

# Code of Ethics and Behaviour

Coaches and Coordinators



## What is the Code of Ethics and Behaviour?

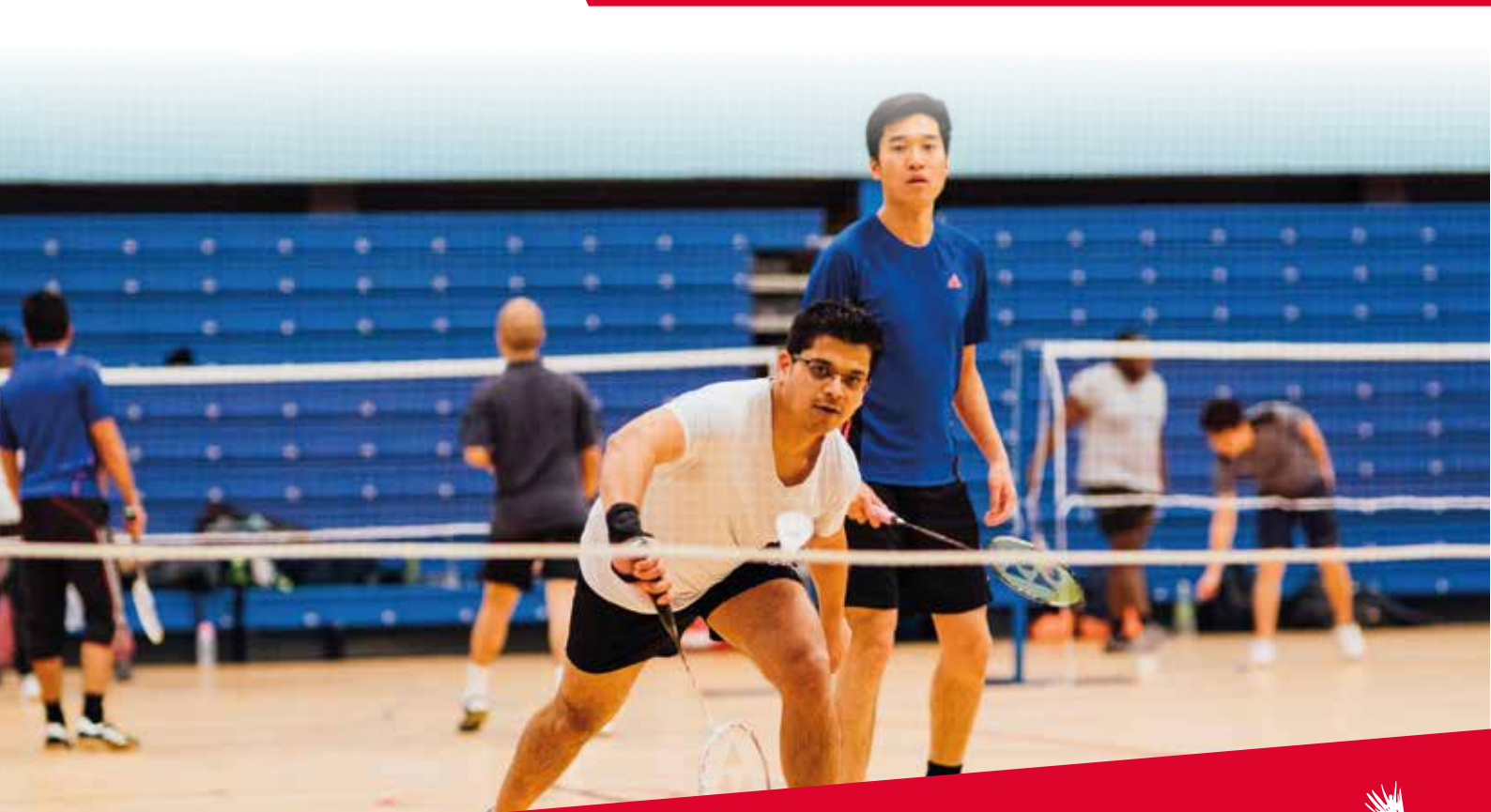
The Badminton England Code of Ethics and Behaviour exists to outline the behaviour and standards expected of everyone within the badminton community in England and to protect everyone within the game.

As the National Governing Body, Badminton England is responsible for setting the standards and values that apply at every level. This Code encapsulates all of the principles that badminton represents. We believe that everyone should be able to access and enjoy badminton regardless of their gender, race, disability, sexual orientation, background, or circumstances. Whichever way you choose to be involved in badminton – as a player, coach, volunteer, official, parent or spectator, you have a right to enjoy your experience.

## Who is the Code for?

This code is for anyone involved in the game of badminton at any level in England. Although we are responsible for setting the standards, everyone involved in badminton has a responsibility to promote the sport, making sure that there is equal access and opportunity for all and that fairness and respect is upheld.

This Code allows Badminton England to uphold the values that we all believe in as a sport and gives us a mechanism to deal with any breaches with a consistent approach.



