

Cheshire Cricket Board Communities (Urban) Action Plan 2024-2026

The [Cheshire Cricket Board Urban Action Plan](#) underlines our commitment to developing and delivering cricket within non-traditional playing environments throughout Cheshire.



Working alongside key partners and stakeholders, we have outlined a number of community-based activities designed to enrich the lives of those living in urban areas so that every member of our Cheshire family can confidently say: “Cricket is a game for me.”

This Action Plan is divided into four pillars (see below), each with associated tasks, aims and objectives. We have also identified some key performance indicators (KPIs) to enable us to measure progress and to refine and restructure our goals where appropriate.

The four pillars:

1. Participation and Pathway
2. People
3. Places
4. Partnerships

The Urban Action Plan is one of several development strategies published by CCB and as such should not be read in isolation. Our [Equity, Diversity and Inclusion \(EDI\) Action Plan](#) was last updated in January 2024, while the overarching CCB *Countywide Plan* promises to provide ‘opportunities for all’ through the delivery of our Urban and Disability programmes. All CCB plans are reviewed and updated on an annual basis and can be accessed via the Cheshire Cricket Board website.

Last Updated: March 2024

PARTICIPATION & PATHWAY – Creating ‘opportunities for all’

Activity	Aims and Objectives	Who and when?	Success Measure (KPIs)	Evidence
Chance to Shine Street	To organise at least one Street Cricket Programme in line with delivery objectives set out by funding partners Chance to Shine. Use the ECB Mapping tool to assess and select venues accordingly	Communities Manager, Coaching Officers <i>Year Round</i>	<ul style="list-style-type: none"> ➤ Successful delivery of at least two C2S Street Programmes annually ➤ Identify a second Street venue in Cheshire 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	Sessions running in Alexandra Park (Stockport) and Ellesmere Port			
	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.	Communities Manager, Coaching Officers <i>Year Round</i>	<ul style="list-style-type: none"> ➤ All projects to be rated ‘Green’ via the Chance to Shine Street RAG rating ➤ Minimum four articles per annum on CCB website (shared on social media) 	<input checked="" type="checkbox"/> <input type="checkbox"/>
	26 unique participants at Stockport Venue (weekly average is 15), need to increase number of website articles relating to Chance to Shine			
	To promote the transition of players from the Chance to Shine Street Programme into other club and community sessions as appropriate.	Communities Manager, Coaching Officers <i>Year Round</i>	<ul style="list-style-type: none"> ➤ Other club and community offers advertised to Street participants ➤ Children play more cricket 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	Promotion through national programmes, linking Local Authorities and School Games Organisers			
	To facilitate competitive playing opportunities both within and between Chance to Shine Street Programmes across Cheshire, with a focus on school holidays.	Communities Manager, Coaching Officers <i>Year Round</i>	<ul style="list-style-type: none"> ➤ Intra matches played between participants ➤ County competitions organised once additional venues are established 	<input checked="" type="checkbox"/> <input type="checkbox"/>
	Intra matches part of weekly sessions at Alexandra Park, inter-county competitions TBC once second venue up and running			

Community Coaching and Leagues	To deliver and/or support additional 'community based' coaching sessions (excluding C2S Street) in areas where traditional playing offers are limited	Communities Manager, Coaching Officers Local Authority partners <i>Year Round</i>	<ul style="list-style-type: none"> ➤ Run at least two community programmes per year (use ECB mapping to identify locations) ➤ Work with faith groups including Mosques to deliver cricket based activities 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2023 – delivery of free-to-access community roadshows in Stockport and Warrington for 60+ children, partnership with Cheadle Mosque	
	To work in partnership with other stakeholders to provide competitive indoor playing opportunities to players from South Asian communities	Communities Manager, South Asian Advisory Group <i>Winter / Spring</i>	<ul style="list-style-type: none"> ➤ Launch an indoor cricket league for players from diverse communities in 2023 ➤ Maximise the number of entries 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			New S Asian Indoor League launched with 12 teams (max numbers), good feedback from those involved	
To work in partnership with other stakeholders to provide competitive outdoor playing opportunities to players from South Asian communities	Communities Manager, South Asian Advisory Group <i>Summer / Autumn</i>	<ul style="list-style-type: none"> ➤ Launch a CCB outdoor cricket league for players from diverse communities in 2024 ➤ Secure access to and subsidise club facilities ➤ Support existing outdoor competitions such as Last Man Stands and NBCL 	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	
		2023 – continued promotion of LMS, Hyde Boys enjoyed successful season in NBCL playing at Bredbury.		
Explore the potential for an MCC Hub in Cheshire for children not engaged in traditional cricket. <i>Signpost talented children from community programmes to CCB Development Scheme</i>	Communities Manager, Performance Manager <i>Year Round</i>	<ul style="list-style-type: none"> ➤ Explore option of MCC Hub ➤ Identify talented cricketers to attend CCB Development Courses – support with bursaries where appropriate 	<input type="checkbox"/> <input checked="" type="checkbox"/>	
		Small number of children attending CCB Development Courses with financial support		

