



**Safe
Hands**

ECB Safe Hands Management System

Rollout toolkit





Campaign overview

Established in 2020, the Safe Hands Management System (the SHMS) is a volunteer management tool which allows clubs to understand and identify risk associated with the running of their club.

Since its launch, over **3,000 clubs** and **41,000+ volunteers** from across England and Wales have engaged with the system. This includes **1,600 Clubmark clubs**, as well as those with junior sections and/or who run ECB national programmes such as All Stars cricket and Dynamos cricket.

Campaign overview

The next phase of activity will focus on meeting ECB's ambition of ensuring all affiliated recreational cricket clubs engage with the SHMS by the end of 2023.



The rollout aims to encourage club engagement with the SHMS in four key areas:

1 Club management

By inputting details of individuals in key regulated roles or with responsibilities for running club activities into the system, clubs can then track and verify the qualification statuses of club officials associated with their club.

2 Meeting safeguarding responsibilities

The SHMS helps clubs to ensure that they are meeting ECB minimum standards, highlight known safeguarding risks to clubs, and empower clubs to take mitigating actions to reduce such risks.

3 Club development

Engagement with the SHMS allows clubs to work towards Clubmark accreditation if desired, recruit to and lead safe junior sections, and support the development of the volunteer workforce within the club.

4 Free liability insurance

By onboarding onto the SHMS, clubs can also easily access and complete a risk assessment to redeem the offer of free liability insurance provided by Howden.

CCB CALL TO ACTION

Download the available resources to promote the benefits of the SHMS and onboard the remainder of clubs in your county. All assets can be found on <https://resourcehub.ecb.co.uk/web/610368c0314ee993/safe-hands-management-system/>

Working in partnership

The success of the SHMS to date has been built on the collective efforts of the cricket network in working towards increasing the safety of the recreational game. We want to continue to work in partnership throughout the next phase of the SHMS rollout, in order to continue sharing the benefits of engaging with the system.

The role of the ECB is to provide an umbrella campaign and central assets which capture the key purpose, processes and benefits for clubs in onboarding to the SHMS.

The role of the County Cricket Boards and Foundations is to use these assets to promote the system and develop a narrative of how it has positively impacted upon clubs in their county.

“

The success of the SHMS to date has been built on the collective efforts of the cricket network... ”



Rollout stages

The rollout of the SHMS is looking to attract the remaining recreational clubs that are not currently onboarded.

The scale of this work dictates that a single stage of activity is unlikely to develop sufficient awareness of the system and its benefits across this number of clubs. As such, the rollout will be based upon a number of stages of activity which will allow us to start the process of bringing new clubs onboard now, whilst also giving us the agility to adapt the campaign and land further initiatives and resources if required.

This approach will enable us to work collaboratively to reflect on progress made, identify ongoing barriers to engaging clubs and refine our approaches based upon key learning and best practice.



Rollout stages

Stage 1:

Launch the rollout

We sent a communication to all counties on 6th February 2023 to launch the Phase 4 rollout. The intention of this first phase is to allow CCBs to target clubs already on their radar to onboard onto the system. This may be clubs who have come forward for Clubmark accreditation this year or who have come to the attention of CCBs through engagement in other areas of their work.

“

The inclusion of Safe Hands branding will help create a consistent visual message around the campaign.”

Stage 2:

Energising the rollout

The ECB will make available digital assets which can be used and adapted by CCBs to help promote the SHMS and its benefits more widely within their network in May 2023. The inclusion of Safe Hands branding will help create a consistent visual message around the campaign. These assets can be used in conjunction with any local promotional resources which have been developed.

Stage 3:

Review and refocus

The exact nature of the challenge in terms of engaging those clubs currently not using the SHMS is not fully known at this point. There is likely to be some variety in these clubs in terms of the scale of their operations and their existing level of engagement with safeguarding responsibilities. It will be necessary to evaluate progress made and identify further supports that may be necessary to reach this next group of clubs. It is proposed that this initial review will take place in July 2023, with any actions identified being communicated.

