



Code of Conduct for Coaches

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 defines all that is best in good cricket coaching practice.

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

1. RIGHTS

Cricket coaches must respect and champion the rights of every individual to participate in cricket

Issues:

Cricket coaches should:

- 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



Actions:

- 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 which reflects respect and care.

2. RELATIONSHIPS

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

Issues:

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.

Actions:

- 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.
- Know and understand the relevant ECB Safe-Hands policy and procedures in this regard.
- Follow the reporting procedures laid down by your ECB or 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.
- 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.

3. RESPONSIBILITIES – PERSONAL STANDARDS

Cricket coaches must demonstrate proper personal behaviour and conduct at all times

Issues:

Cricket coaches:

- 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

Actions:

- Operate within the rules and the spirit of cricket.
- Educate players on issues relating to the use of performance enhancing drugs in cricket and cooperate 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.

4. RESPONSIBILITIES – PROFESSIONAL STANDARDS

To maximize 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.

Issues:

Cricket coaches will:

- ensure that the environment is as safe as possible, taking into account and minimizing 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

Actions:

- Follow the guidelines of your ECB or 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 continuous professional development 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.



Implementation

This code reflects BEST PRACTICE in coaching across the broadest spectrum of roles and responsibilities. The ECB acknowledges that not all coaches will necessarily fulfil all of these functions. However, it strongly endorses the SPIRIT as well as the CONTENT of this code to its coaches. 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 coach education process
- is assessed as part of the cricket coach accreditation process
- is supported by the appropriate training and resources.

