

Guidance on 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.

Alcohol Branding on Shirts

It is important to know that no one under the age of 25 should be promoting alcohol through shirt branding. You also technically can't use anyone who looks under the age of 25 to promote alcohol regardless of how old they actually are.

