

LTA CODE OF ETHICS AND CONDUCT FOR ACCREDITED TENNIS COACHES AND ASSISTANTS

LTA Accredited+ & Accredited Coaches and Coaching Assistants are deemed to be bound by, and to have accepted, this Code of Ethics and Conduct. This sets out responsibilities to tennis players and parents, to coaching and other colleagues, to the LTA as their National Governing Body, to their coaching employer and to society.

LTA Accredited+ & Accredited Coaches will adhere to the following Code of Ethics and Conduct:

1. Always put your players' best interests at the centre of everything you do.
2. Treat players with respect at all times. Be honest and consistent with them.
3. Treat all players fairly regardless of (but not limited to) athletic potential, socio-economic status, age, disability, ethnicity, gender, gender reassignment, marital or civil partnership status, pregnancy or maternity status, religion/belief or sexual orientation.
4. Encourage all players and fellow coaches and assistants to have respect for one another.
5. Encourage players and other coaches and assistants to develop and maintain integrity.
6. Prepare players to respond to success and failure in a dignified manner.
7. Respect the confidentiality of players/parents/official as appropriate.
8. Clarify in advance with players/parents/employers the number of sessions, fees, method of payment; explain expected outcome and progression from the coaching or sessions.
9. Be sensitive to your players' self-esteem when providing constructive feedback to players.
10. Encourage and facilitate players' independence and responsibility for their own behaviour, performance, decisions and actions.
11. Involve the players in decisions that will affect them.
12. Recognise players' rights to consult with other coaches and advisers. Co-operate fully with other specialists (eg sport scientists, doctors, physiotherapists, etc).
13. When asked to coach a player, ensure that any previous coach/player relationship has been ended by the players/others in a professional manner.
14. Be acutely aware of the power that coaches and coaching assistants develop over players in the coaching relationship and avoid any intimacy (sexual or otherwise) with players.
15. Avoid situations with players that could be construed as compromising and actions that others could perceive inappropriate.

16. Actively discourage the use of performance enhancing drugs or any illegal substance.
17. At all times act as a role model by maintaining the highest standards of personal conduct and projecting a favourable image of tennis and of coaching at all times.
18. Accept and respect the role of Officials in ensuring that competitions are conducted fairly and according to the rules.
19. Ensure that qualifications and affiliations to associations are not misrepresented.
20. Following completion of your criminal record check, report any alleged criminal offence police, investigation, court case or social care investigation to the LTA at the earliest opportunity.
21. Know and abide by tennis rules, regulations and standards and encourage players to do likewise.
22. Know and abide by the LTA's Anti-Doping Programme. Any breach of the LTA's Anti-Doping Programme will be deemed a breach of this Code of Ethics.
23. Know and abide by the terms of the Uniform Tennis Anti-Corruption Programme. Any breach of the Uniform Tennis Anti-Corruption Programme will be deemed a breach of this Code of Ethics.

Any breach of any of the provision(s) of this Code of Ethics and Conduct by an Accredited+ Coach, Accredited Coach or Accredited Coaching Assistant shall constitute a breach of the Rules of LTA Coach Accreditation+ or of the Rules of LTA Accreditation as applicable and shall be dealt with under the procedures as set out in those Rules.

This code of conduct is part of the full LTA Disciplinary Code (see page 99), available online [here](#)