



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*.



Principle	Statement	Issues	Actions
Relationships	Cricket coaches must develop a professional relationship with players (and others) based on openness, honesty, mutual trust and respect	<p>Cricket coaches:</p> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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.

Principle	Statement	Issues	Actions
Rights	Cricket coaches must respect and champion the rights of every individual to participate in cricket	<p>Cricket coaches should:</p> <ul style="list-style-type: none"> 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 recognise the rights of all players to be treated as individuals recognise the rights of players to confer with other cricket coaches and experts promote the concept of a balanced lifestyle, supporting the well-being of the player both in and out of cricket. 	<ul style="list-style-type: none"> 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. Communicate with and provide feedback to players in a manner that reflects respect and care.
Principle	Statement	Issues	Actions
Responsibilities – personal standards	Cricket coaches must demonstrate proper personal behaviour and conduct at all times	<p>Cricket coaches:</p> <ul style="list-style-type: none"> must be fair, honest and considerate to players and others in cricket should project an image of health, cleanliness and functional efficiency must be positive role models for players at all times. 	<ul style="list-style-type: none"> 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. This reflects a negative image and could compromise the safety of your players. Display control, respect, dignity and professionalism to all involved in cricket.

Principle	Statement	Issues	Actions
Responsibilities – professional standards	To maximise the benefits and minimise the risks to players, cricket coaches must attain a high level of competence through qualifications, and a commitment to ongoing training that ensures safe and correct practice	<p>Cricket coaches will:</p> <ul style="list-style-type: none"> ensure the environment is as safe as possible, taking into account and minimising possible risks promote the execution of safe and correct practice be professional and accept responsibility for their actions make a commitment to providing a quality service to their players actively promote the positive benefits to society of participation in cricket contribute to the development of cricket coaching as a profession by exchanging knowledge and ideas with others gain ECB coaching qualifications appropriate to the level at which they coach cricket. 	<ul style="list-style-type: none"> Follow the guidelines of the ECB or your employer. Only allow participation if there is no risk to the player. Plan all sessions so they meet the needs of the players and are progressive and appropriate. Maintain appropriate records of your players. Recognise and accept when it is appropriate to refer a player to another cricket coach or specialist. Seek to achieve the highest level of qualification available. Attend continuing professional development (CPD) to maintain up-to-date knowledge of technical developments in cricket. Attend CPD to maintain up-to-date knowledge and understanding of other issues that might impact on both you and your players. Be aware of the social issues and how cricket can contribute to local, regional or national initiatives. Actively participate in recruitment and education opportunities in cricket. Actively contribute to local, regional and national initiatives to improve the standards and quality of cricket coaching both in cricket and sport in general. Practise in an open and transparent fashion that encourages other cricket coaches to contribute to or learn from your knowledge and experience. Engage in self-analysis and reflection to identify your professional needs. Seek CPD opportunities to develop your cricket coaching skills and update your knowledge. Manage your lifestyle and cricket coaching commitments to avoid burnout that might impair your performance. Do not assume responsibility for any role for which you are not qualified or prepared. Do not misrepresent your level of qualification.



ECB Coach Development

National Cricket Performance Centre
Loughborough University
Loughborough LE11 3TU

Email: coachdevelopment@ecb.co.uk



www.ukcoaching.org