



WEST HAM UNITED FAN ADVISORY BOARD PREMIER LEAGUE CODE OF CONDUCT

INTRODUCTION AND PURPOSE

The Code of Conduct sets the standards of personal behaviour and expected conduct for any members wishing to serve on the Fan Advisory Board of West Ham United. The rules set out in this Code of Conduct are in accordance with the Premier League Fan Engagement Standard.

As a member of the FAB, your behaviour and actions must be governed by the principles set out in this Code of Conduct. It is your responsibility to ensure that you are familiar with, and comply with, all relevant provisions.

Failure to observe the stipulations and provisions shall be regarded as a breach of the Code of Conduct and may incur suspension or removal up to and including removal from the position under the provisions set out in the Code of Conduct, the FAB's Terms of Reference, Confidentiality Agreement and Equity, Diversity and Inclusion statement.

DUTIES AND RESPONSIBILITIES

As a FAB member, members shall endeavour to always act in accordance with the following values.

1. Ensure all actions taken by the FAB are in accordance with the Law;
2. Ensure FAB business is conducted in accordance with the Terms of Reference;
3. Act with selflessness, integrity, objectivity, accountability, openness, and honesty; and treat others, both in and outside of the FAB, fairly and with respect
4. Adhere to the Confidentiality Agreement


DUTY OF CARE

All FAB members have a Duty of Care, which includes:

- Giving an appropriate level of commitment to the FAB's affairs;
- Reading documents before meetings and attending meetings properly prepared;
- Asking questions if further explanation or information is needed, and raising questions in an appropriate and respectful manner when not satisfied with the answers given;
- Recognising the importance of confidentiality and the sensitivity of matters discussed by the FAB;
- Taking advice from independent advisors when needed and in the best interests of the FAB and Club;
- Accepting decisions made by the FAB and Club, even if the member disagrees with the outcome and;
- Not acting in such a way contrary to the spirit of the Terms of Reference



STANDARDS OF BEHAVIOUR

- In all duties carried out within, and on behalf of the FAB, members are expected to show appropriate standards of behaviour. This is necessary to ensure the FAB can function properly and that it can play its appropriate part in the Club's overall fan engagement governance structure.
 - FAB members will observe the following general standard:
 - Act at all times in the best interest of the supporters and Club; this includes ensuring that FAB members never use their position to obtain a benefit or advantage for themselves, other people or organisations
 - Treat people politely, fairly and with respect in all forms of verbal and written communication (including social media) in their dealings with each other, the fan base and Club employees
 - Refrain from using discriminatory language and behaviour; including upholding at all times the protected characteristics of others as set out in current Equalities legislation
 - Publicly communicate in a manner that promotes the aims and spirit of the FAB
 - Encouraging constructive feedback that will serve to enhance the supporter experience
 - Following processes and protocols agreed by all parties
 - Acting in a manner that does not conflict with the FAB Terms of Reference, Code of Conduct, Confidentiality Agreement, and Equity, Diversity and Inclusion statement
 - Sharing agenda items in a timely manner, circulating sufficient supporting information to be read ahead of the meeting
 - Respect that some items may be sensitive and deemed confidential, the confidentiality of such items will be governed by the Confidentiality Agreement
 - Ensure the meeting is 'structured' so that any topics that either party wants to discuss can be done so in an appropriate environment
 - Respect the FAB Co-Chairs at meetings and the role of their position
 - Respect all members of the Supporters and Club Representatives, including no disrespectful and abusive social media or public comments regarding specific members or the groups they represent
 - Respect the FAB as a functioning fan representation and engagement construct, making no disrespectful or abusive comments at meetings, on social media or in the public domain and;
 - At FAB meetings:
 - Accept the authority of the Chair/Co-Chair of any meeting
 - Listen to the views of colleagues and Club employees with an open mind (including contributions that may not align with their own opinions), seek advice or clarification where needed, express their own views openly and honestly, and come to their own decision on individual matters in good faith in what they believe to be in the best interests of the Club and fanbase; and
 - Keep to the agenda, raise other issues under 'any other business' according to agreed procedures, and not engage in discussions during the meeting which are not relevant to the issues of the meeting
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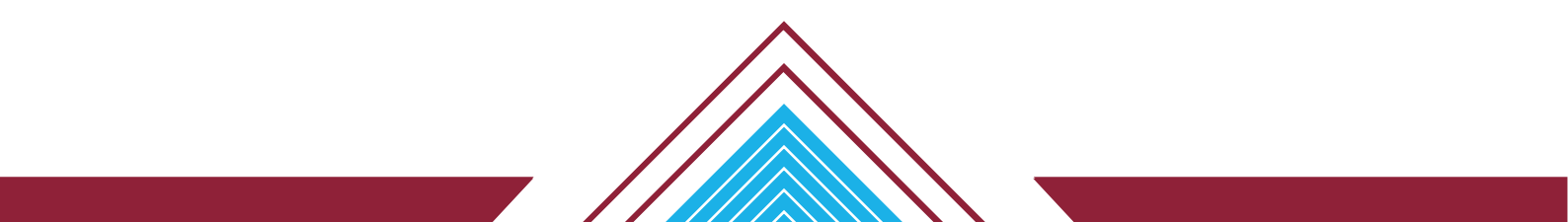
CONFIDENTIALITY

All FAB members must familiarize themselves with, sign and adhere to the Confidentiality Agreement.

