

# COACHES

## #PlayYourPart



Creating a united grassroots football environment  
which delivers football opportunity For All

As a coach, you can play your part to ensure that everyone has a positive experience on and off the pitch.

Put the players first, consider the environment that you create,  
and role model positive behaviours.



- Take time to understand individuals in the team – everyone is different
- Value learning & development over the scoreline – consider the player's motivations for taking part
- Try to provide fair playing time – give all players opportunities to reach their potential
- Be clear, consistent, and positive with the information you give to players
- Be consistent with your behaviours – do you act differently at training and matchdays?
- **BE THE REASON THAT A PLAYER STAYS IN THE GAME!**



- Keep control of your emotions – managers & coaches are responsible for creating a positive environment
- Players leave the game if the environment is negative, hostile, or intimidating
- Try not to focus solely on the scoreline – this is not always a reflection of a team or individual's performance
- Your words, actions and behaviours will impact enjoyment of the game
- Negativity is unhelpful for everyone
- **DON'T BE THE REASON WHY A PLAYER LEAVES THE GAME!**

### Be Respectful to all involved

The FA's Respect Programme has a host of resources that can help you.

[www.essexfa.com/about/respect](http://www.essexfa.com/about/respect)

For more information or support please contact your local  
Football Development Officer in the first instance:

[www.essexfa.com/about/contact-us](http://www.essexfa.com/about/contact-us)

[www.essexfa.com/leagues-and-clubs/matchday-environment](http://www.essexfa.com/leagues-and-clubs/matchday-environment)