



Badminton England Code of Conduct & Ethics

The Badminton England Code of Ethics describes the framework of ethical standards that coaches should work within. The Badminton England Code of Conduct provides more specific information and guidance on the implementation of the principles described in the Code of Ethics.

1. Code of Ethics

2. Code of Conduct

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The purpose of Badminton England's Code of Ethics is to establish standards for badminton coaches and to inform and protect members of the public using their services.

Ethical standards comprise such values as integrity, responsibility, competence and confidentiality. All coaches are expected to join the Badminton England Coaching Register and therefore assent to this Code and accept their responsibilities to players, colleagues and Badminton England. Standards are described in the following areas:

- Issues of Responsibility
- Issues of Competence

This Code of Ethics is a framework within which to work. It provides a series of ethical guidelines for badminton coaches.



1.1 Issues of Responsibility

Badminton coaching is a deliberately undertaken responsibility and badminton coaches are required to observe and upkeep the principles described in Badminton England's Code of Ethics.

1.1.1 Humanity

Coaches must respect the rights, dignity and worth of every human being and their ultimate right to self-determination. Coaches must treat everyone fairly and equally, within the context of their activity, regardless of age, gender, disability, religion, race, sexual orientation marriage and civil partnership status, pregnancy and maternity and gender reassignment.¹

1.1.2 Relationships

The primary concern for a badminton coach is the well-being, health and future of the individual player, with the optimisation of performance being a secondary consideration.

A key element in a coaching relationship is the development of independence. Players should be encouraged to accept responsibility for their own behaviour and performance in training and in competition.

Badminton coaches are responsible for ensuring that their relationship with the player is a professional one with clearly defined boundaries.

A coach is in a 'position of trust' when they are coaching a young player (Under 18 years) and must ensure they observe, are aware of and understand the Safeguarding and Protecting Young People in Badminton Policy and adhere to the principles of this Policy.

The relationship between the badminton coach and player must be one of mutual trust and respect. The player should be made aware of the coach's qualifications and experience and must be given the opportunity to consent to or decline coaching from that person.

1.1.3 Commitment

Badminton coaches should clarify in advance with players and/or employers the number of sessions, fees (if any) and method of payment. They should also explore with players / parents (where appropriate) and/or employers the expectation of the outcome of coaching.

Badminton coaches have a responsibility to declare to their players and/or employers any other current coaching commitments where there is potential for a conflict of interest.

Badminton coaches who become aware of a conflict between their obligation to their players and their obligation to the organisation employing them must make explicitly clear the nature of the conflict, and the loyalties and responsibilities involved, to all parties concerned.

¹ These are the 9 Protected Characteristics of the Equality Act 2010. The BE Equality Policy provides more information on these groups.

1.1.4 Co-operation

Badminton coaches should communicate and co-operate with other professionals in the best interests of their players². An example of such contact would be the seeking of educational and career advice/counselling for young players whose training impinges upon the performance of their studies.

Badminton coaches should communicate and co-operate with registered medical and ancillary practitioners in the diagnosis, treatment and management of their players medical and psychological conditions should the need arise and with the permission of the player and/or parents where appropriate.

1.1.5 Advertising

Advertising by badminton coaches in respect of their qualifications and/or services must be accurate.

Badminton coaches must not display any affiliation with an organisation in a manner that falsely implies sponsorship or accreditation by that organisation.

1.1.6 Integrity

Coaches must encourage players to play fairly, understand and abide by the rules of badminton, this includes showing due respect to their opponents and officials.

Coaches must actively discourage the use of banned performance enhancing substances and / or methods and must abide by the principles of the Badminton England Anti-doping policy³.

Badminton coaches must treat opponents and officials with due respect both in victory and defeat and should encourage their players to act in a similar manner.

Coaches must not use social or other electronic media to publicly criticise any other player, parent or official involved in the game of badminton or otherwise bring the sport into disrepute through inappropriate communications.

1.1.7 Confidentiality

Badminton coaches inevitably gather a great deal of personal information about players in the course of a working relationship. The coach and player must reach agreement as to what is to be regarded as confidential information i.e. not divulged to a third party without the express approval of the player.

1.1.8 Abuse of Privilege. A Coach must not attempt to exert undue influence over the player in order to obtain personal benefit or reward.

