



Code of Ethics and Conduct

Updated June, 2017.

This Code of Ethics and Conduct applies to all those involved in the sport of basketball under the jurisdiction of Basketball England. All such individuals have a responsibility to act according to the highest standards of integrity, and to ensure that the reputation of basketball is beyond reproach.

Basketball England is committed to maintaining the highest possible standards of behaviour and conduct at basketball games. The following principles must be adhered to at all times so that basketball can be enjoyed by all and is divided into the following sections:

1. Coaches-updated 07/14
2. National Team Performance Centre Staff
 - a. Appendix A, Section 2 & 3
3. AASE Institutions- updated January, 2016
4. Player Poaching/ Improper Approach- updated 07/14
 - a. Appendix B- updated 07/14
5. Protocols for Recruitment-updated 07/14
6. Players-updated 07/14
7. Match Officials
8. Club Officials
9. Parents/family-updated 07/14
10. Spectators-updated 07/14
11. Young people-updated 07/14
12. All Therapy and Medical Staff- updated 30/06/2017
13. Anti Doping
14. Data-updated 07/14
15. Anti-Bribery- updated 02/03/15
16. Whistleblowing-updated 02/24/15
17. Possible Sanctions-updated 07/14

General principles

All those involved in basketball must treat everyone equally and sensitively regardless of age, disability, gender, race, ethnic origin, cultural or social background, sexual orientation, religious belief, political affiliation or any other personal characteristic/feature. Basketball England is opposed to any form of violent,

offensive or discriminatory behaviour and will act as necessary to remove individuals from basketball who do not abide by this Code of Ethics and Conduct.

Everyone involved in basketball, both adults and young people have a responsibility to treat everyone with dignity, respect, sensitivity and fairness. In particular, be aware of the special needs of young people and vulnerable adults, and recognise that some face additional barriers.

Every young person or vulnerable adult involved in the game of basketball should be able to participate in an enjoyable and safe environment and be protected from abuse. Allegations of a child protection nature relating to the breaking of this Code of Ethics and Conduct must follow the reporting procedures as contained in the Basketball England Child Protection Policy and Procedures.

1. Coaches

This Code of Ethics and Conduct is an integral part of the Basketball England Coach Education Programme within which all coaches must work. It should be used in conjunction with all other Basketball England policies, procedures or recognised standards. Through this Code of Ethics and Conduct, coaches who are affiliated to Basketball England must accept their responsibility to the participants, their parents and families, to coaching and to Basketball England affiliated associations.

All affiliated coaches agree to:

- Consider the safety and wellbeing of all individuals in their charge;
- Ensure their behaviour is not misconstrued or open to allegations of favouritism, misconduct or impropriety;
- Follow guidance on good practice when working with young people/vulnerable adults and report any concerns for their wellbeing to the relevant authority or body;
- Uphold the appropriate boundaries in the working relationship between coach and player – especially when one person is aged under 18 years of age or a vulnerable adult. While the coach-player relationship exists, the coach should not only refrain from initiating a relationship, but should also discourage any attempt by a player to initiate an intimate relationship, explaining the ethical basis of the refusal;
- Ensure that all training and playing demands are not detrimental to the wellbeing of the players and are reasonable dependent upon the age, maturity, experience and ability of the players;
- Ensure their competence and ability is sufficient so that the safety of players is not compromised;
- Encourage players to accept responsibility for their own behaviour and performance;
- Be appropriately qualified as per the requirements of the Basketball England Coach Education Programme and regularly seek opportunities for continued professional development;
- Respect the rights of players to choose to decline to participate within coaching or playing situations;
- Declare any affiliation, sponsorship or accreditation in a truthful and accurate manner;

