

Creating a Safe, Welcoming, and Inclusive Environment

There are a number of ways that a club can create a safe, welcoming and inclusive environment.

Welcome Meeting

It is good practice to hold a welcome meeting at the start of the season, and at other suitable points in the calendar. This is an opportunity for parents/carers and children to meet their coaches and other key individuals, such as the Club Safeguarding Officer, in a relaxed environment.

It is also a great opportunity to showcase the facilities available, and draw attention to the club's key policies, such as the code of conduct. Newer members, whether children or their parents/carers, can ask questions and start to feel part of the club straight away.

Provision of a club welcome pack is encouraged as are the use of Club Membership forms containing consent for data retention, photography, medical needs, and emergency contacts.

Policies and Procedures

Having clear and visible policies and procedures in place ensures everyone understands expected behaviours. This means individuals are less likely to behave poorly but, if they do, the ECB's policies and codes of conduct can support you to have difficult conversations and address any issues.

Role Modelling

Adults at the club should act as role models for younger members by using inclusive and appropriate language, and demonstrating positive and respectful behaviour, especially if they are in a position of responsibility.

Support Needs

Some of the children at your club may have additional support needs. This could be a physical or learning disability, they could be experiencing challenges in their home or school life. Everyone should know who they should speak with to ensure their needs can be considered and the environment is as inclusive as possible. Remember to maintain confidentiality, and only share private information with those that need to know.

Cultural and Religious Considerations

Cricket is a diverse sport, and proud to welcome individuals and families from a variety of backgrounds and cultures. Embracing the diversity of our membership is an excellent way to create an inclusive culture. This can be achieved through small and simple actions, such as catering for different dietary needs and incorporating all religious holidays and celebrations into your club newsletter.

For further information visit the [ECB Raising the game webpage](#).

Communication

Starting a new sport, or joining a club for the first time, can be daunting. Consider what methods you will use to communicate to ensure your whole membership feels included and well-informed. This could be by email, WhatsApp, newsletters, club noticeboard or website, social media platforms or dedicated team management systems. Try to use clear and accessible language as much as possible. You may also wish to consider creating child-friendly versions of information.



Listening to Children

When children's views are sought and acted upon, they will enjoy the game more and feel and be safer. It is good practice to seek children's feedback regularly. This can be done verbally, by asking children what they enjoyed the most and what they would like to change about a session, match, or trip. Alternatively, their feedback can be written down on sticky notes, short evaluation forms or electronic surveys, or by providing options and asking children to physically move around the space or use stickers to make choices.

Getting feedback from children can help clubs review what is going well and what could be improved. It is a great way to build rapport and gives children confidence that their views are listened to and respected. This means they are far more likely to speak up about any worries they have.

Responding to Concerns

Clubs that are welcoming and inclusive respond to concerns and issues swiftly and proactively. This prevents smaller 'niggles' getting out of hand and sends a clear message to the whole membership that you are committed to creating a safe and welcoming environment. Your Club Safeguarding Officer can play a key role in this process. Ensure everyone knows who they are and how they can be contacted. To be as effective as possible, your Club Safeguarding Officer should be part of your committee and have the support of other committee members.

ECB Guide to Creating Welcoming Environments

[Download the guide](#)

This guide has been designed to help all cricket clubs examine their existing facilities and identify areas where improvement works could make a difference to how welcome different users feel within the club. It also supports funders and designers throughout the process of identifying improvement works aimed at removing barriers to participation in cricket and helping everyone feel more welcome.

It is not intended as a detailed technical document, but instead to provide points for discussion within each club as to the potential improvements which could be made to help create a more inclusive and welcoming environment.

