



Code of Conduct for Parents, Carers and Visitors

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Code of Conduct for Parents, Carers and Visitors

Aspire Multi-Academy Trust is committed to providing a safe, respectful, and positive environment for pupils, staff, parents, carers, volunteers, and visitors. Strong, professional relationships between home and our academies are essential to pupils' wellbeing and success.

This Code of Conduct sets out the standards of behaviour expected of all adults when engaging with Aspire academies in person, by phone, in writing, or online, including at off-site academy events. Aspire operates under the "Take Care" ethos, promoting respect, care, integrity, inclusion and responsibility, and all adults must model these values consistently.

Parents, carers and visitors are expected to:

- • treat all members of the academy community with courtesy and respect
- • communicate calmly, appropriately and constructively
- • follow academy processes, including the Complaints Policy where relevant
- • work in partnership with staff and respect their professional judgement
- • support and uphold the safeguarding, safety and wellbeing of all children.

Aspire values the strong relationships we share with parents and carers. These relationships help us achieve the best outcomes for children through a mutually supportive partnership between families and academy staff. We welcome and encourage parents and carers to participate positively in the life of our academies.

To secure the best outcomes for children, the relationship between home and academy must be founded on care, integrity, trust and mutual respect. Maintaining this relationship is essential to ensuring that children are safe, supported, and not subjected to undue distress or anxiety.

Throughout this Code, examples of unacceptable behaviour are provided for clarity. These examples are illustrative and not exhaustive; Aspire may take action in response to any behaviour that compromises safety, wellbeing, professional integrity or the orderly running of the academy.

Definitions

For clarity:

Parent/Carer: Any person with parental responsibility or involvement in a child's education.

Visitor: Anyone attending academy premises who is not an employee or pupil (including contractors, volunteers, and professionals).

Academy premises: All internal and external areas of the site, including perimeters, car parks, entrances, playgrounds and temporary venues used for academy events and trips.

Online communication: Any digital platform including but not limited to email, SMS, WhatsApp, Facebook, X, Instagram, TikTok, forums, websites, and messaging groups.

Guidance

1. Behaviour that will not be tolerated

To safeguard the wellbeing of pupils and staff, the following behaviours are unacceptable on academy premises, at academy events, or through any communication with the academy:

1.1 Aggressive, abusive or disrespectful behaviour

- shouting, swearing, intimidating tone or volume
- personal insults, derogatory comments or discriminatory language
- inflammatory comments or unreasonable demands
- threatening behaviour of any kind.

1.2 Physical or verbal aggression

- aggressive body language
- unwanted physical contact
- physical punishment of any child on academy premises.

1.3 Disruptive or unsafe conduct

- behaviour that disrupts academy operations
- refusal to follow safety or safeguarding instructions
- damaging property
- bringing dogs on site (except assistance dogs)
- being under the influence of drugs/alcohol (other than at authorised events).

1.4 Inappropriate interactions with children

- approaching another child to reprimand, question or investigate concerns
- attempting to resolve pupil disputes personally rather than informing staff.

1.5 Unacceptable digital or written communication

- abusive or hostile emails, texts or messages
- mass copying staff or escalating correspondence inappropriately
- excessive or repeated contact placing unreasonable demands on staff
- spreading misinformation or confidential details.

1.6 Inappropriate social media use

- posting defamatory or untrue statements about the academy, pupils or staff
- naming or discussing staff, pupils or incidents in online groups
- sharing screenshots of academy communications
- coordinating online campaigns or harassment.

1.7 Prohibition of filming, recording or photography

- recording staff or pupils without explicit permission
- filming or photographing meetings, conversations or incidents
- publishing images, recordings or extracts online without consent.

1.8 Covert recording

Covertly recording any interaction with staff, pupils or visitors - whether in person, over the phone or online—is strictly prohibited and considered a serious breach of trust.

2. Online, digital and social media expectations

Parents and carers must use digital communication responsibly and in accordance with the Complaints Policy.

