

Lancashire Cricket Foundation Live Streaming Guidance

Purpose and Scope

This policy sets out Lancashire Cricket Foundation's approach to the live streaming of cricket matches and events, ensuring all activity is compliant with ECB guidelines and promotes a safe, inclusive, and respectful environment. It applies to all livestreaming undertaken by the Foundation, partner clubs, schools, and affiliated groups.

Policy Statement

Lancashire Cricket Foundation recognises the value of live streaming in increasing accessibility, visibility, and participation in cricket. However, live streaming must be conducted responsibly, prioritising safeguarding, data protection, and ethical use of technology in line with ECB policy.

Objectives

- To ensure that all livestream content is created and shared in a safe and respectful manner
- To protect the welfare of children, young people, and vulnerable adults
- To provide clear expectations and responsibilities for staff, volunteers, and contractors
- To ensure GDPR and data protection compliance

Approval and Risk Assessment

Before live streaming any event:

- A Risk Assessment must be completed, including safeguarding and technical considerations (this can be a standard template with dates and club names changed)
- Written consent must be obtained from all players, parents/guardians (for under 18s), match officials, and relevant staff

Consent and Image Use

- Parental/carer consent is mandatory for any player under 18 to appear in livestreams
- A media consent register must be maintained and referenced before any stream
- Anyone who has not given consent must be excluded from footage, if this is not possible, live streaming or recording cannot proceed
- Players/parents retain the right to withdraw consent at any time

Safeguarding Protocols

- Live streams must be monitored by an appointed Safeguarding Officer
- Delayed streaming or a time buffer (30 seconds) is recommended to prevent inappropriate live content being broadcast
- Commentary must be professional, respectful, and avoid any inappropriate references

- The stream must not include any changing rooms, medical treatment areas, or other private settings

Technical and Platform Requirements

- Only authorised platforms (YouTube, Vimeo, or ECB-supported platforms) may be used
- Streams must be password-protected or shared via secure links for private events (e.g., junior cricket)
- Recorded footage must be stored securely and retained only for as long as necessary
- Live chat/comment functions should be disabled or closely moderated

Conduct and Commentary

- All commentary must follow the ECB Code of Conduct, with zero tolerance for discrimination, bias, or abusive language
- Commentary teams must be briefed in advance and may be removed from broadcast duties for breaching this policy

Data Protection and Retention

- All content is subject to the UK GDPR and the Data Protection Act 2018
- Personal data (names, ages, clubs) must only be shared with appropriate consent
- Archived streams must be reviewed annually and deleted where appropriate

Reporting Concerns

Any inappropriate content, safeguarding issues, or technical breaches must be reported immediately to:

- LCF Safeguarding Lead: safeguarding@lancashirecricket.co.uk
- ECB Safeguarding Team: safeguarding@ecb.co.uk
- Emergency concerns should be escalated to statutory services or the police where required

Review and Updates

This policy will be reviewed annually or following any changes to ECB guidance or relevant legislation