



British Values Policy	
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1. Introduction

CM Sports UK Ltd is committed to promoting the Fundamental British Values of:

- Democracy
- The Rule of Law
- Individual Liberty
- Mutual Respect and Tolerance of those with different faiths and beliefs

These values support our commitment to **safeguarding, equality, inclusion, positive behaviour and the personal development of children and young people** participating in our activities.

CM Sports recognises its responsibility to create an environment where children and young people are encouraged to become responsible, respectful and active members of society. We aim to help participants develop resilience, confidence, respect for others and an understanding of their responsibilities within their communities.

This policy is aligned with relevant safeguarding expectations, the **Prevent duty**, the **Equality Act 2010**, Department for Education guidance and the safeguarding principles reflected in **Keeping Children Safe in Education (KCSIE) 2026**, where applicable to our work with schools and children.

2. Our Commitment

CM Sports will:

- Promote respect and tolerance for all individuals, regardless of background, culture, faith, belief, identity, ability or circumstances.
- Challenge discriminatory, prejudicial, extremist or intolerant attitudes and behaviours.
- Encourage children and young people to express their views appropriately and respectfully.
- Promote fairness, equality and accountability.
- Encourage participants to understand and follow rules and boundaries.
- Support children to develop confidence, independence, resilience and responsibility.
- Ensure coaches and staff act as positive role models and maintain appropriate professional boundaries.
- Promote an inclusive environment in which children feel safe, valued and able to participate.
- Respond appropriately to behaviour or concerns that may indicate safeguarding, discrimination, radicalisation, extremism or other forms of harm.
- Work with parents, carers, schools and relevant professionals where concerns require further support or intervention.

3. Embedding British Values Through Sport and Activity

British Value	How CM Sports Promotes This
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Rule of Law	Teaching the importance of rules and boundaries in sport and activities; encouraging respect for coaches, referees, officials and agreed rules; explaining why rules promote fairness and safety; supporting children to understand that actions have consequences.
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Democracy	Giving children appropriate opportunities to express their views; involving participants in choices about activities where practical; encouraging group discussion and listening to different opinions; allowing children to contribute to decisions affecting their activities.
Individual Liberty	Encouraging children to develop independence, confidence and self-belief; providing appropriate choices within activities; supporting children to express themselves safely; encouraging participants to understand their rights and responsibilities while respecting the rights of others.
Mutual Respect & Tolerance	Promoting teamwork, cooperation and fairness; celebrating diversity; encouraging respect for different cultures, faiths, beliefs and backgrounds; challenging bullying, discrimination, harassment and prejudice; helping children understand and appreciate different perspectives.

4. Equality, Diversity and Inclusion

CM Sports is committed to equality and inclusion and does not tolerate discrimination, bullying or harassment.

In accordance with the Equality Act 2010, we recognise the protected characteristics of:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

CM Sports will make reasonable adjustments where required and will consider individual needs when planning and delivering activities.

Any concerns involving discrimination, harassment, bullying, prejudice or exclusion will be taken seriously and managed in accordance with our **Equality, Diversity & Inclusion, Behaviour and Safeguarding Policies**.

5. Safeguarding, Prevent and Extremism

Promoting British Values forms part of CM Sports' wider safeguarding responsibilities.

Staff must remain alert to concerns that may indicate that a child or young person is experiencing vulnerability, exploitation, abuse, discrimination or pressure from others.

Where concerns arise regarding **radicalisation, extremism or other safeguarding risks**, staff must:

1. Take the concern seriously.
2. Report the concern promptly to the Designated Safeguarding Lead (DSL) or safeguarding lead.
3. Record relevant information accurately and objectively.
4. Follow the CM Sports Safeguarding & Child Protection Policy.
5. Escalate the concern to the appropriate external agency where required.

Staff must not attempt to investigate safeguarding or Prevent concerns themselves.

The promotion of British Values must always be approached in a way that is **inclusive, proportionate and respectful of lawful freedom of expression and different beliefs**.

6. Online and Digital Behaviour

British Values apply both in person and online.

CM Sports expects staff and participants to use digital technology responsibly and respectfully. This includes addressing:

- Online bullying and harassment.

- Discriminatory or hateful content.
- Threatening or abusive communications.
- Sharing inappropriate or harmful material.
- Extremist or radicalising content.
- Misuse of social media.
- Harmful behaviour towards other participants or staff.

Concerns relating to online safety or harmful digital behaviour will be managed in accordance with the **Acceptable Use of Mobile Phones & Electronic Devices Policy** and **Safeguarding & Child Protection Policy**.

7. Staff Responsibilities

All coaches, staff and volunteers have a responsibility to model the values promoted within this policy.

Staff should:

- Treat children, colleagues, parents and carers with dignity and respect.
- Challenge inappropriate or discriminatory behaviour appropriately.
- Maintain professional boundaries.
- Promote positive relationships and teamwork.
- Avoid imposing personal political, religious or ideological views on participants.
- Report safeguarding concerns without delay.
- Follow CM Sports policies, procedures and the staff Code of Conduct.

Staff must never use their position to pressure children into adopting particular political, religious or ideological beliefs.

8. Supporting Positive Behaviour

British Values are reinforced through our approach to behaviour.

CM Sports promotes:

- Positive relationships.
- Respectful communication.
- Fairness and cooperation.
- Appropriate consequences for behaviour.
- Anti-bullying practice.
- Inclusion and reasonable adjustments.
- Respect for individual differences.
- Safe opportunities for children to express their views.

Behaviour that conflicts with these principles will be addressed proportionately and in accordance with the **Behaviour Policy**.

Where behaviour may indicate a safeguarding concern, the matter will be referred through safeguarding procedures.

9. Monitoring and Impact

CM Sports will monitor the implementation of this policy through:

- Staff induction and safeguarding training.
- Session planning and delivery.
- Observation of staff practice.
- Participant and parent/carers feedback.
- Review of behaviour and safeguarding incidents.
- Management review of complaints or concerns.
- Review of equality and inclusion issues.
- Learning from incidents and identified trends.

Where weaknesses are identified, CM Sports will take appropriate action to improve practice.

10. Related Policies

This policy should be read alongside:

- Safeguarding & Child Protection Policy
- Equality, Diversity & Inclusion Policy
- Behaviour Policy
- SEND Policy
- Wellbeing Policy
- Acceptable Use of Mobile Phones & Electronic Devices Policy
- Whistleblowing Policy
- Complaints Policy
- Violence & Aggression Policy & Procedure
- Safer Recruitment Policy
- Staff Code of Conduct

11. Relevant Legislation and Guidance

CM Sports will have regard to relevant legislation and guidance, including:

- Equality Act 2010
- Counter-Terrorism and Security Act 2015 and Prevent duty requirements
- Children Act 1989
- Children Act 2004
- Keeping Children Safe in Education 2026
- Working Together to Safeguard Children 2026
- Relevant Department for Education safeguarding guidance
- Relevant Ofsted requirements and inspection guidance