

Leading, influencing
and inspiring Cheshire's
cricket clubs and
communities



CHESHIRE CRICKET BOARD

2025-2028

COUNTYWIDE STRATEGIC PLAN



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FOREWORD



Cheshire Cricket Board is delighted to share with the cricket family our Countywide Strategic Plan for the period 2025-2028.

Our plan draws on the successes of previous strategies to define our priorities for the next four years, with a focus on creating a thriving grassroots game in Cheshire that is welcoming and inclusive for everyone.

Since 2019, our County has experienced significant growth in cricket participation, with club membership rising by 25% and participation among women and girls more than doubling. This growth has occurred despite the challenges posed by the Covid-19 pandemic, demonstrating the resilience and dedication of our clubs and communities.

As we embark on a new strategic cycle, our goal is to place bats and balls in the hands of thousands more children, ensuring that all players, regardless of their background, can enjoy the game, develop their skills, and reach their full cricketing potential.

We will continue to prioritise growth in the women's and girls' game, introducing new formats that give choice to female cricketers while continuing to invest in welcoming, inclusive facilities at our affiliated clubs.

We aim to grow, support and celebrate our fantastic network of volunteers – the Cricket Collective - ensuring those who run our grassroots organisations feel valued and supported in their roles.

And we aim to extend our reach and influence in non-traditional spaces, breaking down barriers to participation and creating opportunities for more people from underserved groups to experience what our great game has to offer.

This strategic plan is designed to achieve our objectives, but its success will depend on effective collaboration with our partners. We are proud to work with a variety of organisations committed to cricket's growth, including our extensive network of clubs and leagues, the ECB, and charitable bodies such as Lord's Taverners, the MCC Foundation and Chance to Shine.

Over the next four years and beyond, we look forward to partnering with these organisations and many others to build a vibrant grassroots cricket scene in Cheshire where everyone can confidently and proudly say: "Cricket is a game for Me."

Nigel Muirhead

Chair, Cheshire Cricket Board, April 2025

WHO WE ARE

CHESHIRE CRICKET BOARD

Cheshire Cricket Board was established in 1998 as one of 39 County Boards responsible for leading, influencing and inspiring the recreational game in England and Wales.

The Board is served by a team of 10 Directors and a professional workforce of 28 staff, who deliver across a variety of cricket settings in development, coaching and administrative roles.

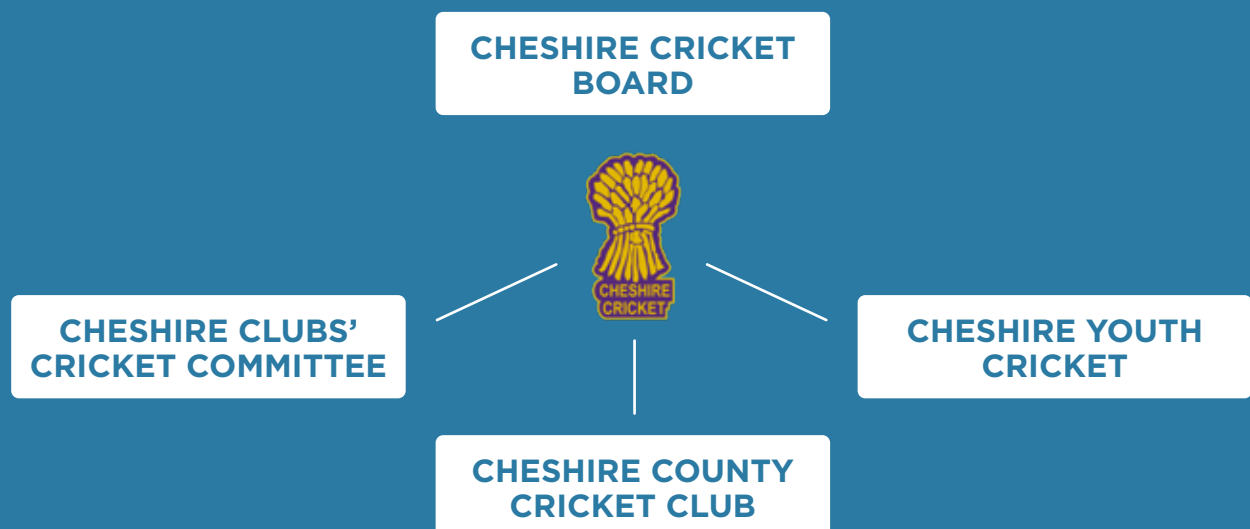
The Board has three 'constituent members' - the Cheshire Clubs' Cricket Committee oversees the programme of adult recreational cricket in the County, while Cheshire Youth Cricket is responsible for our County Age Group teams and the County Schools' competitions. Cheshire County Cricket Club run the open age men's teams and are proud members of the National Counties Cricket Association.

COUNTYWIDE VISION

"A thriving grassroots game in Cheshire where everyone feels welcome, included and proud to say Cricket is a Game for Me."

MISSION STATEMENT

"To lead, influence and inspire our clubs and communities, enabling more people in Cheshire to experience and enjoy cricket."



CRICKET'S CORE VALUES

As guardians of grassroots cricket in Cheshire, we are dedicated to ensuring that every member of our cricket community feels welcome and included.

Our County Priorities are underpinned by a set of Core Values that guide our actions, decisions, and interactions both on and off the field.

These values, initially developed by the ECB and formally adopted by Cheshire Cricket Board in November 2024, serve as a foundation for our mission. We invite all participants in Cheshire to adopt and embody these game-wide values as we strive to make cricket the “most inclusive team sport” in England and Wales.

Created by the game, for the game



CRICKET'S CORE VALUES

Cricket's core values have been created to guide how we work, play, and make decisions on and off the field.

RUN ON RESPECT

We ensure our game is based on fairness, respect and decency.

EMBRACE ENJOYMENT

We make sure everyone finds fun in the game.

BUILD BELONGING

We actively include so everyone can find a place in the game.

PROGRESS WITH PURPOSE

We stay open to change to keep the game moving forward.



COUNTY OF CHESHIRE

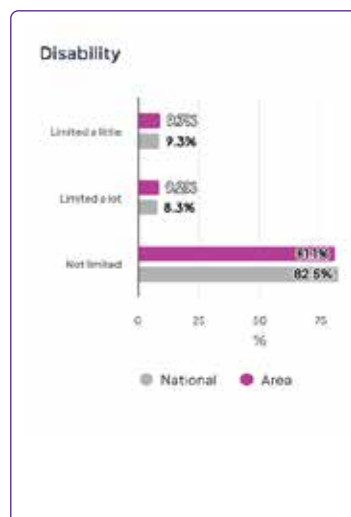
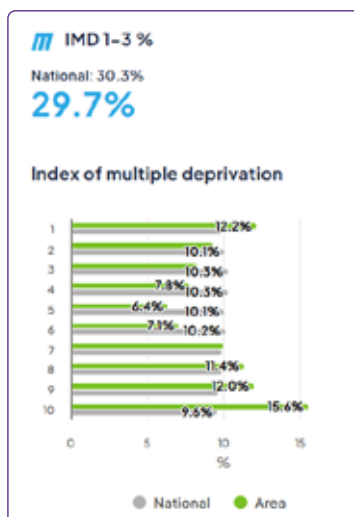
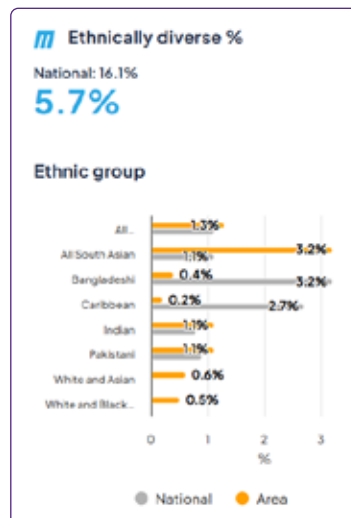
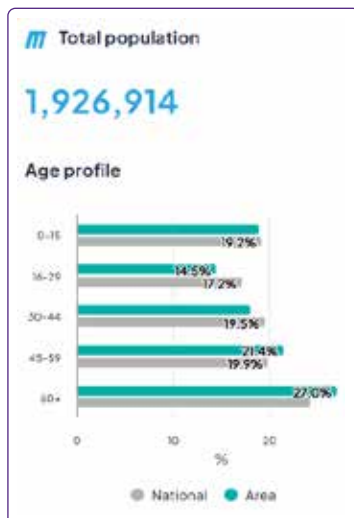
Cheshire is a county in northwest England. It borders Lancashire to the north, Derbyshire to the east, Wales to the west and Staffordshire and Shropshire to the south.

