

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: October 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 Ongoing	<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"/>
	2024 update - Staff /volunteers have completed ECB training			
	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 Ongoing	<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"/>
	2024 update - 9 staff attending Inclusive Leadership course; 18 staff attended Complex Disabilities training (delivered by SENSE); 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 including an updated version of ECB Anti-Discrimination Code	Clubs Manager 2024 season	<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"/>
	2024 update - CCB / leagues updated constitutions and policies available to view on websites			
	4. Support volunteers throughout recreational cricket to participate in EDI education offerings from ECB and other partners	Clubs Manager Ongoing: Review annually	<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"/>
	2024 update – Raise the Game bulletin promoted widely and shared on ECB website; CCB promoted The Boundary Programme to league officials			

Bring people together through game-wide communities	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 Ongoing	<ul style="list-style-type: none"> ➤ Creation of an EDI webpage ➤ Publication of EDI related news and campaigns across digital channels 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – Cheshire's EDI story updated recently.	
	6. Engage with and support underrepresented groups in Cheshire cricket. Identify mentors and role models from these communities	Director of Cricket Ongoing	<ul style="list-style-type: none"> ➤ Appoint a Communities Manager ➤ Recruit additional staff/volunteers from community settings 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update - communities Action Plan recently updated; new member of staff (Rohan Luthra) from Diverse Community, South Asian Advisory Group continues to meet	
	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 	<input checked="" type="checkbox"/> <input type="checkbox"/>
			2024 update - Communities Action Plan updated Oct 24 and uploaded to website; awaiting ECB Plan	
	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 Communities Manager Ongoing	<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 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – EWCT bursary fully allocated, new Diverse Communities Outdoor League operational, funding for CWCL initiatives and new D40 hard ball team delivered through ECB EDI investment .	

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) 	✓
			2024 update - 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 	✓ ✓
			2024 update – new member of staff from Diverse Community, started August 2024	
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 	✓ ✓
			2024 update - Female staff member attended Coach Developer training, W&G lead completed ECB Specialist 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"> ➤ All development opportunities advertised 	✓
			2024 update - Rehaan Rather appointed Communities Manager; Jess Lewis promoted to senior manager, other staff allocated specialist roles (eg S&C)	

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) ➤ Demonstrate minimum 'silver standard' for County Board and Club within ECB framework ➤ Work towards Gold Standard and new gender / diversity targets established in CPA 2.0 ➤ Quarterly board meetings to include both an operational EDI update and EDI updates from other areas and project leads 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – CCB (and constituent members) all have EDI Leads, CCB continue to achieve 'Silver' standard, new EDI working Group established this year which feeds into Board reporting on progress in this area	
	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 ➤ Review following publication of CPA 2.0 	<input checked="" type="checkbox"/> <input type="checkbox"/>
			2024 update - CCB Currently meeting ECB targets. Clubs encouraged to consider how their management teams reflect their playing base / local community	
	7. Create an 'EDI working group' to champion the voices of people from underrepresented groups	EDI Board Lead <i>Meets quarterly</i>	<ul style="list-style-type: none"> ➤ Establish Working Group in 2024 ➤ Hold initial meetings to establish roles and responsibilities 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2024 update – New group met for first time in August 2024. Group includes EDI Board Lead and members from women and girls, disability, ethnically diverse and LGBTQ+ communities	

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) <i>Ongoing</i>	➤ Whistleblowing service and other ECB initiatives to be visible on website	<input checked="" type="checkbox"/>
			2024 update – Julie Rafferty active as Board's Discipline / Case Officer	
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 <i>End of 2022</i>	➤ 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"/>
			2024 update - As above, ADC adopted through Clubmark renewal process. Will continue to promote across the game; awaiting national safeguarding policy	
	3. Support clubs with development planning and encourage use of the ECB 'Creating Welcoming Environments' resource	Clubs Manager <i>Ongoing: Review annually</i>	➤ Awarding of grants for clubs focussing on their Women and Girls and Disability Cricket offers	<input checked="" type="checkbox"/>
	4. Support the growth of non-traditional activity in club and community settings, including Lord's	Disability Manager Communities DCO	➤ 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"/>

