

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](#) and a [Disability & Inclusion Strategy](#), which seek to address the opportunities and challenges faced by underserved groups within grass roots cricket.

This plan is reviewed on an annual basis and the latest update 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: September 2025

Cheshire Cricket EDI Mission Statement

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

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

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

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

The infographic opposite highlights the breadth of activity across recreational cricket in Cheshire and the different groups we engage with throughout the year. In line with our mission statement above, CCB is committed to ensuring all members of our cricket family feel welcome and included within the environments in which they choose to play, volunteer or spectate.



Objective 1: Empowering people to drive positive change across cricket

Action	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Facilitate development opportunities for CCB staff across the breadth of EDI	1. CCB staff and volunteers to attend formal Anti-Discrimination training provided by ECB	Director of Cricket <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ All staff to complete Introducing the Boundary training ➤ Volunteers (including CCCC and CYC reps) to receive EDI training as appropriate 	<input type="checkbox"/> <input checked="" type="checkbox"/>
			2025: All staff completed the ECB Raise the Game module. Staff to complete new 'Introducing the Boundary' module.	
	2. CCB staff to complete EDI-funded training and development organised by ECB, including compulsory and supplementary modules	Director of Cricket <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Management team attend Inclusive Leadership Course ➤ Staff to attend compulsory and supplementary modules of EDI training programme 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2025: 9 staff completed Inclusive Leadership course; Other training: LGBTQ+ (Stonewall), Islamophobia Awareness (Nujum), Safeguarding (Lime Culture), Autism Awareness, 'Moving from unconscious bias to conscious inclusion' and Mental Health Awareness	
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 the ECB Anti-Discrimination Regulations	Clubs Manager <i>2025 season</i>	<ul style="list-style-type: none"> ➤ All clubs/leagues to formally adopt ECB Anti-Discrimination Regulations ➤ Clubs /leagues to display AD Regulations on their websites 	<input type="checkbox"/> <input checked="" type="checkbox"/>
	4. Support volunteers throughout recreational cricket to participate in EDI education offerings from ECB and other partners	Clubs Manager	<ul style="list-style-type: none"> ➤ Share ECB resources with club network ➤ Training opportunities published including new EDI modules 'Introducing the Boundary' and 'Youth Boundary' – monitor completions 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

		Ongoing: Review annually	2025: All clubs have been signposted to new training modules, further details to be shared during winter Forums	
	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 : Review annually	<ul style="list-style-type: none"> ➤ Creation of an EDI webpage ➤ Publication of EDI related news and campaigns, including the ECB Raising the Game bulletin 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Bring people together through game-wide communities	6. Engage with and support underrepresented groups in Cheshire cricket. Identify mentors and role models from these communities	Director of Cricket 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"/>
			2025: South Asian Advisory Group met, 9 nominees for Cricket Collective Awards from diverse communities (2 winners)	
	7. Align the CCB Communities Action Plan with the ECB Diverse Communities Action Plan	Communities Manager Ongoing	<ul style="list-style-type: none"> ➤ Publish a CCB Communities Strategy, update annually ➤ Where relevant, adapt in line with ECB Action Plan 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2025: Communities Plan published – next update October.	
	8. Secure EDI Strategic funding to make the game accessible to underrepresented groups	Communities Manager Coach Development Manager Ongoing	<ul style="list-style-type: none"> ➤ Secure bursaries for under-represented groups ➤ Identify/promote club and community facilities for hire ➤ Develop indoor/outdoor communities leagues and support the development of new officials 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2025: 35 Coach Development Bursaries (23 female, 9 diverse, 4 disability, 3 outdoor venues sources, 20 teams in Communities Leagues, 24 candidates on ECB Umpire Course from Diverse Communities)	

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>	➤ All interviews appropriate to the advertised roles (female / diverse panel members for roles relating to women and girls and communities)	<input checked="" type="checkbox"/>
			2025: 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>	➤ Posts are advertised across wider range of community settings	<input checked="" type="checkbox"/>
			➤ Increase in number of applications from candidates from diverse backgrounds	<input checked="" type="checkbox"/>
			2025: Use of Expression of Interest polls to compliment formal advertising.	
Development and Progression opportunities for all employees	3. Conduct regular staff appraisals, identifying continuous professional development (CPD) opportunities for all employees	Director of Cricket <i>Annual appraisals</i>	➤ Staff to secure qualifications and take courses relevant to their role	<input checked="" type="checkbox"/>
			➤ Update staff training matrix with qualification list	<input checked="" type="checkbox"/>
			2025: One female staff member qualified as a Coach Developer and another attending Coach Developer training this winter. All coaches attended talent ID training and Safeguarding within the Talent Pathway.	
	4. Embed a transparent promotion process within the organisation. Use feedback from ECB EDI census to	Director of Cricket <i>All interviews</i>	➤ Development opportunities advertised both internally and externally	<input checked="" type="checkbox"/>
			➤ Leadership team to review (and act on) EDI Census annually	<input checked="" type="checkbox"/>

