

Coaches Code of Conduct

Effective: June 2026 | Review due: June 2027

At Level-Up Aquatics Ltd, coaches play a vital role in creating a high-quality, respectful, and safe environment during our clinics, camps, and Technical Analysis service. This Code of Conduct sets out the standards expected of all coaches and staff working on behalf of Level-Up Aquatics Ltd. It must be read alongside the Safeguarding and Child Wellbeing Policy.

1. Professional Standards

All coaches and staff must:

- Treat every swimmer with dignity, equality, and respect at all times.
- Prioritise the wellbeing and safety of swimmers above all other considerations.
- Act with professionalism in behaviour, communication, and personal presentation throughout all events and interactions.
- Ensure all activities are age-appropriate and aligned with the swimmer's current ability and fitness level.
- Never use their position for personal gain, personal relationships, or any form of inappropriate influence.
- Comply with all Level-Up Aquatics Ltd policies, including the Safeguarding and Child Wellbeing Policy.

2. Athlete Welfare

Coaches must ensure that the welfare of the swimmer is always the primary concern:

- Put the wellbeing of the swimmer above winning, performance targets, or any commercial consideration.
- Never apply excessive pressure on athletes — physically, psychologically, or emotionally.
- Encourage swimmers to take personal responsibility for their conduct and effort.
- Adapt coaching to the individual's needs, fitness level, and emotional readiness.
- Never use physical punishment, public humiliation, threats, or language designed to demean.

3. Physical Contact

In a pool coaching environment, some physical contact may be necessary for safety or to demonstrate correct technique. The following rules apply in all circumstances:

- Physical contact must only occur where it is necessary for safety or technique correction.
- Coaches must explain what they are going to do and seek the athlete's verbal consent before making any contact.
- Contact must be appropriate in nature, location, and duration — never intimate, humiliating, or painful.
- Coaching should take place in open, visible areas wherever possible.
- One-to-one sessions with a young person must take place where other adults or coaches are present or can observe.
- Never be alone with a child in a changing area, enclosed space, or any non-public setting.

4. Communication

Coaches must maintain clear, professional, and appropriate communication at all times:

- Use language that is constructive, supportive, and appropriate for the athlete's age.
- Communicate session goals, expectations, and feedback clearly.
- Never use offensive, discriminatory, or sexually inappropriate language or behaviour.
- All written communication with athletes or their parents/guardians must be professional in tone and via official channels.
- When communicating with athletes under 18, copy all written communications to a parent or guardian.

5. Social Media and Digital Contact

Coaches must observe the following rules regarding online and digital interaction:

- Do not communicate with athletes under 18 through personal social media accounts.
- Do not accept friend or follow requests from athletes under 18 on personal accounts.
- Do not share personal mobile numbers with athletes under 18 — use official Level-Up Aquatics channels.
- Do not post images or videos of athletes (including adults) without their explicit consent.
- Never post anything online that could bring Level-Up Aquatics Ltd into disrepute.
- Any concerning online contact — whether received or observed — must be reported to the Designated Safeguarding Lead (DSL).

6. Photography and Video

Given that Level-Up Aquatics Ltd provides a video-based Technical Analysis service, coaches must adhere to the following:

- Do not use personal devices to photograph or video athletes during sessions.
- Only authorised Level-Up Aquatics Ltd devices and platforms should be used for session footage.
- All race footage submitted by members is handled in accordance with our Safeguarding Policy and Privacy Policy.
- Never record athletes in changing areas or other private spaces.

7. Relationships and Boundaries

Coaches must maintain appropriate professional boundaries with all athletes:

- Avoid developing personal relationships with athletes that could compromise professional judgement.
- Do not pursue romantic or sexual relationships with athletes under 18 — this is a criminal offence.
- Do not pursue romantic or sexual relationships with adult athletes where a coaching relationship exists.
- Never show favouritism or single out individual athletes in ways that could be perceived as inappropriate.
- Be aware that even well-intentioned behaviour can be misconstrued — if in doubt, err on the side of caution.

8. Alcohol, Substances, and Medication

The following applies to all coaching sessions and Level-Up Aquatics Ltd events:

- Coaches must never consume alcohol or be under the influence of alcohol or any controlled substance while coaching.
- Prescription medication that may impair judgement, coordination, or response must be declared to the company director before coaching.
- Never offer, supply, or recommend any substance — including supplements or medication — to athletes without appropriate professional qualification and parental consent where the athlete is under 18.

9. Conflicts of Interest

Coaches must declare any actual or potential conflicts of interest to the company director. This includes:

- A personal or family relationship with an athlete
- A financial interest in any product or service recommended to athletes
- Any secondary coaching role that may conflict with the standards expected in this Code

10. Reporting Concerns

If a coach witnesses or becomes aware of conduct that may breach this Code or the Safeguarding Policy:

- Report the concern to the Designated Safeguarding Lead (DSL) as soon as possible.
- If the concern involves the DSL or a director, contact Police Scotland or the relevant local authority directly.
- Do not investigate concerns yourself or make promises of confidentiality.
- Whistleblowing concerns may also be raised with Protect: 020 3117 2520.
- No one who raises a genuine concern in good faith will be disadvantaged as a result.

11. PVG and Training

All coaches who work with children or young people must:

- Hold a current PVG Scheme disclosure through Disclosure Scotland.
- Complete safeguarding training as required by Level-Up Aquatics Ltd.
- Notify the company director immediately if their PVG status changes or if they are subject to any criminal investigation.

12. Breaches of This Code

Breaches of this Code of Conduct will be taken seriously. Depending on the severity of the breach, action may include:

- Informal discussion and additional training
- Formal written warning
- Suspension from coaching duties pending investigation
- Termination of coaching engagement
- Referral to Police Scotland or Disclosure Scotland where the breach involves illegal conduct or risk to children

Level-Up Aquatics Ltd reserves the right to report any safeguarding concern or criminal conduct to the appropriate statutory authority regardless of employment status.

Declaration

I confirm that I have read, understood, and agree to abide by this Coaches Code of Conduct and the Level-Up Aquatics Ltd Safeguarding and Child Wellbeing Policy.

Name (print): _____ Date: _____

Signature: _____ Role: _____