



# Safe at City

Helping to keep children and other vulnerable people safe when they are with us



# ENJOY YOUR DAY WITH MANCHESTER CITY

When anyone comes to take part in an activity with Manchester City, whether at the Etihad Stadium, City Football Academy with City in the Community or any other venue, we make a promise to them - **the City Promise.**

These activities include those we run with our partners, including schools and educational programmes, sports clubs, leisure centres or commercial enterprises, either in the UK or internationally.

## THE CITY PROMISE

- **We will give you a warm and friendly welcome**
- **We take pride in ourselves and our surroundings**
- **Your safety is our priority**
- **We will go the extra mile to help you**
- **We want you to enjoy your day with us**

All our staff are bound by this promise and will do their best to make sure you have a safe and enjoyable experience.

If you have a concern about something, please speak to a member of staff straight away. They will listen carefully and try to help or will pass the concern onto someone else who can.

## ETIHAD CAMPUS

Our campus which includes the City Football Academy is a place where young people come to learn and develop. Their safety is our priority. Please obey all reasonable instructions from our staff and signage when in our facility. They are there for everyone's safety and peace of mind.

# WHAT DO WE DO TO HELP KEEP YOU SAFE?

Everyone has a responsibility to help keep others safe, in particular children and other vulnerable people. Club staff will be constantly vigilant to help prevent participants, visitors and other staff being exposed to risk, abuse, harassment or harm. Parents, carers or anyone else can also help with this by reporting any concern they have.

Once people feel safe they can enjoy themselves. Once children feel safe, they will also grow and develop. Manchester City takes its responsibilities in this area very seriously, wherever in the world our activities take place, either directly or with one of our delivery partners.

Manchester City is part of the City Football Group and therefore adheres to the Group Safeguarding Policy. This demonstrates the Group's commitment to helping keep children and vulnerable adults safe. It is available to download from the Club's website and has been endorsed by UNICEF, NSPCC, Premier League and Manchester Safeguarding Children Board.

The Club has adopted and consistently applies guidance produced by the Premier League, including its **Guidance for Safe Working Practice with Children & Vulnerable Adults.**



# TRAINING AND QUALIFICATIONS

Whatever activity you are taking part in, the Club has people in charge who are qualified and suitably experienced to carry out the role.

We work hard to make sure that staff and volunteers continue to improve through an extensive training programme. This programme includes training on working with children and other vulnerable people, and keeping them safe.



# VETTING AND SUPERVISION

Any staff or volunteers who work in a role that involves regular and direct contact with children or vulnerable adults will have been subject to a criminal record check and have references taken up before they are deployed by the Club.

Manchester City staff should never work alone when they come into contact with children or vulnerable adults. Sometimes we use volunteers, work experience or exchange staff and they are always deployed under close supervision.

# RESPECT

Manchester City believes in respect for all and supports the FA's Respect campaign. The Club has a zero-tolerance approach to bullying, harassment, victimisation and all forms of discriminatory behaviour and has developed an Anti-Bullying Policy.

# HARM AND ABUSE

All members of the workforce play a key role in keeping children and other vulnerable people safe and help to protect them from abuse or harm. If anyone fails to meet these expectations, please let us know.

## **Harm is identified in several ways:**

**Physical** - This is when a child or vulnerable person is deliberately hurt or injured by someone else.

**Sexual** - This is when a child or vulnerable person is influenced or forced to take part in a sexual activity. This can be a physical activity or non-physical (e.g. being made to look at an inappropriate image). This may be as a result of the action of an adult or another child and also includes any form of 'grooming' behaviour.

**Emotional** - This is when a child or vulnerable person is made to feel frightened, worthless or unloved. It can be by shouting at, using threats or making fun of them either by an adult or another child. It can also be when children see or hear violent or aggressive situations that could upset them.

**Neglect** - This is when a child is not being taken care of and includes poor hygiene, poor diet, not keeping appointments, putting them in risky situations, not going to school or being left home alone.

**Bullying** - Bullying is behaviour that hurts someone through things such as name calling, hitting, pushing, spreading rumours, threatening or undermining. It's usually repeated over a long period of time and can hurt a child both physically and emotionally.

**Financial** - Taking money, goods or property without permission. This can include theft, fraud, exploitation or coercion to carry out a financial transaction and could apply to children or adults.

**Grooming** - This is when someone builds an emotional connection with a child to gain their trust for the purposes of sexual abuse, exploitation or trafficking. Children and young people can be groomed online or face-to-face, by a stranger or by someone they know.

Don't forget, many of the things mentioned here have the potential to happen online as well as in person.

If you are concerned about bullying or abuse (including that which might be happening to another person) then please talk to a member of the Safeguarding Team. We will always take the matter seriously and try to help.



# SAFEGUARDING AND PROTECTING CHILDREN AND OTHER VULNERABLE PEOPLE

Whether you are a member of staff, volunteer, contractor, parent or participant you should:

## **Be observant**

Staff should be constantly vigilant; understand and be able to spot the signs of potential abuse.

## **Be attentive**

Listen, particularly to children and vulnerable adults, and those with concerns about them.

## **Be careful**

High standards of personal conduct are expected of each individual during Club activities. Do not engage in behaviour that could be misinterpreted.

## **Be understanding**

Everyone is different and diversity should be valued. Some people act or communicate in different ways; be sure to take time to understand them.

## **Be ready**

Report any suspicion or concerns you have to the Club's Safeguarding Team; we would rather be safe than sorry.





# SAFEGUARDING CODE OF CONDUCT

The City Football Group applies its Safeguarding Code of Conduct (available upon request) across the workforce. This sets out our expectations of how adults should behave around children and other vulnerable people, manage and mitigate risk of harm to participants and report their concerns.

**If you think this code has been breached at any time then you must tell us.**

If you are a member of staff and a child, vulnerable adult, colleague or parent discloses a concern:

## **Stay calm**

It will help the immediate situation.

## **Remove them from further harm**

Get to a safe place for both you and them; seek medical help if required.

## **Reassure**

Take them seriously - they have done the right thing to tell someone and it's not their fault.

## **Don't make promises 'not to tell'**

If it is serious, you will have to tell someone who can help.

## **Ask few questions**

Let them talk, don't become an investigator, simply clarify what they have said.

## **Make a note**

Record what was said if you can, noting the facts and not your own view.

## **Contact the Safeguarding Team at the earliest opportunity**

If it is a serious concern, you may need to contact the police or social services immediately.

## **Be patient**

We will try to keep you informed when possible, but be aware that we must act in a way that protects all those involved.

# CLUB WEBSITE

Further information about staying safe can be found on our website;  
[mancity.com/club-and-community/club/safeguarding](https://mancity.com/club-and-community/club/safeguarding)

It includes information on:

- **Club policies**
- **Who to contact if you have a concern**
- **Staying safe online**
- **Safer scouting (information about football scouts) and information on trials with the Academy**
- **Under 5's visiting the Stadium.**

**Safe at City** is the name for Manchester City's safeguarding programme.

It is supported by a small team of staff who are positioned across the Club to help keep children and vulnerable adults safe and be the first point of contact for reporting concerns.

Call us on  
**0161 438 7804** or **07887 804 466**

Email us at  
**safeatcity@mancity.com**

For more information visit  
**mancity.com/club-and-community/club/safeguarding**

Contact Childline on  
**0800 1111**

If a child has come to significant harm or is in immediate serious danger then call the police on 999.





**MSCB**

MANCHESTER SAFEGUARDING  
CHILDREN BOARD