

# Sports Ambassador Code of Conduct and Practice



**London  
South Bank  
University**

EST 1892

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**Academy of  
Sport**

**Sports Ambassadors play an important role in representing the Academy of Sport and London South Bank University**, and as such it is vital that all Sports Ambassadors demonstrate the highest standards of ethics and professionalism in all their working relationships. There are six attributes that underpin these behaviours, including:

- Behaving in an open, honest and trustworthy manner
- Acting in the best interests of the University, its students, staff and external stakeholders
- Continually developing and maintaining professional knowledge and competence
- Having proper regard and respect for the people with whom you work
- Creating a positive impact on our community and more broadly our society
- Upholding the reputation of the Sports Ambassador Scheme, Academy of Sport and London South Bank University

Illustrated examples of these behaviours are below:

### **Behaving in an open, honest and trustworthy manner**

- Accepting responsibility and having accountability for your actions and decisions
- Exhibiting and defending professional and personal integrity at all times
- Disclosing any personal interest which may affect your decisions
- Acting reasonably and justifiably in identifying and resolving conflicts of values, including those of an ethical nature
- Being truthful and transparent in all communications, using proper discretion where necessary, so that issues may be addressed in a frank, timely and effective manner
- Neither offering or accepting gifts, hospitality or services which could create, or imply, an improper obligation
- Ensuring personal compliance with Academy of Sport procedures
- Ensuring personal compliance with all relevant legislation and regulations in the countries where you are operating

### **Acting in the best interests of the University, its students, staff and external stakeholders**

- Safeguarding and not seeking personal advantage from all confidential, proprietary, commercially sensitive and personal information that comes into your possession, only disclosing it to those entitled to receive it
- Acting in a manner which supports the organisation's overall objectives and reputation
- Putting clients first, doing whatever it takes to serve them to the highest possible standards at all times
- Establishing, maintaining and developing business relationships based on mutual confidence, trust and respect

### **Continually developing and maintaining professional knowledge and competence**

- Striving for excellence at all times
- Continuing to develop professionally, maintaining relevant knowledge and competence
- Attending relevant training sessions/meetings in relation to the Sports Camps
- Acting only in accordance with your level of capability and in accordance with the highest standards of professional behaviour and performance
- Seeking support if asked to act beyond your current level of capability
- Working and promote collaboration with colleagues in the ways that best serve the organisation's interests

## Having proper regard and respect for the people with whom you work

- Supporting colleagues to understand fully their responsibilities, areas of authority and accountability
- Encouraging and assisting colleagues to develop their skills and progress their careers, valuing the contribution which they make, and recognising their achievements
- Promoting, enhancing, sharing and encouraging best management practice
- Acting consistently and fairly when addressing personal performance or standards of behaviour
- Having regard for the physical and mental health, safety and well-being of colleagues, recognising their specific needs and the pressures and problems they face
- Demonstrating respect in all interactions with others, whether face-to-face or virtually

## Creating a positive impact on our community and more broadly our society

- Treating others fairly and with respect, promoting equality of opportunity, diversity and inclusion, and supporting human rights and dignity
- Setting a good example and being a role model for fellow Sports Ambassadors as well as children/young people/adults who may be in your care
- Addressing the interests and needs of all stakeholders in a balanced manner
- Ensuring that the environmental impact of your work is as positive as possible
- Challenging and reporting conduct or behaviour which you suspect to be unlawful or unethical, and encouraging others to do so
- Recognising and valuing the responsibilities you have to the communities in which you operate
- Exhibiting personal leadership as a role model for maintaining the highest standards of professional and ethical conduct.

## Upholding the reputation of all Sports Ambassadors

- Promoting the Institute's mission, vision, values and standing as the UK's leading professional body for management and consultancy
- Upholding the profession's integrity and good standing, and refraining from conduct which detracts from its reputation
- Observing the standards of professional conduct and behaviour as set out in this Code, and other relevant professional standards
- Complying with all reasonable requests made by the Institute for information to support its activities
- Ensure Sports Ambassador uniform is worn only when delivering Sports Ambassador paid or voluntary work.



# #teamLSBU



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