- Be receptive to employing systems of evaluation that include self-evaluation and also external evaluation in an effort to assess the effectiveness of your work;
- Abide by all rules and policies of Basketball England;
- Hold a clear Enhanced DBS check when in a position of regulated activity;
- Comply with all safeguarding and first aid policies and procedures including submitting Self-Declaration forms;
- Promote prevention and education regarding the misuse of performance enhancing drugs and illegal substances;
- Declare any history or instances where you were disciplined, dismissed, cautioned, warned or convicted of any offence relating to children/young people/vulnerable adults on a Self Declaration form submitted to the EB Compliance Officer;
- Whilst working under the jurisdiction of Basketball England will only coach individuals that are registered / affiliated to Basketball England;
- Not attempt to exert undue influences and pressures in order to obtain personal benefit or reward;
- Must be able to recognise and accept when to refer or recommend players to other coaches or structures;
- Agree what information what will be treated confidentially (this does not preclude disclosure of information to persons who can be judged to have a right to know such as in matters of discipline, legal and medical requirements or where an individuals health, safety or wellbeing may be at risk);
- Communicate and co-ordinate with medical practitioners in the diagnosis, treatment and management of a players' medical/psychological problems;
- Be a positive role model;
- Project a good personal appearance of cleanliness and never smoke in the coaching environment, or coach whilst under the influence of alcohol or any other intoxicating substance;
- Never use foul, sexist or racist language or act in a violent/abusive manner;
- Refrain from undue public criticism of other coaches or match officials.
- Refrain from posting negative or derogatory comments on social media about other clubs, coaches or officials.
- Refrain from posting any comments on social media which bring the reputation of Basketball England into disrepute.

Follow all Basketball England guidance on Social Media, Appropriate Communication and the Duty of Care policies.

2. National Team and Performance Centre Staff

In addition to the coach's section, National Team, RPC/RDP staff must:

- Ensure that the pathway remains open to newly identified players;
- Never use their position to attempt to recruit players to any basketball club. Academy or AASE institution 'Player poaching' is a serious offence for any member of National Team or Performance staff;
- Act as an ambassador and behave in a professional manner while representing Basketball England;
- Maintain a satisfactory criminal record disclosure and undertake additional training as deemed necessary by Basketball England.

Appendix A, Section 2 & 3

Data Protection Policy: Basketball England and its representatives have a legal duty to our members and our employees to handle data sensitively, ensure that it is kept securely and that it is destroyed appropriately when it is no longer needed. Any Coach or individual who obtains or uses data without the express written consent of Basketball England will result in immediate removal from post and is viewed by Basketball England as a breach of position of trust. Additional sanctions may/can be applied by Basketball England under Section 12 of the Code of Ethics and Conduct. This includes data that was obtained as a result of or via an Basketball England sponsored or sanctioned event/fixture or obtained where the individual was acting in the employment or on behalf of Basketball England or it's associates.

3. AASE Institutions

In addition to the coach's section, a coach and/or AASE staff must:

- Share best practice with other AASE institutions to ensure a consistent approach for all AASE athletes;
- Never use their position to attempt to recruit players to any basketball club. 'Player poaching' is a serious offence for any AASE staff member; For the sake of clarity, if an AASE coach sends emails or letters to parents highlighting their individual credentials in attempt to sway a parent or player to move to their programme, this would be poor practice. If the school sent a letter or email to prospective players parents which included the individual credentials of their coaching staff, this would be good practice. (this means a coach emailing from their school email address, signed as member of the staff at the school.) It is recognised that AASE programmes and coaches will 'recruit' during the academic year and during academic 'open houses' and 'taster' days which will coincide with seasonal registrations and play. Basketball England does not govern the educational choices of a parent for their child. If a parent chooses to approach an AASE academy or coach at any time with a view to moving their child for the best academic and sporting education this should be allowed and accepted.
- All communication in above bullet point should follow the guidance in Section 5
- AASE coaches should never directly approach children under the age of 18 with a view to recruitment without following the protocols listed in Section 5, unless this falls into the recognised category of academic 'open' days or 'taster' days where discussions with children are done in a formal, academic event or setting.
- AASE coaches are reminded that under Basketball England Safeguarding Policies that they should not accept or add friends to their personal social media pages or send electronic or social media messages to children under the age of 18. Basketball England provides Electronic Communication Guidance, Social Media Policy and Social Media Guidance for managed group pages and AASE staff should refer to this guidance at all times. The documents can be downloaded here <https://www.basketballengland.co.uk/about-be/policies/Guidance-and-templates>

