

# 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 a [Communities 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: January 2026

## 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 37 in total – together with some key performance indicators that enable us to measure our progress and to refine and restructure our goals where appropriate.

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



Objective 1: Empowering people to drive positive change across cricket					
Action	Tasks	Who and when?	Success Measure (KPIs)	Evidence	
Facilitate development opportunities for CCB staff across the breadth of EDI	1. CCB staff and volunteers to attend formal Anti-Discrimination training provided by ECB	Director of Cricket Ongoing	<ul style="list-style-type: none"> <li>➤ All staff to complete <a href="#">Introducing the Boundary</a> training</li> <li>➤ Volunteers (including CCCC and CYC reps) to receive EDI training as appropriate</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
	2. CCB staff to complete EDI-funded training and development organised by ECB, including compulsory and supplementary modules		<ul style="list-style-type: none"> <li>➤ Management team attend Inclusive Leadership Course</li> <li>➤ CCB Staff to attend ECB-funded EDI training programme (min 85% attendance at all modules)</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
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 2025 season	<ul style="list-style-type: none"> <li>➤ Clubs/leagues to formally adopt ECB Anti-Discrimination Regulations</li> <li>➤ Clubs /leagues to display AD Regulations on their websites</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
	4. Support volunteers throughout recreational cricket to participate in		<ul style="list-style-type: none"> <li>➤ CCB have shared <a href="#">updated ADRs</a> with all clubs, who will need to 'self-assess' they have adopted as part of 2026 Affiliation</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
		Clubs Manager	<ul style="list-style-type: none"> <li>➤ Share ECB resources with club network</li> <li>➤ Training opportunities published including new EDI modules 'Introducing the Boundary' and 'Youth Boundary' – monitor completions</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	

Bring people together through game-wide communities	EDI education offerings from ECB and other partners	Ongoing: Review annually	All clubs signposted to <a href="#">new training modules</a> including ITB, Youth Boundary Training and a Club for Everyone
	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"> <li>➤ Create and maintain EDI webpage, Disabilities webpage and Communities webpage</li> <li>➤ Publication of EDI related news and campaigns, including the ECB Raising the Game bulletin</li> </ul>
			Case studies promoted include CCB <a href="#">Communities Indoor League</a> , <a href="#">Super 1s</a> residential trips and inclusive cricket for pupils with a disability at <a href="#">Clare Mount School</a> .
	6. Engage with and support underrepresented groups in Cheshire cricket. Identify mentors and role models from these communities	Communities Manager Ongoing	<ul style="list-style-type: none"> <li>➤ Identify and develop more volunteers from diverse community settings</li> <li>➤ Celebrate, reward and recognise volunteers from underrepresented groups</li> </ul>
	7. Promote inclusion through the development of a Communities Action Plan and a Disability and Inclusion Strategy		<p>South Asian Advisory Group formed (met twice in 2025), 31/85 nominations for the <a href="#">Cricket Collective Awards</a> were from underserved groups (2 winners from diverse communities)</p>
	8. Secure EDI Strategic funding to make the game accessible to underrepresented groups	Coach Development Manager Ongoing	<ul style="list-style-type: none"> <li>➤ Publish and update all CCB strategies annually</li> <li>➤ Where relevant, adapt in line with ECB Plan</li> </ul> <p>CCB <a href="#">Communities Action Plan</a> and <a href="#">Disability and Inclusion Plan</a> last updated October 2025 and published on Board website.</p>
			<ul style="list-style-type: none"> <li>➤ Secure bursaries for under-represented groups</li> <li>➤ Identify/promote club and community facilities for hire</li> <li>➤ Develop indoor/outdoor communities leagues and support the development of new officials</li> </ul> <p>35 Coach Development bursaries secured in 2025 (23 female, 9 diverse, 4 disability); 26 teams in CCB Communities Leagues (4 venues used), 24 candidates from Diverse Communities attended ECB Umpire Course.</p>

