ALVECHURCH FC
COMMUNITY FOUNDATION CIO

COACHES CODE OF CONDUCT

SEASON 2026/27

THE HAYES SPORTS PARTNERSHIP

V1.0 April 26

INTRODUCTION

Coaches/Managers are expected to conduct themselves in a manner that reflects professionalism, integrity, and the values of the Club at all times. Staff members are available to support you—please seek assistance whenever needed.

All codes of conduct (coaches, players, spectators) are published on Team Fee Pay (TFP) and accessible to all associated with Alvechurch Foundation.

1. CLUB RULES

Amendments to Club rules, codes of conduct and special instructions may be issued on occasion. Notification will be made by Head of Youth and updated on TFP and coaches must ensure that they are fully conversant with them.

It is the duty of all coaches to be fully conversant with the current Rules and Regulations of their respective leagues and organisations including but not limited to; **

- The Football Association
- The Local County FAs
- The Midland Junior Premier League
- The Junior Premier League
- The Central Warwickshire Youth Football League
- The Central Warwickshire Girls Football League
- The Mercian League

Coaches are reminded that they must abide by the Codes of Conduct.

The Club adopts The FA / England Football 'Grassroots Code' (Respect the Standard) and expects every coach to model and actively promote the five Standards of Behaviour:
Enjoy the Game, Give Respect, Be Inclusive, Work Together, and Play Safe.
Coaches must challenge unacceptable behaviour, including discrimination, aggressive conduct, and abuse of match officials, and must ensure their players and spectators understand and follow these standards at training and on matchdays.
Coaches must also comply with The FA 'Respect' programme and the relevant Respect Code of Conduct for Coaches, Team Managers and Club Officials. This includes setting the tone for positive behaviour, communicating calmly with match officials, and ensuring the technical area / touchline is managed appropriately at all times.

Coaches have been issued with a copy of this Code of Conduct, and this should be retained for reference. All codes of conduct are available on Team Fee Pay (TFP) and the club Website.

Any coach who fails to comply with any of these rules may be subject to disciplinary action in accordance with the Codes of Conduct.

Coaches are reminded that they are expected to conduct themselves at all times in a manner that maintains the good reputation of the Club.

The Club operates an equal opportunities policy.

All coaches are accountable to Head of Youth.

Coaches will be expected to dress appropriately and to behave in a responsible manner both on and off the pitch. No alcohol is to be consumed within 48 hours of a match taking place. Coaches are expected to be friendly, professional and positive role models. Coaches should not be smoking/vaping or drinking alcohol when coaching and/or working with children or engaging in other behaviour that would be considered inappropriate.
It is the responsibility of each coach to report at the time and place designated for each match. Failure to do so, without valid reason and without advising the Head of Youth as soon as is practically possible, may result in disciplinary action.

All coaches will ensure that they have read fully and comply with the terms and conditions of their Contract (if applicable) and also with the rules and regulations of The FA and their relevant league(s), including but not limited to those regarding Anti-Doping, Betting Related Integrity, Discrimination, and Media Comments & Social Media. This information is available from The FA and the relevant league(s) directly.

2. SAFEGUARDING & COMPLAINCE

Coaches must complete an Enhanced DBS (Disclosure and Barring Service) before any interaction with players in the Football and Education and Community Schemes.

In addition, any coach, team manager, first-aider or club official working with or regularly supporting under-18s must hold an in-date FA accepted DBS Disclosure (issued within the last three years) and must keep all safeguarding requirements current via the FA Club Portal, in liaison with the Club Welfare Officer. This includes Safeguarding Children course First Aid in Football Concussion protocol & Heading guidance and CPD expectations

Failure to maintain safeguarding qualifications may result in temporary suspension from coaching duties.

All injuries to players must be reported to the Chief Welfare Officer immediately via TFP injury report form, who will review and report.

Coach Availability, Cover & Compliance Requirements

Coaches are responsible for ensuring their team meets minimum registration requirements before the season begins. Coaches and managers who are unable to attend a training session or fixture must arrange for a suitable replacement who is DBS-cleared and safeguarding-certified to lead the session or represent the team. It is the responsibility of the coach/manager to ensure continuity of provision and to communicate any changes promptly to parents, players, and the Club. The Club does not facilitate training or matches in a coach's absence.

