

## **Aston Villa Football Club**

### **Fan Advisory Board – Code of Conduct**

**26<sup>th</sup> August 2025**

#### **1. Introduction**

- 1.1 This Code of Conduct ("**CoC**") sets out the standards of behaviour expected of Supporter Representatives, both individually and/or while serving as a Nominated Supporters Club Representative on the official Aston Villa Fan Advisory Board.
- 1.2 Terms used in this CoC shall have the same meanings as given in the Terms of Reference of the Fan Advisory Board adopted on 26th August 2025 (as varied from time to time) ("**Terms of Reference**").
- 1.3 Each Supporter Representative and each Nominated Supporters Club (as represented by its Supporter Representative) agrees to abide by the terms of this CoC.

#### **2. Purpose of the Code of Conduct and Values**

- 2.1 This CoC aims to define the standards expected of the Supporter Representatives in order to ensure that:
  - the Fan Advisory Board complies with the Terms of Reference and any relevant legislation and/or regulations;
  - the Fan Advisory Board remains true to the purpose detailed in paragraph 1 of the Terms of Reference; and
  - Supporter Representatives act in the best interests of the Fan Advisory Board, its members and beneficiaries at all times, and declaring and seeking to avoid any personal conflicts of interest.
- 2.2 Supporter Representatives and members of the Fan Advisory Board are required to act in accordance with the Club's values.
- 2.3 Supporter Representatives shall:
  - treat other Supporter Representatives, members of the Fan Advisory Board, the Chair, Vice-Chair and the Club's staff with respect at all times;
  - use their position on the Fan Advisory Board to act in the Club's fanbase's interest and not solely to pursue their own objectives; and
  - engage positively during Fan Advisory Board meetings, remain open minded and endeavour to make valuable contributions.
- 2.4 When engaging with the Club's fanbase outside of Fan Advisory Board meetings, Supporter Representatives will treat all contributions from fans positively, equally and with respect.
- 2.5 When a matter has been discussed by the Fan Advisory Board and has subsequently been closed, or will not be implemented for whatever reason, the Supporter Representative or Nominated Supporters Club shall refrain from unduly influencing the other Fan Advisory Board members or Club staff from changing their decision.

### 3. Principles

Supporter Representatives are expected to abide by the seven Nolan Principles of Public Life:

- 3.1 **Selflessness:** Supporter Representatives are expected to act solely in terms of the wider interest of the Club fanbase. They should not act in self interest and should refrain from acting in order to gain financial or other benefits for themselves, their family, their friends or their businesses.
- 3.2 **Integrity:** Supporter Representatives should avoid placing themselves under any obligation, financial or otherwise, to outside individuals or organisations that might try to influence them in the performance of their duties on the Fan Advisory Board.
- 3.3 **Objectivity:** Supporter Representatives must make all choices on merit from a suitably informed position.
- 3.4 **Accountability:** Supporter Representatives are accountable for their decisions and actions they take. They should be able to give reasons for their decisions and must submit themselves to whatever scrutiny necessary to ensure this.
- 3.5 **Openness:** Supporter Representatives should be as open as possible about their actions and decisions in order to promote transparency and should only restrict information when asked to maintain confidentiality or when the wider public interest clearly demands.
- 3.6 **Honesty:** Supporter Representatives should declare any private interests that may conflict with their Fan Advisory Board duties.
- 3.7 **Leadership:** Supporter Representatives should promote and support these principles by leadership and example.

### 4. Code of Conduct

Supporter Representatives must:

- uphold the core values of the Club which underpin all activities of the Fan Advisory Board and will respect, adhere to and abide by the terms of this CoC;
- where required by the Club to give effect to the undertaking in paragraph 8.4 below, execute a non-disclosure agreement in a form approved by the Club in relation to confidential information which may be disclosed to them as part of their role as a Supporter Representative on the Fan Advisory Board; and
- participate in any training as required by the Club, the Football Supporters' Association or the Premier League.

