

Cheshire Cricket Board Communities Action Plan 2024-2026

The [Cheshire Cricket Board Communities 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: October 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 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 Year Round	<ul style="list-style-type: none"> ➤ Successful delivery of at least three C2S Street Programmes annually ➤ Identify a fourth Street venue in Cheshire 	<input checked="" type="checkbox"/> <input type="checkbox"/>
			2024 update - Sessions running in Stockport and Ellesmere Port; new venue for 2025 in Runcorn	
	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 Year Round	<ul style="list-style-type: none"> ➤ All projects to achieve at least an ‘amber’ score (for average number of participants) via the CTS RAG system, working towards ‘green’ ➤ Minimum four articles per annum on CCB website (shared on social media) 	<input checked="" type="checkbox"/> <input type="checkbox"/>
			2024 update – 39 unique participants at Stockport Venue (increase of 13 on 2023); 19 unique participants at Ellesmere Port	
	To promote the transition of players between ECB funded bursary schemes and the Chance to Shine Street Programme and other community sessions as appropriate.	Communities Manager, Coaching Officers Year Round	<ul style="list-style-type: none"> ➤ Monitor and benchmark number of children transitioning between community sessions ➤ Children play more cricket 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update - 8 participants transitioned from Dynamos to Street Programme in Stockport	
	To facilitate competitive playing opportunities both within and between Chance to Shine Street Programmes.	Communities Manager, Coaching Officers Year Round	<ul style="list-style-type: none"> ➤ Intra matches played between participants ➤ Enter county or regional competitions subject to availability of players 	<input checked="" type="checkbox"/> <input type="checkbox"/>
			2024 update - Intra matches part of weekly sessions in Stockport, aim to enter regional competitions (minimum of 2 teams) in 2025	

Community Coaching and Leagues	To deliver and/or support additional 'community based' coaching sessions in areas where traditional playing offers are limited	Communities Manager, Coaching Officers Local Authority partners Year Round	<ul style="list-style-type: none"> ➤ Run at least two community engagement days per year (use ECB mapping tool to identify locations) ➤ Continue to work with faith groups including Mosques to deliver cricket based activities 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – delivery of free-to-access community roadshows in Stockport and Warrington for 60+ children, partnership with Cheadle Mosque. Contact made with Warrington Mosque	
	To work in partnership with other stakeholders to provide competitive indoor playing opportunities to players from Diverse Communities	Communities Manager, South Asian Advisory Group Winter / Spring	<ul style="list-style-type: none"> ➤ Launch / continue an indoor cricket league for players from diverse communities i ➤ Secure appropriate venues 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update - New Diverse Communities Indoor League launched with 12 teams good feedback from those involved. Venue and teams confirmed for 2025	
	To work in partnership with other stakeholders to provide competitive outdoor playing opportunities to players from Diverse Communities	Communities Manager, South Asian Advisory Group Summer / Autumn	<ul style="list-style-type: none"> ➤ Launch a CCB outdoor cricket league in 2024 ➤ Secure access to and (subject to funding) subsidise the hire of playing facilities ➤ Support existing outdoor competitions such as Last Man Stands and NBCL 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – Outdoor League launched with 6 teams, aim to increase to 8 teams (4 venues) in 2025	
	Launch an MCC Hub programme in Cheshire for children not engaged in traditional cricket or pathways.	Communities Manager, Performance Manager Year Round	<ul style="list-style-type: none"> ➤ Successfully launch at least one MCC Hub ➤ Identify talented cricketers to attend CCB Development Courses – support with bursaries where appropriate 	<input type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – Two MCC Hubs organised and set to launch in Wirral and Tameside in 2025. Some children on CCB Pathway Courses accessing 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"/>
			2024 update – 4 All Stars bursary programmes delivered, with 24 participants per session	
	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"/>
			2024 update – Six Dynamos bursary programmes delivered, minimum 22 participants per programme	
Refugee Outreach programme	To support the integration of refugees / asylum seekers through the delivery of community-based cricket activity and access to further playing opportunities and matchday experiences	Communities Manager, Coaching Officers Local Authorities Lancashire CCC <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 ➤ 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"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
			<p>2024 update – Outreach sessions delivered in Arden Primary and Sandbach School, equipment provided to a group of asylum seekers in Daresbury</p> <p>2023 – Approx 90 people attended a Hundred fixture at Old Trafford. Members of the Manchester Originals squad delivered a community roadshow session</p>	

PEOPLE – Supporting and developing volunteers from Diverse Communities

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Coach Development	Identify volunteers from diverse communities to attend formal and/or informal 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 ➤ Informal courses organised to support community programmes – including umpiring and scoring 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
			2024 update – Diverse Communities Foundation Course delivered and ECB Bursary allocation (for 2023/24) fully utilised23	
	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 candidates from diverse communities attending and completing Activator Courses ➤ Activators to support and/or lead ECB Bursary programmes and other community-based programmes throughout Cheshire 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – Three candidates from Diverse communities qualified as ECB Foundation Coaches and supported National Programmes bursaries at Cheadle Mosque and Macclesfield Community group	
	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"> ➤ Identify nominees from Diverse Communities for the ECB Cricket Collective Awards. ➤ Strong representation of diverse coaches and volunteers on the CCB 'Volunteer Shout Out' and 'Volunteer Champion' pages of the CCB website. 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – 6 candidates from diverse backgrounds nominated; in 2023 Tirumala Dayama was a national winner in the ECB awards	