	Taverners Super 1s, ECB Champion Clubs, Refugee groups etc	Ongoing: Review annually	2024 update - Disability Strategy updated – Super 1s expanded to six hubs Champion Club scheme to 8 clubs. Additional Chance to Shine Street programme identified plus two MCC Hubs (2025 onwards)	
Increase engagement with community stakeholders	5. Create a new South Asian Advisory Group to help underpin commitment to inclusivity	Communities Manager Ongoing: Review annually	<ul style="list-style-type: none"> ➤ Establish a working group with members of South Asian Community ➤ Share Communities Action Plan and ‘best practice’ from wider network 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	2024 Update - South Asian Advisory Group established and meetings held; CCB communities Plan updated Oct 2024			
	6. Explore new partnerships with Local Authorities and Community Sports Partnerships to gain greater access to under-represented groups	Clubs Manager Ongoing: Review annually)	<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"/>
	2024 update - Clubs Manager continues to work with Local Authorities. Support identified for Asylum seekers			
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 expansion of Chance to Shine Street in Cheshire.	Communities Manager Ongoing: Review annually	<ul style="list-style-type: none"> ➤ Additional Chance to Shine hubs identified ➤ More community based sessions ➤ Satisfaction surveys sent to participants 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	8. Develop a talent ID scheme for children from diverse backgrounds and families who need financial	Performance Manager July 2023 (ongoing)	<ul style="list-style-type: none"> ➤ Develop bursaries for talented children from CCB-led community-based programmes ➤ Discounted course fees for families on universal credit 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
2024 Update – Chance to Shine, SEND and Super 1s Programmes all expanded (see Communities Plan); CCB continues to offer discounted course fees to those families on Universal and tax credits				

	support, ensuring cost is not a barrier to participation		2024 Update - Discounts for families receiving universal credit. Afghan Refugees offered free access to CCB Development Scheme, including transport to sessions	
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"/>
			2024 Update - Plans to be developed once ECB State Schools Action Plan released in winter 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 checked="" type="checkbox"/>
			2024 update - 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 ➤ Hub programmes running successfully 	<input checked="" type="checkbox"/> <input type="checkbox"/>
			2024 update – Two MCC Hubs identified in Stalybridge (Tameside) and Bebbington (Wirral), due to launch in Feb 2025	
	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"/>
			2024 update – Facility Support Officer working with Local Authorities to identify new sites. Lymm High School and Kingsway School used for new Communities Outdoor League	

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"/>
			2024 Update: Full ICEC report and formal ECB response published on CCB website, including Sept 2024 (one year on) update; EDI plan updated October 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"/>
			2024 Update: Disability and Communities Plans 'live' on CCB website with KPIs updated to the end of 2024	
	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"/>
			2024 Update: England Disability Captain, two coaches from diverse (South Asian) backgrounds and eight female staff members all employed by CCB as of October 2024	
	4. Launch a new Customer Charter to ensure a fair and transparent complaints process	Director of Cricket	<ul style="list-style-type: none"> ➤ Develop in partnership with ECB. Share on CCB website and with stakeholders 	<input type="checkbox"/>

		2024	2024 Update – Awaiting further info from ECB	
Publish progress and review targets	4. Utilise the ECB EDI 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>	➤ Increased percentage of staff who ‘strongly agree’ or ‘agree’ with EDI Perception questions in annual ECB EDI census (see Appendix)	<input checked="" type="checkbox"/>
			2024 Update – Awaiting feedback from 2024 census, due November	
	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>	➤ Promotion of Plan via CCB website and social media channels by March 31 st 2024	<input checked="" type="checkbox"/>
			➤ Shared across the network	<input checked="" type="checkbox"/>
	2024 Update – CCB continue to update twice annually in line with agreed timescales; Plan published on CCB website and made available to stakeholders			
	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>	➤ Review at least twice annually	<input checked="" type="checkbox"/>
			➤ Publish updated Plan internally and externally	<input checked="" type="checkbox"/>
	2024 Update - EDI plan last reviewed and updated October 2024. Next update in early 2025.			
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>	➤ Review at least once annually	<input checked="" type="checkbox"/>	
		➤ Annual review of EDI policies for constituent members – CYC, CCCC	<input type="checkbox"/>	
2024 update – CCB graded ‘on track’ or a ‘leading organisation’ against EDI objectives within County Partnership Agreement. CCB representatives (including EDI Board lead) visited member of ECB EDI Leadership Team at Lord’s in May				

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 <i>Annually or as necessary</i>	<div> ➤ Individual KPIs relating to this criteria within Appendix 2 </div> <div> ➤ All objectives to reviewed and updated annually – new objectives for 2024 </div> <div> <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> </div>	<div>✓</div> <div>✓</div>
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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