



North East Premier League

An ECB Regional Premier League



Guidance Notes for NEPL Clubs on Live Streaming and Videoing of Games

(Updated 24 January 2025)

Live streaming and videoing of matches can effectively promote cricket clubs and leagues to a wider audience. However, certain safeguards must be in place to ensure proper adherence to policies and regulations. These guidelines are to be read alongside the **ECB Live Streaming Policy** (latest issue: September 2021).

Prior to live streaming or publishing video content from matches on any platform clubs MUST:

1. Adopt the ECB Live Streaming Guidelines:

- Formally adopt the ECB 2021 Live Streaming Guidelines for the Recreational Game as part of the club's policy.
- Record this adoption in the club's minutes and display the policy at the club and on the club website.
- Clearly outline in the policy the purposes for live streaming, photography, or recordings, ensuring compliance with EDI policies.
- Consider implications for both adults and children, particularly those from cohorts where sharing images may be inappropriate (e.g., Looked After Children).

2. Obtain Consent:

- Ensure consent is included in club registration forms. Maintain a record of those who do not consent and share this information with key personnel (e.g., CSOs, coaches, captains).

3. Notify the League:

- Inform the League of the intention to live stream or video matches. Provide the name and contact details of the nominated Safeguarding Officer managing streams, photos, and recordings.
- Obtain written permission from the League Secretary before streaming any NEPL games.

Compliance with these requirements is mandatory to ensure proper oversight and adherence to league and ECB guidelines.

Once written permission from the League Secretary has been secured, the following steps must be taken for each game:

1. Secure Written Consent:

- Obtain written consent from umpires and opposition clubs' safeguarding officers using the NEPL Live-Streaming Consent Form at least 48 hours prior to matches.
- Retain written consent for all matches for 12 months.
- Be aware that consent may be withdrawn at any time, even if previously granted.
- Maintain a record of all replies, available for League inspection within 72 hours upon request. Non-compliance will result in withdrawal of live streaming permissions until evidence is provided.

The NEPL will verify consent by contacting opposition clubs, umpires, and scorers.

2. Follow Safeguarding Protocols:

- Adhere to child protection and safeguarding protocols if junior players or adults at risk in cricket are on the field.
- If a parent or guardian has declined consent for photography, filming must not occur.

3. Inform Spectators:

- Notify spectators that filming is taking place by placing signs in prominent positions around the ground.

4. Disable Audio:

- Audio streaming and recording must remain disabled at all times.

Additional Rules and Responsibilities

- Clubs must comply fully with the League's Social Media Policy.
- Clips from streams must not be used to criticise or vilify players, umpires, or officials. Breaches may result in disciplinary action.
- Clubs must follow data protection and GDPR legislation (Data Protection Act 2018 and UK GDPR).
- Images and audio recordings are personal data; clubs must handle them responsibly.

Live streaming is a useful coaching and marketing tool but must not be used as a Decision Referral System. Streams, photographs, and recordings should not be used for disciplinary hearings unless specifically requested by the Discipline Chair.

Videoing umpires on phones or cameras to question decisions is strictly prohibited. Clubs are responsible for their players' actions. Breaches of this regulation will result in disciplinary measures against both players and clubs.

Cameras may be positioned anywhere (e.g., on the sightscreen) as long as they comply with home ground regulations and are agreed upon by umpires.

Consent Guidelines

- Consent must **never** be presumed; individuals may withdraw consent at any time.
- Consent for hosting clubs and players must be documented, with one form covering photography, filming, and live streaming.

Penalties for Non-Compliance

1. Streaming/Recording without gaining prior permission from the NEPL:

- Fine: £100.
- Future applications may be refused for clubs that breach this regulation.

2. Breaches of NEPL Live Streaming Guidelines:

- First Offence: Formal warning.
- Second Offence: £50 fine; live streaming/recording authorisation withdrawn for 21 days.
- Third Offence: £100 fine; live streaming/recording authorisation withdrawn for 42 days.
- Subsequent Offences: 30-point deduction and live streaming/recording authorisation withdrawn for 6 months.

Appeals will only be considered in cases of misrepresentation of the facts.