

## CODE OF CONDUCT

Players · Coaches · Team Managers · SSEM · Programme Staff | 2026/27–2027/28 cycle | Accepted by attendance at camp

**Why this code exists.** This code forms part of our annual refresh of programme policies and guidance, undertaken to improve clarity for everyone involved. It is not a reaction to any single campaign. It is an acknowledgement that an organisation with a clearly defined objective — to represent Great Britain and to medal at European and international championships — only moves in the right direction when the people in it are aligned at the start of a campaign and stay aligned throughout it. GB Maxibasketball is affiliated to Basketball England and continues to adopt the Basketball England Code of Conduct and Safeguarding Policy in full; this code sits alongside them and sets out what *this* programme specifically expects. Everyone in the delegation accepts it by taking part, at the start of every cycle.

### WHAT WE MEAN BY “PERFORMANCE”

Everyone here is here because they love the game. The difference between participation and performance is not how much you care — it is what the environment is designed to produce. Performing under the bright lights, making game-speed decisions under pressure against opponents who have prepared as seriously as we have, is a capability that is built rather than summoned: deliberate preparation, physical and mental readiness, and a designed approach that everyone shares.

**Which is why alignment matters as much as enthusiasm.** Where players, or players and staff, work to different definitions of performance, the likely result is underperformance — committed people pulling towards subtly different objectives rarely succeed.

| PERFORMANCE — what this programme is built to do                                                                                                           | PARTICIPATION — enjoyable, valid, and a different thing                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Selection and court time are earned through performance, role and match-up, so the five on the floor is always our best answer to the game in front of us. | Everyone takes a turn, and minutes tend to follow attendance, seniority or reputation. |
| You arrive already prepared — physically, technically, tactically — so camp time builds the team, not the individual.                                      | Camp is where you get into shape and meet the playbook.                                |
| Everyone has a defined role and is measured against it, so contribution is visible whether you play thirty-five minutes or five.                           | Contribution is measured mainly by time on court.                                      |
| Standards hold win or lose, first game or fifth in six days: tournaments are won by the team that keeps its habits longest.                                | Standards move with the mood and the scoreline.                                        |
| Process over result: learn · adjust · reset — applied by players and staff alike.                                                                          | The result is the whole story.                                                         |

*Neither column is a better way to enjoy basketball. But we enter teams into championships where the objective is to medal, so the left-hand column is the environment we run.*

**Our values: Performance first** — know your role and deliver it to the best of your ability.

**Continual improvement** — a growth mindset; take risks, make mistakes, learn, innovate, elevate.

**Team first** — leave egos at the door; open, honest and respectful communication with no blame culture.

## PART 1 · WHAT EVERYONE SIGNS UP TO — PLAYERS AND STAFF

- 1 Leave your ego at the door.** The team's result comes before individual reputation, history or preference. Communication is open, honest and respectful, with no blame culture.
- 2 Embrace the work performance requires.** Your condition, preparation and development between camps are yours to own. Camp time is team time — we do not use it to get fit.
- 3 Come to camp prepared.** Players: physical, technical and basketball-IQ work done. Staff: planning, strategy and player and staff communication done before you arrive.
- 4 Respect everyone.** Teammates, opponents, officials, staff, volunteers and hosts. No violent, abusive, discriminatory or confrontational conduct — on court, on the bench, in team spaces or online. Zero tolerance.
- 5 Accept decisions in the moment.** Officials' and coaches' decisions are accepted at the time. Disagreement is raised afterwards, privately and calmly, by the route in Part 4.
- 6 Be honest early.** If you cannot commit — to a camp, a role, a deadline or the championship — say so as soon as you know, so your place can be offered on.
- 7 Respond promptly.** The SPOND application is the official communication channel for events, schedules and formal information; WhatsApp is for fast team-level chat. Respond to programme requests within five working days, and meet registration, payment, medical and accreditation deadlines.
- 8 Be fit to play.** Rest at a reasonable hour during competition. Anyone presenting on a game day under the influence of alcohol or hungover — in the judgement of the medical staff — will not be on the team sheet or on the bench.
- 9 Use SSEM for what it is.** Our practitioners volunteer their time. SSEM exists for screening, prehab, rehab, triage and injury management — not personal massage. Bring your own foam roller, self-manage routine maintenance, and keep or cancel your appointment.
- 10 Protect the pack.** Turn up for other GB teams whenever the competition schedule allows. We are at our best when we support each other.
- 11 Represent Great Britain.** In GB kit you represent this programme and the home nations. Wear the kit specified, be where you are asked to be, and if using social media, post responsibly using #gbmaxibasketball.
- 12 Meet your compliance duties.** Adult safeguarding, anti-doping (UKAD) awareness, insurance, player registration and medical certification requirements apply to every member of the delegation.

