

Cheshire Cricket Board Communities Action Plan 2024-2026

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



Working alongside key partners and stakeholders, we have outlined a number of community-based activities designed to ensure every member of our Cheshire family can confidently say: “Cricket is a game for me.”

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

The four pillars:

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

The [Communities Action Plan](#) forms part of CCB’s wider development strategy and should be read alongside other key documents, including the [EDI Action Plan](#) (updated October 2025) and the [Countywide Strategic Plan](#) (launched July 2025), which together outline our commitment to ensuring *Cricket Includes Everyone*. All plans are reviewed annually and available on the Cheshire Cricket Board website.

Last Updated: October 2025

PARTICIPATION & PATHWAY – Creating ‘opportunities for all’

Activity	Aims and Objectives	Who and when?	Success Measure (KPIs)	Evidence
Chance to Shine Street	To organise at Street Cricket Programme in line with delivery objectives set out by funding partners Chance to Shine. Use the ECB Mapping tool to assess and select venues accordingly	Communities Manager, Coaching Officers Year Round	➤ Successful delivery of at least three C2S Street Programmes annually ➤ Identify a fourth Street venue in Cheshire	☒ ☒
			2025 – 4 sessions running in Edgeley, Ellesmere Port, Runcorn (new for 2025) and Cheadle	
	To work towards agreed targets / KPIs and to provide regular feedback and monitoring, including the sharing of any ‘good news’ stories linked to the sessions.	Communities Manager, Coaching Officers Year Round	➤ All projects to achieve at least an ‘amber’ score (for average number of participants) via the CTS RAG system, working towards ‘green’ ➤ Share articles on CCB website and social media promoting all programmes	☒ ☒
			2025 – 125 unique participants and average of 68 weekly participants across the 4 clubs	
	To promote the transition of players between ECB funded bursary schemes and the Chance to Shine Street Programme and other community sessions as appropriate.	Communities Manager, Coaching Officers Year Round	➤ Monitor and benchmark number of children transitioning between community sessions ➤ Children play more cricket	☒ ☒
			2025 - 8 participants transitioned from Dynamos to Street Programme in Stockport	
	To facilitate competitive playing opportunities both within and between Chance to Shine Street Programmes.	Communities Manager, Coaching Officers Year Round	➤ Intra matches played between participants ➤ Enter county or regional competitions subject to availability of players	☒ ☒
			2025 - Intra matches part of weekly sessions in Stockport. 4 teams (2 x U12, 2 x U14) attended C2S Festival at Bolton Arena.	

Community Coaching and Leagues	To deliver and/or support additional 'community based' coaching in areas where traditional playing offers are limited	Communities Manager, Coaching Officers Local Authority partners <i>Year Round</i>	➤ Run at least two community engagement days per year (use ECB mapping tool to identify locations) ➤ Continue to work with faith groups including Mosques to deliver cricket based activities	☒ ☒
			2025- Cheadle Mosque now an established Chance to Shine Street venue. CCB in discussions with Livewire (Warrington) about sessions for Asylum seekers commencing in Spring 2026	
	To work in partnership with other stakeholders to provide competitive indoor playing opportunities to players from Diverse Communities	Communities Manager, South Asian Advisory Group <i>Winter / Spring</i>	➤ Launch / continue an indoor cricket league for players from diverse communities i ➤ Secure appropriate venues	☒ ☒
			2025 – Indoor League has expanded from 12 teams in 2024/25 to 18 teams in 2025/26. Venue remains at Stretford Leisure Centre	
	To work in partnership with other stakeholders to provide competitive outdoor playing opportunities to players from Diverse Communities	Communities Manager, South Asian Advisory Group <i>Summer / Autumn</i>	➤ Launch a CCB outdoor cricket league ➤ Secure access to and (subject to funding) subsidise the hire of playing facilities ➤ Support existing outdoor competitions such as Last Man Stands and NBCL	☒ ☒ ☒
			2025 – Outdoor League increased from 6 to 8 teams with two regular venues – Lymm High School and Kingsway School (free to use).	
	Launch an MCC Hub programme in Cheshire for children not engaged in traditional cricket or pathways.	Communities Manager, Performance Manager <i>Year Round</i>	➤ Successfully launch at least one MCC Hub ➤ Identify talented cricketers to attend CCB Development Courses – support with bursaries where appropriate	☒ ☐
			2025–MCC Hubs launched in Wirral and Tameside, with 61 unique participants (weekly average 38). New girls hubs to be introduced in 2026, together with match programme for all age groups	

