



**Safe
Hands**

Safeguarding Strategy

2025-28





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FOREWORD

SARA NIBLOCK, DIRECTOR OF SAFEGUARDING

Our safeguarding strategy 2025-28 supports the game-wide objectives outlined in Inspiring Generations, and sets out the vision for a safe and inclusive game, and the critical commitments we are making to achieve this.

While we know embedding a culture of safeguarding is a continuum, and there is much to do, it is important to reflect on progress made across the recreational and professional game. Safeguarding requirements are understood and well established at Executive and Board level, supported by a dedicated safeguarding network across England and Wales. This work is underpinned by a committed volunteer workforce of Club Safeguarding Officers, supporting over 5,000 clubs to create the right environments for children and adults to access the game.

This work is led by a national resource, providing safeguarding leadership, guidance, and expertise to oversee and manage safeguarding concerns when raised. This resource delivers key outcomes for risk management and uses insight to inform our preventative approach.

The commitments within the strategy are focused on how we support those within the game to lead and develop a safeguarding culture, making sure we have the right people and processes to deliver cricket in a safe and inclusive way and to work collaboratively with partners to ensure best practice and continued vigilance.

We know some communities face additional barriers in sharing concerns. As we deliver this strategy, we will look to widen our breadth of insight to firstly understand these groups better and secondly identify interventions and strategies to break these barriers down. We will focus our reach on those who need more support from us to build confidence and trust.

We will continually monitor progress against the commitments to ensure they remain relevant, achievable and deliver the required outcomes.

ECB BOARD

Our culture of safeguarding is evolving across the game and the ECB Board is collectively committed to facilitating and continuously improving that culture.

Over the last four years this has allowed us to meet the needs of our participants. Looking ahead, we will continue to support the wider game to drive a welcoming culture and positive behaviours right across the game of cricket.

We know that some children and adults face additional challenges; this could be due to their immediate environment, access to opportunity or additional vulnerabilities. The ECB Board are committed to understanding these challenges and breaking down barriers to make cricket the most inclusive team sport.

THE CRICKET REGULATOR

The Cricket Regulator is the body responsible for monitoring compliance with the game's regulations, enforcement of adherence to those regulations and providing relevant information and education. The Cricket Regulator was established in December 2023 and is overseen by the independent Cricket Regulatory Board.

The Regulatory Board oversees the delivery of the safeguarding strategy.

The Regulatory Board is committed to ensuring that the Cricket Regulator has the appropriate leadership and resources for successful delivery of the safeguarding strategy. The aims and actions outlined in the strategy will continue to focus on a preventative approach, appropriate risk mitigation and a robust case management process.



OUR PURPOSE

All children and adults have the right to be safe from abuse and protected from harm.

Safeguarding is the collective action taken to protect someone's human right to be safe and free from abuse.

An integral part of safeguarding is demonstrating the values, behaviours and actions that keep children and adults safe. Our strategy focuses on actions that protect children and adults from harm, abuse, neglect and exploitation. While we expect everyone to take responsibility for safeguarding, it is our responsibility as the national governing body for cricket to ensure the game is safe and inclusive for all.

This strategy supports the commitments in Inspiring Generations 2.0, the ECB's game-wide strategy. Safeguarding is embedded within "delivering a safer environment".

This strategy details actions to promote safe spaces for children and adults and how we intend to do this together with the wider cricket network of counties, clubs and other partners. This strategy also sets out how the game will look to develop a suite of insight-led products for the recreational and professional game.



VALUES, MISSION AND VISION



STRATEGY 2025-28

Our focus is to develop a culture of safeguarding and drive behaviours that will provide positive experiences for children and adults. We prioritise creating a safe and inclusive environment where the right behaviours are embedded, and negative behaviours are identified and managed robustly.