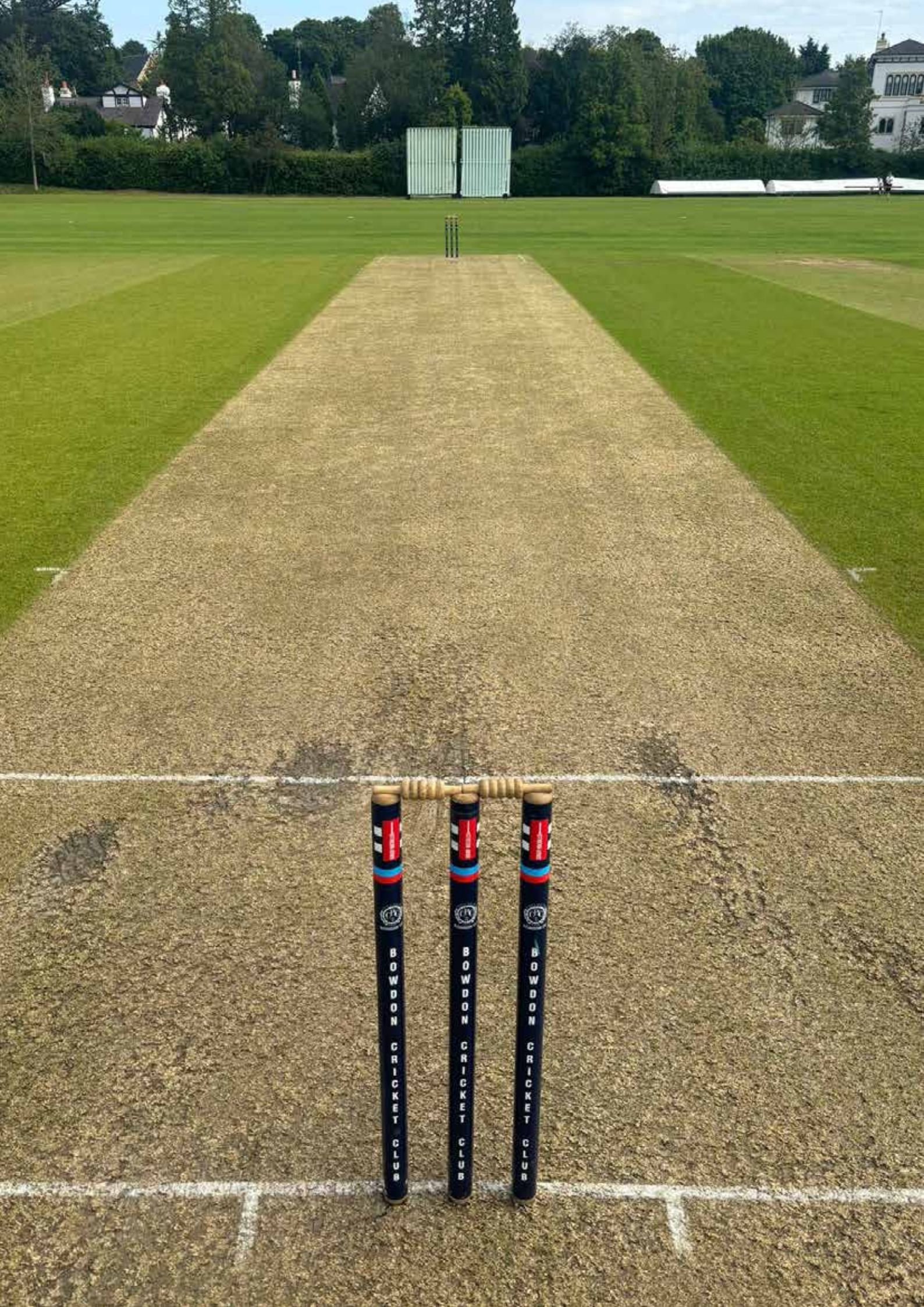
The county covers 905 square miles and has a population of 1.9 million, of which 108,000 (5.7%) are from ethnically diverse backgrounds.

The County is serviced by eight Local Authorities, including: Cheshire East, Cheshire West and Chester, Warrington, Stockport, Trafford, Tameside, Wirral and Halton.

The urban population of Cheshire is approximately 1 million, with several major towns including Stockport, Warrington, Crewe and Chester.

In rural Cheshire, the landscape is characterised by the Cheshire Plain, a vast, relatively flat area of land that is bisected by the Mid-Cheshire Ridge. To the east, the landscape gradually rises towards the Pennines, where Cheshire includes a portion of the Peak District National Park. Some key demographics for our County are shown below.





CHESHIRE CRICKET

Understanding the current cricket landscape was a crucial first step in shaping the priorities in our Countywide Plan, allowing us to identify some existing strengths and opportunities for growth.

The graphic shows the number of teams, players, coaches, officials and volunteers engaged in the various recreational playing offers in Cheshire in 2024. Building on these strong foundations, we aim to accelerate our progress over the next four years so even more people from our clubs and communities can experience and enjoy cricket.

COACHES AND OFFICIALS



700+ Active Coaches
400+ ECBCA Members
388 Umpires and Scorers
197 ACO Members

RECREATIONAL CLUBS



109
 Affiliated Clubs

501 Senior Open Teams

568 Junior Open Teams

Over
17,000
 club cricketers

WOMEN'S AND GIRLS' CRICKET

91

Women's Teams

66

Girl's Teams

221

Females in coaching roles

Over
1,000
 Female All Stars / Dynamos

DISABILITY AND INCLUSION



**Visually Impaired
County
Team**

6

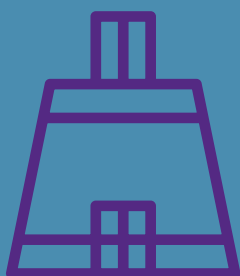
Super 1s
Hubs

8



Disability
Champion Clubs

SCHOOLS AND NATIONAL PROGRAMMES



211 schools
coached in

3745 All Stars / Dynamos
803 Bursaries Allocated

Over
25,000
school children
engaged

COMMUNITY CRICKET (URBAN)

SOUTH ASIAN COMMUNITY LEAGUE

12

Indoor
Teams

6

Outdoor
Teams

3 Chance to Shine Street Clubs
2 MCC Foundation Hubs



PATHWAY AND PERFORMANCE



**U16 Boys
National
Champions**

**Men's National
Knock Out
Finalists**

- 31** Boys and Girls District and County Teams
- 2** Men's Teams (1st X1, 2nd X1) and 5 Seniors Teams
- 5** County Disability Teams
- 3** Players in National Squads
- 13** Players on First Class Academies

OUR PRIORITIES 2025 - 2028

Here we outline our County Priorities for the period 2025–2028. On the following pages, we examine each Priority in detail, setting out the scale of our ambitions together with a list of the actions and activities we will undertake to achieve our goals.

For each Priority, we have identified the relevant funding and delivery partners, as well as the locations where the activities will take place. For comparison purposes, baseline figures for each success measure, reflecting our status at the end of 2024, are provided in the Appendix.

PRIORITY 1

IGNITE A SPARK

To create memorable early playing experiences for children so they fall in love with cricket and want to play the game as often as possible.



PRIORITY 2

UNLEASH POTENTIAL

An accessible and player-centred Talent Pathway that enables every girl and boy in Cheshire to play to their full potential and develop a lifelong love of the game.

PRIORITY 3

A GENDER-BALANCED SPORT

To power thriving and sustainable female playing offers throughout Cheshire so every woman and girl has an opportunity to experience and enjoy cricket.



PRIORITY 4

CHAMPION THE 'CRICKET COLLECTIVE'

To grow, support and celebrate Cheshire's family of grassroots volunteers – the 'Cricket Collective' – enabling our affiliated clubs and leagues to flourish.