ECB National Programmes	To provide (ECB funded) bursaries for children to access the All Stars Cricket Programme for 5-8 year olds	Communities Manager, Coaching Officers <i>Year Round</i>	➤ Minimum of 4 All Star programmes ➤ Minimum of 16 participants per session ➤ CCB led, but support from a community Activator where possible	☒ ☒ ☐
			2025 - 3 All Stars programmes delivered with 61 participants	
	To provide (ECB funded) bursaries for children to access the Dynamos Cricket Programme for 8-11years olds	Communities Manager, Coaching Officers <i>Year Round</i>	➤ Minimum of 4 Dynamos programmes ➤ Minimum of 16 participants per session ➤ CCB led, but support from a community Activator where possible	☒ ☒ ☐
			2025 – 3 Dynamos bursary programmes delivered with 63 participants	
Refugee Outreach programme	To support the integration of refugees / asylum seekers through the delivery of community-based cricket activity and access to further playing opportunities	Communities Manager, Coaching Officers Local Authorities Lancashire CCC <i>Year round</i>	➤ Successful delivery of community outreach sessions in both indoor / outdoor venues ➤ Establish relationships with local groups ➤ Participants progress to other activities ➤ Secure 'player visits' and other experiences to help refugees feel connected to the community	☒ ☒ ☐ ☐
			2025– Sessions delivered to group of Asylum seekers in Bredbury (Stockport). In discussions with Livewire (Warrington) about sessions for Asylum seekers commencing in Spring 2026.	

PEOPLE – Supporting and developing volunteers from Diverse Communities

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Coach Development and Officials	Identify volunteers from diverse communities to attend formal and/or informal Coach Development Courses	Communities Manager, Coach Development Manager Year round	➤ Candidates from diverse backgrounds enrol on formal ECB courses and gain certification ➤ ECB bursary allocation fully utilised ➤ Informal courses organised to support community programmes – including umpiring and scoring	☒ ☒ ☐
			2025 – 46 candidates from diverse communities gained an ECB umpiring or coaching qualification. 9 successfully applied for a coaching bursary.	
	To utilise ECB National Programmes to identify new volunteers to drive cricket within urban environments	Communities Manager, National Programmes Manager Year round	➤ Increased number of candidates from diverse communities attending and completing Activator Courses ➤ Activators to support and/or lead ECB Bursary programmes and other community-based programmes throughout Cheshire	☒ ☒
			2025 – Participant (ethnicity) data not available via ECB Clubspark Portal. CCB continue to advertise sessions across all communities	
	To reward and recognise volunteers from diverse groups through the annual ECB Cricket Collective Awards and other initiatives	Communities Manager, Volunteer Coordinator Year round	➤ Identify nominees from Diverse Communities for the ECB Cricket Collective Awards. ➤ Strong representation of diverse coaches and volunteers on the CCB 'Volunteer Shout Out' and 'Volunteer Champion' pages of the CCB website.	☒ ☒
			2025 – There were 85 nominations for the Cricket Collective Awards (9 diverse). 3 county winners (Chirag Shah, Siva Prasad Koganti and Stephen Warner) from black and ethnic communities.	

CCB Workforce Development	To ensure all CCB staff (including volunteers) have access to a range of continued professional development to support their delivery in non-traditional environments	Communities Manager, Director of Cricket <i>Year round</i>	➤ All staff to undergo training in related fields such as EDI and anti-discrimination ➤ All CCB staff members to hold enhanced DBS checks and up-to-date first aid and safeguarding qualifications ➤ All development opportunities advertised, aim to have a workforce that is representative of the local population 2025 – All staff have completed Raise the Game Module and will take new Introducing the Boundary training ahead of 2026 season. Two staff members from ethnically diverse backgrounds	☒ ☒ ☒
Diverse Communities Advisory Network	Establish and maintain a Diverse Communities Advisory Network to give under-represented groups a voice and to help shape future activities	Communities Manager, <i>At least twice annually</i>	➤ Communities Manager to invite representatives South Asian communities to join a new Advisory Group ➤ Host at least two meetings annually, including one face to face ➤ Use contacts to explore relationships with other stakeholders 2025– Two meetings of SA Advisory Group held. Additional meeting of captains of Indoor Communities League held in November. Countywide Strategic Plan used to enhance relationships with local groups including Active Cheshire and Livewire (Warrington), leading to new initiatives	☒ ☒ ☒