Any situation where a team is unable to fulfil a fixture must be reported immediately to the relevant league, opposition and Head of Youth, who will determine the appropriate next steps and notify the relevant league or competition where required. Failure to follow this process may be treated as a disciplinary matter.

Coaches will be expected to attend continuous professional development (CPD) sessions designated by the Head of Youth. Failure to do so, without valid reason, will be dealt with at the Sporting Director's discretion.

Coaches must complete and maintain the following FA learning as applicable to their role: Safeguarding Children (with re-certification completed before expiry), and Introduction to First Aid in Football (renewed every three years). From 1 March 2026, the Safeguarding Children course must be completed within three months of enrolling.
Coaches must follow current FA guidance on concussion. If a player is suspected of having a concussion during training or a match, they must be removed immediately and must not return to play that day. Parents/guardians must be informed as soon as possible and the incident must be recorded and escalated to the Club Welfare Officer.

Return to play after concussion must follow an appropriate graduated return to play process and, where indicated, medical advice/clearance. Coaches must never pressure a player to continue when concussion is suspected.
Heading in youth football: Coaches must follow current FA / IFAB grassroots youth heading guidance. In the 2026/27 season, deliberate heading is being phased out in affiliated grassroots youth matches at U7–U11, with the relevant restart applied in line with the competition rules. In training, heading practice must be age-appropriate, limited, and never a priority for younger age groups. Coaches must escalate safeguarding concerns immediately to the Chief Welfare Officer.

Failure to maintain safeguarding qualifications may result in temporary suspension from coaching duties

3. HOME MATCH DAYS

All coaches must report to the ground at least 30 minutes before kick-off.

Coaches must ensure that a minimum number of players are registered by June each year to secure league entry and avoid late-season registration issues.

Coaches must ensure that the team has the minimum number of registered players available for each fixture.

Coaches MUST inform the opposing coach of our footwear policy and warn of being unable to enter the 3G surface if inappropriate footwear is worn

If no DBS-cleared adult is present due to footwear removal or staff absence, the match must be cancelled.

Coaches are responsible for the use of the 3G/grass pitches at the Hayes and MUST ensure that the 3G/grass is promptly cleared of all goals, litter and any other equipment prior to departing the 3G/grass. If goals are to remain in place after use, this must be agreed in agreement with any oncoming team/user.

Coaches must return goals on grass pitches to locked location unless being used by incoming team. Goals on 3G are to be removed to tarmac areas only.

When goals are being used - the wheels must be retracted. Goals MUST NOT be moved by pulling nets – wheels must be deployed and additional staff/players used if necessary to move goals.

The Club does not facilitate training or matches in a coach's absence if no DBS-cleared cover is arranged.

Coaches must ensure all opposing Managers, players and assistants are informed of our footwear policy and will be refused entry to the 3G if incorrect footwear is worn.

If no DBS-cleared and safeguard certified adult is present due to coaches not being allowed on the 3G through inappropriate footwear, the fixture must be cancelled.

4. AWAY MATCH DAYS

Each coach is personally responsible for organising a designated meeting place and in plenty of time for departure/arrival onsite.

5. TRAINING DAYS

Times and venues to be designated by the Head of Youth.

If a coach cannot attend and no DBS-cleared, safeguarding-compliant cover is available, the session must be cancelled.

Incorrect footwear resulting in the removal of the only DBS-cleared adult requires immediate cancellation of the session.

Coaches must check footwear before sessions begin to avoid disruption.

Use of 3G/grass – see section 3 above regarding goals, litter and equipment.

6. PRESS & PUBLIC MEDIA

Coaches shall not make any public criticism of the Club or its facilities, any other player at the Club, or any Club official or employee.

Coaches may not bring the game of association football into disrepute, including by making inappropriate media comments or by being involved in the writing of a book or other article in an irresponsible manner.