## PART 2 · ADDITIONAL COMMITMENTS — PLAYERS

- **Eligibility is earned before selection.** To be eligible you must attend a minimum of 75% of the camps available to you and keep your registration, medical information and payments up to date. Attendance makes you eligible; it does not entitle you to selection.
- **The coach's decision is final.** Squad selection, roles, rotations, match-ups, tactics and the game-day roster belong to the Head Coach. You may ask what would earn you more court time. You may not lobby for it, brief against the decision to teammates, or relitigate it during a game.
- **Court time is earned, and the route is knowable.** Every selected player is entitled to a role conversation with their coach before competition, covering: what we need from you today; your first job on entry; what gives you value in this match-up; what may reduce your minutes; and what winning your role looks like. Do your role, and more of the floor follows.
- **Own the playbook.** Know the plays, coverages and reads from every position you may be asked to play, including the work needed away from camp. If unsure, ask your coach or a teammate before the tournament, not during it.
- **Bench conduct is part of your role.** Whether you play 35 minutes or none, you are visibly engaged and supporting teammates and staff. Body language, side conversations or sulking that undermine the group constitute a breach of this code.
- **Compete hard, not recklessly.** Internal and preparation games are still GB games. Over-physical or dangerous play to make an impression is not competing — it costs us players and costs our SSEM team.
- **Declare injuries and changes.** Tell your Team Manager and the SSEM team as soon as an injury or medical change occurs, at camp or between camps, so it can be managed rather than discovered on arrival.
- **Give feedback through the programme.** Use the player representative route, the end-of-cycle survey and your Team Manager. Honest and constructive feedback shapes what we do.

### All staff — coaches, team managers, SSEM and programme staff

- Everything in Part 1 applies to you first. Where a squad agrees non-negotiables, they bind the staff who agreed them. Culture is undermined fastest by the people who set it.
- Model emotional control. Shouting at, belittling or publicly criticising a player, official or colleague is a breach of this code, whatever the result or the provocation.
- Honour the terms of your appointment: a two-year term subject to annual review, and attendance at a minimum of 80% of camps. Where you cannot attend, tell your Programme Lead or the Training Camp Coordinator in advance and provide session or handover plans.
- Protect the training and competition environment. Camps, practices, benches and team areas are for registered members of the programme and accredited members of the delegation. Family and friends are genuinely welcome as supporters — but the working environment stays with the people entitled to be in it, and competition regulations on bench personnel are followed without exception.
- Plan externally through the programme. Guest participation and external fixtures are arranged with the Training Camp Coordinator and Team Manager, so officials, courts, insurance and costs can be dealt with appropriately.
- Be receptive to feedback and act on it — from players, colleagues and leads.

### Coaches — communication, role clarity and delivery

- Communicate through selection. Players know their coach from the start of the cycle and know the criteria in advance. At the September and October open trials, where numbers make individual feedback unfeasible, the squad is announced and those not selected are notified by email — and are welcome to contact the coach for fuller feedback. Once squads narrow (for example, a final twelve from fifteen), de-selection is a 1-2-1 conversation, and selection and de-selection for the travelling squad are confirmed by phone.
- Hold a 1-2-1 with every selected player covering role, strengths and development — before competition tests it, not after disappointment.
- Changing roles are communicated, not discovered. If a player's role or minutes change, they hear it from you first, with the reason and the route back.
- Give structured feedback at set intervals: evidence-based, measured against that player's own agreed role, never against a teammate. Acknowledge · anchor · evidence · adjust · reset.
- Talk less, play more. Deliver through a games approach — situational practice repetitions and full-court competitive play, not extended chalk-and-talk or stop-start drilling.
- Teach through the lens of advantage and disadvantage, and teach the why — we are developing high-level decision-makers on the floor, not players running patterns.
- Plan the cycle, September to June. Submit your full-cycle plan to your Programme Lead, including at least one preparation tournament or competitive fixture programme. September camp plans must be in place before the open trials — player safety at high-volume camps depends on it. Share session plans and playbooks in advance; playbook detail may be finalised once your squad is confirmed in January.
- Select honestly and use your staff. Build a genuine depth chart; do not select a player you have no intention of using, and involve any appointed assistant coach in planning, games and debriefs.