PRIORITY 5

CRICKET INCLUDES EVERYONE

To provide accessible and appropriate playing offers for people from underserved groups, using cricket as the vehicle to make a positive difference in their lives.



IGNITE A SPARK

What we heard:

“Cricket has not been popular at our school in recent years, but after working with the Cheshire coaches the children were asking for bats and balls at lunchtime, which is brilliant to see. Everyone is now excited to continue their cricket journey.”

Primary school teacher,
October 2024



At Cheshire Cricket Board, we believe every child should have the opportunity to experience what our great game has to offer.

In 2024, our team of professional coaches delivered inspiring cricket sessions to more than 25,000 children across the County, however we recognise this is just a fraction of the school population.

Over the next four years we plan to turbocharge our coaching offer in schools, aiming to reach an additional 1,000 children each year, including more children from low-income households and those with special educational needs.

We will deliver a new suite of teacher training courses, giving staff the tools and confidence to ‘ignite a spark’ in their pupils, leading to the creation of more school teams.

And we will continue to support and develop our National Programmes’ Activators in clubs and communities, empowering them to deliver unforgettable first cricket experiences for young children and their families.

OUR AMBITION:

To create memorable early playing experiences for children so they fall in love with cricket and want to play the game as often as possible.

WHAT DOES SUCCESS LOOK LIKE BY 2028:

- Engage an additional **4,000** children in school coaching offers
- A **20% increase** in the number of schools and school teams playing in competitions
- An increase in the percentage of children who **‘enjoy’** playing cricket in school and **‘would like to play more often’** ¹

WHAT WE WILL DO

WIN THE BATTLE OF THE PLAYGROUND

- Significantly increase our coaching provision in Cheshire schools with an aim to engage at least 30,000 children annually by 2028.
- Deliver more sessions to schools with a high percentage of students eligible for free school meals, aligning with the priorities of our funding partner, Chance to Shine.
- Deliver inclusive competition formats that boost student enjoyment and encourage more schools to take part, in partnership with our network of School Games Organisers.
- Extend cricket's reach in schools through an annual calendar of teacher training, enabling more children to engage with the sport.
- Capture children's experiences through pupil surveys, establishing a baseline and aiming to increase the number of pupils who 'enjoy cricket' and wish to play 'more often'.



PROVIDE MORE CRICKET FOR PUPILS WITH A DISABILITY

- Deliver more cricket in special educational needs (SEN) schools and mainstream SEN units, in partnership with Lord's Taverners.
- Create opportunities for more school teams and children to participate in local and regional Table Cricket and softball competitions.
- Support local Schools Sports Partnerships to deliver inclusive cricket experiences through the provision of Ability Days².
- Deliver targeted CPD training to empower teachers and young leaders working in SEN schools to confidently adapt cricket sessions for children with disabilities.

CREATE MEMORIES THROUGH NATIONAL PROGRAMMES

- Coordinate taster sessions at clubs to support the transition of children from schools to National Programmes, with a focus on growing the number of girls taking part.
- Invest in high quality facilities (through the County Grants Fund) to support recreational clubs to become welcoming, inclusive, and accessible to young children and their families.
- Offer All Stars and Dynamos bursaries to support children from low-income households, those with disabilities, and members of our ethnically diverse communities.
- Identify and develop more Activators to support the delivery of All Stars and Dynamos cricket, ensuring all have been vetted and have undergone appropriate safeguarding training.



DELIVERY / FUNDING PARTNERS:

Chance to Shine, Lord's Taverners, School PE Leads, National Programmes Activators, School Games Organisers



WHERE WE WILL PLAY:

Education sites (school sports halls, playing fields), Club venues (National Programmes and school competitions), MUGAs in urban areas



UNLEASH POTENTIAL

What we heard:

“Playing club and County cricket in Cheshire played a huge part in my development and really sparked my love for the game.”

**Sophie Ecclestone,
England Women’s
cricketer**



Cheshire Cricket Board has an excellent track record of developing talented individuals and teams, with several international cricketers³ coming through our Player Pathway.

From women’s world number one bowler Sophie Ecclestone to England Learning Disability captain Chris Edwards and a host of other players at first class counties, Cheshire cricketers continue to shine on the professional stage.




Throughout this strategy, we aim to broaden access to our Talent Pathway, enabling more girls and boys in Cheshire to enjoy cricket, develop their skills, and reach their full potential.

We will introduce an Early Engagement Programme to create more coaching and match-play opportunities for young children, while continuing to support our older Pathway Players as they advance to higher levels of representative cricket. Furthermore, we aim to be the first county in England and Wales to establish an Emerging Player Programme for cricketers with a disability.

OUR AMBITION:

An accessible and player-centred Talent Pathway that enables every girl and boy in Cheshire to play to their full potential and develop a lifelong love of the game.

WHAT DOES SUCCESS LOOK LIKE BY 2028?

-  An increase in the percentage of children who feel they have developed their skills and had a positive experience on the Player Pathway⁴
-  Cheshire’s Pathway teams are representative of the local population, leading to a green score across all areas of our Opportunities Dashboard (Appendix 3)
-  Increase the number of Pathway Players playing further representative cricket⁵ **by 20%**

WHAT WE WILL DO

GROW ENTRY ROUTES INTO THE TALENT PATHWAY

- Deliver more hardball coaching and match-play opportunities for boys and girls on our entry-level courses⁶ to support progression into the wider Talent Pathway.
- Provide support to families in financial hardship, helping cover cricket related costs such as course fees, equipment, and transportation.
- Extend the MCC Foundation Hub and Chance to Shine Street match programme in Cheshire, giving more children from underserved groups the chance to play competitively.
- Enhance connections between our Super 1s Hubs, ECB Champion Clubs and the Talent Pathway to give disabled players the opportunity to progress in the game.
- Signpost children from our community programmes to Pathway Observation Days and Assessments, enabling them to showcase their talent.

SUPPORT AND DEVELOP EVERY PLAYER

- Deliver a comprehensive [Player Development Scheme](#) with multiple entry points for children of all abilities, including softball and hardball options for disabled cricketers.
- Secure access to and invest in high-quality indoor venues throughout the County that meet the needs of all players on the Pathway.
- Support the holistic development of young cricketers through our [CCB Player Development Framework](#), aiming to identify those with the potential to play representative cricket.
- Oversee a fair and robust selection process that is based on merit, while giving opportunities to a diverse pool of players that reflect Cheshire's local population.
- Gather feedback from all participants, ensuring that their voices are heard and their experiences inform our programmes. Ensure all children are aware of the Safeguarding procedures in the Talent Pathway, including Codes of Conduct and where to access further support.



DELIVER MORE MATCHPLAY OPPORTUNITIES

- Launch an Early Engagement Programme for boys and girls aged 10-12⁷, offering training and match-play opportunities to broaden the talent base and inspire a lifelong love of cricket.
- Continue to offer multi-format District Cricket for children aged 12-15, with a focus on developing skills to support their onward journey into club or County Age Group (CAG) cricket.
- Run a comprehensive CAG match programme designed to stretch and challenge all players while identifying those with the potential to play further representative cricket.
- Provide further opportunities for disabled cricketers through the delivery of four Pan-Disability teams and a visually impaired squad (see Appendix 4).
- Identify and invest in facilities at 'Performance Hubs' – club and community sites capable of hosting a large number of representative fixtures each year.

SUPPORT PLAYERS INTO FURTHER REPRESENTATIVE CRICKET

- Provide a free-to-access Emerging Player Programme for talented 13-18 year-olds from the CAG set-up, with an aim to develop more first class cricketers.
- Create the country's first Emerging Player Programme for cricketers with a disability, aiming to develop talent for the Disability Premier League and future England teams.
- Maintain and develop links with First Class Academies and Lancashire Thunder, ensuring boys and girls from Cheshire have the opportunity to pursue a career in the professional game.
- Support the transition of players from our CAG teams into the Men's NCCA and Women's Tier 3 squads – instil in young cricketers a pride to wear the badge and play for Cheshire.



