



**The Kite
Academy
Trust**
Flying high
together



KITE ACADEMY TRUST
CODE OF CONDUCT FOR OUR FAMILIES

Code of Conduct for our Families

The Kite Academy Trust is fortunate to have supportive parents who recognise that educating children is a process involving partnership between parents, class teachers and the academy community. This partnership is essential for all of our children to develop the skills necessary to be good citizens in adulthood.

The purpose of this policy is to provide a reminder to all parents, carers and visitors to our academies of expected conduct, which is so important for us to achieve an atmosphere of mutual respect and understanding.

Here at The Kite Academy Trust our core values are:

Positivity

We look for the good in everything and everyone.

We share positivity with everyone around us.

We face challenges with optimism and enthusiasm.

Integrity

We take pride in being someone others can rely on.

We are committed to doing the right thing.

We foster trust through our words and actions.

Respect

We treat everyone with dignity and kindness.

We recognise and value the different identities, knowledge and experiences of one another.

We actively speak out against discrimination.

Resilience

We are flexible and willing to adapt to succeed.

We embrace every challenge as an opportunity to learn and grow.

We are always there to support and encourage one another.

Aspiration

We are driven by our ambition to be the best.

We work as one team to help one another achieve our goals.

We are relentless in our pursuit of excellence and make every minute count.

We therefore expect our parents, carers and visitors to:

- Respect the core values of our academies.
- Understand that both teachers and parents need to work together for the benefit of our children.
- Demonstrate that **all** members of the academy community should be treated with respect and therefore set a good example in their own speech and behaviour.
- Seek to clarify a child's version of events with the academy's in order to bring about a peaceful solution to any issue.
- Correct own child's behaviour, particularly in public where it could otherwise lead to conflict, aggressive or unsafe behaviour.
- Approach the academy respectfully to help resolve any issues of concern.
- Avoid using staff as threats to admonish children's behaviour.



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Any concerns about the academy must be made through the appropriate channels, which includes The Kite Academy Trust Academy Complaints Policy. A class teacher can be spoken to in the first instance, then the Assistant/Deputy Head, the Academy Head Teacher or the Chair of Academy Council to ensure that concerns are dealt with fairly, appropriately and effectively for all involved. Where a concern is raised and the outcome is unsatisfactory, The Kite Academy Trust Academy Complaints Policy details steps for making a formal complaint.

In order to support a peaceful and safe academy environment, the academy will not tolerate parents, carers and visitors exhibiting the following:

- Disruptive behaviour which interferes, or threatens to interfere with, the operation of a classroom, an employee’s office, office area or any other area of the academy grounds including team matches.
- Using loud or offensive language, swearing, cursing, or displaying temper.
- Threatening actual bodily harm to a member of academy staff, governor, visitor, fellow parent/carers or pupil regardless of whether or not the behaviour constitutes a criminal offence.
- Damaging or destroying academy property.
- Abusive or threatening e-mails or text/voicemail/phone messages or other written communication.
- Defamatory, offensive or derogatory comments regarding the academy or any of the pupils/parent/staff at the academy on Facebook or other social sites (see Appendix A).
- The use of physical aggression towards another adult or child, including your own.
- Approaching someone else’s child in order to discuss or chastise them because of the actions of this child towards their own child. Such an approach to a child may be seen to be an assault on that child and may have legal consequences.
- Smoking and consumption of alcohol or other drugs whilst on academy property.
- Dogs of any size, including dogs that are carried, being brought on to academy premises.

What happens if someone ignores or breaks the code?

Should any of the above behaviour occur on academy premises or online, the academy may feel it is necessary to:

- arrange a meeting to discuss the incident or behaviour with the Head Teacher;
- issue a formal warning letter;
- contact the appropriate authorities;
- ban the offending adult from entering the academy grounds.

Document Management

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Appendix A

Inappropriate use of Social Media Platforms

Social media platforms – such as Facebook, WhatsApp, Instagram, Snapchat, X etc. - are increasingly being used to fuel campaigns and complaints against schools, school staff, and in some cases other parents/pupils. The Kite Academy Trust considers the use of **any** social media/network platform in this way to be unacceptable and not in the best interests of the children or the academy community as a whole. Any concerns must be raised through the appropriate channels as outlined in this document previously, so they can be dealt with fairly, appropriately and effectively for all concerned; they should not be raised via social media.

In the event that any pupil or parent/carer of a child(ren) is found to be posting libellous or defamatory comments on **any** social media/network platform, they will be reported to the platform. All social media/network platforms have clear rules about the content which can be posted and they provide robust mechanisms to report contact or activity which breaches this. The Trust will speak with the parent/ carer/ pupil about this and will expect that any such comments are removed immediately.

In serious cases, the Trust will also consider its legal options to deal with any such misuse of social media/networking platforms and other sites. Additionally, and more importantly, is the issue of cyber bullying; the use by a child or a parent to publicly humiliate another by inappropriate online activity. Thankfully such incidents are extremely rare, however any incident would be dealt with as a serious incident of bullying and/or breach of this code of conduct.

We would expect parents to make all persons who are responsible for collecting children aware of this policy.