Coaches shall not give interviews to the press and/or the media without the express prior approval of the Head of Media & Communications.

Coaches may not directly or indirectly publicly criticise the Club's Board of Directors, its personnel, or the Club.

All coaches agree to fulfil social and community duties on dates throughout the calendar year as required, including those at venues away from the club. These will not be limited to the playing season and may include occasions during May, June and July. No coach shall refuse any reasonable requests from the Head of Youth without a valid reason. A failure to fulfil any social or community responsibility may result in disciplinary action.

Coaches must not post images or videos of players without parental consent

7. SOCIAL MEDIA POLICY

Social Media Policy – Coaches

This policy applies to all coaches and forms part of the Club's rules. It sets out the standards expected when using social networking platforms. Failure to follow this policy may result in disciplinary action, including potential gross misconduct.

Scope

"Social networking" includes (but is not limited to) Twitter/X, Facebook, Instagram, Snapchat, WhatsApp, LinkedIn, TikTok, YouTube, Telegram, blogs, forums, and any similar platform. The absence of a specific site does not limit this policy.

Monitoring

The Club's Media & Communications team may monitor your online activity and will advise you if posts risk breaching standards. If you experience online

abuse, report it to the Head of Youth, who will support you in seeking removal of harmful content.

Rules for Coaches

While you are a coach at the Club, you—and anyone posting on your behalf—must follow these rules:

General Conduct

- Attend any social media training required by the Club.
- Seek approval from the Head of Media & Communications if unsure whether a post is appropriate.
- Do not post if advised not to, and remove any post immediately if instructed.
- Failure to follow instructions may constitute gross misconduct.

Content Standards

You must not:

- Bring the Club or the game of football into disrepute.
- Use foul, abusive, offensive, obscene, or discriminatory language.
- Make negative, disparaging, or derogatory comments about:
    - Any Club player, coach, staff member, volunteer, or supporter
    - Players or staff at other clubs
    - Match officials, including comments implying bias or attacking integrity
- Engage in arguments, threats, or abusive exchanges with other users.
- Use ethnic slurs, personal insults, or defamatory statements.
- Post images, videos, or information that could embarrass another person without their clear consent.
- Share, repost, retweet, or quote content that would breach this policy if you had posted it yourself.
- Post false, untruthful, offensive, obscene, criminal, or otherwise inappropriate material.
- Post anything that could embarrass the Club, its partners, sponsors, or supporters.

Representation of the Club

If you identify yourself as a Club coach—or if others know you are—your online behaviour, even outside coaching hours, reflects on the Club. You must therefore maintain professionalism at all times.

Coaches must ensure that any team-related WhatsApp groups follow safeguarding standards, including no posting of player images without consent.

Breaches

Any breach of this policy will be dealt with under the Club's disciplinary procedures and may be considered gross misconduct in serious cases.

Helpful Guidance – Use Common Sense

- Posts on Twitter/X and similar platforms are instant, global, and permanent even when deleted.
- Social media is a public news source; your posts may be shared widely.
- Football-related mistakes online are easily searchable and long-lasting.
- Do not post when angry, upset, or emotional.
- If you wouldn't say it in a media interview, don't post it online.

8. KIT & EQUIPMENT

Coaches must wear appropriate clothing for all training sessions, matches, and Club activities. Where Club-issued kit is not provided, coaches are still expected to dress in suitable, professional sportswear that reflects the standards of the Club.

Coaches must ensure that all players attend training sessions, matches, and Club activities in the official, Club-sanctioned and sponsored kit.
Only approved kit is permitted. Coaches are responsible for reinforcing this standard and addressing any non-compliance promptly and consistently.

Correct footwear must be worn on the 3G surface at all times—only approved moulded boots or trainers designed for 3G use are permitted. Metal studs, blades, or any footwear that may damage the surface or create safety risks are strictly prohibited. Any person not wearing appropriate footwear on the 3G will be asked to leave the pitch and return only once correct footwear is worn. Failure to comply may be treated as a disciplinary matter.

