

King Athelstan Primary School



Parent/Carer Code of Conduct

Including use of social media and WhatsApp/Messaging Platforms

King Athelstan Primary School – Inspiring Excellence

We believe in the relentless pursuit of excellence to achieve high standards.

We are driven to inspire our school community to be aspirational, ambitious and to "dream big."

We empower children with choices which prepare them for a life of opportunity.

We teach children that hard work delivers success; we encourage children to take risks and ask brilliant questions in order to inspire a love and passion for learning.

We teach children to think.

We put children's happiness and welfare at the heart of everything we do.

We value friendship, kindness and respect.

We celebrate the excellence in each individual.

We expect families to work with us to form a strong team around every child.

We teach children to be good citizens.

We are proud of our school: Come as you are and leave us great

Responsibility: Headteacher	Governors committee: FGB
Status: Not statutory or website	Review Cycle: 3 years
Date reviewed: Sept 2026	Next review: Sept 2029

1. Vision, Ethos, and Community

Our Community Ethos & Rights:

Everyone in our school community—children, staff, families, and visitors—has the right to feel safe, respected, and included as part of our school family. We are proud of our school and love welcoming families to be part of it.

2. Supporting and Upholding Our School Rules

We ask all parents and carers to actively support, model, and uphold our core school rules alongside their children, ensuring our community values are reinforced at home and at school:

- **We are safe:** Parents and carers support a safe, welcoming environment both on site and online.
- **We are kind:** All interactions across our community are rooted in kindness, courtesy, and consideration.
- **We listen to everyone:** We listen to each other with empathy, and respect constructive feedback.
- **We take care of our school:** We respect school property, grounds, policies, and facilities.
- **We are here to learn:** We partner together to foster a passion for learning and personal growth.

3. Behaviour on Site and Resolving Concerns

To maintain a peaceful, positive, and secure atmosphere for all pupils, staff, and visitors, parents and carers are expected to follow these guidelines while on the school premises:

- Speak politely, calmly, and respectfully to all adults and children on site at all times.
- Refrain from using bad language, shouting, or aggressive body language.
- Not to approach other families directly to resolve disputes or issues that occurred at school or involve pupils. Approaching other parents/carers or children directly can escalate tension and cause unnecessary distress.
- Always bring any concerns, disagreements, or issues directly to the school. Our staff are trained and equipped to listen, investigate, and resolve issues effectively, fairly, and objectively.

4. Communication with Staff: Our Respect Standard

King Athelstan Primary School is a place of respect for everyone: children, staff, families, and visitors. The staff at King Athelstan are dedicated professionals who are here to listen and assist you. When we work together collaboratively, we can support your children most effectively.

IMPORTANT: Respect Standard for Staff Communication

- Please speak calmly and respectfully to all staff so that we can address your concerns effectively.
- Aggressive, abusive, or threatening communication with staff **WILL NOT BE TOLERATED**, whether in person, via voice message, or in written messages. This includes shouting, swearing, or verbal intimidation.
- Anyone considered to be behaving in this way will be asked to leave the school site immediately and may face further action.

5. Parent/Carer WhatsApp Groups Code of Conduct

Class or Parent/Carer WhatsApp Groups (or similar messaging platforms) are a very useful and efficient way of communicating to whole classes or parent groups. The aim of using WhatsApp is to share relevant information related to school or class events.

These groups are set up by the PCSA (Parent Carer Staff Association), and messages either come from parents/carers in their personal capacity or are forwarded by the PCSA. The groups operate independently of the school; the school does not post directly on them and is not responsible for any posts. Parents/carers can ask to join or leave any group as they wish.

Group Guidelines & Expectations

- Membership of any group should be limited strictly to parents/carers of children currently in the school.
- The group should never be used as a platform to air views or grievances regarding a staff member, child, or parent/carers in the class or school.
- No photos of children in school-related activities should be shared under any circumstances.
- The group is not a political platform for airing opinions on current affairs.
- The group should not be used for private 1-to-1 conversations between individual members.
- The group must always be used keeping in mind mutual respect and cultural sensitivity between all members.
- Bullying is strictly unacceptable and must be reported immediately.

Inappropriate Online Activity

Please note that the following online activity is considered strictly inappropriate and violates school policy:

- Making abusive or personal comments about staff, pupils, or parents/carers.
- Bringing the school into disrepute.
- Posting defamatory or libellous comments.
- Using social media/messaging groups to publicly challenge school policies.
- Complaining about an issue at school or discussing issues regarding individual children.
- Threatening behaviour, such as verbally intimidating others.
- Using bad, inappropriate, or aggressive language.

The school takes its safeguarding responsibilities very seriously and will deal with any reported incidents appropriately. Any of the above inappropriate activities can and will be considered for further action by the school leadership team. As part of our code of conduct we expect all parents/carers to safeguard their children by regularly checking their child's phone, especially messaging platforms.

6. Raising Concerns and Contacting the School

If you have any concerns regarding inappropriate comments on a WhatsApp group, or if you wish to discuss any issue relating to your child or the school, please contact the Senior Leadership Team directly rather than posting online or confronting other families.

Senior Leadership Team Contact Information

Email: admin@kingathelstan.rbksch.org

We are here to listen, support, and work together with you for the wellbeing of all children.