ECB National Programmes	To provide (ECB funded) bursaries for children to access the All Stars Cricket Programme for 5-8 year olds	Communities Manager, Coaching Officers <i>Year Round</i>	<ul style="list-style-type: none"> ➤ Minimum of 4 All Star programmes ➤ Minimum of 16 participants per session ➤ CCB led, but support from a community Activator where possible 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	2023 – Six All Stars sessions delivered with 5 filled to capacity (24 places)			
	To provide (ECB funded) bursaries for children to access the Dynamos Cricket Programme for 8-11years olds	Communities Manager, Coaching Officers <i>Year Round</i>	<ul style="list-style-type: none"> ➤ Minimum of 4 Dynamos programmes ➤ Minimum of 16 participants per session ➤ CCB led, but support from a community Activator where possible 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	2023 – Five Dynamos sessions delivered with 4 filled to capacity (24 places) and supported by community volunteers			
Refugee Outreach programme	To identify groups of refugees residing within the County and support / deliver community-based cricket activity / create awareness of local playing offers	Communities Manager, Coaching Officers Local Authorities <i>Year round</i>	<ul style="list-style-type: none"> ➤ Successful delivery of community outreach sessions in both indoor / outdoor venues ➤ Establish relationships with local groups ➤ Participants progress to other activities 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	2023 – sessions delivered in Arden Primary and Sandbach School, equipment provided to a group in Daresbury			
	To work with partners and stakeholders to provide matchday experiences for refugees and their families	Communities Manager, Lancashire CCC <i>Summer / Autumn</i>	<ul style="list-style-type: none"> ➤ Provide tickets for first class fixtures at Emirates Old Trafford ➤ Secure 'player visits' and other experiences to help refugees feel connected to the community 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	2023 – Approx 90 people attended a Hundred fixture at Old Trafford. Members of the Manchester Originals squad delivered a community roadshow session			

PEOPLE – Inspiring new activity in Urban areas

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence				
Coach Development	Identify volunteers from diverse communities to attend formal ECB Coach Development Courses	Communities Manager, Coach Development Manager Year round	<ul style="list-style-type: none"> ➤ Candidates from diverse backgrounds enrol on formal ECB courses and gain certification ➤ ECB bursary allocation fully utilised 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>				
	Deliver formal and informal coach development training within Urban environments	Communities Manager, Coach Development Manager Year round	<ul style="list-style-type: none"> ➤ Range of annual development sessions including coaching, scoring and umpiring ➤ Maximise attendance at all sessions 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>				
	To utilise ECB National Programmes to identify new volunteers to drive cricket within urban environments	Communities Manager, National Programmes Manager Year round	<ul style="list-style-type: none"> ➤ Increased number of nominations of volunteers attending Activator Courses ➤ Strong representation on the CCB 'Volunteer Shout Out' web page and Champions Videos 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>				
	To reward and recognise volunteers from diverse groups through the annual ECB Cricket Collective Awards and other initiatives	Communities Manager, Volunteer Coordinator Year round	<ul style="list-style-type: none"> ➤ Increased number of nominations to ECB Cricket Collective and ECB Coach Awards ➤ Strong representation on the CCB 'Volunteer Shout Out' web page 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>				
<p>2023 – 48 candidates from diverse backgrounds, , aim to run a Communities' Foundation course in 2024</p>			<p>2023 – 24 candidates attended ECB Support Coach; 2024 – REpun a community-based Foundation Course</p>		<p>2023 - Two new Activators for community-based NPs; two Champions videos, 3 volunteer shout-outs</p>		<p>2023 – Tirumala Dayama National ECB winner, xx number of nominations from diverse backgrounds</p>	