4. Approaching players already registered with another club/academy/institution

'Player poaching' is a serious offence. It is poor practice to make direct contact with any player currently registered with another club/academy/institution with a view to them joining your club/academy/institution or to play for you in another tournament/competition, including representative teams. The following regulations should be adhered to:

Basketball England defines 'Registered Players' as stated in Appendix B and in the National League Regulations Sections 21.2 and 21.3

Appendix B

All National Competition licences expire on the last day of the regular playing season in question in accordance with the official calendar of Basketball England. License and registration numbers will be required for some regional, tournament, camps and other play that occurs outside of regular season play. This does not infer that a player is still 'registered' with a club. This information is provided for the identity and insurance purposes only outside of regular season play.

After expiry of any licence:

- (a) A non-contract player shall become a free agent and may subsequently be licensed, contacted or contracted by any Club in line with the Basketball England Appropriate Communication Policy and Section 5, Protocols for Recruitment. (Players under the age of 18 should not be directly approached or contacted. Parental approach and permission is required following the 7 day contact obligation to the former club) Any Club for which the player was formerly licensed shall have no entitlement to request any compensation for the player's services.
- (b) A player who has been subject to a Standard Contract, as issued and approved by Basketball England, which expires prior to the start of a forthcoming season, shall become a free agent and may subsequently be licensed, contacted or contracted by any Club. Any Club for which the player was formerly licensed shall have no entitlement to request any compensation for the player's services.
- (c) A player who is subject to a Standard Contract which extends into the coming season shall, except by agreement of his Club, only be licensed for that Club in the forthcoming season.

5. Protocols for Recruitment

- 1)** All clubs, coaches, representatives or players must act reasonably and with complete transparency when recruiting a player.
 - 1a)** Recruitment of any player should only take place outside or after the preceding season or prior to the upcoming season.
 - 1b)** If in season; a player can only be recruited when the player concerned has not signed for any other club for that current season.
- 2)** When recruiting a player that has signed for a club the previous season that player shall not be approached directly in person, through a third party or through social media by any representative, coach or player from any other club without the prior written consent of that player's current club.

3) When recruiting a player from another club the club interested in signing the player should first provide formal notification in writing to the player's current club secretary and the player's current coach asking them for permission to speak to the parents or the legal guardians of the player concerned.

3a) Where the current club refuses permission the interested club must allow 7 days from the date of refusal before they make contact with the parent or guardian of the player they are interested in. After this time they may contact the player's parents or guardians directly.

3b) Under no circumstances should any representative of any other club, coach or player make contact with a player from another club with a view inducing them to sign or transfer to their club.

4) You should never contact/approach a player under the age of 18 with a view to recruitment directly. This includes (but is not limited to) face-to-face conversations with a child, email or social media. Contact routes via the parent and club should be followed as listed in sections 2, 3, 3a and 3b as listed above.

5) Where a player or the parent/guardian of a player approaches a club, coach or player from another club with a view to leaving their current club; that club, coach or player should cease all further communications immediately and direct the player or parent/guardian to provide a formal request for a transfer in writing to their current club as per current BE Regulations.

6) These protocols must be adhered to not only by the club or their representatives but shall include regional or national team representatives, coaches or players in the performance of their duties

Basketball England is keen to safeguard the welfare of young players and to respect their individual rights. Any contact should be for legitimate basketball reasons only. Equally, it is essential that anyone holding personal information about young players respects the confidentiality of such information and does not disclose this without the proper authority from Basketball England.

