



ASM Sports (UK) Limited | Safeguarding & Child Protection Policy | **September 2026**

1. Key Contacts and Information

Policy Leader /Designated Safeguarding Lead	Nick Marren	01782 366332
Deputy Policy Leader/DSL	John Hancock	01782 366332
Lead Person for PREVENT	Nick Marren	01782 366332
Senior Manager Staff Allegations	John Kendall	01782 366332
Managing Director	Alex Morris	01782 366332
Local Authority Designated Officer (LADO)	John Hanlon John.Hanlon@stoke.gov.uk or CHAD.Referrals@stoke.gov.uk	01782 235100
Early Help Coordinator		01782 231964/ 232200 early.help@stoke.gov.uk
Early intervention Advice and Access Team		01782232200 CW@stoke.gov.uk
Senior SW/Child Sexual Exploitation		101 Ext.3616 07769 238950



Tel: 01782 366332 **Visit:** www.asmsports.co.uk **Email:** info@asmsports.co.uk

Address: G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



SOT Children's Social Care - Safeguarding Referral Team (SRT)	01782 235100
Emergency Duty Team – after hours, weekends and public holidays	01782 234567
Staffordshire Children Social Care – for referrals First Response Police Non-emergency – 101 Emergency - 999	0800 1313126
Cheshire East Safeguarding Children's Partnership (CESCP) https://www.cescp.org.uk/	0300 123 5012
CHECS@cheshireeast.gov.uk 0300 123 5012/0300 123 5022 – Emergency Duty Team (Out of Hours)	
Cheshire East LADO: 01606 288931	
Cheshire East LADO Business Support Officer: 01270 685904 Email: LADO@cheshireeast.gcsx.gov.uk	
Prevent Education Officer m: 07900 135606 sarah.dyer@stoke.gov.uk	01782 233239
Safeguarding Education Development Officer dawn.casewell@Stoke.gov.uk	01782 235897
Stoke on Trent Cooperative Working Access Advice and Access Team	01782 232200
Education Lead - MASH amanda.clough@stoke.gov.uk	01782 236516



Tel: 01782 366332 **Visit:** www.asmsports.co.uk **Email:** info@asmsports.co.uk

Address: G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



Social Care 'Better Together' Project kayleigh.harold@stoke.gov.uk	01782 232470
Policy Approval Date	September 2026
Frequency of Policy Review	Annually
Next Review Date	September 2027
Signature of Policy/Procedure Leader	Signature of Managing Director
Nick Marren	Alex Morris

2. Purpose and Aims

ASM Sports (UK) Limited is committed to safeguarding and promoting the welfare of all children and young people who engage in any activity delivered under the ASM Sports name. This policy sets out how ASM Sports fulfils its statutory and moral duty to ensure that children are protected from abuse, harm, neglect and exploitation.

This policy applies to **all staff, coaches, volunteers, contractors, agency workers and partners** working on behalf of ASM Sports in any setting, including:

- Schools and academies
- Alternative Provision (AP)
- Holiday activity and food programmes
- Community venues
- Online and digital environments



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



This policy is informed by KCSIE 2026, Working Together to Safeguard Children 2026, relevant DfE safeguarding guidance, DBS requirements and applicable UK legislation. ASM Sports applies the relevant safeguarding expectations to its workforce and follows partner-setting safeguarding arrangements.

ASM Sports recognises that safeguarding is everyone's responsibility and that **every child matters**. We adopt a **child-centred, trauma-informed and contextual safeguarding approach**, recognising that children may be harmed both inside and outside of education settings, including online and in the community.