9. EXPENSES

Coaches are not allowed to incur any expenses on behalf of the Club without first obtaining the consent of the Head of Youth & Foundation.

10. INSURANCE / PLAYER PERSONAL POSSESSIONS

The Club does not provide personal accident or possessions insurance for coaches beyond any standard grassroots cover already in place.

Coaches are responsible for arranging their own insurance if they wish to protect themselves against loss, damage, or injury beyond the Club's basic provision. When travelling to away fixtures, festivals, tournaments, or overseas tours, coaches' personal belongings are not insured by the Club, and anyone wishing to insure their possessions must make their own arrangements.

Coaches are responsible for safeguarding their own personal items, equipment, and vehicles while on duty or undertaking Club activities. The Club cannot accept liability for loss or damage to cars or personal possessions, however caused.

11. DISCIPLINARY PROCESS – COACHES

The Club's disciplinary approach is aligned to The FA / England Football Grassroots Code (Respect the Standard) and the Respect program. Coaches are responsible for setting expectations, intervening early to prevent escalation, and reporting incidents promptly so that welfare, safeguarding, and disciplinary issues can be managed consistently and fairly.
The Club follows a 3-strike policy, which it considers the fairest way of dealing with disciplinary incidents.

This does not include an act of gross misconduct or incidences that could be considered extremely serious. Any act deemed to be gross misconduct can result in an immediate request to leave the football club.

The Head Coach may initiate the disciplinary process where a player, parent, or guardian's behaviour requires formal intervention.

This includes any conduct that breaches the Club's Codes of Conduct, the FA Respect Programme, safeguarding expectations, or the standards outlined in this document.

Where concerns arise, the Head Coach is expected to intervene early, set clear expectations, and take reasonable steps to prevent escalation. If behaviour does not improve, or if the matter is sufficiently serious, the Head Coach must escalate the issue to the Head of Youth so that the appropriate stage of the Club's disciplinary process can be invoked.

The Head Coach may therefore issue a Stage 1 verbal warning to the player or parent/guardian, ensuring the discussion is documented and reported to the Head of Youth. Any behaviour that may warrant a Stage 2 written warning or Stage 3 action must be referred immediately to the Head of Youth, who will determine the next steps in line with Club policy.

The Head Coach must support the disciplinary process throughout, including providing accurate information, attending meetings, reinforcing expectations with those involved, and ensuring that any actions or outcomes are completed.

Disciplinary Process for Coaches

Disciplinary matters involving coaches are managed by the Head of Youth and/or the Sporting Director/Chief Welfare Officer, depending on the nature and seriousness of the incident. It should be noted that any stage can be invoked at any time depending upon circumstances of matter under investigation.

Incremental Process for Coaches

- Stage 1 – Verbal Warning
  The Head of Youth meets with the coach to outline the concern, expectations, and required improvement. The discussion is documented
- Stage 2 – Written Warning
  If issues persist or escalate, the Head of Youth (or Sporting Director where appropriate) issues a written warning detailing the behaviour, required improvement, and consequences of further breaches.
- Stage 3 – Final Action
  Continued issues may result in suspension or removal from coaching duties, determined by the Head of Youth and/or Sporting Director. Coaches retain the right to appeal through the Club's established process or via the County FA where applicable.

Coach & Manager Responsibility for Team Conduct

Coaches and managers are responsible for the behaviour of all players, parents, and guardians associated with their team while representing the Club at training, matches, tournaments, and Club events. They are expected to set clear standards, intervene early to prevent escalation, and take reasonable steps to ensure that everyone connected to their team behaves in line with the Club's Code of Conduct and the FA Respect Programme.

Failure to ensure minimum player registrations, maintain safeguarding compliance, or follow injury-reporting procedures may trigger the disciplinary process.

In the event of any discipline or safeguarding issue, coaches must advise Head of Youth or Safeguarding Officer (or representative) as soon as practicable.

Responsibility during the Disciplinary Process

Where a disciplinary matter involves a player, parent, or guardian from their team, coaches and managers are expected to fully support and comply with any disciplinary process. This includes providing accurate information, attending

required meetings or hearings, reinforcing expectations with those involved, and ensuring that any actions or outcomes—such as warnings, fines, behaviour agreements, or removal from the Club—are communicated, understood, and completed.