6. Players

All affiliated players agree to:

- Treat everyone equally and sensitively regardless of age, disability, gender, race, ethnic origin, cultural background, sexual orientation, religious beliefs or political affiliation;
- Treat your team-mates and opponents, coaches, club officials and match officials with respect and consideration at all times - treat them as you would like to be treated;
- Not use foul, sexist, racist language or offensive gestures at any time;
- Know and abide by the rules and spirit of the game;
- Avoid violence and rough play and help injured opponents;
- Accept the decisions of the match officials without question or complaint (let your captain or coach ask the necessary questions) and avoid words or actions which may mislead a Match Official;
- Abide by the instructions of the coach and club officials, provided they do not contradict the spirit of this Code of Ethics and Conduct or the rules of basketball;

- Not attempt to improve individual performance with the use of banned substances / techniques;
- Condemn the use of recreation and performance enhancing drugs and abide by all anti-doping requirements;
- Give maximum effort and strive for the best possible performance through the whole game, even if it is considered already over;
- Learn to accept victory and defeat with humility and dignity and without excessive emotional displays;
- Work equally hard for yourself and your team - your team's performance will benefit and so will your own.
- Be a good sport, applaud all good performance, whether by your team or by the opponent;
- At the end of play applaud and thank your opponents and the match officials.
- Abide by the Basketball England Social Media policy.

7. Match Officials

All affiliated match officials must:

- Treat everyone equally and sensitively, regardless of their disability, gender, ethnic origin, cultural background, sexual orientation, religion, age or political affiliation;
- Not tolerate foul, sexist or racist language;
- Only officiate in games or competition where all individuals are registered/affiliated to Basketball England;
- Realise that Basketball England does not advise that officials travel alone with anyone under 18 years of age or a vulnerable adult to or from games. We advise you to always have another adult with you;
- Be honest, consistent, objective, impartial and courteous when applying the rules of the game. Officials must resist any possible influence from protests on the part of participants or spectators of the game.
- Claim any affiliation, sponsorship or accreditation in a truthful and accurate manner;
- Show patience and understanding towards players who may be learning the game;
- Make every effort to prepare fully for a match, both physically and mentally. On a physical level, be able to keep up with the speed of the game, and be alert and close enough to make correct decisions;
- Decline to be appointed to a match if not completely physically or mentally fit to participate in that match (because of illness, injury, or for family or other reasons);
- Refrain from requesting hospitality, or accept any hospitality offered and considered to be excessive;
- Have regard to protecting the players by enforcing the laws of the game.
- Show due respect when speaking with participants in the game, even in the event of infringements;
- In reports, set out the true facts;
- Refrain from publicly expressing any criticism of fellow officials;
- Assist with the development of those with less experience.
- Declare any history or instances where you were disciplined, dismissed, cautioned, warned or convicted of any offence relating to children/young

people/vulnerable adults on a Self-Declaration form submitted to the BE Safeguarding and Compliance Officer.

8. Club Officials

All club officials agree to:

- Treat everyone equally and sensitively regardless of age, disability, gender, race, ethnic origin, cultural background, sexual orientation, religious belief or political affiliation;
- Not use foul, sexist or racist language;
- Use your official position to take action against any club member or spectator who harasses, abuses or uses foul, sexist or racist language;
- Accept the responsibilities of the role that you have to set a good example of behaviour and conduct at all times and promote ethical principles;
- Ensure your club is aware of and follows best practice guidelines to safeguard young people and vulnerable adults;
- Ensure that proper supervision is provided by suitably qualified coaches and officials who are capable of promoting good sporting behaviour and good technical skills;
- Ensure all equipment and facilities meet safety standards;
- Resist all illegal or unsporting influences, including banned substances and techniques;
- Encourage all players and coaches to abide by the rules and spirit of the game and do not manipulate the rules in order to benefit yourself personally or your club;
- Show respect to match officials, coaches, players and others involved in the game;
- Do not endeavour to influence the result of a game by any actions that are not strictly within the rules;
- Remember sport is enjoyed for its own sake - play down the importance of awards;
- Always have regard to the best interests of basketball, including where publicly expressing an opinion of the game, others involved and any particular aspect of it;
- Avoid words or actions, which may mislead a Match Official and accept their decisions.