3. Policy Statement

ASM Sports is committed to ensuring that:

- a. Every child who participates in an ASM Sports activity can do so in a **safe, supportive and inclusive environment**
- b. The welfare of the child is **paramount** in all decision-making
- c. Children are protected from **physical, emotional, sexual abuse, neglect, exploitation and online harm**
- d. All children, regardless of age, disability, gender, ethnicity, religion, sexual orientation, gender identity or care status, receive **equal protection**
- e. All staff understand their duty to **identify, report and act on concerns**
- f. A strong safeguarding culture is maintained where **concerns are raised, not ignored**
- g. Safeguarding applies equally to **face-to-face and online activity**

4. Understanding Safeguarding Risk (KCSIE 2026)

ASM Sports recognises that children may experience harm in many ways, including:

- Sexual abuse and exploitation
- Online grooming, sextortion and image-based abuse
- Child criminal exploitation (CCE)
- Child sexual exploitation (CSE)
- Radicalisation and extremism
- Domestic abuse



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



- Peer-on-peer (child-on-child) abuse
- Physical, emotional abuse and neglect
- Bullying and cyberbullying
- Self-harm and mental ill-health
- Exposure to harmful online content
- Unsafe supervision or environments

KCSIE 2026 reinforces that online harm is safeguarding harm. Children may be abused via phones, gaming, social media, livestreaming, AI-generated content, messaging apps and image sharing platforms.

ASM Sports adopts an “**it can happen here**” approach.

5. Vulnerability, Equality & Inclusion

ASM Sports recognises that some children are **more vulnerable to harm**, including:

- Children in Alternative Provision (AP)
- Children who are missing or absent from education
- Children with SEND
- Children in kinship care
- Children who are looked after or previously looked after
- Children living with domestic abuse
- Children experiencing mental ill-health
- Children at risk of exploitation

We recognise that **absence and non-attendance** may be indicators of abuse, exploitation or neglect.

6. Children in Alternative Provision (AP)

ASM Sports regularly works with children placed in Alternative Provision, including pupils who are excluded, at risk of exclusion, on reduced timetables or not in mainstream education.

Children in Alternative Provision may face increased safeguarding risks, including:

- Criminal exploitation
- Sexual exploitation





- Missing episodes
- Mental health crisis
- Safeguarding neglect

ASM Sports therefore applies **enhanced safeguarding arrangements** for AP provision including:

- Increased staff vigilance
- Enhanced staff training
- Closer DSL oversight
- Information-sharing with schools and local authorities
- Attendance and welfare monitoring

All AP learners are treated as **potentially vulnerable** and safeguarding concerns are escalated without delay.

7. Children in Kinship Care

KCSIE 2026 recognises kinship care and the need to remain alert to vulnerability in children living with relatives or connected carers such as:

- Grandparents
- Siblings
- Aunts, uncles or extended family
- Family friends

These children may not have formal legal orders and may experience **hidden vulnerability**. ASM Sports staff are trained to understand that kinship care children:

- May experience trauma or instability
- May not have consistent advocacy
- May be more at risk of neglect or exploitation

Safeguarding concerns are acted on **regardless of legal guardianship status**.



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



8. Safeguarding Leadership

The Designated Safeguarding Lead (DSL) for ASM Sports is:

Nick Marren – Operations Manager

The DSL is responsible for:

- Leading safeguarding strategy
- Managing all concerns and referrals
- Liaising with schools, AP, LADO, police and social care
- Online safety, filtering and monitoring
- Prevent and radicalisation referrals
- Staff safeguarding training and compliance

A Deputy DSL is appointed to always ensure cover.

8. Safer Recruitment & DBS (KCSIE 2026)

ASM Sports ensures that no person is allowed to work with children until the checks required for their role have been completed in line with KCSIE 2026, DBS requirements and applicable law.

This includes:

- Appropriate DBS check for the role, including a Children's Barred List check where regulated activity with children makes this legally required
- Identity verification
- References and employment history checks
- Right to work in the UK
- Qualification verification where relevant
- Prohibition from teaching (where relevant)
- Section 128 checks where applicable



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



- Appropriate overseas criminal record/safeguarding checks where required
- Online searches on shortlisted candidates as part of due diligence

ASM Sports informs all shortlisted candidates that **online searches may be undertaken** as part of due diligence. Any concerns are risk-assessed and recorded.

A central record of recruitment and safeguarding checks is maintained and quality-assured. Where ASM Sports is required to provide written assurance or evidence of checks to a host setting, this is provided in accordance with the applicable requirements.

9. Reporting Safeguarding Concerns

All safeguarding concerns must be reported **immediately** to the DSL or Deputy DSL.

Staff must never investigate or delay reporting.