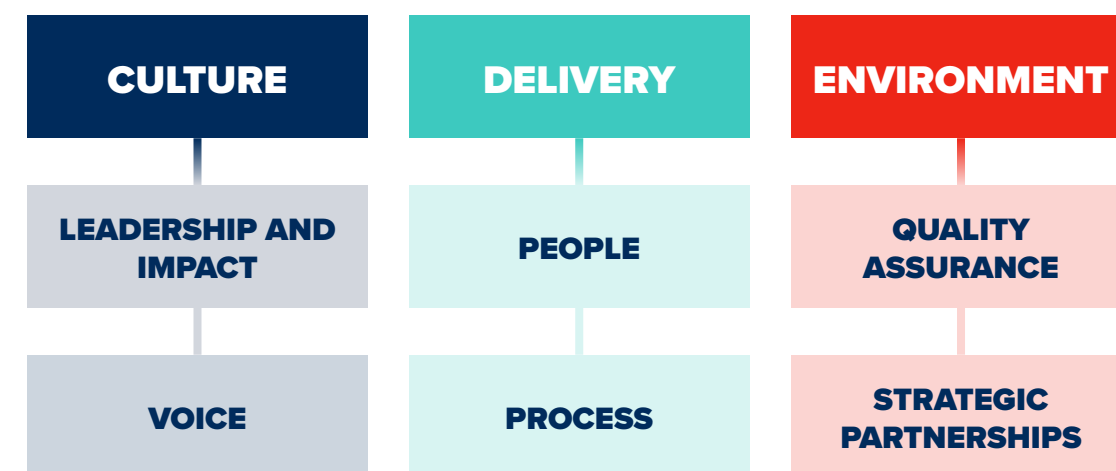
People's feelings towards sport and physical activity are often influenced by memories of their childhood experiences. Positive experiences at an early age help build the foundations for an active life. If children have experiences that feel fun, positive and give them a sense of confidence, they're more likely to want to be active in the future.

Within this strategy we are prioritising the rights of people not only to be safe but to feel safe. We are focused on building our safeguarding resource to widen our reach and create safer cultures across all areas of the game.

Safeguarding by design is where considerations and mitigations are in place that allow activities to occur with safeguards embedded within. Safeguarding is everyone's responsibility and for this to be true we all must take the steps to ensure the environments and behaviours we foster are right for all participants.



KEY PRINCIPLES



CULTURE

We will continue to develop safe and welcoming environments within cricket.

We will do this by actively listening to and engaging with participants to understand what is needed to make everyone feel safe and welcome.

We will create cultures where we listen to individuals, learn from our insights and lead the delivery of creating positive experiences across the game. We will embed safeguarding considerations into our business planning and decision-making processes.

We will continue to work across the game to identify and mitigate risks, promote open communication about safeguarding concerns and drive continuous improvement in safeguarding practices.

We commit to supporting all those involved in the game to understand their personal and organisational responsibilities.



LEADERSHIP AND IMPACT

We prioritise evaluating our impact and measure how effective our strategic decisions are in delivering a safer game. We consider the cultural impact we are having as a safeguarding collective and design initiatives built on research and insight.

AIMS	WE WILL...
To lead on creating safer cultures across cricket.	Deliver learning with a focus on listening, engaging and empowering clubs, leagues and other organisations across the recreational and professional game.
To undertake work which demonstrates the value of safeguarding in cricket.	Work with stakeholders from across the game and researchers to understand the positive impact of safeguarding when it's done well.
To explore and optimise the breadth of insights accessible both within the game and from external sources.	Collect a coherent representation of insights that facilitates the verification of actions and the evaluation of their effects.
To take an analytical approach, using data and insight to plan our proactive safeguarding measures.	Use our insight to design safeguarding campaigns that highlight best practice, understand risk and support Inspiring Generations 2.0.

VOICE

We prioritise incorporating the perspectives of those with lived experience, as well as children, adults, parents/carers across safeguarding and the game.

These unique groups provide knowledge and experiences which allow us to structure and continually improve our safeguarding resources, policies, processes and systems to ensure they are fit for purpose.

It is our role to identify those groups that may be at additional risk and ensure we champion their collective voice. This allows us to design safeguarding interventions which support those identified groups ensuring everyone can be heard.

AIMS	WE WILL...
To support and provide a platform for the views of survivors to be heard and lessons to be learnt.	Act upon the information provided by survivors to develop our education and resources.
To champion the views of children and young people, ensuring they are incorporated into our proactive safeguarding messages.	We will support the cricket network in taking action to embed a listening culture.
To ensure that the game continues to educate, inform and support all adults including those with additional vulnerabilities.	Provide resources and education across the game focused on safeguarding adults.



DELIVERY

We will continue to support a consistent safeguarding provision throughout the cricket network.

Everyone in cricket should be aware of our expectations on behaviour and how this best practice contributes to creating the best experience. We will support this by informing, educating and promoting the expected behaviours across the game.

Every individual across the game should understand their personal and organisational risk as well as undertake their safeguarding responsibility. Our people within the game create the environment and experiences for participants, if this is delivered well they can create lifelong supporters.

