ALVECHURCH FC
COMMUNITY FOUNDATION CIO

PARENT CODE OF CONDUCT

SEASON 2026/27

THE HAYES SPORTS PARTNERSHIP

V1.0 April 26

INTRODUCTION

Parents, carers, and spectators play a vital role in creating a safe, positive, and enjoyable environment for all players. Your behaviour on the touchline directly influences children's confidence, wellbeing, and long-term enjoyment of football.

This Code of Conduct outlines the standards expected of all parents and spectators associated with Alvechurch Foundation. All Codes of Conduct (players, coaches, parents/spectators) are published on Team Fee Pay (TFP) and accessible to all.

The Club follows The FA Respect Programme and England Football's Grassroots Code (Respect the Standard). By supporting your child and their team, you agree to follow this Code and uphold the values of the Club.

1. CLUB RULES

Parents and spectators must:

- Follow all Club rules, Codes of Conduct, and FA Respect guidance - This ensures a consistent, safe, and positive environment for every child across all age groups.
- Support the Club's commitment to safeguarding, equality, and inclusion - Every child deserves to feel welcome, valued, and protected, regardless of background or ability.
- Behave in a way that reflects positively on the Club at all times - Your behaviour on the touchline represents the Club and sets the tone for your child.
- Respect all coaches, players, officials, and opposition teams - Children learn from the adults around them — respectful behaviour encourages them to do the same.
- Ensure your child attends training and matches on time and with correct kit - This helps sessions run smoothly and teaches children responsibility and preparation.
- Communicate respectfully with coaches and Club staff - Coaches are volunteers or part-time staff; respectful communication helps resolve issues quickly and calmly.
- Follow all venue rules, including footwear requirements on 3G surfaces - This protects the facilities and ensures safety for all players.
- To maintain consistency, professionalism, and respect for our partners, all players are required to wear the official Club-issued and sponsored kit for every training session, match, and Club activity.
  Non-club or unsanctioned items should not be worn.

Thank you for helping us uphold these standards.

The FA and Alvechurch Foundation expects parents & spectators to:

- Encourage effort and enjoyment, not just results
- Respect the referee's decisions without challenge
- Allow coaches to coach without interference
- Support all players, not only their own child
- Keep touchline behaviour calm, positive, and appropriate

2. SAFEGUARDING & COMPLIANCE

Parents and spectators must:

- Prioritise the welfare and safety of all children
  Safety comes before winning, playing time, or results.
- Report any safeguarding concerns immediately to the Club Welfare Officer
  Even small concerns matter — early reporting protects children.
- Never engage in abusive, threatening, discriminatory, or intimidating behaviour
  This includes shouting at children, coaches, referees, or other parents.
- Never approach a child from another team
  This protects children and avoids misunderstandings.
- Never enter the field of play unless invited
  Only coaches and officials should be on the pitch for safety reasons.
- Respect all safeguarding instructions from coaches and Club officials
  These rules exist to protect children and ensure safe matchdays.
- Avoid one-to-one conversations with players that could be misinterpreted
  Keep interactions open, visible, and appropriate.

The FA and Alvechurch Foundation expects parents and spectators to:

- Model safe, respectful behaviour
- Support safeguarding procedures
- Avoid shouting at children or referees
- Help their child understand the Club's expectations

3. HOME MATCHDAYS

Parents and spectators must:

- Follow all instructions from coaches and match officials
  This ensures matches run smoothly and safely.

- Stand in the designated spectator areas
  Staying behind the Respect barrier helps children focus and keeps the pitch clear.
- Respect the Club's footwear policy on 3G surfaces
  Incorrect footwear damages the pitch and may cause injuries.
- Ensure players arrive on time and prepared
  Warm-ups and team talks are essential parts of match preparation.
- Support the team positively and avoid coaching from the sidelines
  Children become confused when receiving mixed messages.
- Keep walkways, emergency exits, and technical areas clear
  This ensures safety and allows staff to do their jobs.
- Supervise siblings and ensure they do not enter the pitch
  This prevents accidents and distractions during matches.

