ongoing: Review annually</i>	➤ Aim to meet / exceed ECB targets for female representation, and those from diverse backgrounds, on the Board	<input checked="" type="checkbox"/>
			CCB Currently meeting ECB targets. Clubs encouraged to consider how their management teams reflect their playing base / local community	
	7. Continue to promote the Cheshire Youth Cricket (CYC) Ambassador and Disability Ambassador roles within the organisation and wider network	CYC Chair / Disability Manager <i>Ongoing: Review annually</i>	➤ Minimum one female Ambassador	<input checked="" type="checkbox"/>
➤ Children from diverse backgrounds encouraged to apply for Ambassador roles			<input checked="" type="checkbox"/>	
Two Ambassadors in 2022/3 (one male, one female, one from diverse background). Chris Edwards (England LD captain) continues to perform role of disability ambassador for CCB				

## Objective 3: Develop and maintain inclusive environments

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Drive out discrimination across the recreational game	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 (all staff)  March 2022 (ongoing)	➤ Whistleblowing service and other ECB initiatives to be visible across CCB digital channels	<input checked="" type="checkbox"/>
			Whistleblowing service promoted to clubs directly and included on the Board website EDI page	
Foster a welcoming culture within clubs and communities	2. Embed the ECB Anti-Discrimination Code across the recreational game	Clubs Manager  End of 2022	➤ ADC referenced within Board, League and Club constitutions and on all organisations' websites	<input checked="" type="checkbox"/>
			As above, through Clubmark renewal process. Will target non-Clubmark clubs in 2023/24	
	3. Support clubs with development planning and encourage use of the ECB 'Creating Welcoming Environments' resource	Clubs Manager  Ongoing: Review annually	➤ Awarding of grants for clubs focussing on their Women and Girls and Disability Cricket offers	<input checked="" type="checkbox"/>
			Club development plans and 1:1 meetings. 32/46 clubs awarded grants through County grants Fund have a Women & Girls and/or disability offer	
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 Communities DCO  Ongoing: Review annually	➤ See Disability Strategy and Urban Action Plan for KPIs on Super 1s and Champion Clubs	<input checked="" type="checkbox"/>	
		➤ Survey participants on quality of experience in these programmes	<input checked="" type="checkbox"/>	
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				

Increase engagement with community stakeholders	5. Establish contact with National Asian Cricket Council (NACC) to help underpin commitment to inclusivity	Director of Cricket <i>July 2022 (ongoing)</i>	<ul style="list-style-type: none"> <li>➤ Arrange initial meeting with NCCA</li> <li>➤ Share Urban Action Plan and 'best practice' from wider network</li> </ul>	<input type="checkbox"/> <input checked="" type="checkbox"/>
			Urban Action plan is now 'live' – South Asian Advisory Group established. Partnerships created with North Bangladesh Cricket League and Cheadle Mosque	
	6. Explore new partnerships with Local Authorities and Community Sports Partnerships to gain greater access to under-represented groups	Clubs Manager <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> </ul>	<input checked="" type="checkbox"/>
			Clubs Manager continues to work with Local Authorities and CSPs (Active Cheshire)	
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 <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> </ul>	<input checked="" type="checkbox"/> <input type="checkbox"/>
			C2S Street launched, SEN schools programme in place and additional coaching for children from LSEG; Free to attend community taster sessions; Girls (proof of concept) launched, targeting females in secondary schools who would not usually access cricket.	
	8. Develop a talent ID scheme for children from diverse backgrounds and families who need financial support	Performance Manager <i>July 2023 (ongoing)</i>	<ul style="list-style-type: none"> <li>➤ Develop bursaries for talented children from CCB-led community-based programmes</li> </ul>	<input checked="" type="checkbox"/>
			Ongoing – Communities Manager looking to identify talented players from within communities sessions; Discounts for families receiving universal credit. CCB have also opened discussions with ECB around Talent Pathway Hardship funds.	



