

VERWOOD TOWN FOOTBALL CLUB

Ethos for Managers & Coaches

The values that guide coaching at Verwood Town FC

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Review due	Annually, or following any significant incident or change in FA guidance
Policy owner	Club Welfare Officer / Club Secretary (as applicable)

PLAYER-CENTRED

Players are at the heart of everything we do. Their development, enjoyment and wellbeing are our central priorities. We are committed to creating an inclusive environment where players are valued, supported and empowered to reach their potential. Managers and coaches must be approachable and help players identify and achieve their own goals.

PLAYER DEVELOPMENT

Game time is one of the most important tools for development. For Under 10 and below, all players must be given equal opportunity to play in all positions. In older age groups, managers have more freedom to select competitive sides — but this must be communicated to parents before they register, and managers should be mindful of the impact on squad size and player retention.

CHARACTER DEVELOPMENT

Technical skills matter, but so do resilience, sportsmanship and teamwork. We develop the whole person — skills that support players beyond football and throughout their lives.

EQUALITY AND INCLUSION

Verwood Town FC is a welcoming, inclusive space for all. Discrimination has no place here. We challenge any behaviour that contradicts this. Refer to the club's Equality, Diversity & Inclusion Policy.

PERSONAL DEVELOPMENT AS A COACH

Coaches are committed to their own continuous development. This can be through workshops organised by Dorset FA, online FA learning resources or other recognised methods. The club will support coach development where it can.

RESPECT FOR THE GAME

We uphold The FA's Respect principles. We seek fair play, integrity and respect. Players should be passionate and determined, but always respectful of opponents, officials and the spirit of competition. Managers are expected to be positive and constructive — minimal shouting from the sidelines, maximum encouragement.

COMMUNICATION AND TRANSPARENCY

Clear, open communication is essential to our success. Be transparent with players, parents and other stakeholders. If something is not working, say so. If parents have questions, answer them honestly.

SAFETY AND WELLBEING

We prioritise the safety and wellbeing of all players. Follow FA safeguarding guidelines, the club's Safeguarding Policy, the Lone Working Protocol and all relevant club policies at all times.

LONG-TERM PERSPECTIVE

Success on the pitch matters, but the true measure of success is the lasting positive impact we have on players and their development as people. Keep the long game in mind.

A UNITED CLUB

We commit to fostering opportunities to come together as one club. We are stronger together than as individual teams. Support your fellow managers and coaches, share what works, and build each other up.