### 5. Policies, Mission and Law

5.1 Supporter Representatives must:

- discharge and fulfil their legal duties and responsibilities as a Supporter Representative, act in accordance with the Terms of Reference and this CoC, and abide by the policies and procedures issued by the Club from time to time;
- not knowingly or recklessly break the law or engage in any activity which could be likely to bring the Fan Advisory Board and/or the Club into disrepute or breach Fan Advisory Board policies in any respect of their role as a Supporter Representative;

- support the Club and Fan Advisory Board in the furtherance of its objectives and mission; and
- seek to establish respectful and courteous relationships with the other Supporter Representatives, Club staff and the wider Club fanbase.

## **6. Conflicts of interest**

### **6.1 Supporter Representatives must:**

- always strive to act in the best interests of the Fan Advisory Board as a whole and not as a representative of any group;
- declare:
  - any personal interest(s) which they may have in the business of the Fan Advisory Board; and
  - any memberships or subscriptions which they may hold from time to time which could impact adversely on their ability to complete their duties as a Supporter Representative;
- comply with the conflict-of-interest requirements set out in paragraph 11.1 of the Terms of Reference.

### **6.2 If a Supporter Representative has declared an interests under paragraph 6.1 above:**

- the Supporter Representative will not be entitled to vote on any matter in which they have declared a personal interest; and
- the Supporter Representative may be required to vacate the meeting while any matter in which they are interested personally are discussed or voted upon by the remaining members of the Fan Advisory Board.

## **7. Personal Gain**

### **7.1 Supporter Representatives must:**

- use any Club resources responsibly;
- not seek to gain materially or financially in any capacity from their involvement as a Supporter Representative on the Fan Advisory Board, nor will they permit others to do so as a result of their actions or negligence; and
- not solicit or accept any hospitality, goods or services that may compromise their position as a Supporter Representative or compromise the Fan Advisory Board or may lead others to perceive that their integrity has been compromised.

## **8. Communication and Confidentiality**

### **8.1 If contacted by a member of the local or national media in relation to any matter which could directly or indirectly relate to or impact the Club, Supporter Representatives must immediately contact the Club's Communications Director, Tommy Jordan ([tommy.jordan@avfc.co.uk](mailto:tommy.jordan@avfc.co.uk)) for advice on how to respond before providing any comment on the matter discussed.**

### **8.2 Any public comments made about the Fan Advisory Board and/or the Club will be considered in line with Club policy, whether a Supporter Representative makes them as an individual or in their**

capacity as a Supporter Representative or as permitted on behalf of their Nominated Supporters Club or the Fan Advisory Board.

- 8.3 When speaking as a Supporter Representative, any comments any Supporter Representative makes will reflect current Club policy, even when these may not agree with the Supporter Representative's personal views.
- 8.4 Supporter Representatives must respect Club, Fan Advisory Board and individual confidentiality and must not disclose information of a confidential nature relating to the Club and/or the Fan Advisory Board which is imparted to them as part of their role as a Supporter Representative on the Fan Advisory Board, unless the information is already in the public domain or the Supporter Representative is otherwise authorised by the Club in writing.
- 8.5 Supporter Representatives shall maintain complete confidentiality throughout the entirety of their tenure as a Supporter Representative and shall continue to maintain confidentiality for a minimum of 6 (six) months after they cease to be a Supporter Representative.

## **9. In Meetings**

9.1 Supporter Representatives must:

- ensure that Fan Advisory Board meetings are well managed. Supporter Representatives should raise issues and questions in an appropriate and sensitive manner to ensure that this is always the case;
- abide by all governance procedures and practices adopted from time to time by the Club and the Fan Advisory Board;
- endeavour to attend all Fan Advisory Board meetings, giving apologies ahead of time to the Chair and the Club's Supporter Liaison Officer if they are unable to attend;
- read the agenda and any other information provided to them prior to any scheduled meeting in good time and be prepared to discuss the agenda items in the meeting;
- respect the authority of the Chair and their role; and
- engage fully in meetings, always taking a respectful attitude towards the opinions of others.