	identify areas to develop and improve		New Coach Development Lead appointed in 2025. EDI Census saw Cheshire ranked 2/38 counties.	
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 (CPA2)	CCB / County Club Chair <i>Within terms of office</i>	➤ 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	✓
			2025: EDI representative has been appointed as Board Director. Member of staff appointed as EDI lead; Governance sub-group appointed to review CPA Gold standards	
	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>	➤ Aim to meet ECB targets for female representation, and those from diverse backgrounds, on the Board	✓
			➤ Review following publication of CPA 2.0	✓
			2025: CCB appointed a fourth female Board Director in 2025. Clubs encouraged to consider how their management teams reflect their playing base / local community	
	7. Continue to promote the Cheshire Youth Cricket (CYC) Ambassador and Disability Ambassador roles within the organisation and wider network	CYC Chair / Disability Manager <i>Ongoing: Review annually</i>	➤ Minimum two Youth Ambassadors, of which at least one to be female	✓
			➤ Children from diverse backgrounds encouraged to apply for Ambassador roles	✓
			Two Ambassadors in 2024/25 (one male, one female, one from diverse background). Chris Edwards (England LD captain) continues to perform role of disability ambassador for CCB	

Objective 3: Develop and maintain inclusive environments

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Drive out discrimination across the recreational game	1. Promote the game wide whistleblowing service - https://www.ecb.co.uk/reporting-discrimination	Website Manager (all staff) Ongoing	<ul style="list-style-type: none"> ➤ Whistleblowing service and other ECB initiatives to be visible on website ➤ CCB to have a direct point of contact for discrimination matters 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2025: Julie Rafferty's contact details available via CCB website. ECB whistleblowing service promoted to clubs directly and is included on the Board website EDI page	
Foster a welcoming culture within clubs and communities	2. Embed the ECB Anti-Discrimination Regulations and new ECB Safeguarding Policy across the recreational game	Clubs Manager End of 2025	<ul style="list-style-type: none"> ➤ ADRs referenced within Board, League and Club constitutions (add to websites) ➤ All clubs to adopt new ECB Safeguarding Policy 	<input type="checkbox"/> <input checked="" type="checkbox"/>
			2025: New Safeguarding Policy template shared with all affiliated clubs, Clubs encouraged to adopt the ADR (in place of ADC) ahead of 2026 season	
	3. Support clubs with development planning and encourage use of the ECB 'Creating Welcoming Environments' resource	Clubs Manager Ongoing: Review annually	➤ Awarding of grants for clubs focussing on their Women and Girls and Disability Cricket offers	<input checked="" type="checkbox"/>
			2025: County Grants Fund - 17/21 (81%) of grants awarded went to clubs with Women & Girls and/or disability offer	
	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	2025: Disability and Inclusion Strategy published. Six Super 1s hubs operational in 2025 and 8 Cheshire clubs engaged with Champion Club scheme. Chance to Shine Street clubs have increased from 3 to 4, with clubs also engaged in competition	
Increase engagement with community stakeholders	5. Work with leaders from diverse communities to identify opportunities to grow the game in non-traditional spaces	Communities Manager Ongoing: Review annually	<ul style="list-style-type: none"> ➤ Establish a working group with members of diverse communities to give them a voice ➤ Share Communities Action Plan and 'best practice' from wider network 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	6. Explore new partnerships with Local Authorities and Community Sports Partnerships to gain greater access to under-represented groups	Communities Manager Ongoing: Review annually	<ul style="list-style-type: none"> ➤ Generate and maintain contact list at LAs and CSPs ➤ Seek out funded opportunities to work with under-represented groups 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
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"/>
			2025: Chance to Shine Street, SEND and Super 1s Programmes all expanded; New participant survey to be launched during Autumn pathway courses	