DELIVERY / FUNDING PARTNERS:

Cheshire CCC, MCC Foundation, Chance to Shine, ECB Talent Team, First Class Academies (Lancashire Thunder), Affiliated clubs



WHERE WE WILL PLAY:

Education sites (school sports halls), Club venues (Men's NCCA, Women's Tier 3, District and CAG Fixtures), First Class County Indoor Venues

CHESHIRE COUNTY CRICKET CLUB

Cheshire County Cricket Club sits at the apex of our Talent Pathway, providing players with the opportunity to compete at the highest level of recreational cricket in England and Wales, while further inspiring the very best to progress to the professional game.

A constituent member of Cheshire Cricket Board, The Club has its own officers and committee to manage day to day affairs. The two organisations work closely together, sharing coaching talent and other resources to fulfil the following objectives:

- Demonstrate a clear way forward for players to progress from CAG cricket through an Academy XI into the senior teams, recognising players develop at different ages and stages.
- Deliver highly competitive players in teams able to compete with the best in the country.
- Create a platform for the very best talent to progress into the professional game.

The Club are members of the National Counties Cricket Association and have a proud history in the competition, with eight Championship titles and four Knockout Trophy victories to their name.

The Club has a proud track record of developing professional cricketers – as at April 2025 there are ten contracted ‘ex-players’ employed by first class counties.

The Club is currently represented by a Men’s 1st XI, 2nd XI, and five Senior teams. From 2025, this representation will expand to include the Women’s Tier 3 team and the County Disabled squads.

CCCC SUCCESS MEASURES:

- Achieve promotion back to Division 1 of the NCCA Western Champion and aim to win silverware.
- Develop more young cricketers with the ability to play multi-day cricket
- Manage the Club’s operational affairs, ensuring a safe and inclusive environment for all participants
- Retain close links with our local leagues whilst providing additional support as required



A GENDER-BALANCED SPORT

What we heard:

“Huge thanks to CCB for their support in setting up our girls’ section. In the space of 12 months, we went from nothing to a large number of girls each week, with two older girls supporting as Activators. We even won our first softball tournament.”

**Club Development Officer,
Sept 2024**



The women’s and girls’ game has gone from strength to strength in Cheshire in recent years, with a 108% increase⁸ in the number of female players at clubs since 2019.

We know there is much work still to do however for cricket to truly be considered a ‘gender balanced’ sport, with female teams accounting for just 13% of the total teams in our County.

Over the course of this Strategy, we aim to champion women’s and girls’ cricket through access to thriving and sustainable playing offers that give every female an opportunity to experience and enjoy the game.

We will empower girls to choose cricket in schools and communities while supporting more women to become qualified coaches and officials, creating female role models for grassroots cricket.

We will continue to invest in creating welcoming and inclusive facilities at Cheshire clubs, while working with our network of local leagues to increase the variety of playing offers, allowing more women and girls to play the type of cricket they prefer.

OUR AMBITION:

To power thriving and sustainable female playing offers throughout Cheshire so every woman and girl has an opportunity to experience and enjoy cricket.

WHAT DOES SUCCESS LOOK LIKE BY 2028:

- Grow the number of female players at clubs by **50%**
- Increase the number of females in active coaching and officiating roles by **50%**
- Female teams account for at least **20%** of total teams in the County

WHAT WE WILL DO

EMPOWER GIRLS TO CHOOSE CRICKET

- Increase the number of girls-only coaching and competition offers in partnership with Chance to Shine. Aim to grow the number of primary and secondary girls' teams by 33% by 2028.
- Develop new Teacher Training courses which focus on inclusive coaching techniques to increase girls' participation in cricket.
- Support girls' transition from schools to club cricket through taster sessions for All Stars and Dynamos programmes.
- Establish girls-only MCC Foundation Hubs to provide free coaching and match play.
- Strengthen partnerships with Girl Guiding Groups and other community organisations, creating links with affiliated clubs.

INVEST IN PEOPLE AND PLACES TO PLAY

- Deploy the [Metrobank Girls in Cricket Fund](#) to grow, develop and celebrate more female coaches and coaching volunteers.
- Offer coaching bursaries to encourage more women to pursue ECB qualifications in coaching, umpiring, or scoring.
- Use the ECB County Grants Fund to upgrade club facilities, prioritising the creation of gender-neutral changing and sanitary spaces.
- Invest in non-turf match and practice facilities to support transition to hard ball cricket for new women's and girls' teams.
- Ensure all volunteers are safeguarding qualified and clubs maintain proper supervision ratios, including a female adult at each session. Encourage clubs to appoint a female Club Safeguarding Officer to enhance safety and inclusivity.



'OUR GAME TOO' - MORE PLAYING OFFERS FOR WOMEN AND GIRLS

- Support the Cheshire Women's Cricket League (and other cross-border competitions) to develop inspiring playing offers for females, ensuring formats are appropriate for all participants.
- Expand our indoor league structure to include softball and hardball fixtures for women and girls, ensuring year-round engagement for players of all abilities.
- Deliver a calendar of softball festivals open to all community members, hosting sessions at non-traditional venues to increase accessibility for females from underserved groups.
- Support female players transitioning to hard ball cricket through the provision of specialist group coaching and equipment.

DEVELOP THE FEMALE TALENT PATHWAY

- Develop Cheshire's Early Engagement (District Cricket) Programme giving more girls aged 10-15 the opportunity to access further coaching and competition.
- Run a comprehensive County Age Group programme for girls aged 13-18, building on Cheshire's strong track record of success.
- Strengthen ties with Lancashire Thunder and other First-Class Counties to create clear pathways for female players from Cheshire into professional cricket.
- Run a successful Women's Tier 3 County Team, open to all female cricketers in Cheshire. Aim to establish ourselves as a leading Tier 3 County, competing for silverware each season.



DELIVERY / FUNDING PARTNERS:

ECB, England and Wales Cricket Trust, Chance to Shine, Metrobank, Cheshire Women's Cricket League, Affiliated Clubs, Lancashire Thunder



WHERE WE WILL PLAY:

Education sites (school sports halls, playing fields), Club venues, Leisure Centres, Local Authority Pitches, LCCC Indoor Centre



CHAMPION THE CRICKET COLLECTIVE

What we heard:

"We are fortunate to have a number of passionate and dedicated volunteers, but we also need to have one eye on the future. Our groundsman will not go on forever and it would be nice to have some young blood and fresh ideas on the committee."

Club chairperson,
November 2024



Volunteers are the lifeblood of grassroots cricket. They are often the first point of contact for people new to the sport and play a crucial role in creating welcoming, inclusive playing environments.

In 2024 there were more than 2,500 people actively engaged in volunteering at Cheshire clubs⁹ with dozens more supporting junior and open age leagues throughout the County. Recent Research¹⁰ has revealed however, that 79% of volunteers believe their organisation needs more people lending a hand, while only 21% feel volunteering gets the recognition it deserves.

Over the next four years we aim to grow, support and celebrate Cheshire's 'Cricket Collective,' enabling our network of clubs and leagues to thrive. We will launch a new Young Leaders curriculum to engage more young volunteers and continue to offer bursaries for prospective coaches and officials from underserved groups.

We will support our existing volunteers with accessible training and resources, and ensure they feel valued and appreciated through a dedicated programme of reward and recognition.

OUR AMBITION:

To grow, support and celebrate Cheshire's family of grassroots volunteers - the 'Cricket Collective' - enabling our affiliated clubs and leagues to flourish

WHAT DOES SUCCESS LOOK LIKE BY 2028:

- 85% of affiliated clubs achieve and maintain NGB accreditation
- Increase the number of active volunteers per club by 20%,
- Grow the total number of senior open and junior open teams by at least 10%

WHAT WE WILL DO

DEVELOP AND DIVERSIFY THE VOLUNTEER WORKFORCE

- Deliver a Young Leaders programme for 14-18-year-olds, featuring courses in coaching, officiating, grounds management and club development, with post-course support and mentoring for all participants.
- Promote inclusivity in coaching and officiating by offering bursaries¹¹ to candidates from underserved groups. Use the Metrobank Girls in Cricket Fund to inspire more female coaches and coaching volunteers.
- Increase participation in formal coaching, officiating and grounds management courses, supporting candidates to achieve certification and become members of national associations.
- Collaborate with stakeholders including local authorities, to attract new volunteers with a diverse range of skills from outside the cricket community.