It is our role as a national governing body of sport to provide the mechanisms to support our paid and volunteer workforce in meeting their safeguarding responsibilities including how they share concerns. We have a responsibility to ensure that all individuals in the game are treated openly and fairly.



PEOPLE

People play a crucial role in safeguarding.

There is a strong emphasis on people understanding the impact of their behaviour and how positive behaviours result in positive experiences.

To foster positive cultures, parents are empowered to understand what a positive environment looks like, hold clubs accountable to codes of conduct and understand the safeguarding responsibilities of all.

Those deployed* to deliver cricketing activities across the game must have the relevant training.

AIMS	WE WILL...
To provide a platform for all individuals who participate in cricket to understand how their behaviour impacts others.	Provide micro-education packages for players to understand how their behaviour can have a positive or negative impact across the game.
To provide access to safeguarding information for all parents or carers across junior cricket.	Provide information and an education offer for all parents or carers who access national programmes or The Talent Pathway.
To ensure those individuals who are deployed* by clubs or leagues are continuously skilled to deliver across the game.	Establish workforce deployment standards which are shared and adhered to across the game.

* A deployed individual is a volunteer or a member who is operating on behalf of a club, league or organisation.

PROCESS

We will provide a consistent and effective mechanism for sharing concerns which encourages reporting all types of concerns, whether they be low-level* concerns or above threshold.

We will create opportunities to embed safeguarding messages and requirements in universal business systems promoting access to information.

AIMS	WE WILL...
To work with colleagues supporting the development of recreational digital systems with inbuilt safeguards.	Embed within our ECB platforms the ability for clubs and individuals to monitor qualifications against the requirements of roles.
To refine and build upon our consistent approach to managing concerns from referral to outcome.	Deliver an effective digital case management system which supports intelligence, information sharing, triage and data collection whilst including auditable appropriate outcomes.
To ensure consistency in the delivery of managed individuals across the game using digital systems to track participants.	Create a single customer view of participant interactions with the game to manage known risk.

* A low-level concern is a concern about the behaviour of any participant including a member of staff, casual staff, volunteer or contractor, towards a child or adult that does not meet the threshold for referral to a statutory agency such as the Police or Local Authority. It might be a concern, no matter how small, that someone might have acted in a manner which is inappropriate and against the game's values.



ENVIRONMENT

We commit to creating the best environments possible for all individuals to enjoy the game.

We will strive continually to understand the cricket environment, supporting delivery partners, communicating expectations and then embedding safeguards across our delivery offer.

Our strategic relationships assist us in developing safeguarding awareness across the sport creating an environment based on best practice, assisting us to contribute to a wider safer sport environment. We will use these relationships to influence additional changes required to ensure we prioritise safe sport.

QUALITY ASSURANCE

We deliver and fulfill our safeguarding responsibilities, as well as listen to concerns from across the game. We will create an environment which supports, but also challenges, ensuring that we are holding service deliverers accountable. We will continue to ensure clubs and leagues are delivering a safe environment for children and adults.

AIMS	WE WILL...
To ensure safeguarding considerations are embedded within business planning across the ECB.	Develop a process in which safeguarding is embedded in all projects from point of initiation.
To challenge and support the clubs and leagues network in creating safer cultures across the game.	Use our extended safeguarding network to engage all clubs and leagues across the game.
To ensure and challenge organisations we fund to deliver on their safeguarding responsibilities.	Across the terms of the County Partnership Agreement and external partner contracts, we will demonstrate external challenge, to include, where appropriate, independent audits.



STRATEGIC PARTNERSHIPS

We will use our strategic partnerships across sport to ensure consistency driving the highest level of safeguarding standards across cricket. We will use our collective influence to work with partners including statutory agencies to identify best practice and necessary change.

AIMS	WE WILL...
Collaborate with colleagues from across other sports to develop and align campaigns, raising awareness of the benefits of safer cultures and behaviours.	Deliver targeted campaigns within cricket focusing on several groups including women and girls, parents and young people in cricket.
Collaborate with partners including professional sports, funding providers and statutory* agencies to drive change which helps to create a better culture across sport.	Lead and work together across sport to influence positive change in areas such as information sharing, tracking of known participants and best practice sharing.
Work with our Talent Pathway staff and England squads to deliver the highest level of safeguarding provision.	Develop and deliver a consistent Talent Pathway safeguarding framework across the game including our England teams.
Work with international colleagues to support and influence the delivery of safeguarding standards across cricket.	Identify and deliver safeguarding awareness training with international partners.