Failure to support or comply with the disciplinary process may itself be treated as a disciplinary matter.

Gross misconduct by a coach may result in immediate removal without progressing through the incremental stages.

The Club will ensure that all matters invoking the disciplinary process are fully documented and recorded to support transparency, safeguarding, and fair decision-making.

Any fine attributed is the responsibility of the player, parent or coach depending on the circumstances of any discipline outcome.

Coaches should ensure that all parents and players understand that any fine or sanction issued as part of a disciplinary outcome is the responsibility of the individual involved — whether this relates to a parent, spectator, or player.

Where a fine applies to a player, parents are required to settle the amount promptly and no later than 28 days from the date of issue. Parents are expected to cover all fines arising from their child's behaviour or conduct.

Failure to pay a fine may result in the player being suspended from training and fixtures until the balance is cleared. Coaches must communicate this clearly, monitor compliance, and escalate any concerns to the Head of Youth or Club Lead for follow-up.

PARKING AT THE HAYES FACILITY

All users of the Hayes facility are reminded that parking is managed solely by The Hayes, not by Alvechurch Foundation. The Foundation has no access to the parking system and no responsibility or authority over any fines issued to car park users.

Staff are strongly encouraged to enter their vehicle registration at the terminals located inside the café building to avoid potential parking charges. It is each user's responsibility to ensure their parking is correctly registered when attending training, matches, or events at the Hayes site. If you have a visiting team attending the Hayes, you are advised to inform any opposition team of this.

Inappropriate behaviour to Hayes staff resulting from parking issues will not be tolerated and may invoke disciplinary action.

12. SEASON LONG COMMITMENT

Coaches and managers are expected to ensure that their teams participate for the full duration of the playing season. Once a team is entered into a league or competition, the Club has a responsibility to fulfil all fixtures from August to May inclusive, and coaches must plan accordingly.

This includes maintaining player engagement, managing availability, and taking reasonable steps to prevent avoidable withdrawals or unfulfilled fixtures. Any concerns that may impact a team's ability to complete the season must be raised with the Head of Youth at the earliest opportunity.

Regardless of when league fixtures conclude, all teams remain part of the Club's programme for the full 12-month cycle. Coaches and players are entitled to continue training and to participate in friendlies, festivals, and development activities throughout the year, with the exception of June, during which no competitive fixtures may be played in accordance with FA close season regulations.

This ensures continuity of development, supports player welfare, and maintains the Club's commitment to year-round provision. Coaches must therefore plan appropriately, communicate clearly with parents, and ensure that training and friendly opportunities are available outside the formal league calendar, except during the mandatory June break.

Communication of Subscription Expectations

Coaches and managers must communicate clearly and consistently with parents and guardians regarding the Club's subscription structure and the expectation that fees are paid across the full season (August to May inclusive).

They are responsible for reinforcing the Club's messaging, ensuring parents understand that subscriptions support the operational costs of the entire programme—not individual fixtures—and that payments must continue even if a team's match schedule varies. Any issues or disputes relating to subscriptions must be reported promptly to the Head of Youth so they can be managed in line with Club policy.

Coaches must ensure that the minimum number of players are registered by June to secure league entry and avoid late-season registration issues. Concerns about squad numbers or registration delays must be escalated immediately.

Coaches should be aware that the Club operates a financial support scheme for families who may require assistance with fees or essential costs. All

applications are handled confidentially and assessed individually on their own merits. In cases of long-term injury, the Club may also approve a temporary suspension of subscription payments while the player is unable to participate. Coaches are the first point of contact for parents and should respond sensitively, gather the necessary information, and direct families to the appropriate Club lead so the process can be managed correctly and consistently.