## **10. Further Governance**

10.1 Supporter Representatives must:

- participate in any induction, training or development activities for Fan Advisory Board members as and when required;
- continually seek ways to improve Fan Advisory Board governance practices;
- promote and support equality of opportunity and seek to prevent any discrimination; and
- raise concerns with the Chair or the Nominated Board Level Official any reasonable cause they may have to suspect of any act of discrimination, bullying or harassment.

## **11. Breach of Code of Conduct**

- 11.1 Supporter Representatives must not knowingly, recklessly or wilfully breach this CoC.
- 11.2 If a Supporter Representative believes this CoC may have been breached, the Supporter Representative must raise the issue with the Chair or the Nominated Board Level Official.
- 11.3 If a Supporter Representative notifies the Chair or the Nominated Board Level Official of a suspected breach of this CoC:
- the Chair will investigate the matter as they deem appropriate;
  - where the Chair (acting reasonably) considers the breach to be minor:
    - the Supporter Representative concerned will be issued with a warning regarding the alleged breach; and
    - any Supporter Representative who receives 2 (two) or more warnings with a 2 (two) year period may be removed from the Fan Advisory Board in order to protect the best interests of the Fan Advisory Board.
  - where the Chair considers the breach to be of a serious nature:
    - the Chair shall undertake their investigation of the alleged breach in conjunction and consultation with the Nominated Board Level Official; and
    - a Supporter Representative who is subject to an alleged serious breach of the CoC shall have a right to make representation in relation to the Chair's findings under the investigation concluded in accordance with this paragraph 11.3 and must do so in writing to the Chair within 14 (fourteen) days of the date of the issue of the Chair's findings.
- 11.4 Any serious breach of the CoC may result in the immediate removal of the Supporter Representative from the Fan Advisory Board.
- 11.5 The Fan Advisory Board will only use suspension and removal of a Supporter Representative as a last resort.
- 11.6 If the Fan Advisory Board considers that the Chair may have breached the CoC, the Fan Advisory Board may delegate any one (or more) Supporter Representative(s) to investigate the alleged breach in consultation with the Nominated Board Level Official.

## **12. Leaving the Fan Advisory Board**

- 12.1 If at any time:
- a Supporter Representative wishes to resign from the Fan Advisory Board; or
  - (in the case of a Supporter Representative from a Nominated Supporters Club) their Nominated Supporters Club wishes to replace them as its Supporter Representative on the Fan Advisory Board by nominating and appointing another individual to act upon its behalf in accordance with the Terms of Reference,

the Supporter Representative must inform the Chair in advance and then confirm to the Chair in writing, stating the reasons for their cessation of office.

12.2 The Supporter Representative will cease to hold office as a Supporter Representative if any of the events set out in paragraph 6.4 of the Terms of Reference shall occur. If the Supporter Representative is from a Nominated Supporters Group, the Supporter Representative's cessation of office at any time shall not invalidate or otherwise affect their Nominated Supporters Group's capacity to nominate and appoint another individual to act on its behalf in accordance with the Terms of Reference.

12.3 Each Supporter Representative's obligations under paragraph 8 above (Communications and Confidentiality) shall continue notwithstanding the cessation of their position as a Supporter Representative on the Fan Advisory Board.

### **13. Supporter Representative Declaration**

13.1 I declare that, as at the date of my declaration and for so long as I remain a Supporter Representative, I:

- am not disqualified from acting as a company director;
- have not been removed from serving as a board or committee member, or been prevented from acting on a football club's board;
- have not been subject to a decision of The Football Association that I may be suspended or disqualified from holding office or from taking part in any activity relating to the administration of a football club;
- have not been convicted of an offence involving deception or dishonesty (or any such conviction is legally regarded as spent);
- hold (or will obtain via the Club) a valid Disclosure and Barring Service (DBS) disclosure certificate;
- am not an undischarged bankrupt; and
- have not made compositions or arrangements with my creditors from which I have not been discharged.

13.2 I will promptly notify the Fan Advisory Board if any of the above circumstances change during my term as a Supporter Representative.

Name: .....

Nominated Supporters Group (if applicable): .....

Signature: .....

Date: .....