



# Spennymoor Town Youth Academy

## Code of Conduct for coaches, team managers and club officials

Coaches are key to the establishment of ethics in football. Their concept of ethics is that 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.

On and off the field, I will:

- Show respect to others involved in the game including match officials, opposition players, coaches, managers, officials and spectators.
- Adhere to the laws and spirit of the game.
- Promote Fair Play and 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 all parents/carers of all players under the age of 18 understand these expectations.
- Never engage in or 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 organise are appropriate for the players' ability level, age and maturity.
- Co-operate fully with others in football (e.g. officials, doctors, physiotherapists, welfare officers) for each player's best interests.

I understand that if I do not follow the Code, any/all of the following actions may be taken by my club, County FA, league or The FA.

I may be:

- Required to meet with the club, league or County Welfare Officer.
- Required to meet with the club committee.
- Monitored by another club coach.
- Required to attend a FA education course.
- Suspended by the club from attending matches.
- Suspended or fined by the County FA.
- FACA membership withdrawn (FA Coaches Association).
- Required to leave or be sacked by the club.