03 April 2025

Dear Parent/Carer,

Our goal at BCA is to ensure a safe, respectful, and supportive environment for all students, staff, and parents. We deeply appreciate our parents who engage with us positively, we need to address some specific issues regarding behaviour, social media conduct, and the importance of mutual respect. Your cooperation is essential in maintaining a positive learning environment where all students can thrive.

Appreciation for Supportive Parents
First and foremost, we want to extend our heartfelt thanks to our parents that engage with us positively and supportively. Your cooperation and understanding are greatly appreciated, and we are grateful for your continued partnership in fostering a positive learning environment for our students. We know that the closer we work together, by understanding your children and you reinforcing the expectations of school, the better learners we create.

We know that almost all of our parents will be shocked by the need for this letter, but we are seeing an increase in behaviors which negatively impact the relationships between parents and the school.

Behaviour Policy
We would like to reiterate that by sending your child to our school, you agree to our behaviour policy. Our behaviour policy allows us to ensure that all children are safe and engaged in learning whilst at school. It allows our school to be orderly and for more of our staff and leadership time to be spent on what really matters, helping create a school where your children thrive.

Our staff are the most important resource in creating a school where young people thrive and, in order to be able to hire and keep our best staff, we need to make sure they feel safe.

Aggressive and Disrespectful Behaviour
We have seen too much aggressive and disrespectful behaviour towards staff from parents, both in person and on social media. This is unacceptable and will not be tolerated under any circumstances. Due to some instances of threatening behaviour this year, we have had to take the unfortunate decision to ban individual parents from site (Section 547 of the Education Act 1996). This is something which we do not do lightly, especially given how hard it is to develop the positive relationships between teachers and parents which we know are essential for our students.

Social Media Conduct
We would also like to draw your attention to the admissions form that parents and carers sign when joining BCA. In this it states that any information, comments or opinions expressed in the public domain (for example on Facebook or other social networking sites) can be brought to the attention of the Academy and action may be taken as a result.

Verbally abusive posts on social media do not result in additional support for children and instead delay our ability to respond to your concerns whilst also having a negative impact on the wellbeing of our staff. The correct approach to gaining support for your child is to approach the school and speak with our staff directly. If you are dissatisfied, please use the school's official complaints procedure. We will not engage with parents on social media, especially in cases where comments are libelous. It is essential that any issues are addressed through the proper channels to ensure they are resolved effectively. If necessary, we will seek legal advice.

Bridgwater College Academy, Parkway, Bridgwater Somerset TA6 4QY
Telephone: (01278) 727327 **Email:** office@bridgwatercollegeacademy.org **Web:** www.bridgwatercollegeacademy.org

Parent to parent interactions
We know that many of our parents truly appreciate the support we have put in place for their children, and we are grateful for the positive ways in which you engage and support us. We will always seek to maintain relationships that are supportive of our children and conducive to their growth and success.

Finally, we want to thank the majority of our parents who work really well with us, fostering mutual respect and a positive environment.

Yours faithfully

Jonathan Black
Executive Headteacher