CREATE THRIVING AND INCLUSIVE COMMUNITY CLUBS

- Help affiliated clubs gain accreditation by following the ECB Club Development Framework and meeting Safe Hands Management System requirements.
- Provide volunteers with training on safeguarding, discipline and anti-discrimination, helping to create safe, inclusive environments for all participants.
- Enhance support for clubs and volunteers through in-person visits, online forums and themed workshops, and through access to the Cricket Collective Learning Hub.
- Use the County Grants Fund to invest in vibrant and welcoming club facilities while empowering volunteers with the skills and knowledge to secure financial support from external partners.
- Promote succession planning for key volunteer roles and help clubs connect with other community organisations.



PROVIDE SUPPORT FOR GRASSROOTS ORGANISATIONS

- Assist league administrators in developing participant-centred playing offers. Share insights from player surveys to help inform decisions on the most appropriate formats, with a focus on retaining older juniors.
- Highlight the Cheshire Clubs' Cricket Committee's role in supporting grassroots organisations and volunteers through advice, support, and targeted funding.
- Collaborate with the Cheshire Association of Cricket Officials to recruit, train, and retain more umpires and scorers, including those from underserved groups.
- Provide affiliated clubs with support from County Pitch Advisors, including subsidised Pitch Power assessments and guidance on accessing funding sources like the Grass Pitch Improvement Fund.

CELEBRATE AND REWARD OUR VOLUNTEERS

- Celebrate the contribution of our volunteers through national recognition schemes including the ECB Cricket Collective Awards and ECB Coach Awards.
- Feature inspiring role models from our clubs and communities in the Volunteer Champion video series, highlighting their contributions to the sport and promoting the benefits of volunteering.
- Promote the [CCB Volunteer Shout Out](#) alongside national campaigns like Grounds Week and #GetSetWeekend to recognise volunteers year-round.
- Provide our volunteers with rewards and experiences including tickets to international and domestic matches in partnership with ECB and Lancashire CCC.



DELIVERY / FUNDING PARTNERS:

Cheshire Clubs Cricket Committee, Junior / Open Age Leagues, Affiliated Clubs, Cheshire Association of Cricket Officials, Cheshire Association of Groundsmen, Grounds Management Association, Local Authorities.



WHERE WE WILL PLAY:

Affiliated Clubs, Education Sites (school sports halls, playing fields), Leisure Centres, Local Authority playing fields.



CRICKET INCLUDES EVERYONE

What we heard:

“The indoor league is fast, fun and brings people from different communities together to share our love for the game. We are very grateful for the opportunity to take part.”

Participant, CCB Indoor Community League, January 2025

In our Countywide Vision we acknowledge that all members of our Cheshire community deserve to feel ‘welcome and included’ in cricket.

We recognise however, that some traditional forms of the game may not be suitable or accessible for everyone and that we must continue to work hard to help people overcome barriers to participation¹². This means providing alternative and inspiring playing offers for people from underserved groups, including those in financial hardship and people with a disability.

We will boost participation among ethnically diverse communities by investing further in Indoor and Outdoor Community Leagues and by supporting the development of role models through bursaries for coaching and officiating courses.

We aim to increase opportunities for young people in urban areas by doubling the number of Chance to Shine Street clubs, and to develop the disability pathway through the expansion of our Super 1s Hubs and ECB Champion Club programmes.

OUR AMBITION:

To provide accessible and appropriate playing offers for people from underserved groups, using cricket as the vehicle to make a positive difference in their lives.

WHAT DOES SUCCESS LOOK LIKE BY 2028:

- Grow the number of unique participants and the number of regular participants¹³ attending CCB inclusive playing offers¹⁴ by at least **50%**
- Participants attending CCB sessions ‘agree’ or ‘strongly agree’ that cricket has made a positive difference to their lives.¹⁵
- At least **20%** of newly qualified coaches and officials are from ethnically diverse communities.

WHAT WE WILL DO

INCREASE OUR NON-TRADITIONAL PLAYING OFFERS

- Secure and subsidise additional indoor and outdoor venues to host our South Asian Community Leagues, leading to increased participation across all formats.
- Expand the Chance to Shine Street programme from three to at least six clubs, aiming to increase average weekly attendance. Run a regular summer match programme open to all children.
- Expand the MCC Foundation Hubs in Cheshire, introducing 'girls only' sessions to provide free hardball coaching and match-play for state school children.
- Work with Charities and Active Partnerships to deliver free-to-access recreational playing offers, including HAF (holiday and food) programmes and sessions for asylum seekers.
- Identify and signpost talented individuals from the above programmes to our Player Pathway Observation Sessions and Assessment Days.



GROW THE DISABILITY AND INCLUSION PATHWAY

- Extend the reach of Lords' Taverners Super 1s Hubs by developing new and existing community partnerships, aiming to boost average weekly attendance.
- Promote the ECB Disability Champion Club initiative at affiliated clubs and provide additional training for volunteers working with young people with disabilities.
- Collaborate with partners including local authorities to double the number of Walking Cricket Hubs for people aged 50 and over throughout Cheshire.
- Signpost eligible players to our visually impaired representative team The Cheshire Cobras and support their development by organising additional fixtures against club teams.

DEVELOP PEOPLE AND INCLUSIVE PLACES TO PLAY

- Promote inclusivity in coaching and officiating by offering bursaries to people from underserved groups. Offer mentoring and post-course support to all candidates.
- Strengthen ties with our South Asian Advisory Group to develop new community initiatives and expand current programmes, increasing overall impact and reach.
- Ensure all staff and volunteers working on community-based projects are suitably vetted and aware of key game wide policies including Safe Hands and the Anti-Discrimination Code.
- Work with stakeholders to identify and activate safe urban spaces (including [FA 'Play Zones'](#)) that support forms of non-traditional play.
- Grow the portfolio of non-turf match and practice facilities throughout Cheshire and secure regular access for members of underserved groups.



DELIVERY / FUNDING PARTNERS:

Lord's Taverners, Chance to Shine, Charities, Local Authorities, Active Partnerships, ECB Champion Clubs



WHERE WE WILL PLAY:

Education sites (school sports halls, playing fields), Leisure Centres, Affiliated club venues, Local Authority pitches (NTPs), MUGAs



SAFE AND WELCOMING FOR ALL

OUR AMBITION:

To develop a culture of safeguarding that provides positive, safe and inclusive experiences for all children and adults.



The safety and wellbeing of our participants is Cheshire Cricket Board's number one priority.

We have an experienced safeguarding team in place comprising a County Safeguarding Officer (COSO), a Deputy COSO and a Board Safeguarding Lead, who provide specialist training and support for cricket organisations throughout Cheshire.

Safeguarding is a shared responsibility, and we are justifiably proud of the contribution of our many club safeguarding officers. In 2024, Cheshire were ranked the number one county nationally for engagement with the Safe Hands Management System (SHMS),¹⁶ the ECB's online safeguarding platform. Additionally, 90 of Cheshire's 109 affiliated clubs have achieved ECB Clubmark status, signalling they are 'safe, effective and child friendly' organisations.

The themes of equity, diversity and inclusion run right through the heart of this strategy and can be found within each Priority and the activities that drive them. In August 2024, The Board formed the Inclusion Strategy Group (ISG). Chaired by our Board EDI lead, the group meet quarterly to discuss ideas, share feedback from stakeholders and review our progress against our [EDI Action Plan](#).

We are proud of the progress we have made against our safeguarding and EDI objectives to date and we will continue to work closely with volunteers from clubs and leagues to develop a culture of safeguarding and inclusion that provides positive experiences for every adult and child in Cheshire.



OUR SUCCESS MEASURES BY 2028:

- 100% of affiliated clubs enrolled and actively engaged with SHMS
- CCB become a 'leading organisation' for Safeguarding under the County Partnership Agreement
- At least 90% of CCB staff to complete the EDI education programme funded by ECB

WHAT WE WILL DO

PEOPLE, POLICIES AND PROCEDURES

- Ensure all staff and Board members complete any relevant safeguarding training including 'Prevent'¹⁷.
- Deliver formal Safe Hands training and informal networking meetings for club safeguarding officers.
- Encourage people to [report discrimination](#) through the appropriate channels and ensure all complaints are addressed promptly, professionally, and sensitively.

