

**Code of Conduct  
Great Horwood FC Junior Section**

**Managers and Coaches**

Managers and Coaches are key to the establishment of ethics at Great Horwood Football Club. Their concept of ethics and their attitude directly affects the behaviour of players under their supervision. Managers and Coaches are therefore expected to pay particular care to the moral aspect of their conduct.

It is natural that winning constitutes a basic concern for Managers and Coaches. This code is not intended to conflict with that. However, the code calls for Managers and Coaches to disassociate themselves from a “win at all costs” attitude. The welfare of the players must always take precedence over winning.

Great Horwood FC adopts the following FA Coaches Association Code of Conduct, and this forms the benchmark for all involved in managing and coaching at the club:

1. Managers and Coaches must respect the rights, dignity, and worth of each and every person and treat each equally within the context of the sport.
2. Managers and Coaches must place the well-being and safety of each player above all other considerations, including the development of performance.
3. Managers and Coaches must adhere to the guidelines laid down by governing bodies.
4. Managers and Coaches must develop an appropriate working relationship with each player based on mutual trust and respect.
5. Managers and Coaches must not exert undue influence to obtain personal benefit or reward.
6. Managers and Coaches must encourage and guide players to accept responsibility for their own behaviour and performance.
7. Managers and Coaches must ensure that the activities they direct or advocate are appropriate for the age, maturity, experience, and ability of players.
8. Managers and 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 Manager and Coach.



**CHARTER  
STANDARD  
CLUBS**

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9. Managers and Coaches must co-operate fully with other specialists (eg other Managers, Coaches, officials, sports scientists, doctors, physiotherapists) in the best interests of the player.
10. Managers and Coaches must always promote the positive aspects of the sport (eg 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 prohibitive substances or techniques.
11. Managers and Coaches must consistently display high standards of behaviour and appearance.
12. Managers and Coaches must not use or tolerate inappropriate language or behaviour eg excessive shouting from the touchline during matches.

