



NORTHWICH UNITED FC

Manager & Coach Code of Conduct

Season: 2026/2027

Northwich United FC is committed to providing a safe, respectful, and high-quality football environment for players, parents/carers, volunteers, and officials. This Code of Conduct defines the standards expected of all team managers, head coaches, assistant coaches, and volunteers representing the Club at training, fixtures, tournaments, events, and online.

Scope and Applicability

- This Code applies to all Northwich United FC managers and coaches across every age group and programme.
- It covers behaviour at club facilities, away venues, travel, online platforms, and any setting where you represent the Club.

Club Culture

- **Respect:** Treat players, match officials, opposition, volunteers, and spectators with dignity.
- **Safety:** Prioritise player welfare, safeguarding, and appropriate supervision at all times.
- **Integrity:** Be honest, reliable, and accountable; declare conflicts of interest.
- **Inclusion:** Provide equitable opportunities regardless of protected characteristics.
- **Development:** Create positive, age-appropriate learning environments.

Safeguarding

- Adhere to the Club Safeguarding Policy and The FA's safeguarding standards at all times.
- Maintain an in-date DBS check and ensure safeguarding, first-aid, and coaching qualifications/courses are kept up to date for your role, in line with Club and FA requirements and communicated club deadlines.
- Use the two-adult rule for training and match environments where practicable; avoid 1-to-1 situations out of sight.
- Communicate with players under 18 only via approved channels and parent/carer groups; do not direct-message a child.
- Report concerns immediately to the Club Welfare Officer (CWO). If a child is at immediate risk, contact emergency services first, then the CWO.
- Keep accurate attendance and incident records; complete injury and safeguarding reports promptly.
- Safeguarding and welfare contact details must be kept accessible to coaches and parents/carers. Club Welfare/Safeguarding email:
Club Welfare/Safeguarding phone:

FA Respect Alignment

- Promote The FA Respect principles: applauding effort, valuing officials, and modelling positive behaviour.
- **Pre-match:** Set expectations with players and parents; agree technical-area standards.
- **During play:** Respect match officials at all times; decisions must be accepted calmly and no abusive, insulting, or offensive language is permitted.



- **Post-match:** Thank officials and opposition respectfully where appropriate, then ensure players remain supervised and return promptly to their parent/carer or agreed collection point.
- Display Respect barriers/signage where required and ensure spectators remain behind them.

Equality, Diversity & Inclusion (EDI)

- Uphold the Club's EDI Policy and the Equality Act 2010.
- Provide a welcoming environment free from harassment, bullying, discrimination, or victimisation.
- Make reasonable adjustments to enable participation.
- Challenge discriminatory behaviour immediately and report to the Club Committee and CWO.

Coaching Standards and Player Development

- Plan safe, age-appropriate sessions aligned to player development goals.
- Ensure suitable coach-to-player ratios and risk assessments for training and matches.
- Manage playing time, fairly across the season in line with the Club's age-phase guidance.
- Encourage growth mindset: effort, learning, and resilience.
- Maintain accurate kit and equipment safety checks.

Touchline Behaviour Standards

- Remain within the technical area and follow competition rules.
- Provide calm, constructive guidance; avoid constant instruction.
- Never use sarcasm, ridicule, or intimidation.
- No dissent toward match officials; one designated coach communicates respectfully where allowed.
- Manage the spectator area: stop negative chanting, confrontation, and abuse.
- Alcohol, vaping, or smoking are prohibited during coaching sessions, matches, and within club-designated areas.

Dress Code and Presentation

- Wear approved Northwich United FC apparel at fixtures and official events: navy outerwear, club polo/tee, appropriate sports trousers/shorts, and clean footwear.
- Clothing must be clean, professional, and weather-appropriate; no offensive graphics or rival branding.

Social Media and Communications

- Represent the Club positively on all platforms.
- Do not post images or personal data of players without consent per Club policy.
- Never engage in arguments, harassment, or public criticism of referees, leagues, opposition, or Club members.
- Team groups must include another coach and/or parent admin; junior player messaging must go via parent/carer groups.
- Managers and coaches must not request, add, follow, or accept social media connections with any player under 18 through personal accounts.



- Report media issues or press enquiries to the Club Communications Lead before responding.

Health, Safety, and Welfare

- Complete dynamic risk assessments; stop activity if conditions become unsafe.
- Carry a charged mobile phone, first-aid kit, and know venue access/evacuation procedures.
- Record injuries and follow return-to-play guidance.
- Manage heat/cold exposure, hydration, and nutrition guidance appropriately.

Data Protection (GDPR)

- Hold only the data you need; store securely; share strictly on a need-to-know basis for club purposes.
- Use club-approved systems for player data and images.
- Comply with subject access and deletion requests referred via the Club Secretary or Data Lead.

Conduct Expectations and Prohibited Behaviours

You must:

- Be punctual; communicate clearly about sessions, selection, and logistics.
- Treat all equipment and facilities with care.
- Refrain from gambling on Northwich United FC fixtures or disclosing inside information.

You must not:

- Use physical punishment, degrading treatment, or threats.
- Consume alcohol or be under the influence of alcohol or drugs while coaching or representing the Club.
- Use offensive, discriminatory, or inappropriate language or material.
- Enter changing areas of players under 18 alone; follow supervision and gender-appropriate guidance.

Professional Conduct & Presentation

Managers and coaches must maintain professional appearance, behaviour and body language when representing Northwich United FC. Staff should maintain appropriate personal presentation and avoid any behaviour or positioning that could be considered inappropriate or unprofessional while undertaking club duties.

Serious or repeated breaches may result in disciplinary action, including suspension or removal from role.

Vehicles, Travel, and Trips

- Follow Club travel policy and ensure appropriate ratios and consent.
- No transporting junior players alone in your vehicle unless previously agreed in an emergency and reported to the CWO.



Gifts, Conflicts of Interest, and Sponsorship

- Declare any conflicts to the Club Committee.
- Do not solicit personal gifts from players or parents; small tokens to the team are acceptable within Club guidance.

Breaches and Sanctions

- Report alleged breaches to the Team Lead or Club Committee and CWO.
- The Club may use warnings, mandatory training, suspension, or removal from role. Serious cases may be referred to the County FA or statutory agencies.

Declaration and Signature Page

By signing, I confirm:

Name:	Role:
Team/Age Group:	Email:
Mobile:	Date:
Signature:	

Club Authorisation (for Club use)

Committee/Welfare Officer Name:	Role:
Signature:	Date: