

The coach's primary role is to facilitate the process of individual development through achievement of athletic potential. This role accepts that the athletes' welfare, safety and long term interests are of greater importance than short term athletic considerations. To fulfil this role, the coach must behave in an ethical manner with respect to the following points:

1. Coaches must respect the rights, dignity and worth of every athlete and treat everyone equally, regardless of background or ability, as set out in UKA and C&C Equity policy. This includes respecting the right for freedom from physical or sexual harassment and advances. Coaches must strictly maintain a clear boundary between friendship and intimacy with athletes, and not conduct inappropriate relationships with athletes. Coaches should avoid being alone with a young athlete, especially in a car, and ensure that parents know where their training group will be going, if away from the normal base venue.
2. Coaches should develop appropriate working relationships with athletes (especially under 18s), based on mutual trust and respect. In particular, a coach will not exert undue influence to obtain personal benefit or reward.
3. Coaches should, at the outset, clarify with athletes (and where appropriate their parents or carers) exactly what is expected of them, and what the athletes are entitled to expect from the coach. Remember that everyone has a right to an independent life outside athletics, including the coach.
4. Coaches must ensure that the practical environment is safe and appropriate, taking into consideration the age, maturity and skill level of the athlete. Before using any venue for coaching, the coach must ascertain that a risk assessment is in place for the appropriate activity (this can be from the stadium or the club).
5. Coaches must acknowledge and respect the Rules of Competition. This should extend to the spirit as well as to the letter of the rules, in both training and competition, to ensure fairness of competitive opportunity between all athletes.
6. Coaches must exhibit an active respect for officials, by accepting the ability of the officials to ensure that competitions are conducted fairly and according to the established rules.
7. Coaches have a responsibility to encourage and guide athletes to accept and take responsibility for their own behaviour and performance;
8. Coaches must take an active role to prevent any use of prohibited drugs or other disallowed performance-enhancing substances or practices.
9. The coach must acknowledge other coaches have an equal right to desire the success of the athletes they coach - competing within the rules. Observation, recommendations and criticism of coaching practice should be directed to the appropriate person outside the view or hearing of the public.
10. Coaches should never solicit, either overtly or covertly, athletes who are already receiving coaching to join their squad. If approached by an athlete already receiving coaching, coaches should refer to the coach currently providing the coaching support before agreeing to give any support.
11. Coaches have a responsibility to upgrade their knowledge by attendance at accredited courses and through practical coaching experience and to share the knowledge and practical experience they gain.
12. Coaches must respect the image of the coach and continuously maintain the highest standard of personal conduct, reflected in both the manner of appearance and behaviour.
13. Coaches should work openly with other coaches, using the expertise of sports scientists and sports physicians.
14. Coaches have a responsibility to work actively with team managers to ensure the best competitive pathway for those athletes under their charge. The needs of the athlete must be put before the needs of the club.

Notes - The code of conduct in the coaches' licence, and the coaches' code of ethics, published by UKA, apply.

- Coaches must be qualified, and licensed by UK Athletics (or the delegated athletics organisation), and the licence must be maintained and updated as required.
- All C&C coaches must agree to an Enhanced Criminal Records Bureau check by the licensing body.