

Cheshire Cricket Board Equity, Diversity and Inclusion Action Plan (2024-2026)

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.



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](#).

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 is reviewed on an annual basis and the latest update (January 2024) includes a number of additional actions identified following the publication of 'Holding a Mirror up to Cricket,' a [report](#) by Independent Commission for Equity in Cricket (ICEC).

Last Updated: January 2024

Cheshire Cricket EDI Mission Statement

“To champion an environment that celebrates diversity and to play a leading role in helping to make cricket the most inclusive sport in England and Wales.”

The Cheshire Cricket Board EDI Action Plan is divided into the **four key objectives**:

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

Each objective has a number of associated tasks – there are 36 in total – together with some key performance indicators that enable us to measure our progress and to refine and restructure our goals where appropriate.

The infographic opposite highlights the breadth of activity 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, volunteer or spectate.



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. CCB staff and volunteers to attend formal Anti-Discrimination training provided by ECB	Director of Cricket <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ New staff to complete ECB training ➤ Volunteers (including CCCC and CYC reps) to receive training as appropriate 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	All current staff /volunteers have completed ECB training as of November 2023			
	2. CCB staff to access further CPD as applicable to their roles including new Racial Literacy programme and training on conscious and unconscious bias and player recruitment and appeals' processes	Director of Cricket <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Management team to attend Inclusive Leadership Course ➤ 100% attendance on CPD from ECB and other stakeholders, including Chance to Shine 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	9 staff on Inclusive Leadership course; Staff and Board members attended LGBTQ+ (Stonewall), Islamophobia Awareness (Nujum) and Safeguarding (Lime Culture) training			
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 including an updated version of ECB Anti-Discrimination Code	Clubs Manager <i>2024 season</i>	<ul style="list-style-type: none"> ➤ All clubs/leagues to formally adopt ECB Anti-Discrimination Code, including any updates ➤ Clubs /leagues to display AD code on their websites 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	CCB / leagues updated constitutions; Clubs updated as part of Clubmark reaccreditation process			
	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"> ➤ Share ECB resources with club network ➤ Training opportunities published including new EDI module for coaches / volunteers (the 'Cricket Collective') once developed by ECB 	<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 staff and 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"> ➤ Creation of an EDI webpage ➤ Publication of EDI related news and campaigns across digital channels <p>Updated articles and good examples on EDI and 'Communities' page of Board website and social media pages, including dedicated Disability and W&G pages; Weekly bulletin to clubs</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Bring people together through game-wide communities	6. Engage with and support underrepresented groups in Cheshire cricket. Identify mentors and role models from these communities	Director of Cricket <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Appoint a Communities Manager ➤ Recruit additional staff/volunteers from community settings <p>Communities Manager appointed; South Asian Advisory Group launched, Volunteers identified to run National Programmes, celebrated as ECB Grass Roots Awards winners.</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	7. Align the CCB Urban Plan with the new ECB Diverse Communities Action Plan (once published)	Communities Manager 2024	<ul style="list-style-type: none"> ➤ Publish a CCB Urban (Communities) Strategy ➤ Adapt in line with new ECB Action Plan <p>CCB Urban Action Plan created</p>	<input checked="" type="checkbox"/> <input type="checkbox"/>
	8. Make the game accessible to underrepresented groups through access to playing facilities, bursary schemes and other targeted funding (including ECB EDI fund 2024)	Coach Development Manager <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> ➤ Secure bursaries for under-represented groups ➤ Identify/promote club and community facilities for hire ➤ Promote new Metro Bank funding for W&G ➤ Create South Asian outdoor league in 2024 ➤ Additional funding for Cheshire Women's League and CCB Disability hard-ball team <p>Bursary-led Coach Development places for all target groups (diverse, disabled, women and girls), outdoor pitches funded by CCB for Bangladesh League, New (12 team) Indoor Communities League in Bramhall.</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