Objective 2: Build diverse teams, promoting inclusion across the sport				
Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Ensure a fair, consistent and transparent recruitment process	1. Appoint a balanced (diverse and multi-person) interview panel	Director of Cricket <i>All interviews</i>	<ul style="list-style-type: none"> <li>➤ All interviews appropriate to the advertised roles</li> <li>➤ Ensure female / diverse panel members for roles relating to women and girls and communities)</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	2. Publish role descriptions that reflect the Board's EDI priorities and encourage applications from candidates from diverse backgrounds.	Director of Cricket <i>All job descriptions</i>	<ul style="list-style-type: none"> <li>➤ Appoint a Communities Manager</li> <li>➤ Posts advertised in both traditional and non-traditional settings</li> <li>➤ Increase in number of applications from candidates from diverse backgrounds</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Development and Progression opportunities for all employees	3. Identify continuous professional development (CPD) opportunities for all employees	Director of Cricket <i>Annual appraisals</i>	<ul style="list-style-type: none"> <li>➤ Director of Cricket to hold annual staff appraisals</li> <li>➤ Staff take courses relevant to their roles - update staff training matrix with qualification list</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	4. Embed a transparent promotion process within the organisation. Use feedback from ECB EDI census to	Director of Cricket <i>All interviews</i>	<p>Two female staff members attended Coach Developer training (one qualified, one close to completion); CCB coaches attended Talent ID training and 'Safeguarding within the Talent Pathway'.</p> <ul style="list-style-type: none"> <li>➤ Development opportunities advertised both internally and externally</li> <li>➤ Leadership team to review (and act on) EDI Census annually</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

	identify areas to develop and improve		New Coach Development Lead appointed in 2025. EDI Census shared with staff and board directors (24 completions)
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>	<ul style="list-style-type: none"> <li>➢ Demonstrate minimum 'silver standard' for County Board and Club within ECB framework <input checked="" type="checkbox"/></li> <li>➢ Work towards Gold Standard and new gender / diversity targets established in CPA 2.0 <input type="checkbox"/></li> <li>➢ Board meetings to include both an operational EDI update and EDI updates from other project leads <input checked="" type="checkbox"/></li> </ul> <p>EDI Board representative appointed; Governance sub-group created to review CPA requirements including new 'Gold' standard (by Jan 2028)</p>
	6. Appoint diverse board and leadership teams, reflective of the local population. Encourage clubs to do the same.	CCB Chair <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➢ Aim to meet ECB targets for female representation, and those from diverse backgrounds, on the Board <input checked="" type="checkbox"/></li> <li>➢ Review following publication of CPA 2.0 <input checked="" type="checkbox"/></li> </ul> <p><u>Current status:</u> 4 female Board members (out of 11) and one member from an ethnically diverse background. CCB compliant with current ECB targets and will review by May 2026</p>
	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>	<ul style="list-style-type: none"> <li>➢ Minimum two Youth Ambassadors, at least one of each gender <input checked="" type="checkbox"/></li> <li>➢ Children from diverse backgrounds encouraged to apply for Ambassador roles <input checked="" type="checkbox"/></li> </ul> <p><u>Two Youth Ambassadors in 2025</u> (one male, one female, one from diverse background). Chris Edwards (England LD captain) continues to perform role of Disability Ambassador for CCB.</p>

Objective 3: Develop and maintain inclusive environments				
Activity	Tasks	Who and when?	Success Measure (KPIs)	Evidence
Tackle discrimination within the recreational game	<ol style="list-style-type: none"> <li>Promote the game wide whistleblowing service - <a href="https://www.ecb.co.uk/reporting-discrimination">https://www.ecb.co.uk/reporting-discrimination</a></li> </ol>	Website Manager (all staff) Ongoing	<ul style="list-style-type: none"> <li>Whistleblowing service and other ECB initiatives to be visible on website</li> <li>CCB to have a direct point of contact for discrimination matters</li> </ul> <p><a href="#">ECB whistleblowing service</a> promoted to clubs directly and is included on the Board website EDI page. Julie Rafferty' is the Board's direct point of contact for discrimination</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Foster a welcoming culture within clubs and communities	<ol style="list-style-type: none"> <li>Help to embed game-wide values and behaviours across the recreational game</li> </ol>	Director of Cricket Clubs Manager End of 2025	<ul style="list-style-type: none"> <li>CCB to establish and approve a set of 'Core Values'</li> <li>Clubs and other grass roots organisations encouraged to adopt the game-wide values or develop their own</li> </ul> <p><a href="#">Core Values</a> approved by CCB Board, Staff include on email signature strips, Grappenhall CC featured in Raise the Game</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	<ol style="list-style-type: none"> <li>Create inclusive and accessible spaces at club and community venues enabling grass roots cricket to thrive</li> </ol>	Facilities Officer Ongoing: Review annually	<ul style="list-style-type: none"> <li>Share ECB Creating Welcoming Environments Guide</li> <li>Awarding of grants for clubs focussing on their Women and Girls and Disability Cricket offers</li> </ul> <p><a href="#">ECB County Grants Fund</a> – In 2025, 17/21 (81%) of grants were awarded to clubs with Women &amp; Girls and/or disability offers. Additional Funding Workshops organised for Feb 2026.</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	<ol style="list-style-type: none"> <li>Support the growth of non-traditional activity in club and community settings</li> </ol>	Disability Manager Communities DCO Ongoing: Review annually	<ul style="list-style-type: none"> <li>Establish disability <a href="#">Champion Clubs</a> throughout Cheshire</li> <li>Increase participation in the Lord's Taverners Super 1s programme</li> <li>Survey participants on quality of experience in these programmes</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

