



## AYLESBURY UNITED FOOTBALL CLUB

### CODE OF CONDUCT: DIRECTORS, MANAGEMENT TEAM, PLAYERS AND SUPPORTERS

**November 2024**

Aylesbury United Football Club is a family club open to all and we make every effort to make everyone feel welcome when they come to watch us.

***The club will not tolerate unacceptable conduct at our games or on social media as this brings the excellent reputation of the club into disrepute.***

It is recognised that football is a passionate game and supporters and all those associated with the football club will have their own way of expressing their support. This is acceptable and welcomed as it often adds positively to the match day experience. However, it is expected that all those associated with the club including directors, the management team and coaching staff, players and supporters conduct themselves in a way that represents our vision and values.

#### **Aylesbury United FC Vision:**

Empowering and uniting our community through sport, wellbeing and sustainability.

#### **Aylesbury United FC Values:**

Our values are identified as:

- **D**ETERMINATION

Strong determination underpins our club. We push through adversity and do not let obstacles keep us from maintaining focus on and from achieving our goals. We see obstacles as challenges which we move through and around. We strive for success in a positive and productive manner.

- **U**NITY

We see football as a way of uniting us all and overcoming our differences. At the club we encourage diverse participation in football through accessible programmes and outreach initiatives. A united community is at the heart of our club. We prioritise the wellbeing of players and community members, providing mental health support and promoting active lifestyles. We forge strong partnerships with local businesses, contributing to economic growth and local initiatives.

- **C**OURAGE

We instill confidence, courage, and resilience in individuals, fostering personal growth beyond the pitch. We exhibit ethical behaviour, play fairly, respect our opponents, and uphold the spirit of the game. We stand as one club against discrimination, racism, and unfair practices, creating a safe space where everyone

feels welcome. We use our club as a platform to promote inclusivity and social justice. We recognise the role our club plays in the community, and we engage with fans, support local initiatives, and inspire the next generation of players.

- **KINDNESS**

Kindness begins with respecting everyone involved in the club: players, coaches, staff, fans, and opponents. We recognise that that our football club can make a positive impact beyond the game of football, and we actively engage with our local community, reaching beyond match days, connecting with schools, charities, and grassroots organizations. We show kindness and respect to our planet by championing eco-friendly practices for a greener future. We strongly believe that by integrating sustainable practices, engaging the community, and setting an example, our football club can contribute positively to the environment and inspire all our supporters.

- **SPORTSMANSHIP**

Sportsmanship is the foundation upon which our club is built. We uphold the football tradition of camaraderie with teammates and opposition. We observe fair play both on and off the pitch and are generous in victory and dignified in defeat. We play to win but not at all costs and recognise both endeavour and achievement. We ensure that the wellbeing and development of individual players is central to everything we do. We ensure that our club and the football we play is based on controlled physical endeavour and that we are honest and fair to all. We obey the laws of the game, and we support inclusivity and the FA disciplinary system, which protects our sport and upholds its values. We observe the sport's laws and regulations and report serious breaches.

Conduct which jeopardises the safety and enjoyment of others or is likely to bring the football club into disrepute is not acceptable and will not be tolerated.

Unacceptable conduct is conduct considered to be violent or disorderly. Violent conduct includes any actual, attempted or threatened physical violence against any person, or intentional damage to property. Disorderly conduct includes that which is designed to create hatred or ill will towards individuals or groups based on their gender, colour, race or religion, sexual orientation, or disability. It also includes using threatening or abusive language or conduct or displaying anything which is threatening, abusive or insulting.

In respect of any individual who is guilty of a football related offence or is in breach of ground regulations, the club (and where necessary the Police) will take appropriate action.

Such action is likely to include:

- Refusal of entry to or ejection from the stadium followed by a written warning.
- Temporary and / or indefinite banning order from attending Aylesbury United FC home matches
- Report actions to the police

**Aylesbury United Football Club encourages the following on social media:**

- Positive engagement and debate
- Open and inclusive dialogue and discussion
- Constructive criticism and opinion

Negative opinion will always be tolerated so long as it does not meet the descriptions of unacceptable conduct above. We will remove any posts which we feel are in breach of this and we reserve the right to block users from club social media channels at our discretion.