CCB Workforce Development	To ensure all 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➤ Increased number of casual and/or full time coaches from diverse backgrounds➤ All development opportunities advertised	<div><input checked="" type="checkbox"/></div> <div><input checked="" type="checkbox"/></div> <div><input checked="" type="checkbox"/></div> <div><input checked="" type="checkbox"/></div>
			2024 update – New staff member from Diverse background; EDI Working Group created; All staff members have completed ECB Anti-Discrimination training and all hold relevant pre-requisites in first aid and safeguarding	
Diverse Communities Advisory Network	Establish and maintain a Diverse Communities Advisory Network to give under-represented groups a voice and to help shape future activities	Communities Manager, <i>At least twice annually</i>	<ul style="list-style-type: none">➤ Communities Manager to invite representatives South Asian communities to join a new Advisory Group➤ Host at least two meetings annually, including one face to face➤ Use contacts to explore relationships with other stakeholders	<div><input checked="" type="checkbox"/></div> <div><input checked="" type="checkbox"/></div> <div><input checked="" type="checkbox"/></div>
			2024 update - Advisory Network established, next meeting in November 2024. Plan to move to quarterly meetings from 2025	

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"/>
			2024 update - Strategic Urban Site list created as part of wider CCB Facility Strategy, ongoing discussions to develop facility at Cheadle Mosque	
	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"/>
			2024 update – No further updates on Play Zones to be installed in Cheshire; CCB remain on Local Authority discussion groups	
	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"/>
			2024 update - 3 – Discussions with LCF ongoing over access to Urban Centres (for use as indoor league hub)	
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"/>
			2024 update – Communities Outdoor League played on three NTPs in Lymm, Warrington and Stockport	

Utilise existing stock of club venues / pitches for community programmes	Encourage affiliated clubs to make their facilities available to community groups	Communities Manager Facility Support Officer <i>Summer 2024/ongoing</i>	<div>➤ Secure access to club venues for new S Asian Outdoor League</div> <div>➤ Continue to promote CCB ‘Grounds for Hire’ scheme for casual bookings</div>	<div><input checked="" type="checkbox"/></div> <div><input checked="" type="checkbox"/></div>
			2024 – Bredbury St Marks CC were a host venue for Hyde Boys CC in the North Bangladesh Cricket Association; CCB Grounds For Hire page launched in 2023 and updated ahead of 2024 season	
Support clubs and community groups to develop their own facilities	Work in partnership with other agencies – including VIY (Volunteer It Yourself) to supply funding and resources to develop community facilities	Communities Manager Facility Support Officer <i>ongoing</i>	<div>➤ Identify (at least) two clubs per year to benefit from the VIY scheme</div> <div>➤ Prioritise clubs / projects that benefit the wider community within the ECB County Grants Scheme</div>	<div><input type="checkbox"/></div> <div><input checked="" type="checkbox"/></div>
			2024 – No projects. 2023 Newton CC and Stalybridge CC benefited from investment from VIY, County Grants Fund utilised to support new NTP at Hollingworth CC	
For more information on the above, please see the CCB Facility Strategy: ‘Tackling supply and demand in Urban Areas’				

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"/>
			2024 update – Action plan updated, Communities Manager attended ECB Inclusive Leadership Course	
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"/>
			2024 update – CCB continue to work closely with LA’s including Stockport, Warrington and CWAC around local playing offers	
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 type="checkbox"/> <input type="checkbox"/>
			2024 update – no tickets from LCCC or Manchester Originals supplied this year	
Leisure Providers	To work with local authority-appointed providers (Active Tameside, Life Leisure etc)	Clubs Manager	<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"/>

	to deliver joint initiatives for participants, volunteers and officials in deprived areas	Communities Manager <i>Ongoing</i>	2024 update – No further sessions delivered, CCB supported promotion of Street Cricket in Warrington area (Orford Jubilee Hub)	
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>	➤ Support clubs and teams with ground hire – all casual / midweek fixtures catered for	<input checked="" type="checkbox"/>
			➤ New 'Associate Members' category created under CCB Affiliation Package	<input checked="" type="checkbox"/>
			2024 update – Associate Membership category created, clubs in Chester and District League enrolled. Ground hire details shared on CCB website	
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>	➤ Cheshire-based SGOs share playing opportunities with schools and pupils	<input type="checkbox"/>
			➤ CCB to deliver training to SGOs to support delivery of cricket in LSEG areas	<input type="checkbox"/>
			2024 – work ongoing in this space. Aim to include as part of new Teacher Training modules to be launched in 2025	