			ECB Champion Clubs operational in Cheshire. Six <u>Super 1s hubs</u> with 74 participants (increase of 30 on 2024) with two festivals organised; New participant survey launched - responses from 2025 will act as baseline for future years.	
	5. Grow the number of Women's and girls' teams in Cheshire clubs, in partnership with Metrobank	Women and Girls Manager <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➢ Increase the number of women's teams</li> <li>➢ Increase the number of girls teams</li> <li>➢ Grow the number of coaches working with female players</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Increase engagement with community stakeholders	6. Work with leaders from diverse communities to grow the game in non-traditional spaces	Communities Manager <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➢ Establish a working group with members of diverse communities to give them a voice</li> <li>➢ Expand the Community Indoor and Outdoor leagues</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	7. Create partnerships with Local Authorities and Community Sports Partnerships to gain greater access to underserved groups	Communities Manager <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➢ Generate and maintain contact list at LAs and CSPs</li> <li>➢ Seek funded opportunities with partners to work with under-represented groups</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Ensure coaching for children in Cheshire is affordable and accessible	8. Expand the Chance to Shine Street programme and other community-based initiatives	Communities Manager  Ongoing: Review annually	<ul style="list-style-type: none"> <li>➢ Additional Chance to Shine hubs identified</li> <li>➢ Children engaged in Intra and Inter competition</li> </ul>	<input checked="" type="checkbox"/>
			Four CTS Street Clubs operational in 2025 with 125 unique participants (2024: 3 Clubs, 88 Participants). Children engaged in local and regional competitions.	<input checked="" type="checkbox"/>
	9. Ensure cost is not a barrier to participation on CCB Pathway courses. Provide financial support for those from low socio-economic groups.	Performance Manager  Ongoing	<ul style="list-style-type: none"> <li>➢ Provided discounted course fees for families on universal credit</li> <li>➢ Launch an Early Engagement Programme (EEP) in Cheshire, including free taster sessions for children</li> </ul>	<input checked="" type="checkbox"/>
			There were 144 examples of financial support in 2025. and 148 children attended free Pathway taster sessions in September (with more planned for the winter).	<input checked="" type="checkbox"/>
	10. 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	Performance Manager  W&G Manager  Ongoing	<ul style="list-style-type: none"> <li>➢ Ethnic Diversity in the Talent Pathway</li> <li>➢ State School Representation in the Talent Pathway</li> </ul>	<input checked="" type="checkbox"/>
			County ethnic diversity – 5.7%, CCB CAG team ethnic diversity Boys 31.5%, Girls 14.2%; National state school average – Boys 55% / Girls 58%, CCB CAG teams Boys 78%, Girls 70%	<input checked="" type="checkbox"/>
	11. Launch an MCC hub programme in Cheshire, providing further playing opportunities for children not engaged in traditional pathways	Communities Manager  2025 onwards	<ul style="list-style-type: none"> <li>➢ Deliver winter training programme for Hubs as per agreement with MCC</li> <li>➢ Complete a summer match programme, creating further playing opportunities for state school children</li> </ul>	<input checked="" type="checkbox"/>
			MCC Hubs launched in two locations (Wirral and Tameside) with 61 participants, but no matches completed. Programme to expand in 2026, including introduction of girls' hubs.	<input type="checkbox"/>