² Where circumstances are appropriate and with the full consent of the parent, if the player is under 18. For guidance on this please contact coaching@badmintonengland.co.uk

³ Please contact coaching@badmintonengland.co.uk for more information regarding training related to anti-doping

1.1.9 Personal Standards

The badminton coach must consistently display high personal standards and project a favourable image of badminton and of coaching.

The badminton coach should be dressed appropriately for the activity to be undertaken and should present him/herself in a way that reflects well upon the sport and Badminton England.

The badminton coach must never smoke or be under the influence of alcohol or recreational drugs whilst working with players.

1.1.10 Safety

All reasonable steps should be taken by the badminton coach to establish a safe working environment, this may include a written risk assessment process if coaching in a new or particularly challenging environment

The activity being undertaken should be suitable for the age, experience and ability of the players.

The players should be prepared for the activity being undertaken and made aware of their personal responsibilities in terms of safety.

1.2 Issues of Competence

1.2.1 Areas of Practice

Badminton coaches should coach to a level which is commensurate with their level of qualification and experience.

Badminton coaches must put the needs of those they coach first and should be able to recognise and accept when to refer players to other agencies (eg coaches, clubs, county squads, Performance Centres etc) when it is in the best interest of the player.

1.2.2 Development and Self-Awareness

Badminton coaches are encouraged to regularly seek ways of increasing their professional development and self-awareness through formal education courses and informal badminton related experiences.



2. CODE OF CONDUCT

2.1 Introduction

This Code of Conduct is intended to provide more specific information and guidance in the implementation of the principles embodied in the Code of Ethics.

Badminton coaches should welcome objective evaluation of their work by colleagues and be able to account to players, employers, Badminton England and colleagues for their actions.

Badminton coaches shall adhere at all times to standards of personal and professional behaviour which reflect credit on Badminton England and the whole process and practice of badminton coaching.

It is impossible to specify in precise terms all those actions which could be deemed to be prejudicial to the practice of badminton coaching and the best interests of Badminton England. The following provide an indication of the types of incident that are likely to be considered as breaches of this section of the Code and may therefore be subject to disciplinary action:

2.2 Projecting a negative image of badminton

Coaches must not use social or other electronic media to publicly criticise any other player, parent, coach or official involved in the game of badminton or otherwise bring the sport into disrepute through inappropriate communications.⁴

2.3 Misrepresentation

Coaches must ensure that they do not in any way misrepresent their qualifications, affiliations, or professional competence. Misrepresentation will be regarded as a serious breach of this Code.

2.4 Commitment

When coaches enter into a commitment with an employer, with a team, or with an individual player, the nature of that commitment should be specifically agreed and adhered to.

2.5 Confidentiality

Coaches should not divulge confidential information relating to a player, as specified in 1.1.7 of the Code of Ethics, to any third party unless with the express approval of the player concerned.

2.6 Criminal Conviction

Any conviction of a badminton coach by a court of law is capable of reflecting adversely on the profession and Badminton England and may affect the welfare of young people in badminton. Members should report any conviction which may affect their role as a coach to Badminton England at the earliest opportunity⁵.

⁴ For social media guidance for coaches please see www.badmintonengland.co.uk/safeguarding

⁵ To report any conviction which may affect a person's role as a coach, or for confidential advice please contact safeguarding@badmintonengland.co.uk

2.7 Personal Misconduct

Personal misconduct may still give rise to disciplinary action by Badminton England if such conduct is deemed to be 'Misconduct' or 'Gross Misconduct', even if such misconduct does not give rise to disciplinary proceedings by an employer or lead to conviction in a court of law.

Misconduct – this may include poor timekeeping; inappropriate personal appearance, unreasonable or unexplained absence; wilful damage to property or equipment

Gross Misconduct⁶ – this may include theft; falsification of reports or accounts; breach of confidentiality; violence; misuse of alcohol or drugs; dishonesty; indecency; breaches of the Badminton England Equality and Diversity policy and/or the Safeguarding policy

2.8 Complaints Procedure

Any individual or organisation wishing to make a complaint against a badminton coach within the context of these Codes of Ethics and Conduct should in the first instance contact:

The Disciplinary Officer
Badminton England
National Badminton Centre
Bradwell Road
Loughton Lodge
Milton Keynes
MK8 9LA

Tel: 01908268400

Email: coaching@badmintonengland.co.uk or disciplinary@badmintonengland.co.uk

Detailed procedural guidelines will be issued thereafter to all parties concerned in the complaint.

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⁶ These are some examples of what may constitute gross misconduct