



## Company Member Code of Conduct

### Purpose

The purpose of this Code of Conduct is to ensure that all Company Members understand the standards of conduct that are reasonably expected when acting on behalf of Fire Fighters Charity.

### Principles

Our behaviour when representing the charity is behaviour that embraces our values.

Our values are:

**Professionalism**

**Kindness**

**Dynamism**

**Clarity**

**Trust**

**Equity**

### Professionalism

**Proud** we take pride in who we are and everything we do.

**Deliver** we strive for excellence in all things and at all levels, both in service to others and to ourselves.

**Assured** we do the right thing, in the right way at the right time.

### Kindness

**Supportive** we support each other and all our stakeholders.

**Care** we create a positive environment for all.

**Appreciative** we recognise the value of every individual.

### Dynamism

**Ambition** we motivate ourselves and each other to succeed and recognise success.

**Future Orientated** we greet each day with purpose, founded on an understanding of our future direction.

**Collaborative** we connect with teams and individuals, openly and frequently.

### Clarity

**Purpose** we are united and clear in our vision and purpose. We know where we fit and all work towards our common goals.

**Communication** we communicate in a relevant and appropriate way to keep all our stakeholder informed and engaged. We actively listen and hear to give everyone a voice.

**Shared values** we are clear what is expected of us and how we deliver. We live and uphold our shared values and behaviours.

### Trust

**Integrity** we are truthful and honest and extend trust to all.

**Respect** we demonstrate respect for all and the contribution that we each make to the organisation.

**Openness** we are approachable, genuine, and authentic. We seek and encourage engagement and feedback.

### **Equity**

**Fairness** we treat each other fairly and create a socially just organisation.

**Inclusive** we create an environment where each individual can be their unique self.

**Value** we value one another and ourselves.

Company Members should demonstrate these values in their interactions with charity colleagues (including charity employees, volunteers, and other company members).

### **Conduct Specific to the Company Member Role**

As a Company Member you should:

- declare any conflicts of interest which may conflict with the objectives of the charity and your ability to vote in the best interests of the charity on resolutions presented to members,
- commit to attending the AGM or voting by using your proxy vote,
- commit to supporting the charity,
- commit to reading carefully, documents or other information that will better enable you to contribute to debates at the AGM and vote in an informed manner; and
- conduct yourself in a manner that does not bring the name of the charity into disrepute (or have the potential to bring the charity into disrepute). Please see the 'General Conduct' section for more information.

### **Relationships with Service Users**

All Company Members should behave in a professional manner when interacting with service users on behalf of the charity. This includes:

- avoiding any behaviour which allows service users to confuse their role with friendship, or that may compromise their ability to protect themselves against allegations of inappropriate behaviour
- avoiding accepting friend requests on personal social media accounts from service users, unless they're also colleagues or where there is a pre-existing relationship. LinkedIn is a professional social network so this can be used to build professional connections as appropriate.
- treating service users politely and considerately, avoiding any language, gestures or actions that may cause offence
- not giving service users inappropriate personal information about themselves, or about another Company Member, charity volunteer or employee
- not concealing information about a service user from the charity where it is relevant to the welfare of the service user
- avoiding discrimination and bias and ensuring that they treat all service users fairly
- being sensitive to cultural differences as far as is reasonably practicable and acting in a way that respects the culture of the service user; and
- not encouraging a service user to become overly dependent upon any one particular employee or volunteer.

### **Hospitality and Gifts**

Company members should encourage any gift or hospitality offered to be given to the charity as a donation.

Any Company Member who receives a gift of any kind from a service user or an existing or potential business contact must disclose that they have received the gift, its nature, and the identity of the sender to the charity's Company Secretary who can ensure that it is logged on the charity's hospitality and gifts register. Only gifts that are a small token of appreciation and have no substantial financial value can be accepted.

### **General Conduct**

It is important that Company Members do not conduct themselves in any way that could be detrimental to the charity, its relationships with service users, or its image or reputation. This includes but is not limited to:

- behaving professionally and respectfully when representing the charity
- adhering to the charity's Social Media Usage Policy
- ensuring that you are fully fit to carry out your Company Member role for the charity and are not acting under the influence of alcohol or illegal drugs
- avoiding criminal activity or behaviour; and
- ensuring that in any opinions or activity, for example but not limited to, matters relating to the fire service and/or politics, you are speaking for yourself and not on behalf of the charity.

### **Monitoring**

Any Company Member who is concerned about the behaviour of another Company Member or a charity colleague in relation to this Code of Conduct should raise the matter to the relevant individual as outlined in the charity's 'Resolving Problems and Concerns Policy and Procedure'.