

Code of Ethics and Behaviour



What is the Code of Ethics and Behaviour?

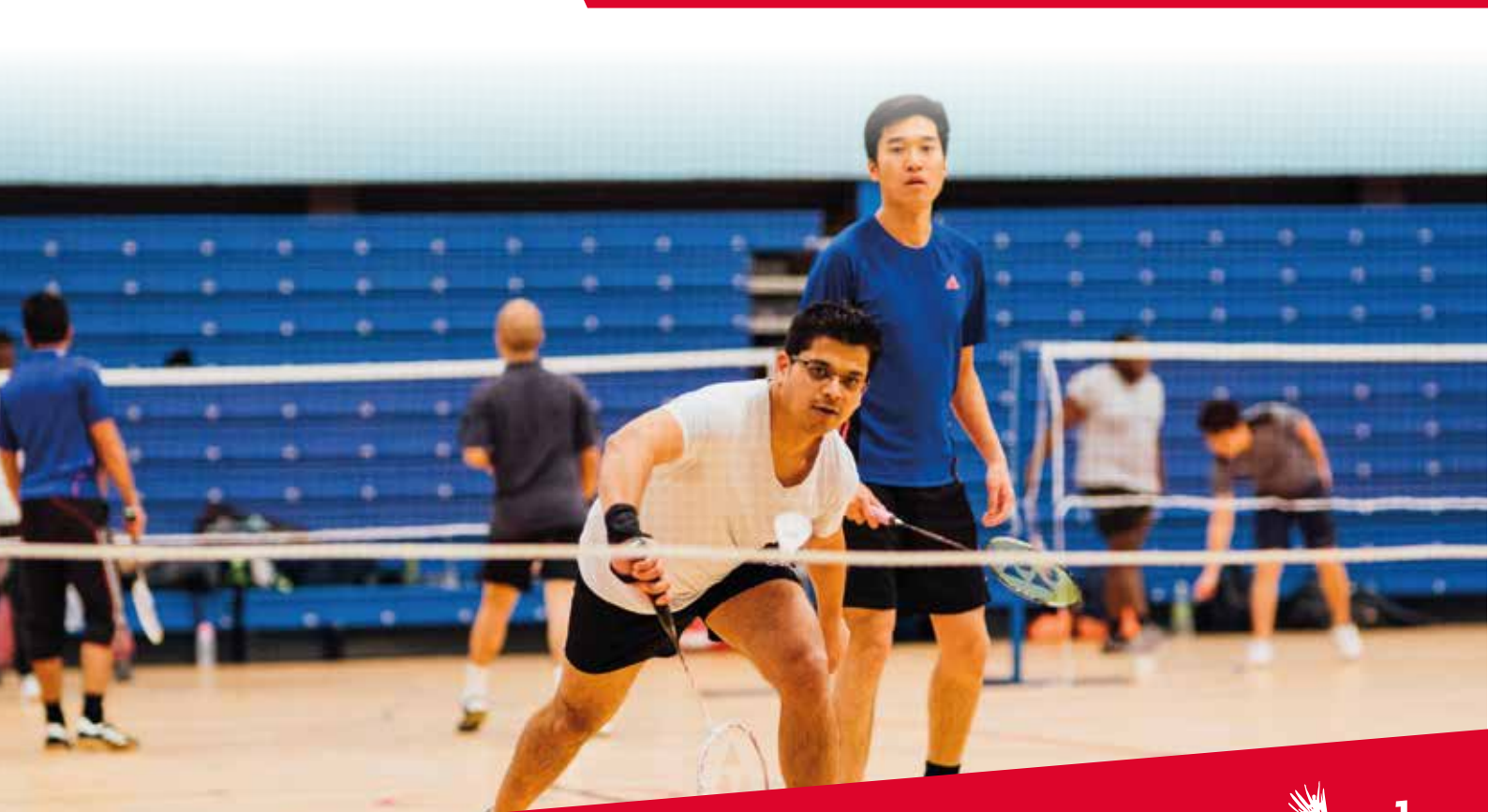
The Badminton England Code of Ethics and Behaviour exists to outline the behaviour and standards expected of everyone within the badminton community in England and to protect everyone within the game.

