

Shirt Names for Children

The ECB appreciates that some players/clubs wish to have names on the backs of the team shirts. However, it is important that you recognise that the placing of names on the back of children's shirts makes a player instantly identifiable.

This therefore provides a potential opportunity for anyone who is intent on developing an unhealthy relationship, 'grooming' a child to identify a player and make contact easier. They may use this knowledge of a player's name to strike up conversations and begin to develop a rapport, leading to them developing a relationship with a child previously unknown to them. Those who do seek to 'groom' children are very clever and the more information that they can collect about an individual the easier it is for them to establish a rapport and begin their process.

Please note: There are no ECB rules which say that names may not be put on the back of children's shirts but we recommend that individuals make their decisions having consulted with both players and parents/carers.

If a club decides that this is something that they wish to do, then the ECB's guidance and advice is that the club should inform the parents/carers and players of the potential risks involved. Having made them aware of these risks, each parent/carer and player can make an informed decision as to whether they are happy or not for the club to proceed with displaying names on shirts.

The ECB recommends that written consent is obtained by the club from every player and their parent/carer to ensure that they have had the opportunity to make an informed decision.

National Programmes

The All Stars and Dynamos programme encourages personalised T-Shirts. This is an important part of the programme from a coaching perspective as it is an entry level programme where the children are less known to the club. Names on shirts for these programmes are a pivotal tool for the activator to have.

It was a decision made by the Safeguarding Team that these National Programmes should allow the name of children in small lettering on the front of the shirt to balance between the needs of the programme and the safety of someone being able to identify a child's name from a distance.

As with our guidance above, the name on the t-shirt is optional and parents have the choice to add their child's name or leave it blank. The parent can choose whether they feel it's appropriate for their child from a safeguarding point of view.

Alcohol Branding on Shirts

Junior cricket teams should not be sponsored by alcohol companies, and no player aged under 18 should have alcohol branding or logos on their shirt.

