



COACH CODE OF CONDUCT

Version: 1.2
Effective from: 1st January
2026
Review due: Jan 2027



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Purpose

This Code sets out the professional and ethical standards expected of all coaches, staff and volunteers delivering on behalf of Jones Badminton Academy (JBA). It ensures that every child experiences a positive, safe and inclusive environment - underpinned by respect, fairness and integrity.

All JBA coaches are ambassadors of the sport and role models for the players they work with. This code draws directly from the Badminton England Code of Ethics and Behaviour, which all coaches must adhere to.

Core principles

All JBA coaches will:

- Act as positive role models, demonstrating honesty, fairness and high standards of behaviour and appearance.
- Prioritise player welfare, development and enjoyment at all times.
- Promote equality, integrity and respect within the JBA and wider badminton community.
- Uphold the values of fair play, inclusivity and positive conduct, both on and off the court.

Respect and integrity

JBA coaches must:

- Treat all individuals fairly, regardless of age, gender, race, disability, sexual orientation, religion or background.
- Promote the spirit of badminton - respecting opponents, officials and teammates alike.
- Challenge or report any form of discrimination, abuse or poor practice to the Club Welfare Officer (Samuel Jones) or Badminton England.
- Never ridicule, berate or shout at a player for mistakes.

Player welfare

Coaches will:

- Place player welfare, safety and personal growth above all else.
- Make sessions safe, fun, age-appropriate and player-centred.
- Provide appropriate supervision on and off court, ensuring players are never left unattended (in line with our safeguarding policy and risk assessments).
- Celebrate effort, resilience and learning - not just results.
- Collaborate with parents and carers to support each child's progress.
- Recognise when a player might benefit from a different coach or specialist and support that transition respectfully.

Safe and inclusive environments

Coaches are required to:

- Hold a valid DBS check and maintain up-to-date safeguarding training. JBA acknowledges that in some cases, assistant coaches, helpers or volunteers may be in the process of completing their formal coaching qualifications. In such instances, they will work under the supervision of a qualified lead coach at all times.
- Follow JBA and Badminton England safeguarding policies, including reporting any concern, no matter how small, to the Club Welfare Officer (Samuel Jones) or Badminton England.



- Create an inclusive, non-threatening environment where all players feel safe and supported.
- Never engage in any form of abusive, exploitative or inappropriate behaviour, including that communicated via social media or messaging apps.

Professional conduct

JBA coaches will:

- Maintain current qualifications and coaching insurance as required by their Self-Employed Coach Agreement.
- Operate within the rules and spirit of the game and teach players to do the same.
- Be honest, consistent and transparent in their communication with players, parents and other staff.
- Avoid substance use or being under the influence of alcohol or drugs during any coaching activity.
- Only use mobile phones during sessions where essential for delivery, emergencies or safeguarding.

Use of position and communication

Coaches must not:

- Use their role to promote political, religious or personal beliefs.
- Publicly criticise players, coaches, officials or parents - especially via social media or messaging platforms.
- Misrepresent their qualifications or experience.
- Exploit their position for personal gain or influence.

Health and safety responsibilities

- Carry out a pre-session risk check of the venue and playing area, ensuring emergency exits and procedures are known to all staff and attendees.

Confidentiality and data protection

- Coaches must respect confidentiality and only share information on a need-to-know basis, in accordance with JBA's Privacy Policy and UK Data Protection legislation.

Breaches and disciplinary action

Any breach of this code may lead to investigation and disciplinary action. Issues may be addressed internally by JBA and/or referred to Badminton England, in line with their own policies.