As the National Governing Body, Badminton England is responsible for setting the standards and values that apply at every level. This Code encapsulates all of the principles that badminton represents. We believe that everyone should be able to access and enjoy badminton regardless of their gender, race, disability, sexual orientation, background, or circumstances. Whichever way you choose to be involved in badminton – as a player, coach, volunteer, official, parent or spectator, you have a right to enjoy your experience.

Who is the Code for?

This code is for anyone involved in the game of badminton at any level in England. Although we are responsible for setting the standards, everyone involved in badminton has a responsibility to promote the sport, making sure that there is equal access and opportunity for all and that fairness and respect is upheld.

This Code allows Badminton England to uphold the values that we all believe in as a sport and gives us a mechanism to deal with any breaches with a consistent approach.



Expected minimum standards of behaviour and conduct

All individuals involved in badminton will, at all times:

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background, or circumstances
- Respect the spirit of fair play in badminton. This is more than playing within the rules. It also incorporates the concepts of friendship, respect for others and always participating with the right spirit
- Respect the rights, dignity and worth of others
- Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others
- Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute
- Protect themselves and others involved in the game from verbal or physical abuse and threatening or intimidating behaviour
- Abide by Badminton England policies:
 - Safeguarding and Protecting Young People in Badminton Policy
 - Safeguarding Adults at Risk Policy
 - Equality Policy
 - Sports Betting and Integrity Policy
- Abide by UK Anti-Doping (UKAD) Anti Doping Policy
- Take personal responsibility to ensure that they are suitably insured for their activities.



Examples of inappropriate actions that do not meet expected minimum standards of behaviour and conduct are:

- Using any language/gestures that may cause offence to anyone on the grounds of their age, gender, race, disability, sexual orientation, background, or circumstances
- Use of inappropriate, foul or discriminatory language or gestures at any time
- Ridiculing or shouting at a player/team for making a mistake or not winning
- Exposing players or volunteers to extreme heat or cold or unacceptable risk of injury
- Smoking while working/participating in a badminton environment
- Consuming alcohol or illegal substances in a badminton environment or taking part in any badminton activity under their influence
- Condoning any behaviour that contravenes the Codes of Conduct and Badminton England policies/prohibited practice
- Making any statements about Badminton England without necessary permission
- Using involvement in badminton to promote any beliefs/behaviours/practices which are not consistent with those of Badminton England
- Engaging in criminal or illegal activity – anyone found to acting unlawfully will be referred to the Police
- Falsely advertising services, misrepresenting qualifications, exerting undue influence over performers to obtain personal benefit or reward or operating outside agreed parameters
- Engaging in any form of sexually related contact with a young player. This is strictly forbidden as is sexual innuendo, flirting or inappropriate gestures and terms, including that communicated electronically or via social media
- Giving young people alcohol or cigarettes or drugs
- Condoning rule violations, rough play or the use of prohibited substances.
- Using social or other electronic media to publicly criticise any other player, parent or official involved in the game of badminton or otherwise bring the sport into disrepute through inappropriate communications.
- Questioning publicly the referee, coach, official or players' decisions within a game, match or training situation.
- Undertaking any action that may threaten the health and safety of anyone involved in badminton activity.
- Entering the court of play without permission

This list should not be considered to be comprehensive or exclude other actions that may be considered not to meet expected minimum standards.

Any breach of the code must be reported and all complaints and regulations will be managed through the Badminton England Disciplinary Regulations.



Code of Conduct for Coaches and Coordinators

Who is this for?

The Code of Conduct for Coaches applies to all coaches and coordinators in badminton at every level of the game. Coaches and coordinators are important ambassadors for badminton and must be positive role models for both those they work with and everyone else involved in the sport.