Stage 4:

Evaluate

At a suitable point, it will be necessary to reflect on progress made in onboarding clubs and analyse the impact this has made on the wider safeguarding landscape within the recreational game. The first opportunity to evaluate will take place in stage 3, with a comparative analysis of key metrics related to the number of clubs onboarded to the SHMS. There will also be engagement opportunities with counties to undertake insight gathering related to their progress and to capture the nature of ongoing challenges.



Q&A

What is the Safe Hands Management System (the SHMS)?

- ✓ The SHMS is an online, volunteer management tool which allows clubs to understand and identify risk associated with the running of their club. The ECB will require all County Boards and clubs to input the details of individuals in key regulated roles or those with responsibilities for the management and running of county and club activities.

“ ... we have a responsibility to demonstrate that cricket is a safe sport for everyone. ”

Why is the ECB making the Safe Hands Management System a requirement?

- ✓ Safeguarding children across all cricket networks is an ECB priority, it is also a legal requirement under the Children Act 1989. Working Together to Safeguard Children 2018 ([Working Together to Safeguard Children 2018 \(publishing.service.gov.uk\)](#)) places a specific requirement on sports organisations, to ensure they have minimum safeguarding standards in place.
- ✓ The process will enable the ECB as the national governing body of cricket to provide consistent credibility to those organisations which meet the required standards of safeguarding. As the national governing body, we have a responsibility to demonstrate that cricket is a safe sport for everyone. The process will help us to understand where we are with this and demonstrate that we have a safe sport for children and those around them.

What are the key safeguarding responsibilities for clubs to meet through the SHMS?

- ✓ All clubs must meet safeguarding standards, particularly those with a junior section or where under 18's are participating in open age cricket.
- ✓ The club must adhere to the ECB Safe Hands Policy and Procedures.
- ✓ Each club must have a trained and vetted Club Safeguarding Officer.
- ✓ All adults who instruct/supervise children at the club must have a current ECB DBS check in place.
- ✓ All adults who instruct/supervise children in cricket must have undertaken the appropriate ECB training.

How does Safe Hands connect to Clubmark?

- ✓ The national standards set out in the registration process for the SHMS are not new – they are already required under the Safe Hands policy ([ecb.co.uk/about/policies-and-regulations/safeguarding/safe-hands](#)). They provide the foundations for a safely run club or squad. These national standards are also captured in the Clubmark criteria (PLD6) which considers a clubs compliance status and the accuracy of information provided on the system. These are considered indicative features of a safely run club.

Further Q&As can be found at:
[safehands.zendesk.com/hc/en-us/articles/360011921017-Safe-Hands-FAQ-s](#)

What benefits are there to clubs by registering to the SHMS?

- ✓ The SHMS provides a secure platform for you to store and manage all your club information in one easy and accessible place – based on feedback you have told us that it can be difficult to manage all of your records and data.
- ✓ The SHMS draws data from other ECB data sources, so that it can accurately reflect your DBS validity status as well as any other required qualifications for your role.
- ✓ Upon registration and completion of the insurance risk assessment, clubs will be invited to take up free club insurance provided by our ECB partner, Howden. The insurance policy will commence on the clubs next renewal date and run to the 31st January each year. Renewal will then always commence from 1st February each year.
- ✓ Clubs will have direct access within the SHMS to contact the ECB Customer Support Team through a dedicated Help Centre on any queries or assistance you may need with registration/maintenance/compliance, including how to apply or renew DBS certificates and access Course Bookings for Safe Hands.

“

Upon registration and completion of the insurance risk assessment, clubs will be invited to take up free club insurance provided by our ECB partner, Howden. ”

What is the role of Club Administrator?

- ✓ All clubs need to nominate a Club Administrator.
- ✓ The nominated Club Administrator at each cricket club will have the following responsibilities:
 - i. view the online training video's before completing registration.
 - ii. complete their own profile and accept the role of Club Administrator via an email invite that will be sent directly from the ECB.
- ✓ Check and complete all the necessary information requested in the SHMS including:
 - i. Club Information (Address/Contact Details).
 - ii. Invite all club officials to register.
 - iii. Teams/programmes run by the club.
 - iv. Any venues used by the club.
 - v. Complete insurance risk assessment.
 - vi. Communicate the use of the SHMS to your club officials and explain the requirement for them to register and accept their role.
 - vii. Monitor compliance of all officials against DBS and qualifications required for each role.
 - viii. Work alongside your primary County Cricket Board and County Safeguarding Officer to develop your club and officials to ensure maximum compliance to meet the policy and standards outlined by ECB Safe Hands Policy and Procedures.
 - ix. Actively follow up on any outstanding invitations, DBS applications and course bookings as required.
 - x. Maintain your club/officials details by logging into the SHMS periodically.

How do clubs register?

- ✓ It is the responsibility of County Cricket Boards to onboard clubs in their local area to the Safe Hands Management System.

Q&A

How will the SHMS benefit the growth of cricket and club members?

- ✓ Clubs will be able to demonstrate their commitment to the safety of young people helping to attract more members and players.
- ✓ The process will provide a mechanism to support those clubs who require additional help or who are unable to meet the required standards.
- ✓ The entire sport will be faced with huge reputational risk if we cannot demonstrate a clear commitment to safeguarding at all levels.
- ✓ The process is an additional layer of safeguarding that is embedded in your club, helping parents to know they are choosing the right club for their young people.
- ✓ Registration will provide clubs with confidence and reassurance of their approach to safeguarding.

Why can't clubs see more information about their club and Officials in the SHMS?

The system has been designed with security in mind and is GDPR compliant. We only ask Club Administrators and officials for the necessary level of information we require to report accurately against club compliance (as set out in Safe Hands policy) and to ensure we match officials accurately with their DBS and related qualifications held in other ECB databases.

What do clubs need to do to ensure they are compliant?

Please see the following information:

safehands.zendesk.com/hc/en-us/articles/360013843118-Safe-Hands-Club-Compliance-Rules





“ Clubs will be able to demonstrate their commitment to the safety of young people helping to attract more members and players. ”

The SHMS – Promoting the system

In response to a request from County Cricket Boards/Foundations, a series of SHMS assets have been created to promote the rollout of the SHMS. These assets form part of the suite of resources to support the roll out of the SHMS.

Who are the assets for?

The assets are aimed at County Cricket Boards / Foundations to help promote the roll out of the SHMS. This could include promoting the SHMS to clubs to encourage them to sign up.



What assets are available?

Social assets:

- ✓ CCBs can use these to post on your social media channels.
- ✓ Tag clubs in posts to maximise reach.
- ✓ Use the hashtag **#ECBSHMS** across posts, this will ensure everything related to the SHMS will be captured, encouraging more people to sign up.

Editable assets:

- ✓ CCBs can use these to help promote the SHMS, and highlight the benefits and success clubs have had with the system.
- ✓ CCBs can provide Clubs with checklists to help them ensure their club is maximising the benefits of the SHMS.
- ✓ There is an option for CCBs to personalise the case studies by including club name, logo, and text.
- ✓ Use the hashtag **#ECBSHMS** across posts, this will ensure everything related to the SHMS will be captured, encouraging more people to sign up.

Static assets:

- ✓ CCBs can use these in e-comms, newsletters, on your website, and as printed assets at face-to-face meetings.
- ✓ Use the hashtag **#ECBSHMS** across posts, this will ensure everything related to the SHMS will be captured, encouraging more people to sign up.

Video:

- ✓ A video has been created to assist in the promotion of the SHMS to clubs new to the online tool. This can be shared with clubs and used by CCBs for promotional activities.

Copy suggestions:

- ✓ A series of copy suggestions are available for use across social channels, emails, newsletters, and websites.

Where do I find the assets?

They are housed on the ECB Resource Hub, please go to:

<https://resourcehub.ecb.co.uk/web/610368c0314ee993/safe-hands-management-system/>

Social assets



Editable assets

Club case studies

The SHMS club case study



How would you describe your club?

We are a local community Club in Watford. We run 6 adult sides in the Saracens Herts League on a Saturday catering for all abilities. Our first side plays in the Premier League. We also have 16 Junior teams from U9-U17 with around 185 players and a comprehensive all year round coaching programme. We also run an All Stars Programme.

What support is available to assist you in using the SHMS?

