



**SHENLEY F.C.**  
**CODE OF CONDUCT FOR COACHES**  
 (June 2012)



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

**Coaches Must:**

- Respect the rights, dignity and worth of each and every person and treat each individual equally within the context of the game
- Place the well-being and safety of each player above all other considerations, including the development of talent and performance
- Adhere to all guidelines laid down within the Constitution and the Rules of The Football Association
- Develop an appropriate working relationship with each, player based on mutual trust and respect
- Not exert any undue influence to obtain personal benefit or reward
- Encourage and guide players to accept responsibility for their own behaviour and performance
- Ensure that the activities they direct or advocate are appropriate for the age, maturity, experience and ability of players
- Clarify with the players and, where appropriate, the parents what is expected of them and what they are entitled to expect from their coach and club
- Co-operate fully with other specialists (e.g. other coaches, officials, sports scientists, doctors, physiotherapists) in the best interests of the player
- Always promote the appropriate Code of Conduct and positive aspects of the sport (e.g. fair play) to players, parents and spectators alike.
- Never condone violations of the Laws of the Game, behaviour contrary to the spirit of the Laws of the Game or relevant rule and regulations or the use of the prohibited substances or techniques
- Consistently display high standards of behaviour and experience and be a role model for players, parents and spectators

**Some examples of poor practice or possible abuse that may arise within a coaching context are:**

- **neglect** - Leaving after training, before all young players have been met by their parents/guardians
- **physical** - the use of excessive training drills, placing the players under undue physical pressure
- **Sexual** - taking of photographs of semi-dressed players in the changing rooms
- **Emotional** - excluding individual players from joining in
- **Bullying** - verbally criticising and pushing the players to win at all costs

Any breaches of the above will be brought to the committee’s attention who will consider suitable action to be taken. Serious misconduct or abuse may result in a coach being asked to leave the club.

This code of conduct has been adopted by Shenley FC from the Football Association Code of Conduct Advice and guidance on these matters will be sought by contacting The Berks and Bucks County FA on 01367 242099

**I am in agreement to the above conditions of the Coaches Code of Conduct**

**Signature:** ..... **Name:** ..... **Date:** .....