As a Badminton England qualified coach/coordinator I will:

Respect

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background, or circumstances
- Respect the rights, dignity and worth of every person within the badminton community and encourage others to do the same
- Challenge and/or report discriminatory behaviour as everyone has the right to be protected from abuse and discrimination
- Treat opponents and officials with due respect both in victory and defeat and should encourage my players to act in a similar manner.
- Operate within the rules and spirit of badminton and teach my players to do the same
- Respect all officials' decisions and ensure players do the same
- Encourage all players, coaches, volunteers, parents/carers and officials to have respect for one another

Players

- Put my players' best interests at the centre of everything I do
- Ensure I always maximise the player experience and remember that players participate for pleasure and that winning and losing is part of the game
- Ensure that equipment, facilities, and activities meet safety standards and are appropriate to the age, ability and experience of the players taking part
- Ensure there is appropriate and correct supervision of players on and off the court
- Congratulate all participants on their performance regardless of the game's outcome
- Work in partnership with parents and players to ensure they are involved in decisions to obtain the best outcome for the player
- Ensure relationships with players are based on mutual trust and respect, recognising players' rights to consult or work with other coaches or specialists and understand when to advise my players to seek other coaches or specialists for their development when I can no longer support them best

Behaviour

- Act as a role model at all times and display high standards of behaviour and appearance
- Be honest and consistent with my players and provide positive feedback at all times

Safe and inclusive environments

- Obtain appropriate qualifications, keep up to date with the latest coaching practices and developments and maintain coaching membership of Badminton England
- Be aware of and abide by the Badminton England policies, procedures and guidelines for Safeguarding Young People, Safeguarding Adults at Risk, Equality and Anti-Doping
- Report any concerns I may have in relation to a young person, following the Badminton England reporting procedures
- Attend recommended training in welfare and safeguarding as appropriate
- Liaise appropriately with parents and carers, officials, coaches, Badminton England and other relevant people or organisations to ensure that good practice is maintained
- Understand and abide by the rules of confidentiality, ensuring confidential and personal information is respected and held and used in accordance with the relevant Data Protection Policy and General Data Protection Regulations

Code of Conduct for Volunteers

Who is this for?

This code of conduct applies to all volunteers and officials of county badminton associations, clubs, leagues and other bodies involved in the delivery of badminton. Referees, umpires, line judges and tournament organisers are covered by the Code of Conduct for Tournament Officials and Volunteers.

As a volunteer in the sport of Badminton, I will:

Respect

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background or circumstances
- Respect the rights, dignity and worth of every person within the badminton community and encourage others to do the same
- Challenge and/or report discriminatory behaviour as everyone has the right to be protected from abuse and discrimination
- Encourage all players, coaches, volunteers, parents/carers and officials to have respect for one another

Safe and inclusive environments

- Be aware of and abide by the Badminton England policies, procedures and guidelines for Safeguarding Young People, Safeguarding Adults at Risk and Equality
- Report any concerns I may have in relation to a young person, following the Badminton England reporting procedures
- Hold appropriate valid qualifications and insurance cover, including being a member of the coaching register if a qualified coach
- Attend recommended training in welfare and safeguarding as appropriate
- Liaise appropriately with parents and carers, officials, coaches, Badminton England and other relevant people or organisations to ensure that good practice is maintained
- Understand and abide by the rules of confidentiality, ensuring confidential and personal information is respected and held and used in accordance with the relevant Data Protection Policy and General Data Protection Regulations

Behaviour

- Promote integrity and transparency through the recognition, recording and management of conflicts of interest (see Appendix 1)
- Act as a role model at all times and display high standards of behaviour and appearance
- Promote the positive aspects of badminton (e.g. fair play).
- Always act responsibly and set an example to others.



Code of Conduct for Players

Who is this for?

The Players Code of Conduct applies to all individuals participating in badminton as a player at every level.