9. Parents/guardians (and other family members)

All family/guardians of participants will:

- Teach your child to treat everyone equally and sensitively regardless of their age, disability, gender, race, ethnic origin, cultural background, sexual orientation, religious beliefs or political affiliation; gender, ethnic origin or cultural background;
- Support all efforts to remove verbal, physical and racist abuse from basketball;

- Not force an unwilling participant to take part in basketball;
- Remember that young people are involved for their enjoyment - not yours;
- Encourage all to play by the rules and respect the match officials;
- Never ridicule or shout at a participant for making a mistake or losing a game;
- Teach that effort and teamwork are as important as victory, so that the result of each game is accepted without undue disappointment;
- Remember that young people and vulnerable adults learn best by example;
- Refrain from publicly questioning the judgement or honesty of match officials;
- Recognise the value and importance of volunteers in basketball. They give their time, energy and resources to provide recreational activities for others.
- Not shout abuse at officials, coaches, players or other spectators;

10. Spectators

All spectators of games under the jurisdiction of Basketball England will:

- Do not use offensive, discriminatory or obscene language or gestures. Do not harass or verbally abuse players, coaches, match officials or fellow spectators in any form;
- Treat everyone equally and sensitively regardless of age, disability, gender, race, ethnic origin, cultural background, sexual orientation, religious beliefs or political affiliation;
- Condemn the use of violence in all forms and refrain from any violent or aggressive behaviour;
- Show respect for opponents and match officials. Without them there would be no game;
- Acknowledge good performance and fair play by opponents as well as by your own team;
- Remember the players are taking part for their enjoyment not yours;
- Do not ridicule players who make mistakes;
- Do not over emphasise the importance of winning;
- On no account should you enter the court unless authorised otherwise;
- Do not shout abuse at officials, coaches, players or other spectators;

11. Young People

There are additional requirements for how young people should be treated by adults and how young people should treat their peers.

Adults to young people:

- Be aware of how your language and behaviour may have an effect and ensure you do not use foul language, humiliate or bully any young person;
- Make sure you are fully aware of and follow the latest guidance on working with young people;
- Treat everyone with respect and dignity, recognising the additional needs or disadvantages of those with disabilities or from minority backgrounds;
- Set a good example as young people will learn from you;
- Make sure disciplinary actions are non violent/humiliating and use rewards, praise and acknowledgment to reinforce good behaviour;
- Listen and act if a young person tells you they're being bullied or abused.

Young people to each other should:

- Never bully, spread rumours or tell lies about other young people;
- Welcome and include new players whatever their background or ability;
- Control your emotions - verbal or physical abuse is not acceptable at any time;
- Don't show off or try to humiliate other players;
- Don't ridicule or blame team mates who make mistakes;
- Make sure you tell your coach/parents if another young person confides in you and you think they need help.

12. All Therapy & Medical Staff

All affiliated therapy and medical staff must also review their own professional body's code of conduct and adhere to them.

Treatment Rooms

- No child or U20 should be treated in any way in any situation where they are on his or her own in a treatment room/area with the door closed.
- Therapy/medical staff should keep coaches/team managers and where appropriate parents informed of the location of the treatment room/area and this should not be the therapists/medical staff own sleeping accommodation.
- In camp /on tour/at training, coaches and team managers should be made aware of treatment times. Therapy/medical staff should make every attempt to keep to these times except in cases of emergencies. As far as is feasible (it is recognised in busy periods that this may not always be possible) it is recommended, that treatment is undertaken in the presence of a team manager for those players under 16 years.

Embarrassing Body Areas

- When a potentially embarrassing area of the body (e.g. groin) is to be treated an additional suitable member of staff should act as a chaperone.
- At all times therapy/medical staff need to give adequate consideration on treating such areas as these before treating them. This will include a thorough explanation regarding the treatment process and aims of treatment to the person who will receive the treatment.

Consent/ Confidentiality/Dignity

- Consent needs to be obtained at all times prior to treatment commencing.
- Medical confidentiality must be maintained at all times. Relevant information needs to be passed on to relevant staff members but this should only be when written permission is obtained through the medical questionnaire and consent form. Medical information should not be discussed with anyone outside of recognised Basketball England staff.
- Therapy/medical staff must work to maintain patient dignity at all times and act in a professional manner keeping them aware of progress, prognosis and future plans.