* A statutory body or statutory authority is a body set up by law that is authorised to implement certain legislation on behalf of the relevant country.



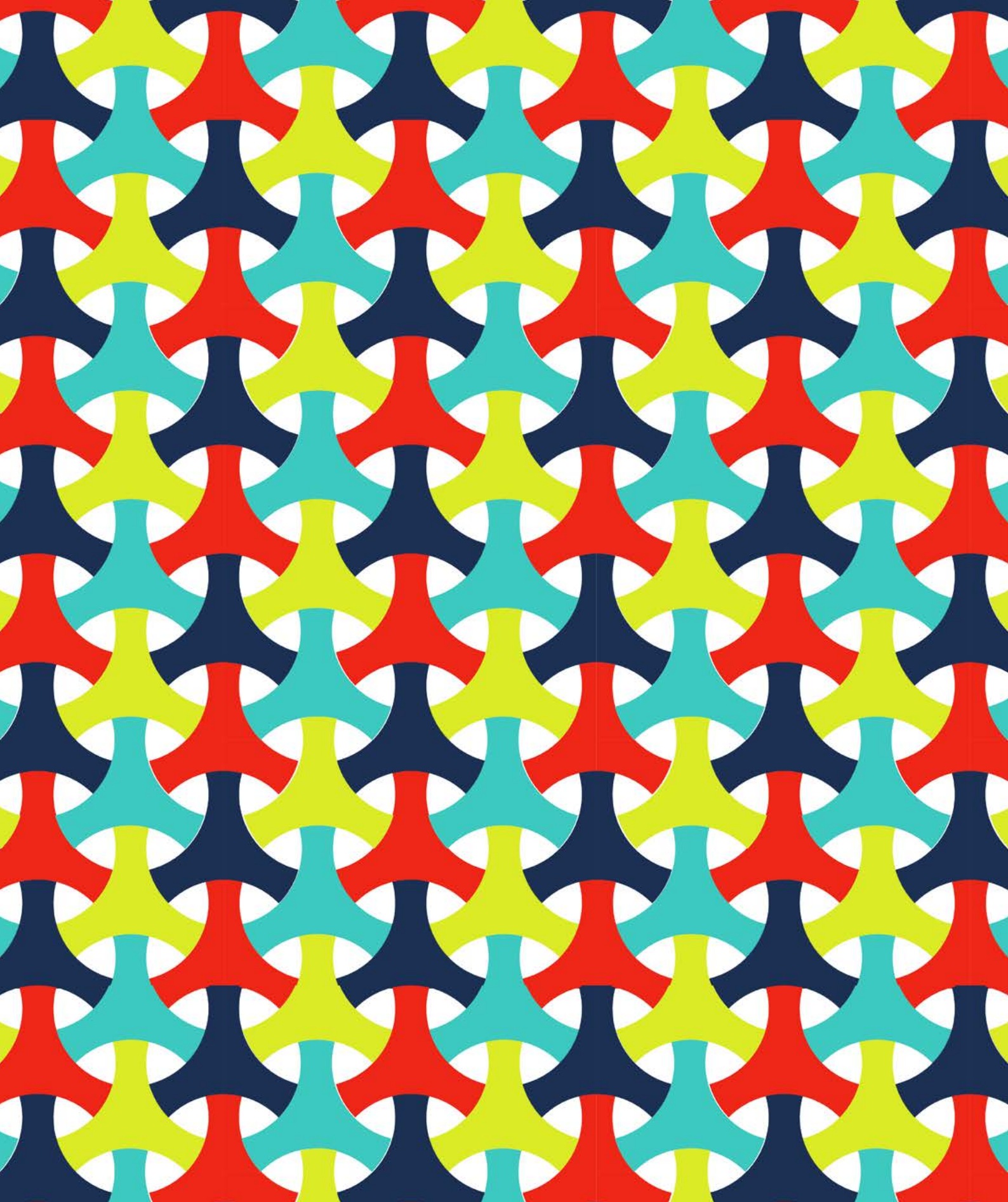
WHAT SUCCESS LOOKS LIKE

At the end of the 2025-28 period, we will have delivered interventions and preventative strategies which assist the game in delivering its vision of being the most inclusive team sport.

We will have developed the right cultures and behaviours and created environments which allow young people and adults to enjoy the game.

During this time, we hope to see an increase in confidence in reporting concerns. We hope to create a culture of reporting low-level concerns (including self-disclosure), a reduction in threshold concerns and an increase in education interactions from all groups across the game.





CRICKET REGULATOR