



Athletic Academy

Creating Opportunity Through Basketball

Code of Conduct

CIC Number: I6855982

REVIEWED: 23rd February 2026

NEXT REVIEW: February 2027



Athletic Academy CIC Code of Conduct

The club welcomes members regardless of age, gender, sexuality and disability and provides a welcoming and inclusive environment for members to grow and develop within the sport of Basketball.

The club is registered with Basketball England, and where the club has no specific policy the Basketball England policy is utilised and can be found on their website

Bromsgrove Bears Basketball Club is fully committed to the safeguarding and promoting the wellbeing of its members. The club believes that it is important that members, coaches, officials and parents associated with the club should, at all times, show respect and understanding for the safety and welfare of others. Therefore, members are encouraged to be open at all times and to share any concerns or complaints that they may have about any aspect of the club with a recognised coach or official.

Club Members (Players)

As a member of Bromsgrove Bears, you are expected to abide by the following code of practice:

- All members must play within the rules and respect officials and their decisions.
- All members must respect the rights, dignity and worth of all participants regardless of: age, gender, ability, race, cultural background, religious beliefs or sexual identity.
- Members should keep to agreed timings for training, competitions and games.
- Members must inform the club officials of any delays or of any absences.
- Members must pay any fees for training or events promptly.
- All members must notify club officials in plenty of time regarding transport problems or any other issues which may affect their ability to attend training or matches.
- Use correct and proper language at all times, when communicating verbally, by text, chat group or any other method of communication.

Club Officials, Coaches and Volunteers

The essence of good ethical conduct and practice is summarised below. All volunteers and staffs must:

- Consider the wellbeing and safety of participants before the development of performance.
- Develop an appropriate working relationship with participants, based on mutual respect and trust.
- Make sure all activities are appropriate to the age, ability and experience of those taking part.
- Promote the positive aspects of the sport (e.g. fair play).
- Use correct and proper language at all times, when communicating verbally, by text, chat group or any other method of communication.
- Display consistently high standards of behavior and appearance.
- Follow all the guidelines laid down by the National Governing Body and the club.
- Never exert undue influence over performers to obtain personal benefit or reward.
- Never condone rule violations, rough play or the use of prohibited substances.
- Encourage participants to value their performance and not just results.
- Encourage and guide participants to accept responsibility for their own performance and behaviour.
- Do not discuss any information to any other parties, which may tarnish the club's ethos and data protection policy.



Parents, Carers' Code of Conduct

- Encourage your child to learn the rules and play within them.
- Discourage unfair play and arguing with officials.
- Help your child to recognise good performance, not just results.
- Never force your child to take part in sport.
- Set a good example by recognising fair play and applauding good performance of all.
- Never punish or belittle a child for losing or making mistakes.
- Publicly accept officials' judgements.
- Support your child's development and help them enjoy their sport.
- Use correct and proper language at all times.
- Encourage and guide your child to accept responsibility for their own performance and behaviour.

Spectators Code of Conduct

- We expect all involved to promote the game of basketball in a respectful and positive attitude.
- Not use offensive, discriminatory or obscene language or gestures.
- 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.
- Not ridicule players who make mistakes.
- Not over emphasise the importance of winning.
- Not enter the court unless authorised otherwise.
- Not shout abuse at officials, coaches, players or other spectators.