



CODE OF CONDUCT

Keyworth United Community Football Club

July 2020

Coaches, Team Managers and Club Officials

The moral principles and attitude of coaches directly affects the behaviour of players under their supervision. Coaches have to be aware that all of their football decisions and choices of action, as well as their strategic targets, will have ethical implications.

Coaches should 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, coach or parent.

The Football Association Code of Conduct for Coaches, Team Managers and Club Officials as part of the 'Play Your Part' initiative is set out below. This forms part of the code of conduct that all coaches at Keyworth United are expected to adhere to. Coaches should clarify with players and, where appropriate, parents and supporters, exactly what is expected of them, and what players are entitled to expect from their coach.

On and off the field, coaches must:

- Always show respect to everyone in the game
- Stick to the rules and celebrate the spirit of the game
- Encourage fair play and high standards of behaviour
- Always respect the referee and encourage their players to do the same
- Never enter the field of play without the referee's permission
- Never tolerate or engage in offensive, insulting or abusive behaviour
- Be aware of the potential impact of bad language on others
- Be gracious both in victory and defeat
- Respect the facilities and equipment, both home and away

When working with players, coaches must:

- Consider the wellbeing, safety and enjoyment of each player as the most important aspect
- Never tolerate bullying in any form or guise
- Ensure all activities are appropriate for the age and ability of the players
- Work with others (e.g. officials, doctors, physiotherapists, welfare officers etc) in the best interests of the player

Coaches must understand that if they do not follow the code of conduct, they may be required to meet with the club or league Welfare Officer or the CFA Designated Safeguarding Officer (DSO). This could lead to suspension by the club from attending matches, a fine or suspension by the relevant County FA, or the coach being required to leave the club or losing their position or having their licence withdrawn. The club reserves the right to apply whatever sanction it feels appropriate to coaches who violate the code of conduct.

Adult players

As per the Football Association's Code of Conduct for adult players, all adult players at Keyworth United, on and off the field, must:

- Stick to the rules and celebrate the spirit of the game
- Always show respect to everyone involved in the game
- Never engage in public criticism of the match officials
- Accept the final decisions of the match officials and abide by them, accepting that they will make mistakes
- Win or lose with dignity and shake hands with the opposition at the end of the game
- Be aware of the potential impact of bad language on others, including children
- Never engage in abusive language, intimidating behaviour or bullying of any form towards another player, coach, spectator or match official, including abuse based on their sexuality, gender, race, religion or appearance – doing so could lead to suspension and possible police action
- Never physically assault another player, coach, spectator or match official – doing so could lead to suspension and possible police action

All adult players at Keyworth United must accept that if they do not follow the code of conduct, they may:

- Be cautioned, sin-binned or sent off by the match officials
- Be asked to apologise to any relevant individuals and parties
- Receive a formal warning from the club
- Be required to attend an FA education course
- Be dropped from the squad, suspended by the club or suspended from training
- Not be selected for the team for a given period of time
- Be issued a fine or asked to leave the club

The club reserves the right to apply whatever sanction it feels appropriate to players who violate the code of conduct.

Young players

All Keyworth United players should:

- Make every effort to improve their football skill and sporting ability when playing, by putting in maximum effort in training and taking on board the advice of their coaches
- Give maximum effort in training and matches and strive to perform to the best of their abilities when representing the club
- Set a positive example for others, including spectators, team-mates and younger players who may be watching
- Always have regards for the best interests of the club
- Avoid gamesmanship and refrain from attempts to manipulate the match officials, such as diving or feigning injury
- Refrain from using inappropriate language at all times
- Avoid violence on the football pitch and help injured players, whether they be on your team or opponents
- Accept the decisions of the match officials without protest

Youth players at Keyworth United, up to and including the Under-18 age group, are asked to read the following Code of Conduct from the Football Association's 'Play Your Part' initiative:

When playing football, I will:

- Always play my best for the benefit of the team
- Play fairly and be friendly
- Play by the rules and respect the referee
- Shake hands with the other team, regardless of the result
- Listen carefully to the advice of my coach
- Understand that a coach must do what is best for the team
- Talk to someone I trust if I am unhappy about anything at my club
- Encourage my teammates
- Respect the facilities and equipment both home and away

I understand that if I do not follow the code, I may:

- Be asked to apologise for my behaviour
- Receive a formal warning
- Be dropped, substituted or suspended from training

Parents, guardians, carers and spectators

Parents and spectators have a great influence on children's enjoyment and success in football. All children play football first and foremost because they love the game. It is important to remember that, however much a player may improve throughout their time at Keyworth United Community Football Club, it is important to reinforce the message that positivity and encouragement will lead to:

- Children enjoying their football
- A sense of personal achievement
- Increased wellbeing and self-esteem
- Improving the child's skill and technique

Keyworth United encourages parents, guardians, carers and spectators to:

- Applaud and acknowledge the efforts of both sets of players
- Avoid coaching individuals, both their child or otherwise, from the sidelines
- Refrain from shouting or raising their voice at players
- Respect the decisions of the match officials
- Give attention to all players, not just their individual child, and regardless of ability

The Football Association's Code of Respect regarding parents and spectators is outlined below.

- Have fun – this is what both the players and the parents play football for
- Celebrate effort and good play from both sides
- Always respect the referee and encourage players to do the same
- Refrain from entering the field of play at all times
- When players make mistakes, offer them encouragement to try again
- Never tolerate or engage in offensive, insulting or abusive language or behaviour

Parents, guardians, carers and spectators should understand that if they violate the code of conduct, they may be:

- Issued with a verbal warning or asked to leave
- Required to meet with the club committee, league or the CFA welfare officer
- Obligated to undertake an FA education course
- Requested not to attend future games or be banned from attending future games
- Suspended or have their membership removed
- Required to leave the club along with any dependents and/or issued a fine

The club reserves the right to apply whatever sanction it feels appropriate to players who violate the code of conduct.

Equality Policy

Keyworth United Community Football Club ('Keyworth United') is committed in all of its activities and practices to ensuring that the principles of equality of opportunity in football are upheld at the club. Keyworth United is committed to ensuring that its employees, players, parents and other associated individuals working or volunteering at the club, or watching football matches involving any Keyworth United team, or attending events at Keyworth United, are treated fairly and are able to conduct their activities free from discrimination, harassment and any other form of intimidation.

Keyworth United is responsible for setting standards and values that are applicable throughout the club at every level. Since football belongs to, and should be enjoyed by, everyone equally, our commitment as a club is to confront and eliminate discrimination on the grounds of gender, sexual orientation, race, nationality, ethnicity, religion and ability. Keyworth United will not discriminate, nor treat anyone less favourably on any of these, or any other, discriminatory grounds, in any of its activities, including:

- The advertisement, selection and acceptance of volunteers
- External coaching and education activities and awards
- Football development activities including externally managed courses
- The selection of teams
- Appointments to honorary positions

Keyworth United has a zero-tolerance policy to harassment of both a sexual and racial nature, bullying, physical and verbal discrimination, and any other form of discrimination, and will work to ensure that such behaviour is met with appropriate action. Keyworth United reserves the right to impose sanctions of its choice on any individual whose behaviour is found to contravene the code of conduct, which may include:

- A formal warning
- Suspension or removal of membership
- Exclusion of a non-member from Keyworth United's facilities, either temporarily or permanently
- Rejection of a non-member's pending or future membership application

All individuals who receive these sanctions will be provided with a formal, written reasoning for the distribution of the sanction. All decisions will be made in consultation with Keyworth United's management committee, and any individual who is unhappy with the outcome of the management committee's findings reserves the right to appeal.