CCB Workforce Development	Facilitate opportunities for additional coaches from diverse communities to support CCB activities, either on a casual, part-time or full time (employed) basis	Communities Manager, Director of Cricket <i>Year round</i>	<ul style="list-style-type: none"> ➤ Increased number of casual and/or full time coaches from diverse backgrounds ➤ All development opportunities advertised 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	2023 – two full time staff members from diverse backgrounds; 2024 – CCB hope to employ a coach from the Afro Caribbean community			
CCB Workforce Development	To ensure all current CCB staff (including volunteers) have access to a range of continued professional development to support their delivery in non-traditional environments	Communities Manager, Director of Cricket <i>Year round</i>	<ul style="list-style-type: none"> ➤ All staff to undergo training in related fields such as EDI and anti-discrimination ➤ All CCB staff members to hold enhanced DBS checks and up-to-date first aid and safeguarding qualifications 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	2023 – All CCB staff have completed ECB Anti-Discrimination training and all hold relevant pre-requisites in first aid and safeguarding			
South Asian Advisory Network	Create a new South Asian Advisory network to give players from diverse communities ‘a voice’	Communities Manager, 2023	<ul style="list-style-type: none"> ➤ Communities Manager to invite representatives South Asian communities to join a new Advisory Group 	<input checked="" type="checkbox"/>
	2023 – Advisory Network established			
South Asian Advisory Network	Hold regular meetings of the South Asian Advisory Group to help shape future activities.	Communities Manager, <i>At least twice annually</i>	<ul style="list-style-type: none"> ➤ Host at least two meetings annually, including one face to face ➤ Use contacts to explore relationships with other stakeholders 	<input checked="" type="checkbox"/> <input type="checkbox"/>
	2023 - two meetings held including one face to face at CCB Offices			

PLACES – Creating safe and accessible community spaces

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Identify and develop safe urban spaces for the delivery of CCB participation programmes	Create a list of MUGAs (and other urban spaces) of strategic importance to CCB and work with stakeholders to develop these sites.	Facilities Support Officer Communities Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Strategic Site List created (reviewed annually) ➤ External funding secured to develop venues including Sky Intros and Section 106 monies 	<input checked="" type="checkbox"/> <input type="checkbox"/>
	2023 – Strategic Urban Site list created as part of wider CCB Facility Strategy			
	Be part of the consultation for the development of 'Play Zones' throughout Cheshire – ensure any final designs can accommodate cricket activity	Facilities Support Officer Communities Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Attend all Local Authority Steering Groups ➤ Ensure final designs are 'fit for cricket' ➤ Secure access for our community groups 	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2023 – Attended Play Zone consultation with Wirral Borough Council, distributed community survey and fed back on overall designs				
	Secure access to new GMCA 'Urban Centres' in partnership with Lancashire Cricket Foundation	Communities Manager Chance to Shine Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Attend all GMCA steering group meetings ➤ Gain access to booking slots for community groups at Stretford Urban Centre 	<input checked="" type="checkbox"/> <input type="checkbox"/>
	2023 – Attended all GMCA meetings, additional consultation held with LCF over future bookings			
Install Non-Turf pitches in community settings	Identify key sites and secure funding to install ECB-approved Non-Turf pitches that support both casual and competitive play	Facilities Support Officer ECB (partners) <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Secure funding through ECB and other external partners eg. GMCA ➤ Installation of new pitches or refurbishment of existing sites for community use 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
2023 – NTPs installed across 5 sites in Stockport (3 school, 1 club, 1 community) and funding secured for additional site in Tameside to be installed in early 2024				

