

Birmingham City FC

Academy Staff Code of Conduct

For all staff undertaking regulated activity with children

Policy created on 18 January 2021

Policy reviewed and approved on 16 July 2021

Policy due to review on 30 June 2022

This policy has been created by:

Danetta Powell, Head of Safeguarding & Player Care

This policy has written this policy with guidance from:

The Sexual Offences Act 2003

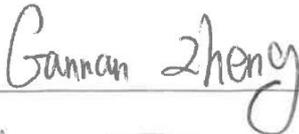
Keeping Children Safe in Education

The NSPCC/Sport England Child Protection in Sport Standards (2005 revised 2018)

Counter terrorism and Security Act 2015

The Senior Safeguarding Manager and HR Officer are responsible for monitoring the implementation, use and effectiveness of this policy.

This policy has been reviewed and approved by:

Edward Zheng	Director (Safeguarding Champion)	
Lungi Macebo	Senior Safeguarding Manager	
Danetta Powell	Head of Safeguarding & Player Care	

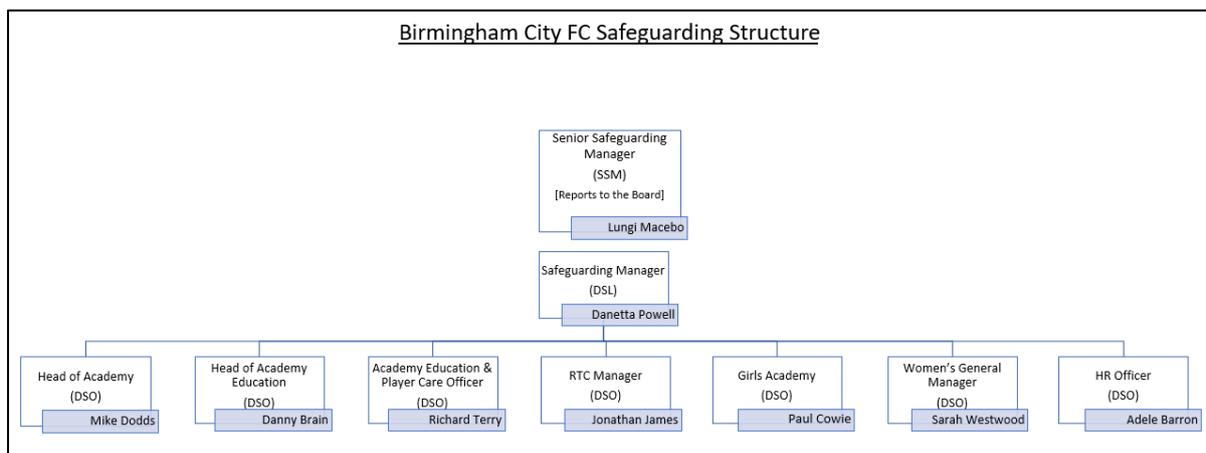
1.0 Introduction

All staff, volunteers and board members and committees must understand:

- i. That safeguarding is everyone’s responsibility.
- ii. Creating fun, safe and inclusive football environments should be at the heart of everything we do, to support the best outcomes for children.
- iii. How our behaviours and actions can make a difference.
- iv. The importance of ensuring that children and young people have a voice and are heard.
- v. The role and duties of those with specific safeguarding responsibilities.
- vi. When and how to report concerns relating to our Club.
- vii. The process to use when a concern does not relate to our organisation.

Everyone at Birmingham City Football Club has a responsibility to consistently and continuously apply the procedures and guidance, to protect themselves, the young people they work with and the Club.

There are staff appointed within the Club with specific designated safeguarding responsibilities. Their roles are to advise and guide, drive the implementation of safeguards and work with colleagues to monitor compliance with the safeguarding requirements and to manage safeguarding and child protection concerns and referrals.



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2.0 Appropriate Behaviours and Positions of Trust

Everyone who works or volunteers with children is responsible and accountable for the way in which they behave towards them, and every child has a right to be treated with respect and dignity.

It is expected that all adult-child relationships always maintain clear and appropriate boundaries, are supportive, positive; and aimed at improving the child's skills, development and progress. Adult-child relationships should all focus on the respective activity/event.

The Sexual Offences Act 2003 prohibits someone in a position of trust, within certain regulated environments, to engage in sexual activity with a child in their care, including where a child is over the age of consent (16 or over).

Position of Trust means any position where an individual is in a relationship of trust with any person with responsibility and/or authority in relation to that person, and shall include without limitation those who care for,



advise, supervise, train, coach, teach, manage, tutor, mentor, assess, develop, guide, treat or provide therapy to children.