### Team Managers and programme staff

- Be the reliable communication link. The Camp Coordinator to publish camp schedules in good time with session detail provided by the Head Coach, not just time blocks, and flag mandatory requirements — accreditation, concussion protocol, medical certificates — with realistic lead time.
- Remain outside the selection process, so that you can provide independent and confidential support to players and staff, and escalate welfare concerns promptly.

### Sports Science, Exercise & Medicine

- Work to your own professional body's code alongside this one: consent, confidentiality, dignity, chaperoning and record-keeping standards apply at all times.
- Advise honestly on availability to train and play. No coach or player may pressure an SSEM practitioner to clear someone who is not fit.
- Set and communicate the boundaries of your service, and contribute to camp planning so cover is realistic and sustainable.

## PART 4 · RAISING A CONCERN

### Disagreements are not settled on court or in group chats.

Players: player representative or Team Manager → Head Coach → Programme Lead → Programme Director.

Staff: your line manager as set out in the role descriptions → Programme Director.

Safeguarding, welfare, discrimination and anti-doping concerns go directly to the Programme Director without passing through the stages above. Nothing in this code prevents anyone from reporting a concern directly to Basketball England.

## PART 5 · HOW THIS CODE IS UPHELD

*We set this out plainly because clarity is kinder than ambiguity. Almost everything is resolved by a conversation; the stages below exist so that everyone knows what to expect, and are always used at the lowest effective level.*

- 1 Informal conversation.** Raised by your Head Coach, Team Manager or Programme Lead. Most matters end here.
- 2 Formal warning.** Recorded in writing by the Programme Lead or Programme Director, with what must change and by when.
- 3 Removal.** From a camp, the travelling delegation, the squad or the staff role, and/or non-reappointment at annual review. Contributions already paid are not refundable where removal follows a breach of this code.
- 4 Referral.** To Basketball England under its Disciplinary Code, and to the individual's professional body where one applies.

**Decisions at stages 2 to 4 are made by the Programme Director.** Serious breaches — discrimination, abuse, violence, safeguarding or anti-doping matters, or conduct that jeopardises a GB team's participation or reputation — may begin at stage 3 or 4.

## WHERE THIS CODE SITS

| Read alongside this code                                                                                                                                                                                                                                                                                                                                                                                          | Reviewed and reissued                                                                                                                                                                                                                                                                                                                                               |
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| <ul style="list-style-type: none"><li>▪ Basketball England Code of Conduct and Disciplinary Code</li><li>▪ Basketball England Safeguarding Policy, and the GB Maxibasketball Adult Safeguarding statement</li><li>▪ GB Maxibasketball Role Descriptions 2026/27–2027/28, including the Coaching Appendix</li><li>▪ Your squad's agreed non-negotiables, and the championship guidance issued each cycle</li></ul> | <p>This code is reviewed by the Leads team at the end of every cycle, informed by the player and staff feedback survey, and reissued at the start of the next. Where it conflicts with Basketball England policy, Basketball England policy prevails.</p> <p><i>Questions about anything in this document should go to your Team Manager or Programme Lead.</i></p> |

## ACCEPTING THIS CODE

**There is nothing to sign and nothing to return.** This code is circulated with the camp invitation at the start of every cycle. Accepting a place at a camp, or attending one, constitutes your acceptance of it — as a player, coach, team manager or member of support staff. The Programme Leads will restate this at the opening camps of each cycle, and the current version is always available on the GB Maxibasketball website. Where a written or electronic confirmation is needed for registration purposes, your Team Manager will tell you how to provide it.