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"> ➤ All interviews appropriate to the advertised roles (female / diverse panel members for roles relating to women and girls and communities) 	<input checked="" type="checkbox"/>	
				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"> ➤ Posts are advertised across wider range of community settings ➤ Increase in number of applications from candidates from diverse backgrounds 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
				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"> ➤ Staff to secure qualifications and take courses relevant to their role ➤ Update database with qualification list 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
				Two female coaches and one staff member with a disability became Coach Developers, one female coach completing ECB Advanced Course, another attending ECB Specialist Course, opportunities for all staff to work on Development Scheme	
	4. Embed a transparent promotion process within the organisation.	Director of Cricket <i>All interviews</i>	<ul style="list-style-type: none"> ➤ All development opportunities advertised 	<input checked="" type="checkbox"/>	
				Rehaan Rather appointed Communities Manager; Jess Lewis promoted to senior manager, other staff allocated specialist roles (e.g. psychology)	

Champion diversity in leadership and governance roles within recreational cricket	5. Continue to meet/exceed ECB targets for diversity within CCB governance structures; review annually in line with terms of County Partnership Agreement (CPA)	CCB / County Club Chair <i>Within terms of office</i>	<ul style="list-style-type: none"> ➤ 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"/> ➤ Work towards Gold Standard and new gender / diversity targets established in CPA 2.0 <input type="checkbox"/> ➤ Quarterly board meetings to include both an operational EDI update and EDI updates from other areas and project leads <input type="checkbox"/>
	An EDI representative has been appointed to the role of Board Director. Member of staff appointed as EDI lead; CCB achieving many aspects of 'Gold' tier of governance		
	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>	<ul style="list-style-type: none"> ➤ Aim to meet / exceed ECB targets for female representation, and those from diverse backgrounds, on the Board <input checked="" type="checkbox"/> ➤ Review following publication of CPA 2.0 <input 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>	<ul style="list-style-type: none"> ➤ 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 - https://www.ecb.co.uk/reporting-discrimination	Website Manager (all staff) Ongoing	➤ Whistleblowing service and other ECB initiatives to be visible on website	<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 and new ECB Safeguarding Policy across the recreational game	Clubs Manager End of 2022	➤ ADC referenced within Board, League and Club constitutions (add to websites)	<input checked="" type="checkbox"/>
			➤ All clubs to adopt new Safeguarding Policy once published in 2024	<input 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. Create a new South Asian Advisory Group to help underpin commitment to inclusivity	Communities Manager <i>July 2022 (ongoing)</i>	<ul style="list-style-type: none"> ➤ Establish a working group with members of Sout Asian Community ➤ Share Urban Action Plan and 'best practice' from wider network 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	South Asian Advisory Group established. Partnerships created with North Bangladesh Cricket League and Cheadle Mosque; CCB Urban Action plan is now 'live'			
	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"> ➤ Generate and maintain contact list at LAs and CSPs for employees with remit to support diverse groups 	<input checked="" type="checkbox"/>
	Clubs Manager continues to work with Local Authorities and CSPs (including Active Cheshire)			
Ensure the Cheshire Cricket Board Player Development Scheme is both affordable and accessible	7. Delivery within traditional 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.	Communities Manager <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> ➤ Discounted course fees for families on universal credit ➤ Satisfaction surveys sent to participants 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	C2S Street launched, SEND schools programme in place and additional coaching for children from LSEG; Girls Secondary programme launched, targeting females in who would not usually access cricket.			
	8. Develop a talent ID scheme for children from diverse backgrounds and families who need financial support, ensuring cost is not a barrier to participation	Performance Manager <i>July 2023 (ongoing)</i>	<ul style="list-style-type: none"> ➤ Develop bursaries for talented children from CCB-led community-based programmes 	<input checked="" type="checkbox"/>
	Communities Manager identifying talented players from group sessions; Discounts for families receiving universal credit. Refugees offered free access to CCB Development Scheme.			