The ECB has a helpdesk dedicated to the SHMS and our county board have also been able to provide assistance.

How has using the SHMS benefited your club?

As a centralised data base it allows us to keep check on all our officials, coaches and captains and to ensure they maintain the qualifications they need to meet ECB requirements. Using the SHMS has reduced the time required for club admin and as it updates in real time, we can be assured that the data retained is more accurate.

What would you say to encourage a club to use the SHMS?

The SHMS reduces your admin, centralises your data base and automatically updates qualifications. It makes complete sense to use it.

WEST HERTS CRICKET CLUB

Official: **Dennis Lock**
Role: **Chairman**

The SHMS club case study



What do you see as the purpose of using the SHMS?

Having all your club records and information centrally in one place.

What support is available to assist you in using the SHMS?

I have used three options over the past couple of years:

- the "How to" online videos available from the ECB
- contacting the team at Surrey Cricket Foundation
- using the SHMS Helpdesk which has always been excellent with advise and resolving issues quickly.

How has using the SHMS benefited your club?

It has made the process of DBS records much easier to manage. The traffic lights for DBS expiry dates is very helpful as it means you don't have to rely on individuals to remember to renew their DBS. As a club, you can get ahead before the start of the season as you already know everyone has their DBS in place and is ready to go.

What would you say to encourage a club to use the SHMS?

It helps you manage the club's volunteer roles and DBS in a central location. Easy to use and much easier than managing multiple spreadsheets!

Official: Alexandra Jones
Role: Safeguarding Officer

Editable assets

12-point interactive checklist

Share this interactive 12-point checklist with clubs to help them ensure that their club are maximising the benefits of the SHMS to support in managing those who contribute to the running of their club.

Clubs need to simply answer the questions **YES** or **NO**. If there are any tasks to be completed that they need support with they can visit the SHMS Help Centre at safehands.zendesk.com/hc/en-us/categories/360001749298-Safe-hands

12 steps to success

with the Safe Hands Management System (the SHMS)



Need help with anything?

Please visit the helpdesk at safehands.zendesk.com/hc/en-us/categories/360001749298-Safe-hands



Getting started on the SHMS

- | | YES | NO |
|---|--------------------------|--------------------------|
| 1 Have you contacted your local county board/foundation to request to be onboarded on to the SHMS? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you as a Club Administrator received your email invitation from the ECB and accepted your role? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Have you added all relevant officials for your club to trigger their invitation emails to be sent? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Have you checked your club information and made sure this is completed (e.g. address, postcode, telephone number, website etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have you added the teams and programmes information for your club? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Have you completed your risk assessment to trigger your free ECB insurance cover? | <input type="checkbox"/> | <input type="checkbox"/> |

Maintaining your club area on the SHMS

- | | YES | NO |
|--|--------------------------|--------------------------|
| 1 Have you set a monthly reminder to access the system to check your club status? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you added any new volunteers as club officials to the system? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Have you checked that officials have accepted their role or re-sent the invitation? Please note that any invitations that have not been accepted will expire after 45 days. Reminders will be sent automatically after 7 days and 21 days. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Have you updated any roles or removed any club officials that no longer hold role(s) within your club? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Have you checked the DBS and qualification statuses for any current officials that may be expiring/have expired? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Have any required DBS checks been initiated by the club's ID Verifier? | <input type="checkbox"/> | <input type="checkbox"/> |

Static assets

Logo

The Safe Hands logo is well-established within the county network, providing a visual representation of the ECB policy and strategy around safeguarding, of which the SHMS is one component. The Safe Hands logo is clearly aligned with the ECB through the crest, font and structure and its use is reserved exclusively for the ECB and ECB partners only. It is imperative the logo is used within the ECB brand guidelines to ensure correct and consistent use across the board.