Concerns include:

- Disclosure by a child
- Behavioural changes
- Online harm
- Exploitation
- Domestic abuse
- Child-on-child abuse
- Criminal activity

The DSL will decide whether to:

- Monitor
- Refer to Children's Social Care
- Refer to LADO
- Contact the police
- Engage school DSLs

For holiday provision, ASM Sports DSL will liaise with the relevant school DSLs wherever possible. In events of a more serious nature, ASM Sports DSL will seek support from Staffordshire Safeguarding



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



Children Board (for all Staffordshire delivery) and Cheshire East Safeguarding Children's Partnership (for all Cheshire East delivery) and ultimately if required the police.

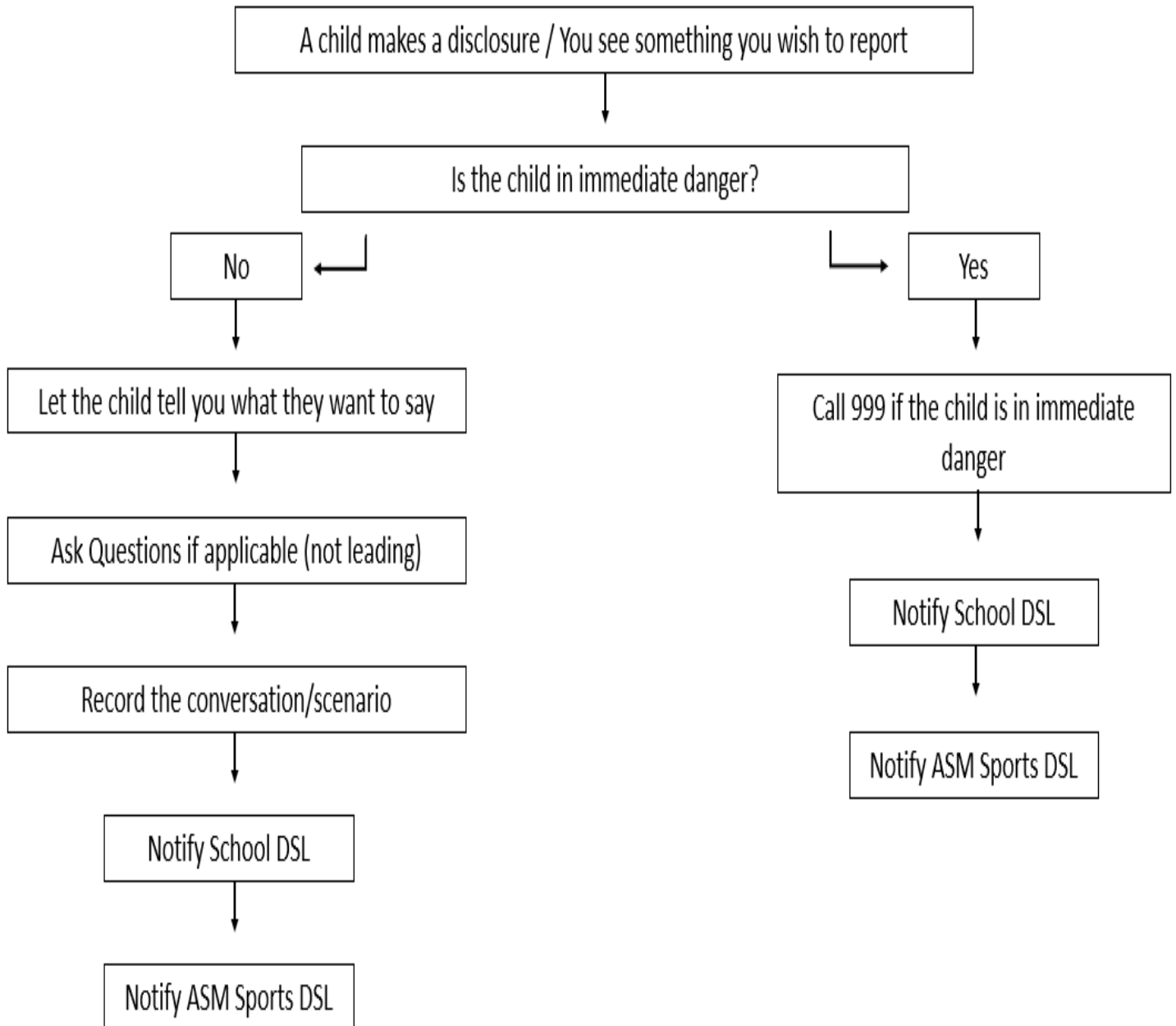
(See ASM Safeguarding Procedure below).



