ECB Coaches Code of Conduct
Rights/Relationships/Responsibilities
ECB Coaches
Code of Conduct

Cricket coaches play a crucial role in the development of the game and in the lives of the players they coach. Good cricket coaches ensure that individuals in cricket have positive experiences and are therefore more likely to continue in the game and achieve their potential.

Coaching, as an emerging profession, must demonstrate at all levels, a high degree of honesty, integrity and competence. The need for cricket coaches to understand and act on their responsibilities is of critical importance to the game, as is the concept of participation for fun and enjoyment as well as achievement. This is implicit within good coaching practice and promotes a professional image of the good practitioner. This Code of Conduct sets out the standards that coaches are required to meet.

**Good cricket coaching practice needs to reflect the following key principles:**

- **Rights**
  Cricket coaches must respect and champion the rights of every individual to participate in the game.

- **Relationships**
  Cricket coaches must develop a professional relationship with players (and others) based on openness, honesty, mutual trust and respect.

- **Responsibilities – personal standards**
  Cricket coaches must demonstrate proper personal behaviour and conduct at all times.

- **Responsibilities – professional standards**
  To maximise the benefits and minimise the risks to players, coaches must attain a high level of competence through appropriate qualifications and a commitment to ongoing training that ensures safe and correct practice.

**Implementation issues**

This code sets out the standards that coaches are required to meet. It reflects BEST PRACTICE in coaching across the broadest spectrum of roles and responsibilities and the ECB recognises that the extent to which coaches are required to comply with all the content of this code may be considered by reference to the nature of the coaching role.

All coaches holding recognised ECB qualifications are required to abide by this code.

This code:

- is a constituent part of a policy and procedure for dealing with allegations and complaints
- is used as the definitive guide and benchmark measure of coaching practice in determining any need for sanctions against a coach
- is fully integrated into the cricket and coach education process
- is assessed as part of the cricket coach accreditation process
- is supported by the appropriate training and resources.

ECB has developed a training resource that underpins many of the concepts contained within this Code of Conduct. They include the integration of safeguarding throughout the ECB coaching training for both the children’s and young people and adults’ coaching pathways, and the online safeguarding module:

- **Safeguarding Young Cricketers.**
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| Relationships | Cricket coaches must develop a professional relationship with players (and others) based on openness, honesty, mutual trust and respect | Cricket coaches:  
• must not engage in behaviour that constitutes any form of abuse (physical, sexual, emotional, neglect, bullying)  
• should promote the welfare and best interests of their players  
• must avoid sexual intimacy with players, either while coaching them or in the period of time immediately following the end of the coaching relationship  
• must take action if they have a concern about the behaviour of an adult towards a child  
• should empower players to be responsible for their own decisions  
• should clarify the nature of the coaching services being offered to players  
• should communicate and cooperate with other organisations and individuals in the best interests of players. | • Be aware of the physical needs of players, especially those still growing, and ensure that training loads and intensities are appropriate.  
• Ensure that physical contact is appropriate and necessary, and is carried out within recommended guidelines with the player’s full consent and approval.  
• Do not engage in any form of sexually related contact with an under age player. This is strictly forbidden as is sexual innuendo, flirting or inappropriate gestures and terms.  
• Inform parents or guardians immediately if you are at all concerned about the welfare of a child.  
• Discuss with parents and other interested parties the potential impact of the programme on the player.  
• Arrange to transfer a player to another cricket coach if it is clear that an intimate relationship is developing.  
• Know and understand the relevant ECB or employer policies and procedures in this regard.  
• Follow the reporting procedures laid down by ECB or your employer if you have a concern – non-action is unacceptable.  
• Respect players’ opinions when making decisions about their participation in cricket.  
• Encourage players to take responsibility for their own development and actions.  
• Allow players to discuss and participate in the decision-making process.  
• Discuss and agree with players what information is confidential.  
• Inform players or their parents of the requirements of cricket.  
• Inform players or their parents of any potential costs involved in accessing the coaching services on offer.  
• Be aware of and communicate on any conflict of interest as soon as it becomes apparent.  
• Do not work with any other cricket coach’s player without first discussing or agreeing it with both the coach and the player involved.  
• Identify and agree with players which other experts or organisations could offer appropriate services. |
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<td>Rights</td>
<td>Cricket coaches must respect and champion the rights of every individual to participate in cricket.</td>
<td>• Assist in the creation of an environment where every individual has the opportunity to participate in cricket. • Create and maintain an environment free of fear and harassment.</td>
<td>• Treat all individuals in cricket with respect at all times. • Do not discriminate on the grounds of gender, marital status, race, colour, disability, sexuality, age, occupation, religion or political opinion. • Do not condone or allow to go unchallenged any form of discrimination. • Do not publicly criticise or engage in demeaning descriptions of others. Be discreet in any conversations about players, cricket coaches or any other individuals. • Recognise the rights of players to confer with other cricket coaches and experts.</td>
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<td>Responsibilities - personal standards</td>
<td>Cricket coaches must demonstrate proper personal behaviour and conduct at all times.</td>
<td>• Must be fair, honest and considerate to players and others in cricket. • Should project an image of health, cleanliness and functional efficiency.</td>
<td>• Operate within the rules and the spirit of cricket. • Educate players on issues relating to the use of performance-enhancing drugs in cricket and co-operate fully with UK Sport and ECB policies. • Maintain the same level of interest and support when a player is sick or injured. • Display high standards in use of language, manner, punctuality, preparation and presentation. • Encourage players to display the same qualities. • Do not smoke, drink alcohol or use recreational drugs before or while coaching.</td>
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