## Expected minimum standards of behaviour and conduct

All individuals involved in badminton will, at all times:

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background, or circumstances
- Respect the spirit of fair play in badminton. This is more than playing within the rules. It also incorporates the concepts of friendship, respect for others and always participating with the right spirit
- Respect the rights, dignity and worth of others
- Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others
- Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute
- Protect themselves and others involved in the game from verbal or physical abuse and threatening or intimidating behaviour
- Abide by Badminton England policies:
  - Safeguarding and Protecting Young People in Badminton Policy
  - Safeguarding Adults at Risk Policy
  - Equality Policy
  - Sports Betting and Integrity Policy
- Abide by UK Anti-Doping (UKAD) Anti Doping Policy
- Take personal responsibility to ensure that they are suitably insured for their activities.



## Examples of inappropriate actions that do not meet expected minimum standards of behaviour and conduct are:

- Using any language/gestures that may cause offence to anyone on the grounds of their age, gender, race, disability, sexual orientation, background, or circumstances
- Use of inappropriate, foul or discriminatory language or gestures at any time
- Ridiculing or shouting at a player/team for making a mistake or not winning
- Exposing players or volunteers to extreme heat or cold or unacceptable risk of injury
- Smoking while working/participating in a badminton environment
- Consuming alcohol or illegal substances in a badminton environment or taking part in any badminton activity under their influence
- Condoning any behaviour that contravenes the Codes of Conduct and Badminton England policies/prohibited practice
- Making any statements about Badminton England without necessary permission
- Using involvement in badminton to promote any beliefs/behaviours/practices which are not consistent with those of Badminton England
- Engaging in criminal or illegal activity – anyone found to acting unlawfully will be referred to the Police
- Falsely advertising services, misrepresenting qualifications, exerting undue influence over performers to obtain personal benefit or reward or operating outside agreed parameters
- Engaging in any form of sexually related contact with a young player. This is strictly forbidden as is sexual innuendo, flirting or inappropriate gestures and terms, including that communicated electronically or via social media
- Giving young people alcohol or cigarettes or drugs
- Condoning rule violations, rough play or the use of prohibited substances.
- Using 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.
- Questioning publicly the referee, coach, official or players' decisions within a game, match or training situation.
- Undertaking any action that may threaten the health and safety of anyone involved in badminton activity.
- Entering the court of play without permission

This list should not be considered to be comprehensive or exclude other actions that may be considered not to meet expected minimum standards.

Any breach of the code must be reported and all complaints and regulations will be managed through the Badminton England Disciplinary Regulations.



# Code of Conduct for Coaches and Coordinators

## Who is this for?

The Code of Conduct for Coaches applies to all coaches and coordinators in badminton at every level of the game. Coaches and coordinators are important ambassadors for badminton and must be positive role models for both those they work with and everyone else involved in the sport.

## As a Badminton England qualified coach/coordinator I will:

### Respect

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background, or circumstances
- Respect the rights, dignity and worth of every person within the badminton community and encourage others to do the same
- Challenge and/or report discriminatory behaviour as everyone has the right to be protected from abuse and discrimination
- Treat opponents and officials with due respect both in victory and defeat and should encourage my players to act in a similar manner.
- Operate within the rules and spirit of badminton and teach my players to do the same
- Respect all officials' decisions and ensure players do the same
- Encourage all players, coaches, volunteers, parents/carers and officials to have respect for one another

### Players

- Put my players' best interests at the centre of everything I do
- Ensure I always maximise the player experience and remember that players participate for pleasure and that winning and losing is part of the game
- Ensure that equipment, facilities, and activities meet safety standards and are appropriate to the age, ability and experience of the players taking part
- Ensure there is appropriate and correct supervision of players on and off the court
- Congratulate all participants on their performance regardless of the game's outcome
- Work in partnership with parents and players to ensure they are involved in decisions to obtain the best outcome for the player
- Ensure relationships with players are based on mutual trust and respect, recognising players' rights to consult or work with other coaches or specialists and understand when to advise my players to seek other coaches or specialists for their development when I can no longer support them best

### Behaviour

- Act as a role model at all times and display high standards of behaviour and appearance
- Be honest and consistent with my players and provide positive feedback at all times

### Safe and inclusive environments

- Obtain appropriate qualifications, keep up to date with the latest coaching practices and developments and maintain coaching membership of Badminton England
- Be aware of and abide by the Badminton England policies, procedures and guidelines for Safeguarding Young People, Safeguarding Adults at Risk, Equality and Anti-Doping
- Report any concerns I may have in relation to a young person, following the Badminton England reporting procedures
- Attend recommended training in welfare and safeguarding as appropriate
- Liaise appropriately with parents and carers, officials, coaches, Badminton England and other relevant people or organisations to ensure that good practice is maintained
- Understand and abide by the rules of confidentiality, ensuring confidential and personal information is respected and held and used in accordance with the relevant Data Protection Policy and General Data Protection Regulations