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063





10. Online Safety, Filtering & Monitoring

ASM Sports treats **online safeguarding** as a core child protection responsibility.

We ensure:

- Filtering systems block harmful content
- Monitoring systems flag concerning behaviour
- Staff know how to escalate concerns
- Online abuse is treated the same as physical abuse

Risks include:

- Grooming
- Sextortion
- Exposure to pornography
- Harmful content
- Radicalisation
- Image sharing
- AI-generated sexual images

Parents and carers are informed of:

- Platforms used
- Staff contact
- Safety systems
- Reporting routes



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



11. Child-on-Child Abuse

ASM Sports recognises that children can abuse other children. This includes:

- Sexual violence
- Sexual harassment
- Online abuse
- Physical abuse
- Initiation rituals
- Coercion

All such incidents are:

- Taken seriously
- Investigated by the DSL
- Reported to schools and agencies
- Managed in a trauma-informed way

12. Domestic Abuse

ASM Sports recognises that children may be harmed by seeing, hearing or living with domestic abuse.

This includes:

- Emotional
- Psychological
- Physical
- Financial
- Coercive control

Domestic abuse concerns are reported to the DSL and referred appropriately.



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



13. LGBTQ+ Children

ASM Sports recognises that LGBTQ+ children may be at increased safeguarding risk.

We provide:

- Safe spaces
- Non-judgemental support
- Confidential reporting
- DSL guidance

No child is outed or placed at risk.

14. Allegations Against Staff

Any allegation that a staff member:

- harmed a child
- committed an offence
- is unsuitable

Must be reported to:

- DSL
- Managing Director
- LADO

No internal investigation occurs before LADO advice.



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



15. Low-Level Concerns

All low-level concerns about staff behaviour are:

- Logged
- Reviewed
- Shared with DSL
- Used to identify patterns

Supply staff concerns are shared with their employers.

16. Whistleblowing

All staff have a duty to report concerns about safeguarding culture, leadership or colleagues.

Reports can be made to:

- DSL
- Directors
- LADO

No staff member will suffer detriment for reporting concerns.

17. Confidentiality & Record Keeping

Information is:

- Shared on a need-to-know basis
- Stored securely
- Disclosed where necessary to protect a child

Children are never promised secrecy. Information is shared lawfully, proportionately and without unnecessary delay where necessary to safeguard or promote the welfare of a child.





18. Photography & Media

- Parental consent is required
- No names are published
- Protected children are excluded
- Images are stored securely

19. Equality & Inclusion

ASM Sports complies with the **Equality Act 2010** and ensures safeguarding protects children with protected characteristics.

20. Quality Assurance

ASM Sports:

- Audits safeguarding practice
- Reviews SCRs
- Reviews cases
- Acts on weaknesses

21. Lone Working

ASM Sports limits lone working and:

- Seeks consent
- Records arrangements
- Ensures DSL oversight
- Keeps managers on call



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



22. Legal Framework

This policy aligns with:

- KCSIE 2026
- Children Acts
- Working Together
- Data Protection
- Prevent Duty
- Safeguarding Vulnerable Groups Act

23. Review

This policy is reviewed annually or when statutory guidance, legislation or local safeguarding arrangements change.

24. Culture

ASM Sports promotes:

- “It can happen here”
- Vigilance
- Respect
- Child-first practice

25. Approval

This policy is approved by ASM Sports leadership and applies to all staff and activities. It aligns with KCSIE 2026, Working Together 2026 and local safeguarding arrangements.

Signed: Alex Morris | Position: Managing Director



 **Tel:** 01782 366332  **Visit:** www.asmsports.co.uk  **Email:** info@asmsports.co.uk

 **Address:** G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063