



Code of Conduct for Coaches (2026)

Coaches have a vital role to play in safeguarding children in cricket.

Coaches are a focus for children and their activities.

The ECB Coaching Philosophy states that good coaching is about providing a fun and safe environment in which people particularly children, can enjoy their first experience of cricket, gain some success and be motivated to want to go on playing.

The philosophy ties into the ECB's own core values and in particular the 'Enjoyment' value which the ECB has identified as central to the ethos of the 'Safe Hands' Programme.

The guidance is intended for all those involved in coaching whether they hold coaching qualifications or not.

- Coaches must respect the rights, dignity and worth of each and every person and treat each equally within the context of the sport.
- Coaches must place the well-being and safety of each player above all other considerations, including the development of performance.
- Coaches must develop an appropriate working relationship with each player based on mutual trust and respect.
- Coaches must not exert undue influence to obtain personal benefit or reward.
- Coaches must encourage and guide players to accept responsibility for their own behaviour and performance.
- Coaches must ensure that the activities they direct or advocate are appropriate for the age, maturity, experience and ability of players.
- Coaches should, at the outset, clarify with the players (and where appropriate, the parents/carers) exactly what is expected of them and also what they are entitled to expect from their coach.
- Coaches must co-operate fully with other specialists (e.g. other coaches, officials, sports scientists, doctors, physiotherapists) in the best interests of the player.

- Coaches must always promote the positive aspects of the sport (e.g Fair Play) and never condone violations of the Laws of the Game, behaviour contrary to the spirit of the Laws of the Game or relevant rules and regulations or the use of prohibited substances or techniques.
- Coaches must consistently display high standards of behaviour and appearance.
- Coaches must not use or tolerate inappropriate language or behaviour.
- Mobile phones should not be used in the changing room or sports hall by under 18's or by coaches (unless being used for coaching purposes and only with the authorisation of the under 18's guardian or Parent)

(The above policy has been developed from ' ECB Guidance on Codes of Conduct for Coaches from the Club "Safe Hands" Crickets Policy for Safeguarding Children and The FA Coaches Association Codes of Conduct for football clubs "Child Protection Policy, Procedures and Implementation Guidance for Grassroots Football" which reflects the standards expressed by the National Coaching Foundation and the National Association of Sport Coaches)

(The above policy also supports the Code of Conduct issued by the NSPCC Child Protection in Sport Unit)