CREATE SAFER CULTURES

- Put in place a policy for listening to children via surveys and our team of [Junior Ambassadors](#).
- Investigate any reports of poor culture within the organisation and take further action where appropriate.
- Deliver annual safeguarding training to all staff and volunteers engaged in Cheshire's Talent Pathway and carry out inductions for players and parents before each season.

DEVELOP INCLUSIVE ENVIRONMENTS

- Create and maintain an EDI page on the CCB website, providing access to a wide range of information and resources.
- Drive awareness and encourage adoption of key game wide policies including the Anti-Discrimination Code and the General Conduct Regulations.
- Signpost volunteers to relevant training including the Boundary Workshop and the online Raising the Game module.

LEAD WITH ACCOUNTABILITY

- Create personal EDI objectives for members of the CCB leadership team and enrol all CCB employees on a two-year EDI education programme.
- Promote the annual EDI Staff Census and encourage all employees to take part.
- Conduct regular reviews of our EDI Action Plan and share progress with stakeholders.



GOOD GOVERNANCE AND LEADERSHIP

OUR AMBITION:

To lead with accountability in all aspects of cricket development and to support our grassroots cricket organisations to do the same.



All recreational cricket boards are expected to achieve and uphold a set of minimum standards relating to governance.

Compliance against these standards is monitored by ECB via the County Governance Framework (CGF), an annual self-assessment which includes specific Board Diversity targets in respect of ethnicity and gender.

Cheshire Cricket Board have achieved the expected 'Silver' standard to date and are now working towards the flagship 'Gold' accreditation (which must be met by January 2028). To support this process, we have established a governance sub-committee, who meet quarterly to review progress and identify further actions as appropriate.

We acknowledge however, that the majority of cricket played in our County is run by volunteers, and that our primary role is to 'lead, influence and inspire' those volunteers and to help them navigate the challenges associated with running their clubs and leagues.

We will continue to offer guidance and support around key game wide policies and regulations and to provide access for volunteers to relevant training. We will share resources to help grassroots organisations work towards national governing body accreditation, as together we aim to establish a network of thriving clubs and leagues and connected communities.



OUR SUCCESS MEASURES BY 2028:

- Achieve the 'Gold' Tier of the County Governance Framework by 2028
- At least 85% of affiliated clubs to achieve and maintain NGB accreditation

WHAT WE WILL DO

COUNTY BOARD COMPLIANCE

- Meet the revised Board Diversity Targets set by ECB no later than May 2026.
- Maintain compliance with the Silver Tier of the County Governance Framework and achieve 'Gold Tier' status by January 2028.
- Ensure all legally required policies are in place and copies available via the Board website.

CLUB AND LEAGUE DEVELOPMENT

- Support our affiliated clubs to achieve and maintain National Governing Body Accreditation.
- Support the creation of Development Plans that capture each organisation's vision, values and priorities.
- Provide resources to assist clubs and leagues to identify and recruit additional volunteers.

POLICIES AND PROCEDURES

- Through the [Club Affiliation Process](#), ensure all clubs have adopted the key game wide policies and their members have agreed to adhere to them.
- Support all cricket organisations to adopt open, non-discriminatory constitutions which include robust disciplinary processes and a dissolution procedure.
- Promote Cricket's Core Values and encourage all clubs and leagues to do the same.

INVEST IN PEOPLE

- Develop personal development plans for all CCB staff and identify relevant training opportunities to enhance their roles.
- Provide an Employee Assistance Programme to support staff with their mental wellbeing.
- Provide further training and support for league and club administrators in the fields of safeguarding, discipline and anti-discrimination.



ROBUST FACILITY STRATEGY

OUR AMBITION:

To develop accessible, welcoming and sustainable facilities that contribute to the growth of recreational cricket in Cheshire.



The central aim of our Countywide Plan is to enable more people to “experience and enjoy cricket.” To accomplish this, we must first ensure the places and spaces where cricket happens are accessible, appropriate and welcoming for all.

Throughout this strategy, we have highlighted opportunities to enhance facilities for participants across a wide range of settings, including traditional club venues, indoor facilities and non-traditional (urban) spaces. We aim to invest directly¹⁸ in some of these sites, while other projects will require external funding and support.



The actions listed on the next two pages are explored in greater depth in our [County Facility Strategy \(CFS\)](#), which highlights the facility priorities for Cheshire Cricket for the next 10 years. These priorities include creating welcoming, inclusive spaces at our affiliated clubs and developing high quality indoor and outdoor facilities to support players on our Talent Pathway.

The CFS examines the impact of climate change on grass roots cricket, with clubs and volunteers encouraged to act in a responsible, sustainable way. The Strategy also addresses the current supply and demand issues in urban areas, and highlights the important role of our County Pitch Advisors in developing and maintaining our existing stock of squares and outfielders.

OUR SUCCESS MEASURES BY 2028:

- All affiliated clubs to receive a subsidised ‘Pitch Power’ report from a County Pitch Advisor
- A 100% increase in the number of women’s and girls’ fixtures completed

WHAT WE WILL DO

CREATE WELCOMING ENVIRONMENTS

- Encourage all Cheshire clubs to review their facilities in line with ECB's [Creating Welcoming Environments Guide](#).
- Utilise the ECB County Grants Fund to develop modern, inclusive indoor and outdoor social spaces for all members and guests.
- Provide technical guidance for large-scale projects (including pavilions and changing rooms) and signpost clubs to further avenues of support.

TRANSFORM WOMEN'S AND GIRLS' CRICKET

- Support the development of female-friendly changing and sanitary spaces at community clubs.
- Invest in non-turf match and practice facilities pitches to support transition to hard ball play.
- Maximise the existing facility stock by connecting new women's and girls' teams to available venues via the [CCB Grounds Hire scheme](#).

ADDRESS SUPPLY AND DEMAND IN URBAN AREAS

- Develop more non-turf cricket facilities in Cheshire's public spaces and increase access for underserved groups.
- Support the development of Play Zones and MUGAs at strategic sites within each local authority.
- Ensure affordable access to indoor facilities for non-traditional cricket forms like Tape Ball Cricket, promoting community engagement and inclusivity.



SUPPORT CHESHIRE'S PLAYER PATHWAY

- Invest in outdoor 'Performance Hubs' at club venues to upgrade facilities and boost playing capacity for Cheshire's representative teams.
- Establish long-term agreements to access indoor venues with appropriate facilities, including cricket-specific flooring, lighting, and netting.
- Partner with schools, local authorities, and other stakeholders to upgrade existing indoor facilities and provide technical guidance¹⁹ for new builds, ensuring cricket is prioritised on site.

INVEST IN GREEN PROJECTS

- Share the ECB's [Environmental Sustainability Plan](#) to raise awareness of climate change and promote sustainable practices.
- Encourage grassroots cricket organisations to include sustainable facility solutions in their Development Plans.
- Support Cheshire clubs in developing 'green' projects by utilising the County Grants Fund and securing additional funding from local authorities, landfill operators, and other stakeholders.

PROTECT AND DEVELOP OUR GRASS PITCHES

- Identify clubs with unsecure tenure and support club officials to understand their rights and responsibilities.
- Engage with local authorities to develop Playing Pitch Strategies that prioritise the protection, enhancement, and provision of cricket facilities in Cheshire.
- Provide all affiliated clubs with support from County Pitch Advisors, offering subsidised Pitch Power reports and guidance on available funding sources.





STRONG FINANCE AND OPERATIONS

OUR AMBITION:

To run a responsibly financed and fully resourced programme of activity that meets the needs of recreational cricket in Cheshire.



As custodians of grassroots cricket in Cheshire, we have an obligation to manage our finances and operations in a responsible way, giving our partners and stakeholders confidence that the future of the game is in safe hands.

All recreational cricket boards are required to submit an annual delivery (operational) plan to ECB, highlighting the activities they are engaged in, the intended outcomes and how those activities will be financed and resourced. This forms part of the wider County Partnership Agreement (CPA), which includes a set of minimum operating standards counties must achieve to receive investment.

Cheshire Cricket Board has a strong reputation for delivering successfully against our plans, which has helped to unlock additional 'strategic' funding from ECB. And with further investment secured from charity partners Chance to Shine, Lord's Taverners and MCC, we are in a strong position to deliver against the targets we have set for the period 2025-2028.

