



FROME RFC

COACHES' CODE OF CONDUCT

RFU CORE VALUES

TEAMWORK | RESPECT | ENJOYMENT | DISCIPLINE | SPORTSMANSHIP

All coaches will adhere to the RFU Equity Policy and the Core Values of Rugby Union, acting as role models for players and representatives of Frome RFC.

Equity Statement: Frome RFC is committed to a welcoming, inclusive and fair rugby environment. Everyone must be treated with dignity and respect, given equal opportunity to participate and develop, and protected from discrimination. Coaches must promote inclusion and challenge inappropriate or discriminatory behaviour.

These values must be visible in every session, match, and interaction.

PLAYER WELFARE & SAFETY

- Player welfare is **non-negotiable** and must always take priority over performance development.
 - Frome RFC coaches will provide an enjoyable, inclusive environment where children can develop their sporting skills safely.
 - Deliver safe, age-appropriate coaching aligned with RFU Age Grade Rugby.
 - Frome RFC will ensure all coaches and helpers have an enhanced criminal records check through the Disclosure and Barring Service, as required by the Rugby Football Union.
 - Follow RFU safeguarding policies and maintain appropriate supervision.
 - Never tolerate bullying, discrimination, harassment, or abuse.
 - Never allow players to train or play when injured.
 - Apply concussion protocols and injury reporting rigorously.
 - Injuries sustained during training or matches must be recorded using the club's chosen reporting method.
 - Return to training or matches following injury should be gradual, appropriate to the injury, and agreed following discussion with the player and parent, guardian or carer.
 - Coaches must ensure all equipment and facilities are safe and appropriate to the age and abilities of players.
-

COACHING BEHAVIOUR & STANDARDS

- Plan purposeful, structured and inclusive sessions.
- Ensure activities are appropriate to the age, maturity and ability of players.
- Balance training, games and matches, including appropriate rest periods across the rugby playing week.
- Follow the RFU age grade training and match time guidelines.

- Prioritise development and enjoyment over winning.
 - Do not over-emphasise winning; a “win at all costs” attitude weakens the player-focused ethos of Age Grade Rugby.
 - Use constructive feedback and never ridicule, humiliate or undermine players.
 - Avoid favouritism or undue influence in selection.
 - Ensure contact skills are taught safely, with due regard to the physical development of young players.
 - Coaches and helpers must not hold tackle bags for players or participate in contact, scrummage or lineout technique with players under 18, including demonstrations. Acceptable demonstration methods include controlled walk-throughs using player-to-player demonstrations or bags held by age-grade peers.
 - Keep RFU coaching qualifications and CPD up to date.
 - Hold a current RFU award and attend a “Play it Safe” course as a minimum requirement.
 - Maintain an attendance register for every training session and match throughout the season.
 - At least one designated, qualified Emergency First Aider with an up-to-date first aid kit must be present at every session and fixture.
-

MATCHDAY EXPECTATIONS

- Lead with calm authority and positive energy.
 - Promote fair play, the positive aspects of the game and the spirit of rugby.
 - Ensure respectful behaviour toward opponents, officials and spectators.
 - Do not challenge, criticise or undermine match officials.
 - Never condone rule violations or poor behaviour.
 - Only enter the pitch when authorised by the referee.
 - Ensure squad members play for a minimum of half a game, avoiding over-playing or under-playing individuals and keeping attention focused on the team.
-

SAFEGUARDING & APPROPRIATE CONDUCT

- Follow RFU safeguarding policies without exception.
 - Report concerns immediately to the Club Safeguarding Officer.
 - Avoid being alone with a player and ensure appropriate supervision.
 - Keep communication with junior players professional and through approved channels.
 - Use physical contact only when necessary for safety or coaching.
 - All staff, coaches and officials should shower separately from young players.
 - If groups are supervised in changing rooms, adults must work in pairs and supervision must be gender appropriate.
 - Mobile phones must not be used in changing rooms.
-

SOCIAL MEDIA & DIGITAL CONDUCT

- Represent Frome RFC positively online.
- Do not post content that harms the club, players, officials, or the game.

- Avoid private messaging with junior players. All digital communication regarding U18 players must pass through parents/carers or approved group management channels (e.g. Spond).
 - Follow RFU digital communication guidelines.
-

CLUB REPRESENTATION & INTEGRITY

- Uphold Frome RFC's reputation on and off the field.
 - Act as a positive role model for players and as a representative of Frome RFC.
 - Support club policies, development pathways and community values.
 - Encourage teamwork, volunteerism and a strong club culture.
 - Challenge inappropriate behaviour and report concerns promptly.
-

ACCOUNTABILITY

Breaches of this Code may result in:

- Formal warnings
- Suspension from coaching duties
- Removal from coaching roles
- Referral to the RFU where necessary

All coaches must **sign and agree** to this Code annually.

FROME RFC

Committed to excellence, community, and the spirit of rugby.

Your Safeguarding Team:

Club Safeguarding Officer

Celine Bush

07885 911835

Safeguarding Assistants

Guy Chesshire

07968 786339

Becky Durston

Naomi Bates

Contact: safeguarding@fromerfc.org