



Ethos for managers and coaches

As managers within Verwood Town Football Club, we recognise that football is not just about winning and losing. It is about nurturing a culture that supports player development and enjoyment.

1. Player centred – players are at the heart of what we do. Their development, enjoyment and wellbeing are the central priorities. We are committed to creating an inclusive environment where players are valued, supported and empowered to reach their potential. We will ensure managers and coaches are approachable for players, helping them to identify and achieve their own goals.
2. Player development – to develop as a player, game time is one of the most important things. For under 10 age groups and below, it is expected that all players are given equal opportunity to play matches (competitive games, friendlies or tournaments for example). Players should play in all positions, including in goal. In older age groups, managers will have more freedom to pick teams who can be more competitive if they wish. However, this expectation needs to be made clear to parents before they sign their children up to the club, and managers need to consider the impact this may have on their overall squad size.
3. Character development – as important as technical skills are, we also seek to develop resilience, sportsmanship and teamwork. This not only helps players become better within their team, but supports their development beyond football.
4. Equality and diversity – the club is a welcoming, inclusive space for all. Discrimination has no place at this club and we challenge any behaviour that contradicts this.
5. Commitment to personal development – coaches are committed to their own continuous development. This can be through attending workshops organised by county FA, using online FA resources, or other learning methods.

6. Respect for the game – we uphold the FA Respect principals. We seek to ensure as a club we embody fair play, integrity, and respect. We want players to be passionate and determined, but respectful of their opponents, officials and the spirit of the competition. We expect managers to be positive and constructive in their support for players, with minimal shouting of instructions from the sidelines.

7. Communication and transparency – clear and open communication is essential to the success of the club. We must be transparent with players, parents, volunteers and others stakeholders.

8. Safety and wellbeing – we prioritise the safety and wellbeing of players, ensuring we follow the relevant FA guidelines.

9. Long term perspective – while we seek success on the pitch, we know that the true measure of success is the long term positive impact we have on players and their personal growth.

10. A united club – we commit to fostering opportunities to come together as a football club. We recognise that we are stronger together as one club than individually as teams.