Keyworth United will endeavour to create access and opportunities for all those individuals who wish to participate, and are lawfully eligible to participate, in its activities, as well as ensuring that it complies with the requirements of the Equality Act 2010, and shall take all reasonable steps to ensure that its employees, members and volunteers adhere to these requirements and this policy.

In the event that any employee, member, volunteer, participant or spectator feels that he has suffered discrimination, harassment, bullying, abuse or victimisation, they should report the matter in writing to the club management committee of Keyworth United. This policy will be reviewed periodically by the management committee of Keyworth United.

Anti-bullying policy

Keyworth United Community Football Club ('Keyworth United') is committed to providing a welcoming, friendly and safe environment for all players, parents and officials that allow football to take place in a relaxed and safe atmosphere. Bullying of all kinds is not permitted and strongly condemned at Keyworth United and all players, parents and officials should have utmost confidence in the club to deal with all instances of bullying effectively, efficiently and decisively.

Bullying can take a number of forms:

- Emotional abuse
- Physical abuse
- Sexual abuse
- Discrimination on the grounds of race, appearance, ethnicity, gender or sexuality
- Verbal abuse
- Cyber-bullying

The club holds a responsibility to educate players and parents/guardians on the signs of bullying and abuse. Signs of abuse may be obvious or sudden, such as visible injury, or internal or psychological, such as an uncharacteristic loss of interest in sport. Signs of bullying include, but are not limited to, a child:

- Explicitly stating that they are being bullied or abused by others
- Being unwilling to attend club training sessions or matches without reason
- Becoming withdrawn, anxious or showing an uncharacteristic lack of confidence
- Feeling ill before training sessions
- Displaying signs of isolation or introversion
- Coming home with damaged clothing
- Displaying unexplained cuts, bruises or other visible injuries
- Being frightened or unconfident to speak about experiences at training or matches
- Displaying aggressive, disruptive or otherwise unreasonable behaviour

It is important to note that these signs of abuse may be as a result of any of the forms of bullying stated at the start of this policy, and may not always be as a result of abuse in-person (for example, it could be as a result of cyber-bullying or aggressive behaviour on social media between players or other children/people).

Parents, guardians and coaches have a duty of care to deal with abusive behaviour. If a parent, guardian or coach sees abusive behaviour which may lead to the signs stated above, they should:

- Treat the matter with utmost seriousness
- Confront any player or spectator who is displaying abusive behaviour
- Refer the matter to the club's Welfare Officer

Keyworth United has a dedicated procedure in place to deal with instances of bullying or abusive behaviour. The person responsible for overseeing complaints or reports of bullying is the club's Welfare Officer. The procedure is as follows:

1. Players, spectators, coaches or officials should ALWAYS report incidents of bullying to the Welfare Officer in the first instance.
2. The Welfare Officer, if the instance of bullying is considered severe, may refer the case to the County Football Association Welfare Officer for advice, or in extremely serious cases, may refer the case to the FA Case management team.
3. The parties involved in the case and, where necessary, their parent(s) and/or guardian(s), will be asked to have a meeting with a committee of Keyworth United personnel to discuss the case. At this stage, the Welfare Officer and committee may decide to consult the police if necessary and when the investigation is in the hands of the police, the club will be unable to conduct its own internal investigation.
4. If police action is considered unnecessary, the club will open an investigation into the incident in which it may request to consult whoever it deems necessary.
5. The club will conclude the investigation and take necessary action, the details of which will change on a case-by-case basis. Examples of necessary action are outlined below.

Keyworth United reserves the right to take whatever action it feels necessary upon the conclusion of an internal investigation. In the first instance, the club will prefer an approach driven by the concepts of education and reconciliation. It is acceptable that people can change their behaviour and accept culpability for their previous actions, and where appropriate the club will seek to educate those who have displayed unacceptable behaviour in the past. Meetings between the parties involved in the investigation where the accused person(s) can apologise for their actions and display an intent to improve their behaviour may also take place.