As a player I will:

Respect

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background or circumstances
- Respect the rights, dignity and worth of every person within the badminton community and encourage others to do the same
- Challenge and/or report discriminatory behaviour as everyone has the right to be protected from abuse and discrimination
- Encourage all players, coaches, volunteers, parents/carers and officials to have respect for one another
- Play within the laws of the game and respect all officials and their decisions
- Accept the referee's decision without question or complaint (let your captain or coach ask the necessary questions)
- Take personal responsibility to ensure that I am suitably insured for my activities
- Wear appropriate clothing for playing badminton during training and competition
- Applaud good performance and efforts from all individuals and teams
- Congratulate all participants on their performance regardless of the game's outcome
- Keep to agreed times for training and competitions, and inform the appropriate person if I need to withdraw or cannot avoid being late



Safe and inclusive environments

- Be aware of and abide by the Badminton England policies, procedures and guidelines for Safeguarding Young People, Safeguarding Adults at Risk, Equality and Anti-Doping
- Report any concerns I may have in relation to a young person, following the Badminton England reporting procedures

Behaviour

- Act as a role model at all times and display high standards of behaviour and appearance
- Promote the positive aspects of badminton (e.g. fair play).
- Always act responsibly and set an example to others.

Code of Conduct for Junior Players

Who is this for?

The Junior Players' Code of Conduct applies to all junior players (aged 18 and under) participating in badminton as a player at every level.

As a junior player, I will:

Respect

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background or circumstances
- Respect the rights, dignity and worth of every person within the badminton community and encourage others to do the same
- Have fun, act in a safe manner and encourage those around me to do the same
- Always respect those around me including team-mates, opponents, coaches and officials
- Be honest and play fairly in everything I do and never deliberately cheat or be dishonest
- Accept officials' decisions without question or complaint
- Arrive for training and competition on time and will inform someone if I am unable to attend or will be late
- Listen carefully when spoken to and act as directed where appropriate
- Use the correct equipment for the sport and will look after it to the best of my ability
- Never upset those around me or keep quiet if someone else is being upset
- Congratulate all participants on their performance regardless of the game's outcome
- Give my opponents a hand if they need it and accept apologies from them when they are offered
- Always do my best and give 100% effort in whatever I do

Behaviour

- As a young person taking part in sporting activities I recognise that I am an ambassador for my sport and others taking part in sport
- Act as a role model at all times and display high standards of behaviour and appearance
- Promote the positive aspects of badminton (e.g. fair play).
- Always act responsibly and set an example to others.

We are committed to your enjoyment when you are playing badminton. If anything or anyone worries or upsets you then you should tell someone about it so that they can help you. To find out more about people who can help go to www.badmintonengland.co.uk/safeguarding



Code of Conduct for Parents/Carers

Who is this for?

The Parents/Carers' of Conduct applies to all parents and carers at any badminton match or training session at every level of the game.

As a Parent, I will:

Respect

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background or circumstances
- Respect the rights, dignity and worth of every person within the badminton community and encourage others to do the same
- Challenge and/or report discriminatory behaviour as everyone has the right to be protected from abuse and discrimination
- Encourage all players, coaches, volunteers, parents/carers and officials to have respect for one another
- Focus on my child's efforts and enjoyment rather than winning or losing
- Provide positive verbal feedback in both training and matches
- Encourage players to participate within the rules and regulations of the game
- Applaud good performance and efforts from all individuals and teams
- Congratulate all participants on their performance regardless of the game's outcome
- Leave the coach to communicate with individual players on court
- Respect the decisions of officials and teach children to do the same
- Respect umpires, officials, coaches, players and spectators
- Inform the team coach or manager of any injury, health or welfare issue that I feel it is appropriate for them to know
- Ensure my child/children arrive and are collected promptly for training and competitions
- Remember that children participate in sport for their enjoyment, not mine

Safe and inclusive environments

- Be aware of and abide by the Badminton England policies, procedures and guidelines for Safeguarding Young People, Safeguarding Adults at Risk and Equality
- Report any concerns I may have in relation to a young person, following the Badminton England reporting procedures

Behaviour

- Act as a role model at all times and display high standards of behaviour and appearance
- Promote the positive aspects of badminton (e.g. fair play)
- Always act responsibly and set an example to others

Code of Conduct for Tournament Officials and Volunteers

Who is this for?

