

On behalf of the trustees of Taunton Youth FC Community Trust, welcome to our Annual General Meeting.

You will, I'm sure, be pleased to learn that I am not required under law, or our constitution, to deliver a long and involved speech. Therefore, I will be brief.

I hope you have had the opportunity to read our Annual Report and reflect on our summary of the club's development. Shortly, you will hear from Neil Cottey, who will give an overview of our finances.

In summary, however, I am able to advise that the trustees are pleased with the operational and financial results which have been delivered for you, our members.

It has been a challenging time for the management team in gaining charitable status and working towards a more secure financial footing, much of which was articulated in the letter circulated on my behalf on 24 April. I won't repeat the content here, but for those of you who haven't seen the document, it can be downloaded from the home page of our website.

We have seen two new people join us as trustees this year, Matt Crook and Tracy Gladstone-Smith; and a third person join us in a consultancy role, Scott Burnett. Their skills and personalities are a welcome addition to our group.

One of our founding trustees, Mark Warner, has decided against seeking re-election but we are grateful to him for his time and energy and for delivering sponsorship deals with several partners.

We will now move on with the official business, but before we do so I need to provide a reminder to all parents, players, coaches and supporters about conduct when representing our club – and the use of social media. These are set out on our website and in the welcome pack and, for the avoidance of doubt, they still apply even in the face of provocation. We must never forget who we are representing.

## Code of conduct for parents



We all have a responsibility to promote high standards of behaviour in the game. As a Club we support The FA's Respect programme to ensure football can be enjoyed in a safe, positive environment. Remember, children's football is a time for them to develop their technical, physical, tactical and social skills. **Winning isn't everything.** To us, performance and the holistic development of a child is the main focus. We ask that you play your part and observe The FA's Respect Code of Conduct for spectators and parents/carers at all times.

In particular we ask that you agree to the following.

I understand that if I do not follow the Code, any/all of the following actions may be taken by the Club, County FA, league or The FA.

**I will:**

- Remember that children play for FUN.
- Applaud effort and good play as well as success.
- Always respect the match officials' decisions.
- Remain outside the field of play and within the Designated Spectators' Area (where provided).
- **Let the coach do their job and not confuse the players by telling them what to do.**
- Encourage the players to respect the opposition, referee and match officials.
- Avoid criticising a player for making a mistake - mistakes are part of learning.
- Never engage in, or tolerate, offensive, insulting, or abusive language or behaviour.

**I may be:**

- Issued with a verbal warning from a club or league official.
- Required to meet with the club, league or CFA Welfare Officer.
- Required to meet with the club executive committee.
- Obliged to undertake an FA education course.
- Obliged to leave the match venue by the club.
- Requested by the club not to attend future games.
- Suspended or have my club association/membership removed.
- Required to leave the club along with any dependents. In addition:
- The FA/County FA could impose a fine and/or suspension on the club.

# Code of conduct for players



We all have a responsibility to promote high standards of behaviour in the game. As a player, you have a big part to play. That's why The FA asks every player to follow a Respect Code of Conduct.

When playing football for Taunton Youth FC we ask that you agree to the following.

**I will:**

- Always play to the best of my ability.
- Play fairly - I won't cheat, complain or waste time.
- Respect my team-mates, the other team, the referee and my coach/manager.
- Play by the rules, as directed by the referee.
- Shake hands with the other team and referee at the end of the game.
- Listen and respond to what my coach/team manager tells me.
- Talk to someone I trust or the club welfare officer if I'm unhappy about anything at my club. (For our Club the Welfare Officer is Neil White)

I understand that if I do not follow the Code, any/all of the following actions may be taken by the Club, County FA or The FA.

**I may:**

- Be required to apologise to my team-mates, the other team, referee or team manager.
- Receive a formal warning from the coach or the club committee.
- Be dropped or substituted.
- Be suspended from training.
- Be required to leave the club. In addition:
  1. My club, County FA or The FA may make my parent or carer aware of any infringements of the Code of Conduct.
  2. The FA/County FA could impose a fine and suspension against my club.

Within the Club we have two more very important rules/expectations:

1. We have a zero tolerance attitude towards consumption of alcoholic drinks, smoking (including vaping) and the use of non-prescribed drugs. If any player is seen to consume these illegal substances (or attends a club function when under the influence of the foregoing), they will be dismissed from the programme immediately. The decision of the Director of Football (Paul West) on this matter will be final, with no right of appeal.
2. We expect our young players to treat themselves and others with respect. Misdemeanours at school and in general life may have consequences for participation in the programme.

# Code of conduct for coaches



We all have a responsibility to promote high standards of behaviour in the game and our coaches/managers are no exception.

**On and off the field they will:**

- Show respect to others involved in the game including match officials, opposition players, coaches, managers, officials and spectators.
- Adhere to the laws and spirit of the game.
- Promote Fair Play and high standards of behaviour.
- Always respect the match officials' decisions.
- Never enter the field of play without the referee's permission.
- Never engage in public criticism of the match officials.
- Never engage in, or tolerate, offensive, insulting or abusive language or behaviour.

Our coaches/managers understand that if they do not follow the Code, any/all of the following actions may be taken by the Club, County FA, league or The FA.

**They may be:**

- Required to meet with the club, league or County Welfare Officer.
- Required to meet with the Club's Trustees.
- Monitored by another club coach.
- Required to attend an FA education course.
- Suspended by the Club from attending training/matches.
- Suspended or fined by the County FA.
- Required to leave or be sacked by the Club. Also, their FACA membership may be withdrawn.

If at any time you have concerns regarding the behaviour of a Club coach please bring this to the attention of Paul West, Director of Football, immediately.

# Making the most of social media

## The importance of brand

Our brand refers to the way others encounter us. It promotes recognition and sets us apart from other clubs. It generates interest and referrals, and helps players and parents to know what to expect when they come to us.

Our brand and what we stand for needs to permeate through our entire Club.

It goes beyond our name, visual identity (club colours and logo) and website and includes

- How we behave
- How we represent ourselves on social media
- How we interact with others (other clubs, referees, other coaches, business partners, etc.)

## Making the most of social media

Social media (e.g. Facebook, Twitter, Instagram) is great for sharing information, experiences and promoting the Club. Used in the right way social networking activity can have a positive impact on your own reputation and that of the Club.

Follow these tips to create a successful brand for yourself and the Club.

## DO...

**Play nice.** Allow others to express their opinions and treat them with the same respect you would personally expect.

**Pause and think.** Nobody's perfect but think before you contribute or respond to something that others have posted. How will it make you and the Club look?

**Consider who you connect with.** Your online networks are a reflection of you and your association with the Club.

**Understand your digital footprint.** You may have no control over information once it is live. Your messages, tweets and conversations in public forums can be recorded, intercepted and / or saved and sent via email.

## DON'T...

**Appear unprofessional.** Don't use inappropriate language, make derogatory statements or post comments that could be read by others as being hurtful. Do not use social media to defend the Club or settle old scores.

**Post when you're cross, emotional or (for adults) under the influence of medication or alcohol.** You're likely to type something that you wouldn't ordinarily say in person.

**Endorse or make promises on behalf of the Club.** Be careful not to promise things or make commitments to others if you don't have the proper authority.