No intimate or sexual relationship should take place while a member of staff or volunteer is in a Position of Trust with a child. In addition, inappropriate, intimate, or sexual relationships between an adult and a child aged 16 and 17 may be unlawful, irrespective of gender and sexual orientation.

Where a Position of Trust exists, it does not make any difference whether the relationship is consensual. The imbalance of power makes it an abuse of the Position of Trust.

3.0 Required training and CPD

3.1 PREVENT

Radicalisation shares similarities with other forms of exploitation and grooming, it is therefore a safeguarding issue which Football must be aware of. We recognise that this may pose a risk to those participating in our activities and visiting our venues, so we must consider these factors when implementing safeguards to protect children.

All staff working with children and vulnerable adults must undertake PREVENT training every three years and provide the Club's HR office with a copy of their certificate.

3.2 Online Safety

In line with guidance from KCSIE 2021 all staff will be provided with online safety training as part of regular child protection training and updates.

Staff will be required to undertake Online Safety training each year and provide the Club's HR office with a copy of their certificate.

3.3 CPD

Staff are expected to undertake all training requested by them of the Head of Safeguarding & Player Care in the timescales provided.

4.0 Dealing with Disclosures and Reporting of Concerns

When a Child or Adult at Risk discloses that he or she has been abused or is at risk of abuse, Staff must ensure that the Child or Adult at Risk's immediate needs are met and prioritise their safety and protection from further abuse above all else. It is important to remember that, while it is a member of Staff's responsibility to be a supportive listener and to refer the information, it is not their role to counsel the Child or Adult at Risk or to investigate their claims. Staff are, however, expected to always act in the best interests of Vulnerable Groups.

Staff should follow the guidance in appendices 2.1, 2.2, 2.3, 3 and 4 of the Club Safeguarding Policy in how to deal with a disclosure and how to respond to a concern.

If there is a concern that a child is at risk of immediate harm, contact should be made with either the Police or Local Authority Children's Services or the NSPCC Helpline: 0808 800 5000.



A disclosure is not the only way that Staff may be made aware of a safeguarding concern. Staff should immediately contact the Head of Safeguarding & Player Care (or the Club Senior Safeguarding Manager in his/her absence) if they witness an incident or come upon information that causes concern or puts Vulnerable Groups at risk of harm.

5.0 Communication

Communication with children and/or adults at risk, by whatever means, should take place within professional boundaries. This includes the wider use of technology, for example, mobile phones, emails and social media.

This means that Staff should:

- Only contact children and/or adults at risk for professional reasons and with the knowledge and agreement of their Club.
- Be circumspect in their communications with children and/or adults at risk to avoid any possible misinterpretation of their motives or behaviour.
- Never share any personal information with and never request any personal information from Vulnerable Groups.

The Club should be aware of all personal data processed and therefore the use of personal mobile phones and devices for work purposes is considered poor practice. The use of personal social media applications (such as WhatsApp) to communicate with children and/or adults at risk is only permitted for 'group' conversations where there are always two members of staff included in the group, one of which must always be the 'group admin'. One-to-one 'chats' using such applications is not permitted.

It is recommended that Staff ensure that all possible privacy settings are activated to prevent players from making contact on personal profiles and to prevent players from accessing photo albums or other personal information which may appear on social networking sites.

Staff are personally responsible for what they communicate in social media and must bear in mind that what is published might be read by the Club, players, parents and carers, the general public, future employers and friends and family for a long time. Staff must ensure that their on-line profiles are consistent with the professional image expected by us and must not post material which damages the reputation of the Club or which causes concern about their suitability to work with children and young people. Those who post material which may be considered as inappropriate could render themselves vulnerable to criticism or allegations of misconduct which may be dealt with under the Disciplinary Procedure. Even where it is made clear that the writer's views on such topics do not represent those of the Club, such comments are inappropriate.

Staff must not have any online friendships with any players under the age of 18, unless they are family members or close family friends. Staff are advised not to have online friendships with parents or carers of players. Where such online friendships exist, Staff must ensure that appropriate professional boundaries are maintained.

6.0 Dress and Appearance

A person's dress and appearance are matters of personal choice and self-expression and some individuals will wish to exercise their own cultural customs. However, staff should select a manner of dress and appearance appropriate to their professional role and which may be necessarily different to that adopted in their personal life. Staff should ensure they are dressed decently, safely and appropriately for the tasks they undertake; this also applies to online or virtual teaching/coaching or when working with small groups. Those who dress or



appear in a manner which could be viewed as offensive or inappropriate will render themselves vulnerable to criticism or allegation.