Ensure all children have access to high quality coaching within educational settings	9. Support the implementation of the ECB Schools Action Plan (once published); Develop a new CCB Schools Action Plan to set local goals and monitor performance	CCB Schools Manager 2024 onwards	<ul style="list-style-type: none"> ➤ Create a CCB Schools Action Plan ➤ Align targets of ECB Schools Action Plan 	<input type="checkbox"/> <input type="checkbox"/>
	Plans to be developed in 2024			
	10. Support the expansion of existing Chance to Shine and Lord's Taverners Programmes to create further opportunities for children from LSEG and in SEND schools	CCB Schools Manager CCB Disability Manager 2024 onwards	<ul style="list-style-type: none"> ➤ Spend all allocated funding for C2S and Lord's Taverners programmes (including GMCA and Westminster Projects) ➤ Apply for additional funding to ensure greater penetration into LSEG and SEND schools 	<input checked="" type="checkbox"/> <input type="checkbox"/>
	All targets for 2023/24 academic year met, CCB awarded additional £1000 from Lord's Taverners for delivering targets ahead of schedule			
11. Explore the potential to launch an MCC hub in Cheshire, providing further playing opportunities for children not engaged in traditional pathways	Communities Manager 2024 onwards	<ul style="list-style-type: none"> ➤ Communities Manager to identify potential sites and programmes within Cheshire 	<input type="checkbox"/>	
Plans to be developed in 2024				
12. Explore opportunities to use Independent School Facilities for club and community-based sessions	Clubs Manager Communities Manager 2024 onwards	<ul style="list-style-type: none"> ➤ Monitor usage of Independent School sites ➤ Support the creation of Community Use Agreements (CUAs) where possible 	<input type="checkbox"/> <input type="checkbox"/>	
Plans to be developed in 2024				

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 to publish the results of ICEC report and ECB response as appropriate	Clubs Manager <i>Ongoing: As necessary</i>	<ul style="list-style-type: none"> ➤ Publish results of ICEC report on CCB website ➤ Update CCB EDI Plan in line with ICEC recommendations 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			Full ICEC report and formal ECB response published on CCB website; EDI plan updated January 2024	
Public commitment to advancing EDI across the game	2. 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"> ➤ Additional goals / KPIS included within individual strategy documents 	<input checked="" type="checkbox"/>
			Disability, Urban and Women & Girls strategies all 'live' on CCB website with KPIs updated to the end of 2023	
	3. 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"> ➤ Promote the work of our diverse staff members at every opportunity including case studies / articles on CCB website 	<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	
4. Launch a new Customer Charter to ensure a fair and transparent complaints process	Director of Cricket 2024	<ul style="list-style-type: none"> ➤ Develop in partnership with ECB. Share on CCB website and with stakeholders 	<input type="checkbox"/>	
		To be developed in 2024		

Publish progress and review targets	4. 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"> ➤ Increased percentage of staff who 'strongly agree' or 'agree' with EDI Perception questions in annual ECB census (see Appendix) 	<input checked="" type="checkbox"/>
			Score above national CCB average - some scores higher and some lower than 2022; ongoing commitment to listen to staff views and implement suggestions	
	5. Update and publish County EDI plan no later than March 31 st 2024, incorporating gamewide recommendations from ICEC report	Website Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Promotion of Plan via CCB website and social media channels by March 31st 2024 ➤ Shared across the network 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			EDI plan published in line with agreed timescales	
6. 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"> ➤ Review at least once annually ➤ Publish updated Plan internally and externally 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
		EDI plan last reviewed and updated September 2023. Next update in January 2024.		
7. 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"> ➤ Review at least once annually ➤ Annual review of EDI policies for constituent members – CYC, CCCC 	<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.		

CCB Leadership team to have personal EDI objectives	8. 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.	Director of Cricket Clubs Manager Performance Manager Women and Girls Manager Annually or as necessary	➤ Individual KPIs relating to this criteria within Appendix 2 ➤ All objectives to reviewed and updated annually – new objectives for 2024	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<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 are 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