



Guild Code of Conduct

Setting the standards of professional conduct and practice expected of all Members of the Guild

As a professional organisation, the Guild seeks to analyse, develop and raise the understanding, practice and profession of battlefield guiding and to promote the education of battlefield visitors and students in military heritage.

The Code of Conduct (made under the Guild Constitution) lays down ten standards of professional conduct and practice expected of all Members of the Guild, whatever their grade or level of membership.

1. The Guild expects Members to uphold the reputation and dignity of the profession of battlefield guiding and the Guild.
2. The Guild expects Members to actively and positively promote the standards set out in this Code of Conduct.
3. The Guild expects Members to act with integrity and avoid any action or situations which are inconsistent with their professional obligations.
4. Members should only undertake professional work for which they are able to provide proper professional and technical competence, and resources.
5. The Guild expects Members to maintain and develop their professional competence in areas relevant to their professional work.
6. The Guild expects Members to organise and manage their professional work responsibly and with integrity and having regard to the interests of their clients.
7. Members of the Guild should only promote their professional services in a truthful and responsible manner and such promotion shall not be an attempt to subvert professional work from another Member.
8. The Guild expects Members to ensure that their personal and professional finances are managed prudently and to comply with any relevant legislation for protection of clients in the course of business.
9. The Guild expects Members to have adequate and appropriate Liability Insurance cover for their professional work.
10. The Guild expects that any complaints concerning the professional work of individual Members or their business received by the Member or his or her business should be dealt with promptly and appropriately by the Member.
11. The Guild has a Complaints Policy whereby allegations of unprofessional conduct by Members can be investigated by the Guild.

If you believe that a Member has fallen short of the Guild's Code of Conduct, click here for details of whether you can and how to complain about a Guild Member.

See: <https://www.gbg-international.com/about/guild-code-of-conduct/>



Complaints against Guild Members

If you are dissatisfied with the professional conduct of a Guild member, please follow our guidance for making a complaint. The Guild Code of Conduct is binding on all Guild Members. If you believe that a Member has fallen short of the Code of Conduct, these Guidelines will help you:

- to determine if there are grounds for making a complaint
- understand the steps to follow
- explain the process taken to reach a decision

If after having read the guidelines you feel that an Guild member has behaved unprofessionally and decide that you do wish to make a complaint, follow the steps set out in the Guidelines or request a copy of the initial information pack and Complaint Form by emailing the Guild Secretary.

Matters the Guild can investigate

The Guild only has powers to deal with breaches of the Guild's Code of Conduct by its members. It's important you realise what the Guild can and cannot do. The Guild does not resolve the complaint itself – that remains a matter between you and the Guild member concerned.

The Guild cannot:

- deal with concerns or complaints about anyone who is not a member of the Guild
- deal with matters that are not in breach of the Guild's Code of Conduct
- pay compensation to you or instruct a Guild Member to do so
- determine whether a Guild Member or his/her business has acted negligently (this is for the courts to decide)
- interfere with or become involved in court action which you have commenced or may commence against a Guild Member and/or his/her business

What the Guild can do, however, is to investigate your complaint made against a Guild member and if a breach of the Guild's Code of Conduct is proved, impose sanctions upon the Guild member including suspension and expulsion from the Guild and publish the findings of the Complaints procedure.

If the complaint itself is settled between you and the Guild member before your complaint and an alleged breach of the Code of Conduct has been determined by the Guild, then this fact will be taken into account by the Guild in making its decision.

See: <https://www.gbg-international.com/about/guild-code-of-conduct/complaints-against-guild-members/>