The FA emphasises:

- No shouting instructions at players
- No challenging referees
- No negative comments toward any child
- Applauding good play from both teams

4. AWAY MATCHDAYS

Parents and spectators must:

- Behave respectfully at all away venues
  You represent the Club wherever you go.
- Follow the hosting club's rules and instructions
  Every venue has its own safety and facility requirements.
- Represent Alvechurch Foundation with professionalism and courtesy
  Positive behaviour strengthens the Club's reputation.
- Ensure players arrive at the meeting point on time
  Late arrivals disrupt warm-ups and preparation.
- Respect car-parking rules and avoid blocking access routes
  Emergency access must always remain clear.

5. TRAINING DAYS

Parents and spectators must:

- Ensure players arrive on time with correct kit and footwear
  Prepared players get more out of training.
- Avoid entering the training area unless invited
  This keeps sessions safe and focused.
- Allow coaches to lead sessions without interference
  Coaches follow structured plans designed for development.

- Communicate absences or injuries promptly
  This helps coaches plan sessions appropriately.
- Avoid distracting players during training
  Children concentrate better without sideline interruptions.
- Respect the Club's footwear and facility rules
  This protects the pitch and ensures safety.

6. PRESS & PUBLIC MEDIA

Parents and spectators must:

- Avoid criticising the Club, coaches, players, officials, or other parents publicly
  Concerns should be raised privately and respectfully.
- Avoid bringing the Club into disrepute through comments or behaviour
  Online or offline behaviour reflects on the Club.
- Not give interviews or statements on behalf of the Club
  Only authorised staff may speak publicly.

7. SOCIAL MEDIA POLICY

Parents and spectators must:

- Use social media responsibly and respectfully
  Online behaviour is treated the same as behaviour at the pitch.
- Never post negative or abusive comments about players, coaches, officials, or other teams
  This includes indirect or "vague" posts.
- Never share images or videos of players without parental consent
  This protects children's privacy and safety.
- Never discuss disciplinary matters online
  These must be handled privately and appropriately.
- Avoid posting content that could embarrass or harm a child or the Club
  Think before posting.
- Respect that WhatsApp groups are for information only
  They are not for debates, complaints, or criticism.

The FA warns that inappropriate online behaviour can:

- Breach safeguarding
- Damage a child's confidence
- Lead to disciplinary action

8. BEHAVIOUR EXPECTATIONS

Parents and spectators must:

- Encourage players positively — no shouting, criticism, or pressure
  Children thrive when they feel supported, not judged.
- Respect match officials at all times
  Referees are often young volunteers learning the game.
- Allow coaches to coach
  Mixed messages confuse players and disrupt learning.
- Celebrate effort, teamwork, and sportsmanship
  These values matter more than results.
- Never use foul, abusive, or discriminatory language
  Zero tolerance applies at all times.
- Never confront coaches, officials, or other parents during or after matches
  If you have concerns, raise them calmly at an appropriate time.
- Step away from the touchline if emotions escalate
  Children notice and are affected by adult behaviour.
- Avoid questioning substitutions, tactics, or playing time during matches
  Coaches make decisions based on development, not just results.

9. PHOTOGRAPHY & FILMING

Parents and spectators must:

- Only take photos or videos where permitted by the Club
  Some children cannot be photographed for safeguarding reasons.
- Never post images of other children without parental consent
  This protects privacy and safety.
- Follow FA photography and safeguarding guidance
  The Club will advise when filming is not allowed.
- Stop filming immediately if requested by a coach or Club official
  This may be for safeguarding or operational reasons.

10. INSURANCE & LIABILITY

Parents and spectators are responsible for their own personal belongings and vehicles while attending Club activities. The Club cannot accept liability for loss or damage, however caused.

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.

Parents, carers, and spectators 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.

11. DISCIPLINARY PROCESS – PARENTS & SPECTATORS

The Club follows a three-stage disciplinary process, aligned with FA Respect and safeguarding expectations.

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

This applies to any conduct that breaches the Club's Codes of Conduct, the FA Respect Programme, safeguarding expectations, or the standards expected of all families representing Alvechurch Foundation.