Onward Referral

- Therapy/medical staff need to ensure that they have followed up all on-going
- injuries/illness via the appropriate referral/ communication.

Ethical Practice

- Therapy/medical staff must not exert undue influence on athletes to perform when there is clear evidence that they are not fit to do so. If coaching staff are playing/training a clearly unfit player then it is the duty of the therapy/medical staff to voice their concerns in a professional manner and report the matter on as appropriate.

Within Therapy and Medical Staff Communications

- Where more than one therapy/medical staff member is involved in the care of an athlete appropriate communication must take place to optimise treatment.

Record Keeping

- Medical records must be maintained and filed in line with professional body standards. Wherever possible this must be done on Basketball England computerised notes system.

Certification

- Therapy/medical staff must ensure that emergency first aid is current and up to date. This must include defib and CPR training. Basketball England strongly recommends that Team Therapists undertake trauma training from one of the recognised providers such as LUBAS, The RFU or The FA.
- They must also ensure that they have appropriate insurance cover to undertake their role.

Cautions/Convictions

- Therapy/medical staff will undergo DBS checks prior to commencing work. However, it is the responsibility of the staff member to inform Basketball England/GB Basketball should any cautions or convictions occur at a time after the initial checks. Failure to do so will result in disciplinary action.

13. Anti-Doping

Basketball England condemns and is totally opposed to performance enhancing and recreation drug use in the sport of basketball.

All involved in basketball must:

- Familiarise themselves with the UK Anti Doping Rules (available through the Basketball England website);
- Take sole responsibility for all foods, medications and supplements taken;
- Be aware of the implications and penalties in place for a positive doping test result;
- Be aware disciplinary action may be taken for criminal conviction for possession or use of drugs.

13. Data Protection (Clubs)

Any Club in breach of data protection (as outlined in Appendix A-Section 2 Code of Ethics and Conduct) will be sanctioned at the discretion of Basketball England. (See possible sanctions, Section 12, Code of Ethics and Conduct) This includes data that

was obtained as a result or via a Basketball England sponsored or sanctioned event/fixture.

14. Anti-Bribery (All Members of Basketball England)

All staff and members of Basketball England must ensure their behaviour is not misconstrued or open to allegations of favouritism, misconduct, impropriety or bribery.

The Anti-Bribery Act consolidates the common law and UK bribery related legislation into two general offences:

Bribing: It is an offence to offer, promise or give a financial or other advantage for the purpose of bringing about an improper performance of a function or activity.

Being bribed: It is an offence to request, agree to or receive a financial or other advantage for the purpose of bringing about an improper performance of a function or activity or to request, agree to or receive a reward for having done so.

"Improper performance" is one which is in breach of an expectation of good faith or impartiality, or is in breach of a position of trust. The test of whether an activity has been performed improperly is what a reasonable person in the UK would expect in relation to the activity. If the activity takes place overseas, then any local customs are disregarded unless permitted by the country's written law. In each case, it is the intention to bring about the improper performance that is the key to the offence.

15. Whistle Blowing

Basketball England is committed to developing a culture where it is safe and acceptable for all employees and stakeholders to raise concerns about poor or unacceptable practice and misconduct. Basketball England operates a Whistleblowing Policy. A copy of the policy and procedures can be found on the Basketball England webpage.

16. Possible Sanctions

In affiliating or licensing with Basketball England, everyone agrees to abide by this Code of Ethics and Conduct and all of Basketball England's policies and procedures. Basketball England therefore has the right to investigate and take disciplinary action against any alleged or suspected breach of this Code of Ethics and Conduct and any breach which may bring the game of basketball into disrepute.

The following sanctions may be imposed at the discretion of Basketball England on any individual or club/academy/institution/team/coach/player. Sanctions may be used in combination where deemed appropriate and where there has been a repeat offense: A warning; a fine; forfeiture of game(s); temporary, permanent or indefinite suspension; removal from post; ban from participating or attending any match under the jurisdiction of Basketball England.

