

Esports Wales

Coach Code of Conduct

Status: Board-approved code

Applies to: All Coaches, Team Managers & Support Staff

Owner: Board of Directors

Safeguarding Lead: Designated Safeguarding Lead (DSL)

Integrity Lead: Integrity & Ethics Lead

Review cycle: Annual

Next review due: 12 months from adoption

1. Purpose

This Code of Conduct sets out the **expected standards of behaviour, professionalism, and responsibility** for all coaches and team support staff working with players in activities delivered, sanctioned, or recognised by **Esports Wales CIC**.

It exists to:

- protect the **welfare, safety, and wellbeing** of players
 - ensure coaching practice is **ethical, inclusive, and professional**
 - reinforce safeguarding, integrity, and duty of care obligations
 - provide clear behavioural expectations and accountability
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2. Scope

This Code applies to:

- paid and unpaid coaches
- team managers and support staff
- lead, assistant, and volunteer coaches

Policy Number: P0508
Version Number: 001



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It applies:

- during training, competition, and events
 - in online and digital environments (including voice chat, streaming, and messaging platforms)
 - when representing Esports Wales, clubs, or teams
 - where behaviour impacts players, competition, or organisational reputation
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3. Core Coaching Values

Coaches must uphold the following principles:

- **Player Welfare First** – wellbeing takes priority over results
 - **Integrity** – act honestly and fairly at all times
 - **Respect** – treat everyone with dignity and professionalism
 - **Inclusion** – create safe and welcoming environments
 - **Accountability** – accept responsibility for actions and decisions
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4. Professional Behaviour

Coaches must:

- act as positive role models at all times
- maintain appropriate professional boundaries
- communicate respectfully with players, officials, and parents
- comply with all Esports Wales policies and competition rules
- work within the limits of their competence and role

Coaches must **not**:

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- abuse their position of trust
 - engage in bullying, harassment, or discrimination
 - use humiliating, aggressive, or intimidating behaviour
 - encourage unsafe or unethical practice
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5. Safeguarding Responsibilities

Coaches have a **duty of care** to safeguard children, young people, and adults at risk.

Coaches must:

- follow safeguarding policies and procedures
- report concerns immediately and appropriately
- never ignore, minimise, or handle safeguarding concerns informally
- maintain appropriate supervision and boundaries

Safeguarding concerns **override performance and competition priorities.**

6. Boundaries & Appropriate Relationships

Coaches must:

- maintain professional relationships with players
- avoid favouritism or exclusive relationships
- ensure communication is transparent and appropriate

Coaches must **not**:

- engage in inappropriate physical or personal contact
- initiate private or secret communication with under-18s



- place themselves in situations of unnecessary risk
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7. Online Conduct & Communication

Given the nature of esports, coaches must:

- behave professionally online at all times
- use approved communication platforms
- moderate and challenge harmful online behaviour

Online misconduct will be treated **as seriously as offline misconduct**.

8. Health, Wellbeing & Safe Practice

Coaches must:

- promote healthy engagement, rest, and balance
 - discourage excessive play or unsafe routines
 - challenge unhealthy pressure or burnout culture
 - support players' mental and emotional wellbeing
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9. Integrity & Fair Competition

Coaches must:

- uphold the integrity of competition
- respect officials, rules, and outcomes
- discourage cheating, manipulation, or unfair advantage

Coaches must **not**:



- engage in match-fixing, betting, or corruption
 - misuse inside information
 - pressure players to act unethically
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10. Responsibilities Towards Young Players

When working with players under 18, coaches must:

- adopt a **child-centred approach**
 - prioritise safety, development, and enjoyment
 - involve parents/carers appropriately
 - act in the best interests of the child at all times
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11. Reporting Concerns & Whistleblowing

Coaches must:

- report concerns about behaviour, safety, or integrity
- cooperate with investigations and safeguarding processes

No coach will be penalised for raising concerns in good faith.

12. Breaches of the Code

Breaches of this Code may result in:

- education or guidance requirements
- suspension or removal from coaching duties
- disciplinary or governance action



- termination of involvement with Esports Wales

Serious breaches may result in referral to external authorities.

13. Acceptance of the Code

All coaches must:

- read and understand this Code
 - agree to comply with it
 - confirm acceptance as part of accreditation or appointment
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14. Linked Policies & Procedures

This Code must be read alongside:

- **0501 Player Code of Conduct**
 - **0503 Player Welfare & Wellbeing Policy**
 - **0212 Code of Conduct for Staff & Volunteers**
 - **0201 Safeguarding Policy Statement**
 - **0206 Responding to Safeguarding Concerns Procedure**
 - **0401 Integrity & Ethics Policy**
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15. Review

This Code shall be reviewed:

- annually
- following safeguarding or integrity incidents



- following changes to governance requirements
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16. Adoption

This Coach Code of Conduct was approved by the Board of Directors of **Esports Wales CIC**.

Date approved: __02/03/2026__

Signed (Chair): _____