Safe Hands

Static assets

Benefits of the SHMS



Allows for
clubs
to be
supported
more
effectively



Access
free
liability
insurance



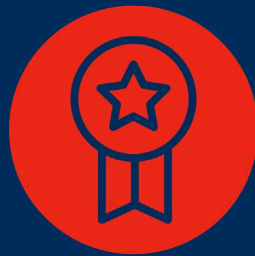
Highlight
safe-
guarding
improvements



Track
& verify
qualification
status of
coaches
& **volunteers**



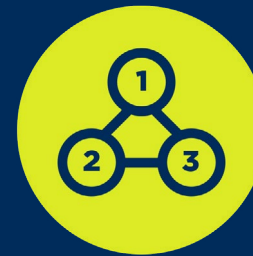
Access to a
tool
that allows you to
understand,
manage
&
mitigate
safeguarding risks in
your club



Work towards
achieving
clubmark
status



Join the
SHMS
community
of users



Easy
to use



Lead
safe
junior
sections

Static assets

A5 Flyer



ECB Safe Hands Management System

Supporting clubs to keep cricket a safe and enjoyable sport for all

The Safe Hands Management System (the SHMS) is a volunteer management tool which allows clubs to understand and identify risk associated with the running of their club.

Be assured that you are meeting ECB minimum standards, have known safeguarding risks to your club highlighted and be empowered to take mitigating actions.

SERVICES PROVIDED:

- ✓ **Security** - A platform to safely store and manage club information.
- ✓ **Help** - Direct access to the ECB Customer Support Team.
- ✓ **Monitor** - The compliance of officials against DBS and qualification requirements.
- ✓ **Safeguarding** - Provides support to develop your process and practice.

“The SHMS reduces your admin, centralises your data base and automatically updates qualifications. It makes complete sense to use it.”

Dennis Lock, Chair of West Herts CC

JOIN NOW

Contact your local county cricket board/foundation





Video

A video has been created to assist in the promotion of the SHMS to clubs new to the online tool. This can be shared with clubs and used by CCBs for promotional activities:

ecb.co.uk/video/2914232

Suggested copy

for emails, newsletters
and websites



170 words

Introducing the Safe Hands Management System (the SHMS)

Children and young people are the future of our sport, and it is our vision that every individual and club should have the appropriate tools and confidence to create a supportive and safe environment in which they can flourish.

The SHMS is an online volunteer management tool which allows clubs to understand and identify risk associated with the running of their club. Engagement with the SHMS allows clubs to demonstrate they are meeting ECB minimum standards, highlight known safeguarding risks to clubs, and empower clubs to take mitigating actions to reduce such risks.

Since its launch in 2020, the cricket community have worked collaboratively to onboard over 3,000 clubs and 41,000+ volunteers onto the system.

Joining the the SHMS brings your club into a wider community of users who are demonstrating their commitment to providing a safe, friendly, secure, and enjoyable environment. Through this cooperative approach and continued use of the SHMS system, we can make cricket safer for all.

For further information and Safe Hand policies and procedures visit:
www.ecb.co.uk/about/policies-and-regulations/safeguarding/safe-hands

100 words

Children and young people are the future of our sport, and it is our vision that every individual and club should have the appropriate tools and confidence to create a supportive and safe environment in which they can flourish.

Since its launch in 2020, the cricket community have worked collaboratively to onboard over 3,000 clubs and 41,000+ volunteers onto the system.

Join the SHMS and bring your club into a wider community of users who are demonstrating their commitment to providing a safe, friendly, secure, and enjoyable environment.

For further information and Safe Hand policies and procedures visit:
www.ecb.co.uk/about/policies-and-regulations/safeguarding/safe-hands

65 words

The SHMS online volunteer management tool allows clubs to meet ECB minimum standards, highlight known safeguarding risks to clubs, and empower clubs to take mitigating actions.

Join the SHMS and bring your club into a wider community of users who are demonstrating their commitment to providing a safe, friendly, secure, and enjoyable environment.

For further information and Safe Hand policies and procedures visit:
www.ecb.co.uk/about/policies-and-regulations/safeguarding/safe-hands

Suggested copy

for social media



For use with static assets:

“Cricket is a game which unites communities and improves lives.” Ensure all children and young people can experience cricket in a safe, friendly, secure and enjoyable environment. Contact us today to find out more about the Safe Hands Management System

#ECBSHMS

For use with animation:

See how your club can help make cricket a safe and enjoyable sport for all by joining over 3,000 clubs already using the Safe Hands Management System. Contact us today

#ECBSHMS