Over the course of this Strategy, we will continue to manage the game's finances responsibly, ensuring all activities are fully costed and submitting progress and impact reports as required. We will strive to maintain our 'on track' rating against all CPA standards, aiming for 'leading organisation' status in several disciplines. And we will continue to invest in our professional workforce, growing and diversifying our team to ensure we have the skills, passion and determination to meet the evolving needs of the recreational game.



OUR SUCCESS MEASURES BY 2028:

-  CCB achieve 'leading organisation' status against 20% of CPA standards

WHAT WE WILL DO

SECURE ANNUAL CORE AND STRATEGIC FUNDING

- Achieve 'Ready to Invest' status from ECB by meeting all required criteria, unlocking access to Core Funding and further opportunities for investment through the Game Changer Fund.
- Secure additional ECB strategic funding to enhance the impact of our plans, focusing on increasing participation among women and girls.
- Secure annual funding from Chance to Shine, Lord's Taverners, and MCC to support the development of cricket in schools and community settings.

ACHIEVE 'LEADING ORGANISATION' STATUS

- Strive for recognition as a 'leading organisation' under the County Partnership Agreement while maintaining an 'on track' rating across all minimum standards.
- Produce an Operational Plan which underpins the Countywide Strategic Plan and is approved annually by ECB.
- Maintain a diverse and dedicated professional workforce, with the ability to remain agile as the game's priorities evolve over time.

DEVELOP AND MAINTAIN STRATEGIC PLANS

- Share annual impact reports with Board members and stakeholders, detailing progress against the success measures outlined in the Countywide Plan.
- Promote the Cheshire Clubs' Cricket Committee by publishing its annual Development Plan, showcasing the support available to recreational cricket organisations across the county.
- Regularly review and update the County Facility Strategy, EDI Action Plan, Communities Action Plan, and Disability and Inclusion Strategy to reflect the evolving priorities and needs of grassroots cricket in Cheshire.



DEVELOPING THE STRATEGY

Working in Partnership

At the outset of our planning process, we committed to engaging with a diverse range of stakeholders, both within and outside of cricket, to gather their perspectives on the future of the grassroots game.

By dedicating time to listen, we have bolstered existing relationships and formed several new ones, uncovering some exciting opportunities for future collaboration.

We would like to extend our gratitude to everyone who contributed to the development of this strategy; a list of the organisations involved can be found in the Appendix. The insight gathered was invaluable and helped bring into sharp focus where best to commit our time, energy and resource, with many our 2025-2028 priorities directly based on key findings from the consultation.



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What We Heard

During the consultation phase, which included both in-person meetings and online surveys, we asked our partners and stakeholders three crucial questions:

1.

What are our current strengths that we should maintain?
2.

What are the areas we need to develop?
3.

What are the future priorities for your organisation?

These questions allowed us to identify our strengths, pinpoint areas for improvement, and ensure our strategy aligns with the goals of our partners and stakeholders. From the responses, some common themes emerged:

<p>Expand our school programmes to reach more children and create more school teams.</p> 	<p>Grow the number of coaches and officials in line with participation, with more representation from females and members of our ethnically diverse communities.</p> 	<p>Encourage additional, diverse and skilled volunteers to join league committees.</p> 
<p>Boost disability cricket through more coaching in SEN schools and opportunities for talented players.</p> 	<p>Invest in welcoming club facilities and secure access to playing facilities to support growth in participation.</p> 	<p>Prioritise succession planning for key volunteer roles, including groundsmen.</p> 
<p>Offer a diverse range of playing opportunities to allow women and girls to choose the type of cricket they enjoy most.</p> 	<p>Ensure players' voices are heard and that their opinions help shape future playing offers.</p> 	<p>Build relationships with stakeholders to support non-traditional forms of play, including further investment in our Community Leagues.</p> 

DEVELOPING THE STRATEGY

Insight Led – A Data Driven Approach

Before we could confirm Cheshire Cricket's Priorities (and associated targets) for the next four years, we first had to establish a baseline position for each activity.

To achieve this, we collected data from a wide range of sources, helping to build a clear picture of the 'health of cricket' in the County. Some of the key data sources used in the creation of this Strategy are listed below:

Two Circles Dashboard

Collates data from Play-Cricket including the number of active teams and the number of fixtures completed, cancelled, abandoned or conceded each season.

ECB County Mapping Tool

An online data hub featuring key demographic information for each County and a list of sites, facilities, clubs and programmes.

ECB Insight Pack

Combines data from a range of sources (inside and outside of cricket) to highlight trends and help counties benchmark their performance within the recreational game.

Cheshire Clubs' Audit

An annual self-assessment confirming the numbers of players, officials and volunteers and highlighting each club's future priorities.

County Facility Strategy

First published in 2023, the [CFS](#) establishes facility priorities and identifies investment opportunities for Cheshire Cricket.

Stakeholder Surveys

Designed to gather feedback across a wide range of delivery areas. One example is our [Active Coaches Survey](#).

CCB Staff Consultation

Cheshire Cricket Board is supported by an experienced and dedicated [professional workforce](#), whose efforts will be vital to the success of this Strategy.

Throughout the development phase, we engaged with staff from across the organisation to gather their thoughts on the future direction for Cheshire Cricket.

These discussions brought a deeper layer of understanding to the insight gathered and helped to shape and refine our strategic Priorities, together with the list of actions and activities that underpin them.

This process also played a key role in the development of our annual Operational Plan, which is reviewed by ECB on a quarterly basis.

As we move into the delivery phase of our strategy, we will continue to collect insight and feedback from all partners and stakeholders, working together to ensure everyone in Cheshire can say **“Cricket is a Game for Me.”**



PRIORITY SUCCESS MEASURES

Success Measure	2024 Baseline	2028 Target
Engage an additional 4,000 children in school coaching offers	25,928 children engaged	30,000 children engaged
A 20% increase in the number of schools and school teams playing in competitions	Total schools = 235 Total teams = 556	Total schools = 282 Total teams = 667
An increase in the percentage of children who 'enjoy' cricket in schools and 'would like to play more often'	New survey to be introduced from 2025	Find baseline in 2025 and increase annually to 2028
Increase the number of Cheshire Pathway Players* playing further representative cricket by 20%	Baseline = 20 players	Increase baseline by 20%
Cheshire's Pathway teams are representative of the local population, leading to a green score across all areas of our Opportunities Dashboard (see Appendix 3)	10 metrics = Green 2 metrics = Amber	Aim to achieve a green rating across all metrics
An increase in the percentage of children who feel they have developed their skills and had a positive experience on the Player Pathway	New survey to be introduced from 2025	Find baseline in 2025 and increase annually to 2028
Grow the number of female players at clubs by 50%	Total females - 2522	Total females 3,783
Increase in the number of females in active coaching and officiating roles by 50%	Females in coaching roles = 221 Females in officiating roles = 85*	Females in coaching roles = 331 Females in officiating roles = 127
Female teams account for at least 20% of total teams in the County	Total teams = 1226 Female teams = 157 Female Team % = 13	Female teams = 20% of County Total
Increase the average number of active volunteers per club by 20%	Total volunteers = 2579 Average per club = 24	Total volunteers = 3161 Average per club = 29
At least 85% of affiliated clubs to achieve and maintain NGB accreditation	Affiliated Clubs = 109 Clubmark = 91 Clubmark % = 83	85% of clubs achieve new NGB Accreditation.
Grow the total number of senior open and junior open teams by at least 10%	Senior Open = 501 Junior Open = 568 Total Teams = 1069	Senior Open = 551 Junior Open = 624 Total teams = 1176
Increase the number of unique participants and the number of regular participants across the range of CCB inclusive playing offers by at least 50%	Unique participants = 295 Regular participants = 247	Unique participants = 442 Regular participants = 371
At least 20% of newly qualified coaches and officials are from ethnically diverse communities.	Coaches: 32/162 qualified = (20%) Officials: 8/58 qualified = (14%)	Increase both coaches and officials to 20%
Participants across our range of inclusive playing offers 'agree/strongly agree' that cricket has made a 'positive difference to their lives.'	New survey to be introduced in 2025	Find baseline in 2025 and increase annually to 2028