13 USEFUL CONTACT NUMBERS

Name	Position	Tel	Email
Bryan Alcott	Chief Welfare Officer	07563 296914	Bryan@alvechurchFC.co.uk
Mark Fogarty	Sporting Director	07564 926231	Mark@AlvechurchFC.co.uk
Steve Clements	Head of Youth	07943 117741	Steve-alvechurchhoy@outlook.com
Ricardo Richards	Assistant Head of Youth (12-18)	07976 567703	havok_rr@hotmail.com
Dale Adams	Assistant Head of Youth (7-11)	07894 248085	dale.s.adams@googlemail.com
Rob White	Assistant Head of Youth (Girls)	07843 526327	robertwhite_777@hotmail.com

APPENDIX 1: FA BETTING RULES AS OF 1 AUGUST 2014

Code of Conduct: The following Code of Conduct relates to the rules and regulations of The Football Association in respect of betting-related integrity. The Rules and Regulations govern the conduct of participants.

The definition of participants includes the following individuals associated with the football club:

- Management / Board members / Club owners
- Club official
- Player
- Coach
- Employee (both permanent and event staff)
- Voluntary workers
- Contractors

All such persons who are from time to time participating in any activity sanctioned either directly or indirectly by The Football Association.

For the avoidance of doubt, as per the current betting rules, the rules apply to everyone playing and working in football. This also includes volunteers and contractors. The Club acknowledges that some people contained in the above definitions are employed by outside companies which may have their own codes of conduct; however, when carrying out duties for or at the Club, this Code of Conduct must be adhered to.

Betting:

- From 1 August 2014, participants are not permitted to bet, or ask someone to bet for them, on any aspect of any football match or competition, anywhere in the world.
- There shall be a complete prohibition on betting, either directly or indirectly, by any participant at a club on the result, progress, conduct, or any other aspect of, or occurrence in, any football match or competition anywhere in the world.
- Such participants are also prohibited from betting, either directly or indirectly, on any other matter concerning or related to football anywhere in the world, including, for example, the transfer of players, employment of managers, team selection, or disciplinary matters.
- Participants are prohibited from passing inside information on to someone else who then uses it for, or in relation to, betting.
- Participants are also prohibited from entering into individual personal endorsements with betting companies promoting any aspect of football betting.

The FA may take disciplinary action against any participant found by another sport's disciplinary body to have committed a betting or fixing offence under the rules of that other sport.

Monitoring and Sanctions: Participants should be aware of the monitoring processes undertaken by The FA and The FA's powers in respect of sanctions:

- The FA works closely with specialist companies who monitor betting patterns from operators worldwide.
- The FA also has strong links with the Gambling Commission, individual betting operators, and law enforcement agencies.
- The FA has the power to interview participants and request provision of records, for example phone bills, betting accounts, and bank statements, in the course of an investigation.
- FA disciplinary commissions have a range of sanctions available, including fines and suspensions from all football-related activity.

Useful information:

- For further detailed information, participants should visit TheFA.com.
- Email - integrity@thefa.com
- FA Integrity Line - 0208 795 9640
- Gambling Commission Line - 0121 230 6655

REMEMBER! YOUR REPUTATION | YOUR RESPONSIBILITY | YOUR CAREER

** Additional Leagues but not limited to:

- The English Premier League, English Football League, or English National League
- The Southern Central Football League
- The Women's Super League & Championship
- The Women's National League
- The West Midlands Regional Women's League
- The Football Association Intermediary Regulations so far as they affect you as a coach
- The Midland Football League (inc RFL)
- The Birmingham & District Football League
- The Central Warwickshire Over 35s League
- The Birmingham County Over 45 League
- The Midland Floodlit Youth League
- The Mercian Youth Football League
- The Stourbridge & District Youth Football League

Alvechurch Foundation – Policies Available on Request

Alvechurch Foundation Community Organisation maintains a comprehensive suite of policies to support safe, fair, and effective operations. The following policies are available upon request:

- Finance Policy
- Expenses Policy
- Equality and Diversity Policy
- Data Protection Policy
- Conflict of Interest Policy
- Health and Safety Policy

Alvechurch Foundation also holds a wider range of safeguarding, welfare, conduct, and operational policies that can be provided on request to ensure full transparency and compliance with organisational standards.