

The logo features a blue trapezoidal shape in the upper right corner containing the text 'The Kite Academy Trust'. Below this, four wavy, overlapping lines in blue, green, red, and purple extend towards the left. At the bottom left, there is a faint, stylized illustration of a kite.

**The Kite
Academy
Trust**

THE KITE ACADEMY TRUST
CODE OF CONDUCT FOR OUR FAMILIES

P1198

Code of Conduct for our Families

At The Kite Academy Trust we are proud to have supportive families and parents who recognise that educating children is a process involving a strong partnership between home, class teachers and the wider academy community. This partnership is essential for all of our children to achieve our Kite vision - *for every pupil to be happy and healthy; to contribute positively to their communities and achieve academic excellence.*

The purpose of this policy is to provide a reminder to all parents, carers and visitors to our academies of the conduct we expect in order to achieve an atmosphere of mutual respect and understanding when working together, whether that is onsite, over the telephone or via email.

Here at The Kite Academy Trust our 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.

Please see Appendix A.

We therefore expect our parents, carers and visitors to:

- **Respect** the values of our academies.
- Recognise that as members of the wider school community **all parents, carers, visitors, Kite colleagues and pupils should understand and demonstrate our values at all times**, whether onsite, over the telephone or via email.
- **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 **at all times**.
- **Always approach** the academy respectfully to help resolve any issues of concern.

The Kite
Academy
Trust
Flying high
together

- **Understand that teachers, wider academy staff and parents and carers need to work together** for the benefit of our children.
- **Seek to clarify a child's version of events along with the academy's**, in order to support us to work together and bring about a peaceful solution to any issue.
- **Correct their own child's behaviour**, particularly in public where it could otherwise lead to conflict, aggressive or unsafe behaviour.
- **Avoid using staff as threats to admonish children's behaviour** either within or outside the school day.

Parents and carers are expected to communicate with school staff, verbally or via email, respectfully and courteously and in line with The Kite Academy Trust values. Our academies welcome questions, concerns and feedback about a child's education, wellbeing and safety; however, communications should be reasonable and proportionate and allow staff sufficient time to investigate and respond.

Our academies will work with families to manage instances where verbal or written communication is deemed to be excessive, repetitive, unreasonable, unrelated to a child's education or wellbeing, or causes undue disruption to staff. This may include re-establishing the frequency or format of communication, assigning a designated point of contact for communication or introducing weekly or fortnightly meetings to ensure a successful and positive working relationship is in place.

If you have any concerns you wish to share with an academy, these must be raised through the appropriate channels; a class teacher can be spoken to in the first instance, then the Assistant/Deputy Headteacher, the Academy Headteacher or the Chair of the Hub Board Committee for the academy. This will ensure that all 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 whole school and sports events.
- Loud or offensive language, swearing, cursing, displaying or acting in temper, whether physical or verbal.
- 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.
- Bullying or harassing behaviour of any form.
- Any physical or verbal behaviour that makes a staff member feel intimidated.
- Attempting to record conversations, or recording conversations with staff members, without agreed permission.
- Attempting to take or taking photos of staff members without agreed permission.
- Defamatory, offensive or derogatory comments regarding the academy or any of the pupils, parents or staff at the academy on Facebook or other social sites (see Appendix B).
- The use of physical aggression towards any other another adult or child, including your own. This includes any physical aggression which takes place both on and off the school site.

- 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, vaping and consumption of alcohol or other drugs whilst on academy property.
- Dogs or animals of any size, including those that are carried, being brought on to academy premises. Please note that any dogs or animals that are brought to the school site must be left at the school gate; should staff on duty be aware of an animal on site they will politely ask for the animal to be removed immediately in order to ensure the safety of everyone.

What happens if someone ignores or breaks the code?

Should any of the above behaviours occur on academy premises, online, over the telephone or via email, the academy may feel it is necessary to:

- **Stop a conversation or meeting** where behaviour does not meet our expectations around respect or conduct and reschedule it for another time.
- **Pause a conversation or meeting** where behaviour does not meet our expectations around respect or conduct and invite a member of the senior leadership to join in order to support
- **Arrange a meeting to discuss the incident or behaviour demonstrated** with the Academy Headteacher;
- **Issue a formal warning letter** (following a meeting to discuss an incident or behaviour demonstrated)
- **Contact the appropriate authorities;**
- **Ban** the offending adult from entering the academy grounds.

Document Management

Document ID:	P1198		
Last Review:	July 2026	Review Period:	3 years
Responsibility of:	Deputy CEO	Ratified by:	Trustees (20.07.26)

Our Values

Positivity



Integrity



Resilience



Respect



Aspiration



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



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



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



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**



Appendix B - 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 an individual may have must be raised through the appropriate channels as outlined in this document previously, by speaking with a class teacher in the first instance, then the Assistant/Deputy Headteacher or the Academy Headteacher, 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/family member 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/family member or 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.