Ensure all children have access to cricket within educational settings	12. Support teachers in state primary and secondary schools to deliver high quality cricket experiences for children	CCB Schools Manager Ongoing	<ul style="list-style-type: none"> <li>➤ Successful delivery of teacher training courses in primary and secondary school settings</li> <li>➤ Increase in number of schools and children participating in state school competitions</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	13. Secure partnership funding and deliver further opportunities for children attending SEND schools	CCB Schools Manager CCB Disability Manager Ongoing	<ul style="list-style-type: none"> <li>➤ Successful application to key funding partners including ECB, Lord's Taverners and Chance to Shine</li> <li>➤ Increase in the number of children from SEND schools engaged in coaching and competition</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	14. Explore opportunities to use Independent School Facilities for club and community-based sessions	Clubs Manager Communities Manager Ongoing	<ul style="list-style-type: none"> <li>➤ Monitor usage of Independent School sites</li> <li>➤ Support the creation of Community Use Agreements (CUAs) where possible</li> </ul>	<input checked="" type="checkbox"/> <input type="checkbox"/>

## 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 <i>Quarterly</i>	<ul style="list-style-type: none"> <li>➤ Group meets as scheduled</li> <li>➤ Actions from meetings minuted and followed through</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Public commitment to advancing EDI across the game	2. Develop bespoke strategies to promote under-represented groups (eg Disability, Communities) aligned to Countywide Plan	Clubs Manager <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➤ Additional goals / KPIs included within individual strategy documents</li> </ul>	<input checked="" type="checkbox"/>
	3. Use role models to champion under-represented groups across the recreational game		Countywide Strategic Plan launched in May, Priority 5 – ‘Cricket Includes Everyone’. Separate Communities and Disabilities plans also updated in October 2025.	
	4. Utilise the ECB EDI staff census to monitor staff perceptions around the Board’s approach to EDI	Director of Cricket Website Manager <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➤ Promote the work of our diverse staff members, including case studies / articles on CCB website</li> </ul>	<input checked="" type="checkbox"/>
		Director of Cricket <i>Ongoing: Review annually</i>	England Disability Captain, two full time coaches from diverse (South Asian) backgrounds and 10 female staff members were employed by CCB during 2025	
			<ul style="list-style-type: none"> <li>➤ Increased percentage of staff who ‘strongly agree’ or ‘agree’ with EDI Perception questions in annual ECB EDI census (see Appendix 1)</li> </ul>	<input checked="" type="checkbox"/>
			2025 census – Cheshire scored the same or higher than 2024 results on 100% of EDI perception questions. Staff encouraged to share comments / observations with CCB leadership team	

Publish progress and review targets	5. Update and publish County EDI plan at least once annually (no later than 31 <sup>st</sup> March)	Director of Cricket Website Manager <i>Ongoing</i>	<ul style="list-style-type: none"> <li>➤ Promotion of Plan via CCB website and social media</li> <li>➤ Shared EDI Plan with stakeholders including ECB, clubs and community groups</li> </ul>	<input checked="" type="checkbox"/>
			<i>; Plan published on CCB website in Jan 2025, September 2025 and January 2026 and made available to all stakeholders</i>	<input checked="" type="checkbox"/>
	6. Conduct regular internal reviews to monitor progress against success measures and – where appropriate – add new tasks and actions aligned to other CCB plans	Director of Cricket <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➤ Review at least once annually</li> <li>➤ Publish updated Plan internally and externally</li> </ul>	<input checked="" type="checkbox"/>
CCB Leadership team to have personal EDI objectives	7. Conduct regular external reviews with ECB leadership team to ensure plan remains relevant and reflects the wider policies and practices in place at national level	Director of Cricket <i>Ongoing: Review annually</i>	<ul style="list-style-type: none"> <li>➤ Review EDI Plan as part of CPA process</li> <li>➤ Annual review of EDI policies for constituent members – CYC, CCCC</li> </ul>	<input checked="" type="checkbox"/>
			<i>CCB graded 'leading organisation' against several EDI objectives within County Partnership Agreement. No formal review of policies for constituent members</i>	<input type="checkbox"/>
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 W&G Manager <i>Annually</i>	<ul style="list-style-type: none"> <li>➤ See Appendix 2 for criteria</li> <li>➤ Objectives to reviewed and updated annually</li> </ul>	<input checked="" type="checkbox"/>
			<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>	<input checked="" type="checkbox"/>