## Objective 4: Lead with accountability

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Promote the role of the Independent Commission for Equity in Cricket (ICEC)	1. CCB staff to engage with ICEC and respond to any calls for evidence / lived experience	Director of Cricket <i>Ongoing: As necessary</i>	<ul style="list-style-type: none"> <li>➤ Submit formal CCB response to ICEC surveys</li> <li>➤ Individual staff members encouraged to share experiences</li> </ul>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
	CCB completed response to ICEC, staff members encouraged to share their lived experiences			
	2. CCB to promote the role of the ICEC to the club and community network	Clubs Manager <i>Ongoing: As necessary</i>	<ul style="list-style-type: none"> <li>➤ ICEC survey shared with all affiliated clubs</li> <li>➤ ICEC Report and ECB / CCB response shared with the network</li> </ul>	<input checked="" type="checkbox"/>  <input checked="" type="checkbox"/>
	ECB / CCB response to ICEC report shared on <a href="#">CCB website</a> – work in this area ongoing			
	3. CCB to publish the results of ICEC surveys and any local response (updates to EDI plan) as appropriate	Clubs Manager <i>Ongoing: As necessary</i>	<ul style="list-style-type: none"> <li>➤ ICEC findings featured prominently on CCB website / social media</li> </ul>	<input checked="" type="checkbox"/>
	Full ICEC report and formal ECB response published on CCB website			
Public commitment to advancing EDI across the game	4. Develop bespoke strategies to promote under-represented groups (eg Disability, Urban, Women and Girls) aligned to Countywide Plan	Clubs Manager <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➤ Additional goals / KPIS included within individual strategy documents</li> </ul>	<input checked="" type="checkbox"/>
	Disability, Urban and Women & Girls strategies all 'live' on CCB website with KPIs updated for 2022/3			
	5. Use role models to champion under-represented groups across the recreational game	Director of Cricket <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➤ Promote the work of our diverse staff members at every opportunity including case studies / articles on CCB website</li> </ul>	<input checked="" type="checkbox"/>
England Disability Captain, two coaches from diverse (South Asian) backgrounds and eight female staff members all employed by CCB as of November 2023				

Publish progress and review targets	6. Utilise the ECB staff census 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 <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 annual ECB census (see Appendix)</li> </ul>	<input checked="" type="checkbox"/>
			2022 results showed an increase in almost all key metrics within Staff EDI survey. CCB rated a 'leading organisation' by ECB	
	7. Make public our EDI plan no later than June 2022 (or following ECB sign off)	Website Manager <i>Ongoing</i>	<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> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			EDI plan published in line with agreed timescales	
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 <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> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
		EDI plan last reviewed and updated September 2023. Next update in January 2024.		
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 <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> </ul>	<input checked="" type="checkbox"/> <input type="checkbox"/>	
		CCB given an overall rating of 'leading organisation' by ECB in December 2022 Insight Pack. Next Update due December 2023.		

<p>CCB Leadership team to have personal EDI objectives</p>	<p>10. CCB senior leadership team to set and review personal EDI objectives at least once annually*. These objectives underline the organisation's commitment to 'leading with accountability' and are in addition to the areas of responsibility outlined throughout the Plan.</p>	<p>Director of Cricket Clubs Manager Performance Manager Women and Girls Manager</p> <p>Annually or as necessary</p>	<ul style="list-style-type: none"> <li>➤ Individual KPIs relating to this criteria within Appendix 2</li> <li>➤ All objectives to reviewed and updated annually</li> </ul>	<p><input checked="" type="checkbox"/></p> <p><input checked="" type="checkbox"/></p>
		<p><i>* This commitment aligns with objective 12 of the ECB 12-point Action plan to tackle racism and discrimination in the game. Personal Leadership objectives not published online, but reviewed internally and externally by ECB</i></p>		

## Appendix 1

- The organisation I work at is diverse
- The organisation I work at is inclusive
- The leadership of the organisation I work at is committed to action not just words when it comes to equality, diversity and inclusion
- I know who is responsible for diversity and inclusion at the organisation I work in
- I understand and feel educated across the breadth of EDI (gender, ethnicity, disability, LGBT+, social economic backgrounds age etc.)
- Since I joined this organisation my understanding of diversity and inclusion has improved due to the training received
- I have never felt excluded or marginalised at work because of my beliefs, personal circumstances or identity
- I feel included, welcome and like I belong at the organisation I work
- There is no difference between career advancement opportunities for men or women at my organisation
- There is no difference between career advancement opportunities for disabled and non-disabled people at my organisation
- There is no difference between career advancement opportunities for ethnically diverse and white people at my organisation