



THE INTERNATIONAL GUILD OF BATTLEFIELD GUIDES

CODE OF STANDARDS OF CONDUCT AND PRACTICE FOR MEMBERS

(adopted as a By-law by the Management Board of the Guild in
accordance with Article 51 of the Guild's Constitution)

July 2024

The International Guild of Battlefield Guides Limited

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INTRODUCTION

The Guild expects Members to conduct themselves in accordance with the standards below within their professional and business life. This Code should be considered central to the professional life of a battlefield guide, not only as a source of ethical guidance, but also as a common-sense indicator to principles of good practice. It is only through the maintenance of high standards by individuals that battlefield guiding will be served, the public will be protected, and the profession will thrive.

THE STANDARDS

Promoting respect

Standard 1: The Guild expects Members to treat all other Members, their own clients, members of the public, and the Guild itself with respect in their acts and communications in whatever form they take.

Promoting professional attitudes

Standard 2: The Guild expects Members to uphold the reputation and dignity of the profession of battlefield guiding and the of Guild.

Standard 3: The Guild expects Members to act ethically and with integrity, and to observe all relevant legal, health, safety and safe-guarding rules and requirements (including specific site rules) when guiding.

Promoting professional competence

Standard 4: Members should only undertake professional work for which they are able to provide proper professional and technical competence, and resources.

Standard 5: The Guild expects Members to maintain and develop their professional competence in areas relevant to their professional work.

Promoting trust in professional relationships

Standard 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.

Standard 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.

Standard 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.

Standard 9: The Guild expects Members to have adequate and appropriate Liability Insurance cover for their professional work.

Standard 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.