However, in some cases of severe bullying, the club reserves the right to:

- Suspend the accused person(s) for a given period of time
- Ask a person to attend an FA Education Course
- Expel a person from the football club & ban them from playing in or attending matches

Safeguarding policy

Keyworth United Community Football Club ('Keyworth United') acknowledges its role and responsibility in safeguarding every child and young person and aims to always ensure that the safety and well-being of all those involved with the club is always treated with the utmost care and seriousness. It does so in the belief that placing the welfare of players at the centre of its concerns provides a solid foundation for the development of the young players of the future and for effective safeguarding practice.

In accordance with the Football Association's Safeguarding for Children policy, Keyworth United adopts the policies outlined in this document, which are as follows:

- A child's welfare is, and must always be, the paramount consideration
- All children and young people have a right to be protected from abuse regardless of their age, gender, race, religion or sexuality
- All allegations of abuse and bullying will be treated with the utmost seriousness and responded to swiftly and responsibly
- Working in partnership with other organisations, children, young people and their parents/guardians is essential for effective safeguarding

All children and young people taking part in activities at Keyworth United should be protected from abuse and other poor practice, and therefore all adults at Keyworth United, whether they be coaches, officials, spectators, match officials or otherwise, have a role to play in safeguarding the welfare of all children and young people at the club.

As per the Football Association's Responsible Recruitment guidelines, when recruiting volunteers Keyworth United will:

- Develop a role profile
- Request identification documents from prospective volunteers
- Meet with the prospective volunteer
- Receive at least two references
- Require an FA CRC Enhanced Disclosure where appropriate

It is accepted that The FA aims to prevent people with a history of relevant and significant offending from having contact with children or young people and the opportunity to influence policies or practice with children or young people. This is to prevent direct sexual or physical harm to children and to minimise the risk of 'grooming' within football.

In order to ensure that all children and young people feel safe and maintain a good well-being during their time at the club, Keyworth United endeavours to:

- Promote and support good outcomes in terms of health, development and well-being for all children and young people at the club
- Recognise the significance of ethical and cultural diversity and never discriminate on the grounds of race, religion or ethnicity
- Acknowledge the responsibility to encourage high behavioural standards, honesty and kindness amongst all children and young people at the club
- Recognise that good behaviour will be achieved if all those involved with the club have a

clear and mutual understanding of the club's aims and code of conduct

Keyworth United recognises that the Social Services department, the police and all other relevant authorities have a statutory duty to protect children at risk. The club believes that it has a central role and responsibility for the protection of children and young people who use the club's facilities and are registered as junior members of the club. Therefore the club has a dedicated person – the Club Welfare Officer - to whom any cause for concern about a child's or young person's well-being must be reported.

Separate codes of conduct pertaining to adults, children and young people, spectators and coaches have been issued and can be found at the front of the main code of conduct document. The foundation of these codes of conduct is respect and therefore when they are violated the club has clear actions and procedures available which will be used to take appropriate action.

Safeguarding is the responsibility of every adult working, volunteering or playing at Keyworth United, and therefore if there are any concerns about the welfare of a child or young person they must be reported to the club's Welfare Officer. Inaction is not an option. From there, the Welfare Officer has a number of options available to them. They can:

- Deal with the matter themselves
- Seek advice from the County Football Association (CFA) Welfare Officer
- Contact the CFA Welfare Officer before immediately contacting the police or children's / social services in more serious instances
- Arrange for the child to be taken to a hospital or collected by an ambulance if immediate medical treatment is required. The medical staff will be notified that it is a child protection concern and the CFA Welfare Officer will be kept updated

If the club Welfare Officer is not available then anyone with any concerns over safeguarding must contact one of the following:

- The CFA Welfare Officer directly
- The FA's Safeguarding team by emailing safeguarding@theFA.com
- The police or Children's social care
- The NSPCC 24 hour helpline for advice on 0808 800 5000 or by emailing help@nspcc.org.uk