



**Barnet Football Club Academy**

**The Hive London Stadium**

**Camrose Avenue**

**Edgware**

**HA8 6AG**

**Coaches Code of Conduct Policy**

**Version 1**

**Academy Policy 1 – C - 05**

**Reviewed November 2025**

# CODE OF CONDUCT FOR COACHES

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

Coaches must 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. The 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, welfare and moral education of young people are 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 Sports Coach UK and National Association of Sports Coaches), which forms the benchmark for all involved in coaching:

- Coaches must respect the rights, dignity and worth of each and every person and treat each equally within the context of the sport.
- Coaches will try to provide a positive model for players with regard to respect, friendliness, care and courtesy.
- Coaches must place the well-being and safety of each player above all other considerations, including the development of performance.
- Coaches must adhere to all guidelines laid down by governing bodies.
- Coaches must develop an appropriate working relationship with each player based on mutual trust and respect.
- Coaches must not exert undue influence to obtain personal benefit or reward.
- Coaches must encourage and guide players to accept responsibility for their own behavior and performance.
- Coaches must ensure that the activities they direct, or advocate are appropriate for the age, maturity, experience and ability of players.
- Coaches should, at the outset, clarify with the players and where appropriate, parents exactly what is expected of them and what they are entitled to expect from their coach.
- Coaches must co-operate fully with other specialists (e.g. other coaches, officials, sports scientists, doctors, physiotherapists) in the best interest of the player.
- Coaches must always promote the positive aspects of the sport (e.g. fair play) and never condone violations of the Laws of the Game, behavior contrary to the spirit of the Laws of the Game or relevant rules and regulations or the use of prohibited

substances or techniques.

- Coaches must consistently display high standards of behavior and appearance.
- Coaches are responsible for developing the rules governing the conduct of the group and the behavior of the attendees will be made clear to all concerned, such as toilet breaks, always remaining in the group, not foul and abusive language will be permitted, no bullying or violence will be permitted etc.
- Coaches will ensure that the rules are applied consistently, so that the attendees can build up useful habits of behavior.
- Coaches will praise and highlight good behavior such as kindness, helpfulness, and “fair-play”.
- Staff must not use inappropriate language or innuendo at any time.
- Coaches must not shout or raise their voice in a threatening way.

Version	Date	Changes	Action