Aspire will take action where online behaviour:

- damages the reputation of an academy or staff member
- harasses, bullies or intimidates individuals
- breaches confidentiality, UK GDPR or Data Protection legislation
- misinforms or incites hostility among the academy community.

We may request immediate removal of inappropriate content and may seek legal advice where necessary.

Relevant legislation includes:

- Malicious Communications Act 1988
- Protection from Harassment Act 1997
- Communications Act 2003
- Public Order Act 1986
- Education Act 1996 (s.547)
- Data Protection Act 2018 / UK GDPR
- Defamation Act 2013

3. Communication boundaries and professional contact

To maintain professional and respectful communication:

Parents and carers should:

- use official communication routes (academy email, phone, office contact)
- allow reasonable time for staff to respond (within working hours only)
- limit communication to appropriate topics
- request meetings through proper channels.

Parents and carers must not:

- expect immediate responses
- send repeated or escalating messages
- make demands on staff availability
- bypass processes by contacting multiple staff members simultaneously.

Persistent or unreasonable communication may be managed under section 5.

4. Partnership, concerns and complaints

Concerns should be raised using the following route:

- Class teacher/staff member
- Senior leader or Headteacher

- Aspire Complaints Policy (formal process)

Social media and messaging platforms must not be used as an alternative or to publicly criticise the academy. The Trust may decline to engage with complaints submitted through inappropriate or abusive channels.

5. Persistent unreasonable behaviour

This includes patterns of conduct such as:

- • repeated or excessive complaints without reasonable grounds
- • refusal to follow established processes
- • persistent demands for meetings or responses
- • harassing or pressuring staff
- • circulating misinformation
- • repeatedly disputing professional judgements
- • use of multiple communication channels to escalate matters.

The Trust may apply restrictions on communication or access in response.

6. Safeguarding and site security

Parents, carers and visitors must follow all safeguarding requirements, including:

- • signing in and wearing a visitor badge
- • remaining within permitted areas
- • avoiding unsupervised contact with pupils unless authorised
- • reporting safeguarding concerns immediately to a Designated Safeguarding Lead.

Any behaviour posing a safeguarding risk may result in immediate removal from site and referral to external agencies.

7. Staff wellbeing and zero tolerance

Aspire is committed to protecting staff from abuse, intimidation and harassment.

Any behaviour be it verbal, physical, written or digital that compromises staff wellbeing may be escalated immediately, bypassing informal stages.

8. Reasonable adjustments

The Trust will make reasonable adjustments for parents/carers with disabilities or additional needs. Adjustments do not exempt any adult from complying with this Code.

9. Sanctions and enforcement

Where behaviour breaches this Code, the academy or Trust may take proportionate action. This may include:

Stage 1 – Early Intervention

- • verbal reminder
- • written reminder of expectations.

Stage 2 – Formal Measures

- • formal warning letter
- • restrictions on communication channels;

- • requirement that meetings take place with multiple staff present.

Stage 3 – Site Access Restrictions

- • temporary ban from entering academy premises
- • Trust-wide ban where behaviour affects more than one academy.

Stage 4 – External Intervention

- • police involvement
- • legal action including civil or criminal processes
- • reporting of defamatory or malicious content to platform moderators.

Parents/carers/visitors will be notified in writing of any restrictions.

They may make written representations to the Local Governing Body or Trust Board (depending on the level of restriction).

Mediation and Restorative options may be offered where appropriate and proportionate, the Trust may offer mediated or supported meetings to help restore positive working relationships. Mediation or restorative meetings may be offered at the Trust's discretion. This option is not guaranteed and will only be used where appropriate and safe

Monitoring and Review - academies will maintain a record of incidents. Patterns of behaviour may trigger earlier intervention or Trust-level action.

Aspire values the significant contribution of parents and carers to children's education. By working together respectfully, we create a safe, positive, and supportive environment where all children can thrive.

We thank all parents, carers and visitors for upholding this Code of Conduct.