Stage 1 – Verbal Warning

A calm discussion to address concerns and agree expectations.

Stage 2 – Written Warning

A formal letter outlining the issue and required improvements.

Stage 3 – Removal from Club Activities

This may include temporary or permanent removal from training, matches, or the Club.

Gross Misconduct

Serious incidents may result in immediate removal.

PARENTAL / SPECTATOR RESPONSIBILITY FOR CONDUCT

Parents, carers, and spectators share responsibility for ensuring that their behaviour — and the behaviour of their child — reflects the standards of the Club and the FA Respect Programme. While coaches manage the team environment, parents and spectators play a crucial role in maintaining a safe, positive, and respectful atmosphere at all Club activities.

Parents and spectators are expected to uphold the Club's Codes of Conduct at all times, support safeguarding procedures, and follow all instructions from coaches and Club officials. Failure to follow these expectations, including

non-compliance with safeguarding guidance or refusal to follow matchday or training rules, may result in the Club's disciplinary process being initiated.

If any safeguarding or disciplinary concern arises, parents and spectators must cooperate fully with Club officials and provide information when requested. Concerns should be raised promptly with the Head of Youth, Safeguarding Officer, or an appropriate Club representative.

RESPONSIBILITY DURING THE DISCIPLINARY PROCESS

Where a disciplinary matter involves a parent, carer, spectator, or their child, parents are expected to fully support and comply with the Club's disciplinary process. This includes:

- Providing accurate information when requested
- Attending meetings or discussions where required
- Reinforcing expectations with their child
- Ensuring that any actions or outcomes — such as warnings, behaviour agreements, temporary restrictions, or removal from activities — are understood and completed

Failure to cooperate with the disciplinary process may itself be treated as a disciplinary matter.

Serious incidents of gross misconduct may result in immediate action without progressing through the usual staged process.

The Club will document all disciplinary matters to ensure transparency, safeguarding compliance, and fair decision-making.

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, in all cases, within 28 days of the fine being issued. Parents are expected to cover all fines arising from their child's behaviour or conduct. Failure to pay any fine may result in player suspension until the fine is settled.

Player Impact

If a parent refuses to comply with this Code, the Club may restrict their attendance to protect the team.

12. SEASON-LONG COMMITMENT

Parents must:

Support their child's participation for the full season (August–May) - Consistency helps team development and league fulfilment.

Ensure registration and subscription payments are made on time (August 26 to May 27 inclusive - Fees support facilities, equipment, coaching, and league entry. Any outstanding debt remains attached to the player and will follow them if they move to another club.
Unresolved balances may delay or affect their ability to register elsewhere, as clubs and leagues may require confirmation that all financial obligations have been settled before completing a new registration.

Parents and guardians are therefore strongly encouraged to ensure that all fees, fines, or outstanding amounts are cleared promptly to avoid any disruption to the player's footballing pathway. Payments are the responsibility of parents/guardians.

Communicate respectfully with coaches regarding availability - Coaches need accurate information to plan sessions and matches.

Raise concerns early - Early communication helps the Club support your child effectively.

Payment support - The Club understands that circumstances can change, and we are committed to ensuring every young person can continue their football journey with us. We operate a financial support scheme, where families may make a confidential application for assistance; each request is reviewed individually and sensitively based on its own merits. In cases of long-term injury, the Club may also be able to pause subscription payments for the period the player is unable to participate. We ask that parents initially speak with their coach, who will guide you through the process and ensure the right support is put in place.

Eligibility to Train and Play - To be eligible to train and represent Alvechurch Foundation in fixtures, all players must be up to date with their registration fee and monthly subscription. Where payments fall behind, a player may be temporarily ineligible to train or play until the outstanding balance is resolved.

We understand that circumstances can change, and the Club is committed to supporting families wherever possible. If you experience any difficulty with payments, please contact the Club Administrator (via your coach) at the earliest opportunity so that we can work with you to find an appropriate solution.

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Parents 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.

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

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

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.