PLACES – Creating safe and accessible community spaces

Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Identify and develop safe urban spaces for the delivery of CCB participation programmes	Create a list of MUGAs (and other urban spaces) of strategic importance to CCB and work with stakeholders to develop these sites.	Facilities Support Officer Communities Manager <i>Ongoing</i>	➤ Strategic Site List created (reviewed annually) ➤ External funding secured to develop venues including Sky Intros and Section 106 monies	☒ ☐
			2025 - Strategic Urban Site list created as part of wider CCB Facility Strategy, ongoing discussions to develop facility at Cheadle Mosque	
	Be part of the consultation for the development of 'Play Zones' throughout Cheshire – ensure any final designs can accommodate cricket activity	Facilities Support Officer Communities Manager <i>Ongoing</i>	➤ Attend all Local Authority Steering Groups ➤ Ensure final designs are 'fit for cricket' ➤ Secure access for our community groups	☒ ☐ ☐
			2025- No further updates on Play Zones to be installed in Cheshire; CCB remain on Local Authority discussion groups	
	Secure access to new GMCA 'Urban Centres' in partnership with Lancashire Cricket Foundation	Communities Manager Chance to Shine Manager <i>Ongoing</i>	➤ Attend all GMCA steering group meetings ➤ Gain access to booking slots for community groups at Stretford Urban Centre	☒ ☐
			2025- CCB continue to use Stretford Leisure Centre as a base for Indoor League due to preferred location for players	
Install Non-Turf pitches in community settings	Identify key sites and secure funding to install ECB-approved Non-Turf pitches that support both casual and competitive play	Facilities Support Officer ECB (partners) <i>Ongoing</i>	➤ Secure funding through ECB and other external partners eg. GMCA ➤ Installation of new pitches or refurbishment of existing sites for community use	☒ ☒
			2025 update – Communities League played on NTPs in Lymm and Stockport. League funded through successful bid to ECB EDI Strategic Fund	

Utilise existing stock of club venues / pitches for community programmes	Encourage affiliated clubs to make their facilities available to community groups	Communities Manager Facility Support Officer <i>Summer 2024/ongoing</i>	➤ Secure access to club venues for new S Asian Outdoor League ➤ Continue to promote CCB ‘Grounds for Hire’ scheme for casual bookings	☒ ☒
			2025 – Bredbury St Marks CC were a host venue for Hyde Boys CC in the North Bangladesh Cricket Association; Multiple CCB clubs host teams competing in the Greater Manchester Amateur Cricket League	
Support clubs and community groups to develop their own facilities	Work in partnership with other agencies – including VIY (Volunteer It Yourself) to supply funding and resources to develop community facilities	Communities Manager Facility Support Officer <i>ongoing</i>	➤ Identify two clubs per year to benefit from the VIY scheme ➤ Prioritise clubs / projects that benefit the wider community within the ECB County Grants Scheme	☐ ☒
			2025 – No VIY projects. County Grants Fund utilised to support installation of new NTP at Hollingworth CC	
For more information on the above, please see the CCB Facility Strategy: ‘Tackling supply and demand in Urban Areas’				

PARTNERSHIPS – Working together to enrich people's lives

Partner	Tasks	Who and when?	Success Measure (KPIs)	Evidence
ECB (Subject Matter Analysts)	To liaise with ECB's Participation and Growth teams and other subject matter analysts to ensure access to training and resources to support our Urban Action Plan	Clubs Manager Communities Manager <i>Ongoing</i>	➤ Update the Urban Action Plan and other CCB Strategies in line with agreed ECB Deadlines ➤ Regular meetings with ECB Network Partner and SMAs to review areas of support	☒ ☒
			2025 – Action plan updated, Communities Manager attended ECB Inclusive Leadership Course	
Local Authorities	To build on existing relationship with Local Authorities, contributing to key planning documents like Playing Pitch Strategies to ensure cricket remains accessible for people in Urban communities.	Facilities Support Officer Communities Manager <i>Ongoing</i>	➤ Contribute to Steering Groups for Playing Pitch Strategies and the Greater Manchester Combined Authority (GMCA) Action Plan ➤ Create / maintain list of contacts at each Local Authority for community outreach programmes	☒ ☒
			2025 – CCB continue to work closely with LA's including Stockport, Warrington and CWAC around local playing offers	
Leisure Providers	To work with local authority-appointed providers (Active Tameside, Life Leisure etc) to deliver joint initiatives for participants, volunteers and officials in deprived areas	Clubs Manager Communities Manager <i>Ongoing</i>	➤ Deliver training to Local Authority staff to support the wider objectives of CCB ➤ Run community cricket sessions (tasters, coach development courses, fixtures) in conjunction with local leisure providers	☒ ☒
			2025 – Sessions delivered to Active Tameside staff, new Walking Cricket initiative in partnership with Active Halton	
Midweek / Casual Leagues	Supporting midweek and casual cricket teams with their development ambitions,	Facilities Support Officer	➤ Support clubs and teams with ground hire – all casual / midweek fixtures catered for ➤ New 'Associate Members' category created under CCB Affiliation Package	☒ ☒

	including pitch provision and training for volunteers and officials	Communities Manager <i>Ongoing</i>	2025– Associate Membership category created, clubs in Chester and District League enrolled. Ground hire details shared on CCB website	
School Sports Partnerships / School Games Organisers	Enhance our relationship with Cheshire’s network of school sports partnerships and School Games Organisers to secure future access to participants and venues.	Schools Manager Communities Manager <i>Ongoing</i>	➤ Cheshire-based SGOs share playing opportunities with schools and pupils	☒
			➤ CCB to deliver training to SGOs to support delivery of cricket in LSEG areas	☐
			2025 – CCB continue to work closely with SGOs in Stockport, Halton and Ellesmere Port to promote Street Cricket and other local opportunities	