The Tournament Officials and Volunteers' Code of Conduct applies to all referees, umpires, line judges and tournament organisers in badminton at every level of the game.



As an Official, I will:

Respect

- Treat everyone fairly and equally regardless of their age, gender, race, disability, sexual orientation, background or circumstances
- Respect the rights, dignity and worth of every person within the badminton community and encourage others to do the same
- Challenge and/or report discriminatory behaviour as everyone has the right to be protected from abuse and discrimination
- Encourage all players, coaches, volunteers, parents/carers and officials to have respect for one another
- Compliment and encourage all participants
- Be honest, consistent, objective, impartial and courteous when enforcing the rules of the game and in dealings with other officials, volunteers, staff members, players and members of the public
- Emphasise the spirit of the game rather than the errors
- Place the safety and welfare of the participants above all else
- Challenge and/or report discriminatory behaviour
- Promote integrity and transparency through the recognition, recording and management of conflicts of interest
- Understand and abide by the rules of confidentiality, ensuring confidential and personal information is respected and held and used in accordance with the relevant Data Protection Policy and General Data Protection Regulations

Safe and inclusive environments

- Be aware of and abide by the Badminton England policies, procedures and guidelines for Safeguarding Young People, Safeguarding Adults at Risk and Equality
- Report any concerns I may have in relation to a young person, following the Badminton England reporting procedures
- Know my role and undertake training where required to perform my duties to the best of my ability, including keeping up to date with the Laws of Badminton and Regulations for Tournaments

Behaviour

- Act as a role model at all times and display high standards of behaviour and appearance
- Promote the positive aspects of badminton (e.g. fair play).
- Always act responsibly and set an example to others.

APPENDIX 1 – Managing conflicts of interest

[Adapted from Club Matters]

What is a conflict of interest

A conflict of interest arises when an individual, who is in a position to influence a decision within an organisation, has the potential to exploit that position to benefit personally, for a friend, family member or another connection, at the expense of the organisation's best interests. A committee member would have a conflict of interest if they (or their family) would be set to benefit personally from a committee decision.

It is worth noting that having conflicts of interest does not mean that your committee members have done something wrong. It is often inevitable that conflicts of interest arise; what is important is that they are recognised and handled appropriately, so as not to risk your organisation's integrity or reputation.

Recognising conflicts of interest

Asking committee members to disclose any conflicts of interests is the first step towards managing them and making sure committee members only act in the best interests of the organisation. Committee members should disclose conflicts of interest at the earliest possible opportunity. When appointing new committee members, simply ask them to disclose any potential or current conflicts of interest and capture this, either in the meeting's minutes or through a Register of Interests. You could build in a regular, short time slot into start of committee meetings to check if anyone has any new conflicts to disclose or update on.

Recording conflicts of interest

Once committee members have disclosed conflicts of interest, it is a good idea to capture these using a Register of Interests. This can be a simple document summarising any current or potential conflicts your committee members have. Making sure this information is recorded demonstrates that the committee are aware of the conflicts and are taking steps towards managing them. It promotes transparency for your members, and reduces the risk of your integrity being questioned later in time.

You can download an example Register of Interests through Club Matters if you have registered and logged-in. Remember to check in with committee members regularly to see if the status of conflicts of interests has changed to keep the register up-to-date. As suggested earlier, you could build a regular slot into committee meetings to do this

Managing conflicts of interest

Declaring and recording your interests is good practice, but if decisions are still influenced by these connections at the expense of the organisation, it hasn't really helped to protect your integrity! Taking actions to manage these conflicts of interest is just as important. Managing conflicts of interest could involve excluding a committee member with a personal connection from related meetings or decision making processes to ensure that only the organisation's best interests are considered. It is usually up to the chair to consult with the rest of the committee to decide how to act. Whatever action is taken, make sure this information is captured in the meeting's minutes or on the register of interests.