Code of Conduct

Applies to: All staff, contractors, volunteers, trustees, ambassadors and anyone representing or working on behalf of The Active Pregnancy Foundation (The APF)

1. Purpose and Scope

This Code of Conduct sets out the standards of behaviour expected of everyone involved in The APF. It exists to ensure that The APF is a safe, inclusive, supportive and effective organisation, and that we act with integrity, professionalism and accountability at all times.

This Code applies:

- When working for or representing The APF
- In person, online and in virtual environments
- During work-related events and activities
- Where personal conduct could reasonably impact the reputation, trust or effectiveness of The APF, including in digital and public spaces

2. Our Values and Responsibilities

Everyone involved with The APF is expected to:

- Act in line with The APF's charitable aims, values and strategic objectives
- Uphold the reputation and professional standing of The APF at all times
- Act lawfully, ethically and responsibly
- Be conscientious, trustworthy and accountable in their role
- Contribute to a culture of kindness, respect, inclusion and psychological safety

As an organisation working in areas of health, physical activity and wellbeing, we recognise our position of trust and influence and commit to modelling the highest standards of behaviour.

3. Rights of Everyone Involved with The APF

Everyone involved with The APF has the right to:

- Be treated with dignity, fairness and respect
- Work in an environment free from discrimination, harassment, bullying or victimisation
- Have their views listened to and considered respectfully
- Be valued for their contribution and supported to develop their skills and confidence

The Active Pregnancy Foundation is a registered Charity in England (1190780)
Registered address: Community Stadium, Sheffield Olympic Legacy Park, Worksop Road, Sheffield, S9 3TL

- Work in a clean, safe, secure and well-organised environment
- Receive appropriate information through open and transparent communication channels
- Have a workload that supports wellbeing and a healthy work–life balance

4. Standards of Behaviour

We all commit to the following standards:

Integrity and Accountability

- Act honestly and with integrity at all times
- Use good judgement and seek appropriate advice where matters fall outside our expertise
- Act in the best interests of The APF and avoid actions that could bring The APF into disrepute
- Take responsibility for our actions and decisions

Respect and Professionalism

- Treat others courteously and respectfully, even where there is disagreement
- Use inclusive, appropriate and non-offensive language
- Avoid behaviour that could be perceived as intimidating, discriminatory or inappropriate
- Maintain appropriate professional boundaries at all times

Equality, Diversity and Inclusion

- Act in accordance with The APF's Equality, Diversity and Inclusion policies
- Respect and value difference, including (but not limited to) age, disability, gender identity, pregnancy and maternity, race, religion or belief, sex and sexual orientation
- Challenge discrimination, bias and unfair treatment where it is safe and appropriate to do so

Safeguarding and Wellbeing

- Prioritise the safety and wellbeing of everyone we work with, particularly children, young people and adults at risk
- Comply with The APF safeguarding policies and procedures at all times
- Report safeguarding concerns promptly and appropriately

Conflicts of Interest and Gifts

- Declare any actual, potential or perceived conflicts of interest
- Avoid placing ourselves under financial or other obligations that could influence our role

The Active Pregnancy Foundation is a registered Charity in England (1190780)
Registered address: Community Stadium, Sheffield Olympic Legacy Park, Worksop Road, Sheffield, S9 3TL

- Not seek or accept gifts or hospitality that could reasonably be perceived as influencing decision-making
- Never use our role for personal gain or the benefit of connected individuals or organisations

Use of Information and Data

- Handle personal, sensitive and confidential information responsibly and in line with data protection legislation
- Use The APF information, systems and resources appropriately and securely
- Respect confidentiality at all times, including after leaving The APF

Digital Conduct and Social Media

- Communicate respectfully and professionally in all digital and online spaces
- Avoid sharing content that could harm individuals or damage The APF's reputation
- Be clear when expressing personal views and avoid presenting them as those of The APF unless authorised
- Follow The APF policies on social media, communications and digital conduct

5. Additional Responsibilities for Trustees

In addition to the above, Trustees are expected to:

- Act in accordance with charity law and the Charity Commission's guidance
- Attend meetings regularly and prepare adequately
- Contribute constructively without dominating discussions
- Respect the role and authority of the Chair
- Bring an independent, informed and open-minded perspective to decision-making
- Act collectively once decisions are made, even where personal views differ

6. Speaking Up and Whistleblowing

The APF is committed to openness and accountability. Everyone is encouraged to raise concerns about behaviour, wrongdoing or risks to people or the organisation without fear of reprisal. Concerns should be raised in line with The APF's Whistleblowing and Complaints policies.

7. Breaches of the Code

Failure to comply with this Code of Conduct may result in action being taken:

- **Employees:** disciplinary action, up to and including dismissal
- **Trustees:** termination of trustee appointment
- **Volunteers and Ambassadors:** removal from role and disassociation from The APF

The Active Pregnancy Foundation is a registered Charity in England (1190780)
Registered address: Community Stadium, Sheffield Olympic Legacy Park, Worksop Road, Sheffield, S9 3TL

- **Contractors:** termination of contract

Serious breaches may be referred to external authorities where required.

8. Related Policies

This Code of Conduct should be read and followed alongside The APF's other key policies and procedures, including but not limited to:

- Equality, Diversity and Inclusion Policy
- Safeguarding and Wellbeing Policy
- Digital Conduct and Social Media Policy
- Conflicts of Interest and Gifts Policy
- Speaking Up / Whistleblowing Policy

All individuals are responsible for familiarising themselves with, and complying with, these policies as relevant to their role.

9. Declaration of Agreement

All staff, trustees, volunteers, ambassadors and contractors are required to confirm that they have read, understood and agree to comply with this Code of Conduct.

Declaration

I confirm that I have read and understood The Active Pregnancy Foundation Code of Conduct. I agree to comply with the standards of behaviour set out in this document and to act in accordance with The APF's values, policies and procedures at all times.

Name:
Role:
Signature:
Date:

10. Review and Approval

This Code of Conduct will be reviewed regularly by the Board of Trustees to ensure it remains compliant with current legislation, regulatory requirements and best practice.

All individuals covered by this Code are expected to read, understand and adhere to it at all times.

The Active Pregnancy Foundation is a registered Charity in England (1190780)
Registered address: Community Stadium, Sheffield Olympic Legacy Park, Worksop Road, Sheffield, S9 3TL