Ensure all children have access to high quality coaching within educational settings	8. Ensure cost is not a barrier to participation on CCB Pathway courses. Provide financial support for those from low socio-economic groups / hardship cases.	Performance Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Discounted course fees for families on universal credit ➤ Launch an Early Engagement Programme (EEP) in Cheshire, including free taster sessions for children 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2025: There were 144 examples of financial support across the Pathway and 148 children attended free taster sessions in September (with more planned for the winter).	
	9. Support the implementation of the ECB State Schools Action Plan; Set local goals and monitor performance	CCB Schools Manager <i>Ongoing</i>	<ul style="list-style-type: none"> ➤ Align targets objectives within the CCB Countywide Strategic Plan to the ECB State Schools Action Plan 	<input checked="" type="checkbox"/>
			2025: CWSP published in May. Priority 1: Ignite a Spark sets out CCB commitment to increasing coaching in schools (including SEND provision) and additional teacher training.	
	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 <i>2024 onwards</i>	<ul style="list-style-type: none"> ➤ Spend all allocated funding for C2S and Lord's Taverners programmes ➤ Apply for additional funding to ensure greater penetration into LSEG and SEND schools 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2025: EDI Strategic Fund secured to increase reach within SEND schools. CCB delivered in 20 more schools and to 400 more children compared to 2024, and an increase in schools attending disability competitions.	
	11. Launch an MCC hub programme in Cheshire, providing further playing opportunities for children not engaged in traditional pathways	Communities Manager <i>2025 onwards</i>	<ul style="list-style-type: none"> ➤ Deliver winter training programme for Hubs as per agreement with MCC ➤ Complete a summer match programme, creating further playing opportunities for state school children 	<input checked="" type="checkbox"/> <input type="checkbox"/>
			2025: MCC Hubs launched in two locations (Wirral and Tameside) with 61 participants, but no matches completed. Programme to expand in 2026 to include two girls' hubs.	

	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 checked="" type="checkbox"/> <input type="checkbox"/>
			2025: 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
Create an Inclusion Strategy Group to champion EDI initiatives countywide	1. Inclusion Strategy Group to meet on a quarterly basis to review progress against EDI Plan and other objectives	EDI Board Lead Quarterly	<ul style="list-style-type: none"> ➤ Group meets as scheduled ➤ Actions from meetings minuted and followed through 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
			2025: Group met three times (to date), with fourth meeting scheduled for October. Group successfully launched 'CCB Values', with training delivered to staff	
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 Ongoing: Review annually	<ul style="list-style-type: none"> ➤ Additional goals / KPIS included within individual strategy documents 	<input checked="" type="checkbox"/>
	3. Use role models to champion under-represented groups across the recreational game	Director of Cricket Website Manager	<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"/>
			2025: Countywide Strategic Plan launched in May, includes Priority 5 – 'Cricket Includes Everyone'. Communities and Disabilities plans also updated.	

		Ongoing: Review annually	2025: England Disability Captain, two full time coaches from diverse (South Asian) backgrounds and 10 female staff members were employed by CCB during 2025	
Publish progress and review targets	4. Utilise the ECB EDI staff census to monitor staff perceptions around the Board's approach to EDI	Director of Cricket Ongoing: Review annually	➤ Increased percentage of staff who 'strongly agree' or 'agree' with EDI Perception questions in annual ECB EDI census (see Appendix)	<input checked="" type="checkbox"/>
			2025: ECB 2024 census saw Cheshire ranked 2/38 counties; 2025 census has now been shared with staff	
	5. Update and publish County EDI plan at least once annually (no later than 30 th September)	Director of Cricket Website Manager Ongoing	➤ Promotion of Plan via CCB website and social media	<input checked="" type="checkbox"/>
			➤ Shared EDI Plan with stakeholders including ECB, clubs and community groups	<input checked="" type="checkbox"/>
			2025: CCB update 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 Ongoing: Review annually	➤ Review at least once annually	<input checked="" type="checkbox"/>
			➤ Publish updated Plan internally and externally	<input checked="" type="checkbox"/>
			2025 - EDI plan reviewed and updated in September. Published on CCB website and shared with stakeholders	
	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 Ongoing: Review annually	➤ Review EDI Plan as part of CPA process	<input checked="" type="checkbox"/>
			➤ Annual review of EDI policies for constituent members – CYC, CCCC	<input type="checkbox"/>
			2025: CCB graded 'leading organisation' against EDI objectives within County Partnership Agreement.	

CCB Leadership team to have personal EDI objectives	8. CCB senior leadership team to set and review personal EDI objectives annually*. These objectives underline the organisation's commitment to 'leading with accountability' and are in addition to the areas of responsibility outlined throughout the Plan.	Director of Cricket Clubs Manager Performance Manager Women and Girls Manager Annually or as necessary	<div data-bbox="1341 193 2078 379"> ➤ See Appendix 2 for criteria ➤ Objectives to reviewed and updated annually </div> <div data-bbox="1341 379 2078 606"> <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>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
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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