ENABLERS SUCCESS MEASURES

Success Measure	2024 Baseline	2028 Target
100% of affiliated clubs enrolled and actively engaged with SHMS	100% of clubs enrolled on SHMS	Maintain 100%
CCB become a 'leading organisation' for Safeguarding under the County Partnership Agreement	Safeguarding Status = On track	Safeguarding Status = Leading organisation
At least 90% of CCB staff to complete the EDI education programme funded by ECB	Programme commenced January 2025	90% of staff to complete all modules
Achieve the 'Gold' Tier of the County Governance Framework by 2028	CCB have achieved Silver Tier status as of December 2024	Achieve Gold Tier status no later than January 2028
At least 85% of affiliated clubs to achieve and maintain NGB accreditation	Affiliated Clubs = 109 Clubmark = 91 Clubmark % = 83	85% of clubs achieve new NGB Accreditation.
All affiliated clubs to receive a Pitch Power visit (and accompanying report) from a County Pitch Advisor	Pitch Power visits carried out in 2024 = 36	All remaining affiliated clubs (73) to have received a visit
A 100 % increase in the number of women's and girls' fixtures completed	2024 fixtures completed = 380	2028 target = 720
CCB to achieve 'leading organisation' status against 20% of County Partnership Agreement standards (and maintain on track against all others)	2024 CPA Status: Leading Org 2/17 (12%) On Track 15/17 (88%)	Achieve leading organisation status for 20% of CPA standards



TALENT PATHWAY MEASURES

Measure: CCB Talent Pathway teams are representative of the County population in terms of ethnicity

Team	Ethnic diversity (per 100 players)	County ethnic diversity (per 100 people)	Difference	Score
Boys CAG Teams	33.63	5.70	+27.93	
Girls CAG Teams	14.86	5.70	+9.16	
Boys District Teams	28.83	5.70	+23.13	
Girls District Teams	15.27	5.70	+9.57	

Measure: CCB Talent Pathway teams are representative of the County (U16) playing population in terms of ethnicity

Team	Ethnic diversity (per 100 players)	Ethnic diversity of U16 playing population (per 100 people)	Difference	Score
Boys CAG Teams	33.63	19.00 ²⁰	14.63	
Girls CAG Teams	14.86	19.00	-4.14	
Boys District Teams	28.83	19.00	9.83	
Girls District Teams	15.27	19.00	-3.73	

Measure: State School representation in CCB Talent Pathway teams compared to the national average

Team	State School representation (per 100 players)	National State School Representation In CAG (per 100 players)	Difference	Score
Boys CAG Teams	63.63	55.00	+8.63	
Girls CAG Teams	78.37	58.00	+20.37	
Boys District Teams	74.32	55.00 ²¹	+19.32	
Girls District Teams	76.38	58.00	+18.38	

In the Unleash Potential chapter of our strategy, we highlight the actions we are taking to provide an accessible Talent Pathway that enables every child to reach their cricketing potential.

While selection for representative teams must always be 'on merit', we aim to give playing opportunities to a diverse pool of players that reflect Cheshire's local demographics. Our Opportunities Dashboard shows the representation of ethnically diverse and state educated children within our Pathway teams, for both boys and girls. A traffic light system is used to give a visual indicator of our performance against some key local and national measures.

Our aim by 2028 is to achieve (or maintain) a 'green' rating against all measures, indicating a level of representation above the local and national baselines. For any areas rated amber or red, we will take positive action to increase opportunities for children in these groups, while ensuring a fair and robust selection process is always maintained.

Difference to County or National measure	RAG Rating
+5 and above	
-4.9 to + 4.9	
-5 and below	

PAN-DISABILITY PATHWAY MEASURES

Measure: Number of fixtures played annually by CCB Pan-Disability Pathway teams			
Team	Total fixtures played in 2024	Average number of fixtures per team	2028 Ambition
Hardball (D40) Teams <i>2 squads</i>	11	5.5	A 33% increase = 32 Total fixtures 8 Fixtures per team
Softball (S9) Teams <i>2 squads</i>	13	6.5	
All Pan Disability Teams <i>4 squads</i>	24	6	

Measure: Number of unique participants selected for CCB Pan-Disability Pathway teams		
Team	Total number of players in 2024	2028 Ambition
Hardball (D40) Players	21	A 33% increase = 72 Pan Disability Players
Softball (S9) Players	33	
Total Pan Disability Players	54	

In 2024, Cheshire Cricket Board ran four Pan-Disability teams (two hardball, two softball), which featured a total of 54 players. Our hardball Performance Squad were crowned D40 Pursuit champions and from 2025 they will play in the D40 Quest competition, the top tier of the [National Disabled Cricket League](#).

Over the course of this strategy, we aim to increase the number of players involved in, and the number of fixtures completed by, our Pan-Disability teams by at least one third. Furthermore, we aim to be the first county to establish an Emerging Player Programme (EPP) for disabled cricketers – a free to access training programme which seeks to develop talent for the Disability Premier League and future England teams.

Additionally, we will continue to provide support to the Cheshire Cobras, the County's visually impaired cricket team, as they pursue their goals from 2025 to 2028. The Cobras are managed independently but collaborate closely with the Cheshire Cricket Board on all aspects of development, including player recruitment and scheduling local fixtures to support regional and national games.

REFERENCES

1. Pupil Experience survey to commence summer 2025
2. Multi-sport events (including cricket) for children with special educational needs
3. [Cheshire Players to represent their country](#)
4. Participant Experience survey to commence summer 2025
5. Cheshire Pathway players (last 3 years) to feature for: Men's NCCA team, First Class academies/ professional teams, Disability Premier League, Regional honours, England teams (from 2025 to include Women's Tier 3 team)
6. CCB entry level coaching courses - Easter, Summer, Autumn
7. Cheshire's EEP will cater for boys aged 10-12 and girls aged 10-15
8. Data from 2024 Club Participation Tracker
9. Data from 2024 Club Participation Tracker and ECB Safe Hands Management System
10. Research from [ECB Voluneer Action Plan](#)
11. Bursaries funded by the [England and Wales Cricket Trust \(EWCT\)](#)
12. [ECB Diverse Communities Action Plan](#)
13. Participants who attend on more than 3 occasions or are part of a weekly cohort
14. CCB inclusive playing offers: South Asian Community Leagues, MCC Foundation Hubs, Chance to Shine Street clubs, Super 1s Hubs, Walking Cricket Hubs
15. Participant Experience survey to commence Summer 2025
16. 100% of Cheshire clubs with a junior section were enrolled and active on SHMS in 2024
17. Prevent is the safeguarding part of the National Counter Terrorism Strategy
18. Projects supported by the [ECB County Grants Fund](#)
19. [ECB Technical Guidance](#) for the development of sports halls
20. Figures from ECB Insight Pack (Active Lives data)
21. No national data for District Cricket, so CAG national average used for comparison purposes

ACKNOWLEDGEMENTS

Cheshire Cricket Board would like to thank the following organisations for their invaluable contributions to the development of this strategy. Their roles as consultees, funding partners, delivery partners, or a combination of these have been instrumental in shaping our vision as together we strive to ensure that everyone in Cheshire can say “Cricket is a game for Me”.

With thanks to:

Cheshire County Cricket Club, Cheshire Clubs' Cricket Committee, Cheshire County Cricket League, Cheshire Cricket League, Cheshire Women's Cricket League, Cheshire Junior Leagues' Committee, Our affiliated Cheshire Clubs (via Focus Groups and surveys), Cheshire Association of Cricket Officials, Cheshire Association of Groundsmen, England and Wales Cricket Board, Chance to Shine, Lord's Taverners, MCC Foundation, Grounds Management Association, Active Tameside, Youth Fed, The Hive Youth Zone, Livewire Warrington, Frodsham and Villages Schools Sport Partnership, Warrington School Sports Partnership, Stockport SHAPES Alliance, Trafford School Sports Partnership, Cheshire West and Chester Council, Cheshire East Council, Warrington Borough Council, Halton Borough Council, Stockport Borough Council, Tameside Borough Council, Martin Evans (photographer).



COUNTYWIDE STRATEGIC PLAN 2025-2028

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