



EASTBOURNE BOROUGH YOUTH FOOTBALL CLUB

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COPY FOR COACHES **COACHES CODE OF CONDUCT** **Revised August 2010**

Coaches are key to the establishment of ethics in football. Their concept of ethics and their attitude directly affects the behaviour of players under their supervision. Coaches are, therefore, expected to pay particular care to the moral aspect of their conduct.

Coaches have to be aware that almost all of their everyday decisions and choices of actions, as well as strategic targets, have ethical implications.

It is natural that winning constitutes a basic concern for coaches. This code is not intended to conflict with that. However, the code calls for coaches to disassociate themselves from a "win-at-all-costs" attitude.

Increased responsibility is requested from coaches involved in coaching young people. The health, safety, welfare and moral education of young people are a first priority, before the achievement or the reputation of the club, school, coach or parent.

Set out below is The F.A. Coaches Association Code of Conduct (which reflects the standards expressed by the National Coaching Foundation and the National Association of Sports Coaches), which forms the benchmark for all involved in coaching:

1. Coaches must respect the rights, dignity and worth of each and every person and treat each equally within the context of the sport.
2. Coaches must place the well being and safety of each player above all other considerations, including the development of performance.
2. Coaches must adhere to all guidelines laid down by governing bodies.
4. Coaches must develop an appropriate working relationship with each player based on mutual trust and respect.
5. Coaches must not exert undue influence to obtain personal benefit or reward.
6. Coaches must encourage and guide players to accept responsibility for their own behaviour and performance.
7. Coaches must ensure that the activities they direct or advocate are appropriate for the age, maturity, experience and ability of players.
8. Coaches should, at the outset, clarify with the players (and, where appropriate, parent) exactly what is expected of them and also what they are entitled to expect from their coach.
9. Coaches must always promote the positive aspects of the sport (e.g. fair play) and never condone violations of the Laws of the Game, behaviour contrary to the spirit of the Laws of the Game or relevant rules and regulations or the use of prohibited substances or techniques.
10. Coaches must consistently display high standards of behaviour and appearance.

11. Coaches must not use or tolerate inappropriate language.
12. Children's contacts are informed of training times and venues and selection for matches
13. Coaches must ensure Club kits and training equipment issued to them, and other assets used, are properly cared and accounted for and returned upon leaving the club and on demand e.g. for inventory purposes.
14. Coaches must ensure that they have First aid equipment at every training session and match.
15. Coaches must ensure all moneys are collected at matches and ad-hoc training sessions, and passed onto the treasurer or his representative
16. Coaches must ensure their teams abide by all rules of leagues or competitions in which they compete
17. Coaches must ensure a representative from the age group attends each coaches meeting
18. Coaches must abide by the club's Age Group Structure Policy as agreed by the Committee
19. Coaches must ensure no approach is made to a child or their parents of another team squad with the aim of discussing a transfer to another squad within Eastbourne Borough Youth FC without first speaking with that squad's manager first.
20. Coaches must ensure the Club does not incur fines exceeding £20 per season for their squad as a result of their own lack of diligence in dealing with registrations, match return cards and matters relating to the running of their squad.
21. Coaches are responsible for the conduct of parents and spectators at matches and training sessions

Neither managers nor their coaches shall.....

1. Allow themselves to become in a single adult/child situation that could conceivably lead to an allegation of improper behaviour
2. Appoint other helpers in contact with the children without consultation with the Committee
3. Other than for routine matters, hold meetings with parents without proper notice to the committee.



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I will:

- Show respect to others involved in the game including match officials, opposition players, coaches, managers, officials and spectators
- Adhere to the Laws of the Game
- Display and promote high standards of behaviour
- Always respect the match officials' decisions
- Never enter the field of play without the referee's permission
- Never engage in public criticism of the match officials
- Never engage in, or tolerate, offensive, insulting or abusive language or behaviour.

When working with players, I will:

- Place the well-being, safety and enjoyment of each player above everything, including winning
- Explain exactly what I expect of players and what they can expect from me
- Ensure the parents/carers of all players under the age of 18 understand these expectations
- Refrain from, and refuse to tolerate any form of bullying
- Develop mutual trust and respect with every player to build their self-esteem
- Encourage each player to accept responsibility for their own behaviour and performance
- Ensure all activities I organize are appropriate for the players' ability level, experience, age and maturity
- Co-operate fully with others in football (e.g. officials, doctors, physiotherapists, welfare officers) for each player's best interests