<p>Utilise existing stock of club venues / pitches for community programmes</p>	<p>Encourage affiliated clubs to make their facilities available to community groups</p>	<p>Communities Manager Facility Support Officer <i>Summer 2024/ongoing</i></p>	<ul style="list-style-type: none"> ➤ Secure access to club venues for new S Asian Outdoor League ➤ Continue to promote CCB 'Grounds for Hire' scheme for casual bookings 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
		<p>2023 – Bredbury St Marks CC were a host venue for Hyde Boys CC in the North Bangladesh Cricket Association; CCB Grounds For Hire page launched, to be updated ahead of 2024 season</p>		
<p>Support clubs and community groups to develop their own facilities</p>	<p>Work in partnership with other agencies – including VIY (Volunteer It Yourself) to supply funding and resources to develop community facilities</p>	<p>Communities Manager Facility Support Officer <i>ongoing</i></p>	<ul style="list-style-type: none"> ➤ Identify (at least) two clubs per year to benefit from the VIY scheme ➤ Prioritise clubs / projects that benefit the wider community within the ECB County Grants Scheme 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
		<p>2023 – Newton CC and Stalybridge CC benefited from investment from VIY, County Grants Fund utilised to support new NTP at Hollingworth CC</p>		
<p>For more information on the above, please see the CCB Facility Strategy: 'Tackling supply and demand in Urban Areas'</p>				

PARTNERSHIPS – Working together to enrich people’s lives

Partner	Tasks	Who and when?	Success Measure (KPIs)	Evidence
ECB (Subject Matter Analysts)	To liaise with ECB’s Participation and Growth teams and other subject matter analysts to ensure access to training and resources to support our Urban Action Plan	Clubs Manager Communities Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Update the Urban Action Plan and other CCB Strategies in line with agreed ECB Deadlines ➤ Regular meetings with ECB Network Partner and SMAs to review areas of support 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2023 – Action plan updated, Communities Manager attended ECB Inclusive Leadership Course and additional CPD	
Local Authorities	To build on existing relationship with Local Authorities, contributing to key planning documents like Playing Pitch Strategies to ensure cricket remains accessible for people in Urban communities.	Facilities Support Officer Communities Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Contribute to Steering Groups for Playing Pitch Strategies and the Greater Manchester Combined Authority (GMCA) Action Plan ➤ Create / maintain list of contacts at each Local Authority for community outreach programmes 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2023 – working closely with LA’s in Stockport to grow our CTS Street plus Warrington Council/Tameside Council to build our offers in these outreach areas	
Lancashire Cricket Foundation	To work in partnership with neighbouring First Class and National Counties, sharing ideas and combining resources to enhance the experience for cricketers in Cheshire.	Clubs Manager Communities Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Evidence of projects delivered in partnership with LCF and other counties ➤ Matchday experiences at Old Trafford provided for Cheshire’s urban cricketers 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2023 – Provided some NP participants match day tickets to the Hundred, including working with Stockport Council on the Resettlement programme of Afghan refugees where we provided match day experience at Old Trafford	

Leisure Providers	To work with local authority-appointed providers (Active Tameside, Life Leisure etc) to deliver joint initiatives for participants, volunteers and officials in deprived areas	Clubs Manager Communities Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Deliver training to Local Authority staff to support the wider objectives of CCB ➤ Run community cricket sessions (tasters, coach development courses, fixtures) in conjunction with local leisure providers 	<input type="checkbox"/> <input type="checkbox"/>
			2023 – Session delivered and equipment provided for refugees at Daresbury Hotel in Halton, group now linked with Frodsham CC	
Midweek / Casual Leagues	Supporting midweek and casual cricket teams with their development ambitions, including pitch provision and training for volunteers and officials	Facilities Support Officer Communities Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Support clubs and teams with ground hire – all casual / midweek fixtures catered for ➤ Clubs and teams become ‘Associate Members’ of CCB with opportunity to become fully affiliated 	<input type="checkbox"/> <input type="checkbox"/>
			2023 – Through our DCO’s, providing south Asian clubs information on grounds in those designated areas which offer midweek availability	
School Sports Partnerships / School Games Organisers	Enhance our relationship with Cheshire’s network of school sports partnerships and School Games Organisers to secure future access to participants and venues.	Schools Manager Communities Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Cheshire-based SGOs share playing opportunities with schools and pupils ➤ CCB to deliver training to SGOs to support delivery of cricket in LSEG areas 	<input type="checkbox"/> <input type="checkbox"/>
			2023 – work ongoing	