



ASM Sports (UK) Limited | Coach Expectations, Safeguarding & Professional Standards (KCSIE 2026 Aligned) Procedure | September 2026

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Policy/Procedure Approval Date	September 2026	
Frequency of Policy Review	Annually	
Next Review Date	September 2027	
Signature of Policy/Procedure Leader	Signature of Managing Director	
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Registration No: 07376198 **VAT No:** 159838063



Purpose

At ASM Sports (UK) Limited, we are committed to delivering safe, inclusive, professional and high-quality sporting provision within schools and community settings. All staff are expected to uphold the latest safeguarding standards in line with statutory guidance including *Keeping Children Safe in Education (KCSIE 2026)*, Working Together to Safeguard Children, and individual school policies and procedures.

All coaches, mentors, volunteers and staff representing ASM Sports must maintain the highest standards of conduct, professionalism and safeguarding practice always.

1. Professional Conduct & Punctuality

Expectations

- Arrive a minimum of 10–15 minutes prior to the lesson or activity where possible.
 - If delayed, notify the school and ASM Sports management immediately whilst travelling.
 - Remain on site until all pupils have safely departed or been collected (especially after-school clubs).
 - Dress professionally in approved ASM Sports kit and maintain high standards of presentation.
 - Be positive role models in language, behaviour, attitude and professionalism.
 - Always maintain appropriate professional boundaries with pupils.
 - Never engage in inappropriate conversations, “banter”, teasing or social interactions with children.
 - Never use offensive, discriminatory, intimidating or inappropriate language.
 - Staff must not consume alcohol or attend sessions under the influence of alcohol, recreational drugs or substances.
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2. Safeguarding & Child Protection (KCSIE 2026)

Safeguarding is everyone's responsibility. Coaches must safeguard and promote the welfare of children and follow ASM Sports and school safeguarding procedures.

Coaches Must:

- Read and understand the relevant sections of *Keeping Children Safe in Education (KCSIE 2026)*.
- Follow the school's safeguarding, behaviour, online safety, whistleblowing and staff conduct policies.
- Know who the Designated Safeguarding Lead (DSL) and Deputy DSL are within each setting.
- Report ALL safeguarding concerns immediately to the school DSL and ASM Sports safeguarding lead.
- Record factual information only — never investigate concerns independently.
- Maintain professional curiosity and remain vigilant to signs of:
 - Abuse
 - Neglect
 - Exploitation
 - Peer-on-peer abuse
 - Online harm, including grooming, image-based abuse, sextortion and AI-related risks
 - Radicalisation
 - Child-on-child sexual harassment or violence
- Challenge inappropriate behaviour safely and professionally.
- Promote an inclusive environment where pupils feel safe, listened to and respected.
- Understand that safeguarding is everyone's responsibility.
 - From 1 September 2026, the previous supervision exemption for regulated activity with children no longer applies; coaches must follow the updated DBS and safeguarding requirements for their role.

One-to-One Working

- Avoid being alone with a pupil where possible.
- Use open/public spaces and maintain visibility.
- Follow school procedures regarding changing rooms, toilets and supervision.



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Handling, Lifting & Physical Contact with Children

STRICT ASM SPORTS REQUIREMENT

Coaches must NEVER lift, carry, pick up, drag, physically handle, restrain or initiate physical contact with a child. This prohibition applies to behaviour management, discipline, comfort, encouragement, routine coaching assistance and supervision.

Coaches must use verbal instruction, demonstration, positioning and other non-contact methods wherever possible. Personal boundaries and the child's dignity must always be maintained.

The only exception is immediate action that is strictly necessary to prevent imminent injury or serious harm. Any such intervention must be proportionate, reported immediately to the school DSL and ASM Sports management, and recorded in accordance with safeguarding procedures. Physical intervention must never be used as a routine coaching or behaviour-management method.

Photography & Social Media

Holiday Club Periods

- Any authorised photographs or recordings of pupils/children must comply with school policy, consent and ASM Sports procedures and be deleted from personal devices after the session.
- No pupil/child images/videos may be shared without approval and parental/guardian consent.
- Staff must not communicate with pupils/children through personal social media accounts or messaging platforms.

In School Term Periods

- Social media usage and Photography/recording should not happen at any point (unless instructed by school staff)
- Personal Devices should not be used on school sites under no circumstances (unless instructed by school staff/see *Section 8 Mobile Phones, Smart Watches & Electronic Devices*)





3. Health, Safety & School Procedures

Coaches Must:

- Be aware of:
 - Fire evacuation procedures
 - Lockdown procedures
 - Medical procedures
 - First aid arrangements
 - Defibrillator locations

 - Complete dynamic risk assessments before and during activities.
 - Ensure equipment and playing areas are safe and appropriate.
 - Report hazards, injuries or incidents immediately.
 - Maintain appropriate staff-to-pupil supervision ratios.
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4. Planning & Session Design

Coaches Should:

- Deliver engaging, inclusive and age-appropriate sessions.
- Organise positive and purposeful introductory activities.
- Select appropriate playing areas and equipment sizes.
- Use rules and conditions appropriately.
- Differentiate activities to support varying abilities and needs.
- Devise realistic challenges that promote enjoyment and development.
- Create opportunities for experimentation, creativity and success.
- Encourage:
 - Responsibility
 - Decision-making
 - Problem-solving
 - Teamwork
 - Resilience





5. Practical Delivery Expectations

Coaches Must:

- Have lesson plans and learning materials prepared and available.
- Assume effective coaching positions for observation and behaviour management.
- Use safe work-to-rest ratios appropriate to age and activity.
- Adapt sessions according to pupil needs and environmental conditions.
- Use suitable and sufficient equipment for the group.
- Maintain high levels of enthusiasm, professionalism and energy.

Coaching Styles

Coaches should use a range of coaching methods where appropriate:

- **Autocratic** – clear direction and structure where required.
- **Democratic** – shared decision-making and guided learning.
- **Laissez-Faire** – encouraging ownership and independence where suitable.

6. Communication Standards

Coaches Must:

- Communicate clearly, positively and respectfully.
- Use age-appropriate language and instruction.
- Encourage pupils to evaluate and reflect on performance.
- Use effective questioning techniques.
- Provide constructive feedback focused on improvement and confidence-building.
- Build positive professional relationships with school staff and pupils.

7. Behaviour Management





Expectations

- Maintain calm, consistent and fair behaviour management.
- Ensure pupils are:
 - Still
 - Silent
 - Listening
 - Focused during explanations
- Reinforce school behaviour policies and expectations.
- Dismiss groups in a safe, calm and orderly manner.
- Lead pupils professionally when transitioning around school.

Behaviour Steps

1. Verbal reminder
2. Formal verbal warning
3. Time out / reflection period
4. Removal from activity where necessary in line with school policy

Serious incidents must always be reported to school staff and ASM Sports management.

8. Mobile Phones, Smart Watches & Electronic Devices

Staff Expectations

- Personal mobile phones must not be used during school sessions except in an emergency or where specifically authorised for operational purposes, including approved MyASM use.
- Smart watches must not distract from supervision responsibilities and are not to be used to send/receive messages/calls and should not be used to collect or take recordings or photography in schools.
- ASM Sports (UK) Limited has the expectation that it is an in-school mobile phone/device free organisation. Staff must **NEVER** use devices in any school-based session where they are actively supervising pupils. (Phone/device usage is only authorised in emergency situations or where lone working away from the main school location/site and under the approval of the school).
- Where school operate a Phone/Device free environment it is a compulsory expectation that ASM Staff follow this procedure and alternative time keeping devices.



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Pupil Expectations

Unless authorised by the school:

- Pupils must not use mobile phones during sessions.
- Smart watches should remain on silent mode and not be used for communication, recording or internet access.
- Any misuse should be managed in line with the school's behaviour policies.

9. Medication, Vaping & Substance Misuse

Medication

- Staff must not administer medication unless specifically authorised and following school procedures. Personal medication must be kept securely and must not be used in front of pupils unless required for an agreed medical need.
- All medication concerns must be referred to school staff immediately.

No Vaping Policy

ASM Sports operates a strict no vaping policy:

- Vaping is prohibited during all ASM Sports activities, sessions and on school premises.
- Staff must not vape in view of pupils at any time.
- Pupils found vaping or in possession of vaping products must be reported immediately in line with school procedures.

Prohibited Substances



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The possession, use or distribution of the following is strictly prohibited:

- Recreational drugs
- Nitrous oxide
- Snus/nicotine pouches
- Tobacco products
- Alcohol
- Illegal substances or paraphernalia

Any concerns relating to substance misuse must be immediately reported to the school DSL and ASM Sports management in line with safeguarding procedures.

10. Professional Standards Summary

ASM Sports Staff Must:

- Be punctual and prepared.
- Always prioritise safeguarding and report concerns immediately.
- Maintain professionalism and positive conduct.
- Never sit disengaged during sessions.
- Never use inappropriate “banter” with pupils.
- Never use personal phones unnecessarily during delivery.
- Promote safety, inclusion, respect and enjoyment.
- Always represent ASM Sports and partner schools positively.

Failure to meet these expectations may result in disciplinary action and removal from delivery within schools or ASM Sports programmes.

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11. Staff Acknowledgement and Signature

I confirm that I have read and understood the ASM Sports (UK) Limited Coach Expectations, Safeguarding & Professional Standards (KCSIE 2026 Aligned) Procedure, including any legal and procedural requirements relating to coaching in schools, including safeguarding, professional conduct, health and safety, and my responsibility to always uphold these standards.

By signing below, I agree to comply with these requirements and understand that any failure to do so may result in disciplinary action and removal from coaching duties within schools or ASM Sports programmes.

Printed Name

Role

Signature

Date



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