Code of Conduct for Coaches, Assistants and Volunteers

As a coach, assistant coach or volunteer at Bury Town Community FC, you represent the club's core ethos: Participation, Development, and Fun. Your primary duty is to create a safe, inclusive, and positive environment where every player—regardless of age, gender, background, or ability—can enjoy the game and grow as an individual.

1. Respect & Sportsmanship

- Lead by Example: Demonstrate high standards of sportsmanship, self-control, and integrity before, during, and after every session or match.
- Match Officials: Respect the decisions of referees and assistant referees at all times. Never criticize or argue with officials in front of players, parents, or spectators. If clarification is needed, approach them calmly and privately after the match.
- Opponents: Treat opposing players, coaches, and supporters with respect. Encourage fair play and applaud good football from both sides.
- Zero Tolerance: Do not tolerate or engage in foul, abusive, racist, sexist, homophobic, or discriminatory language or behavior under any circumstances.

2. Player Welfare & Safeguarding

- Safety First: Prioritise the emotional and physical well-being of players above match results or competition.
- Equal Opportunity: Ensure all squad members receive fair and equal playing time, especially during formative grassroots ages. Avoid over-specializing positions early on.
- Positive Reinforcement: Offer praise generously. Never shout at, ridicule, or publicly reprimand a player for making a mistake or losing a game.
- Safeguarding Standards: Strictly adhere to the club's Safeguarding and Child Protection policies. Maintain appropriate professional boundaries and complete required FA background checks (DBS) and coaching accreditations.
- Medical Care: Respect medical advice and never force an injured or unwell player to participate.

3. Coaching Environment & Standards

- Development Over Winning: Focus on long-term skill acquisition, confidence, character, and teamwork rather than a "win-at-all-costs" mentality.
- Punctuality & Preparation: Arrive well-prepared with proper equipment and session plans. Ensure the pitch, facilities, and equipment are safe prior to activity.

- Communication: Maintain clear, constructive, and respectful communication with players, parents, guardians, and club officials.
- Continuous Improvement: Commit to ongoing personal development as a coach, keeping up-to-date with modern coaching practices and FA standards.

4. Representing the Community

- Club Values: Act as a positive ambassador for Bury Town Community FC within Bury St Edmunds and the wider region.
- Environment & Facilities: Treat all home and away venues, equipment, and pitch facilities with care and respect.
- Social Media & Public Conduct: Avoid making derogatory or negative comments about the club, players, opponents, or officials on public platforms or social media.

Coach Agreement & Declaration

I acknowledge that I have read, understood, and agreed to abide by the Bury Town Community FC Coaches Code of Conduct. I understand that failure to follow this code may lead to disciplinary action, up to and including suspension or removal from my coaching role within the club.

Coach Name (Printed):	**_____**
Team / Age Group:	**_____**
Signature:	**_____**
Date:	**_____ / _____ / _____**