IN SO FAR AS CONFIDENTIALITY RELATES TO THE CODE OF CONDUCT:

- Members will not use any such information for personal advantage;
- FAB members and Club Representatives will not pass information to any representative of the press or media, and if contacted by a representative from the press or media will immediately notify the appropriate Club personnel and FAB members
 - Members will take proper care of any documents they receive as FAB members and store them safely and securely

CONFLICTS OF INTEREST

- When accepting a role as a member of the FAB, the member should consider and disclose any conflicts of interest that may arise from your private interests or by virtue of other roles held (both paid and unpaid)
 - FAB members must disclose public and private financial or non-financial interest which they, their spouse or partner, close family member, or close friend or business associate holds, including but not limited to:
 - A business which provides goods or services to the Club, any other professional football Club, or associated organisation and;
 - A public body or voluntary organisation with which the Club has or is likely to have any dealings.
 - Unless a prior decision is taken to the contrary, no FAB member may take part in any discussion on a matter in which they have a conflict of interest
 - It is the member's responsibility to ensure that they are familiar with the above, that they comply with these rules, and that their disclosures are accurate and up to date, including if and when they should change
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APPLYING FOR A POSITION ON THE FAN ADVISORY BOARD

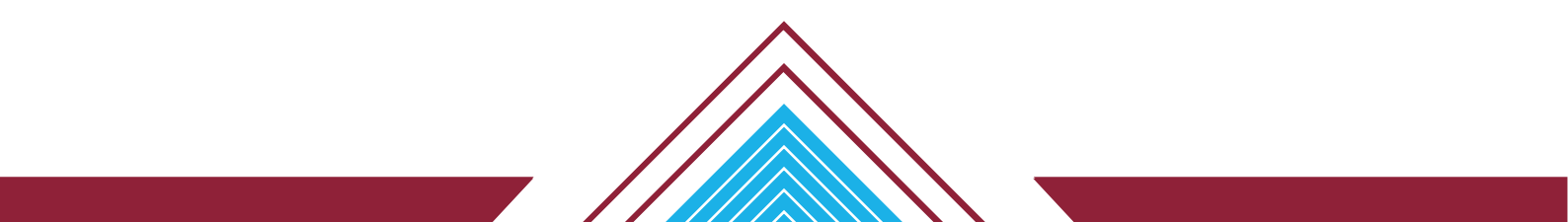
Applications for and representation of the FAB are open to all West Ham United supporters and supporters' groups. However, applications may be declined if the applicant or representative is:

- Under investigation for any breach of stadium regulations or matters concerning the Police that relate to football
- Currently serving a football, Club or stadium related ban
- In arrears of any payments to West Ham United Football Club Ltd
- Found to have behaved in a manner that breaches the Code of Conduct or Equity, Diversity and Inclusion statement.

All FAB members agree to always communicate with each other in a polite and courteous manner, on all social media platforms, fan forums, public meetings as well as in-person. Any unprofessional, offensive, personal or insulting communications whether privately, in meetings or on social media networks, West Ham Fanzines and websites will be referred for investigation under Breaches of Code and Complaints Procedure.

All FAB members are committed to positive, constructive and co-operative engagement at all times and agree to acting in accordance with the Terms of Reference, Code of Conduct, the Confidentiality Agreement and the Equity, Diversity and Inclusion statement. The Club and Supporter Representatives agree to always act with respect towards all FAB members.

HOSPITALITY AND GIFTS

- FAB members should not solicit or accept hospitality, goods, services or gifts or any other benefit, that may compromise either their position or the FAB, or may lead others to perceive that the integrity of the FAB member has been compromised. An exception of this is in circumstances when working meals or refreshments are provided
 - FAB members may request to meet at London Stadium. The Club will support this request, subject to availability
 - If a member is offered a gift or benefit, they should politely decline and, if necessary, explain the FAB's policy. Any gift that is accepted, accidentally or otherwise, should be brought to the attention of the FAB immediately and logged appropriately, including when the gift/benefit was given, by whom and to whom, and the estimated value. The gift/benefit should then either be returned, stored, or disposed of as is appropriate.
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RAISING CONCERNS

- Each member should ensure that the FAB maintains an open, transparent and safe environment where members feel able and empowered to speak up and raise concerns; complaints procedures should be clearly communicated to all members.
- If a member has a concern about a possible breach of the Code, a concern that any members is being asked to act in contravention of their own Code of Conduct, or a concern about misconduct or wrongdoing in any other area, the member has a responsibility to raise the concern internally with the Co-Chairs. In the event that a Co-Chair is the subject of the complaint, the matter will be referred to the FSA/PL.

BREACHES OF CODE AND COMPLAINT PROCEDURE

- All FAB members must sign a declaration accepting that they will comply with this Code of Conduct if the FAB is to be able to function properly and efficiently, and do its job to the best of its abilities and the abilities of its members
- Where a member is alleged to be in breach of any element of this Code of Conduct or the FAB Terms of Reference, there will be a panel appointed by the FAB which will complete an investigation to determine the merits of the claim
- Where a member is determined, by FAB panel, to have breached the Code of Conduct, an appropriate disciplinary process should be followed. The FAB maintains the right to expel members who have been found guilty of breaching the code of conduct. Any appeals to either the verdict or resulting sanction, will be referred to the FSA.

CLUB REPRESENTATIVES SIGNED:

SUPPORTER REPRESENTATIVES SIGNED:

DATE:

