



#MoveWithUs Ambassador Programme Code of Conduct for Children and Young People, Parents/Guardians, and Staff.

This code of conduct is there to make sure everyone who takes part in the #MoveWithUs ambassador programme knows what is expected of them and feels safe, respected and valued.

Everyone involved in the programme should read, understand and agree to follow the code of conduct. Any breach of this code of conduct will result in removal of that person from the #MoveWithUs ambassador programme.



Code of conduct for Ambassadors / Children & Young People

As a #MoveWithUs Ambassador, I pledge to...

1. Celebrate physical activity in any form, empowering children and young people to find what's right for them.
2. Champion positive attitudes and experiences of physical activity amongst children and young people.
3. Help to make sure that the voices of young people across Essex are heard, valued, and represented.

General Behaviour:

- Be respectful, celebrate difference in everyone and don't discriminate against others.
- Bullying will not be tolerated.
- Illegal activity will not be tolerated.
- Make our ambassador team a welcoming and friendly place to be.
- *Have fun!*

In-person events:

- Respect and listen to staff.
- Try to be on time, and if you're running late let a member of staff know.
- Bring anything you might need with you – medication, water, snacks, appropriate clothing and footwear (ask a parent/guardian to help you with this if needed).
- Always make sure your parent/guardian knows where you are.
- Please do not wander off or leave without telling a member of staff.

Online events:

- Make sure that if you have signed up to join the meeting, you do join us. If things change and you can no longer attend, let us know.
- Let us know beforehand if you will be joining the meeting late or leaving early.
- Be polite and watch your language- no swearing!
- Do not talk over others.

Digital Communication, Social Media and Online Safety:

- Ensure that you have your parent's permission to be on social media.
- Don't send friend requests to Active Essex staff.
- Remember that the conduct expectations set out in '*General Behaviour*' apply online as well as offline.



Code of Conduct for Parents/Guardians of Ambassadors

General Behaviour:

- Complete all requested forms with required consent, contact and medical information – please update us if anything changes.
- Talk to us if you have any concerns about any part of your child's involvement.
- Be respectful.

In-person events:

- Complete the event consent form and photo permission form in advance.
- Children who arrive at the event who do not have a completed event consent form will be unable to take part and are not the responsibility of Active Essex. In the event that this happens, Active Essex staff will call the child's emergency contact number to have them collected immediately. If we are unable to contact any of the child's emergency contacts that have been provided, we may be left with no alternative but to contact statutory agencies to ensure the welfare of the child remains paramount.
- It is your responsibility to ensure your child has anything they might need with them – medication, water, snacks, and appropriate clothing and footwear.
- Ensure your child arrives on time and is picked up promptly at the end of the event – please inform us if you're running late or your child is going home with someone else.
- If your child will be travelling alone to/from the event – please ensure you have provided your consent and informed us of this.
- In the event that you are late to collect your child, 2 members of Active Essex staff will wait at the venue with your child for up to 1 hour. If we have not had communication with any of the child's emergency contacts we may be left with no alternative but to contact statutory agencies to ensure the welfare of the child remains paramount.

Online events:

- Online events are for young ambassadors only. Please refrain from joining yourself, although you are welcome to supervise your child.

Digital Communication, Social Media and Online Safety:

- Use social media and apps responsibly when communicating on our channels, in line with our policies and procedures.
- Be aware of your child's online activity.



Code of Conduct for Active Essex Staff

General behaviour:

- Follow safeguarding procedures outlined in the [Active Essex Safeguarding Children and Young People in Sport](#).
- Challenge and address any behaviour that does not adhere to the Code of Conduct.
- Maintain appropriate boundaries with participants of the programme.
- Keep safeguarding training up to date.
- Make our ambassador team a welcoming and friendly place to be.

In person events:

- Prior to an in-person event, we will share event details with parents/guardians, e.g. activities on the agenda and the members of Active Essex staff who will be in attendance, including the designated safeguarding lead on the day.
- Ensure risk assessment has been completed and there is a first aider on site.
- Ensure that we have all attendees' emergency contact and medical information accessible throughout the event.
- Maintain appropriate staffing ratios (always at least 2 members of staff present with any group of ambassadors).

Online events:

- Online meeting invitations will be sent out via a secure Zoom link and ambassadors must register to attend. We will monitor the registration list and be able to control who enters.
- There will always be at least 2 members of Active Essex staff present on an online meeting. There may be times where we split into small groups to facilitate better engagement, where there is 1 member of staff in the breakout room.
- Meetings will be recorded. This is to ensure safeguarding protocols are being followed. The footage will be stored securely in line with Essex County Council GDPR policies and will not be shared.

Digital Communication, Social Media and Online Safety:

- Operate within relevant legislation, including the Data Protection Act 2018, UK General Data Protection Regulation and Online Safety Act 2023.
- Ensure personal information gathered is stored securely.
- Adhere to parental consents and permissions when sharing content about the ambassadors.
- We will not share ambassadors' social media profile information on our social media channels.
- We will not interact online with ambassadors or parents/guardians using our personal accounts.



- When calling parents/guardians we will not use our personal phone caller ID.
- Parents/guardians will be copied in to all correspondence with their child from Active Essex staff.

Appendices

- [Active Essex Safeguarding Children and Young People in Sport](#)
- [Meet the Safeguarding Team](#)

This document will be reviewed on an annual basis.

This policy was last reviewed on 15/07/2025.