Parent/Carer & Visitor Code of Conduct 2026/2027

We are very proud and fortunate to have a dedicated and mainly supportive wider community at our school.

Staff, Trustees and parents/carers recognise that educating children is a process that involves a strong partnership between home and school and understand the importance of a good working relationship to equip children with the necessary skills for adulthood.

For these reasons we welcome and encourage parents/carers to participate fully in the life of their child's education and school.

Purpose and scope

The purpose of this code is to provide a reminder to all parents/carers and visitors about their expected conduct so that we can work together to ensure safe and positive environments for our children.

Respect and concern for others and their rights

We expect parents/carers and visitors to show respect when visiting school by:

- supporting the respectful ethos of our school and setting a good example in their own speech and behaviour towards all members of our school community;
- working together with teachers for the benefit of children. This includes politely approaching the school to resolve any issues of concern and to discuss and clarify specific events in order to bring about a solution. This can include seeking to clarify a child's version of events with the school's view;
- correcting their own child's poor behaviour especially where it could lead to conflict;
- avoiding using staff as a 'threat' to admonish their child/children;
- demonstrating in their own behaviour that all members of our school community should be treated with respect and understand that even if there is an issue parents must remain calm and respectful;
- reinforcing the school's policy on Behaviour;
- keeping our children safe by adhering to the school's request to park safely outside the school gates during morning and afternoon collections as well as showing respect and consideration for our neighbours.

In order to support a calm and safe school environment, New Seaham Academy does not tolerate:

- disruptive behaviour which interferes with the operation of a classroom, an office area or any other part of the school grounds (including events on the school grounds and sports team matches);
- using loud and/or offensive language or displaying temper;
- threatening harm or the use of physical aggression towards another adult or child. This includes approaching someone else's child;
- damaging or destroying school property;
- the filming or recording of any abusive, threatening or aggressive behaviour instigated towards a member of staff or child;
- abusive, threatening, malicious, or inflammatory emails, phone or social network messages to anyone within the school community;
- smoking or vaping and consumption of alcohol or other drugs or accessing the school site whilst intoxicated;
- dogs being brought on to the school premises (other than guide / assistance dogs).

In some circumstances such behaviour may result in the parent/carer being prohibited from entering the school and its grounds.

Social Media

Social Media has changed life as we know it and the world is a smaller place as a result of it. There is no doubt that there are huge positives to Social Media but occasionally, it can also be harmful.

Sadly, social media websites is sometimes used in a negative way against schools, Headteachers, school staff, and in some cases other parents/carers/pupils.
New Seaham Academy considers the use of social media websites being used in this way as unacceptable. Any concerns you may about Social Media must be raised with the Head Teacher at the earliest opportunity so they can be dealt with fairly, appropriately and effectively for all concerned.

In the event that any pupil or parent of a child/ren being educated at New Seaham Academy is found to be posting libellous or defamatory comments on Facebook or other social network sites, they will be reported to the appropriate 'report abuse' section of the network site.

All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this. New Seaham Academy will also expect that any parent or pupil removes such comments immediately.

Additionally, and perhaps more importantly, is the issue of cyber bullying and the use by any member of the New Seaham Academy community to publicly humiliate another by inappropriate social network entry. We will take and deal with this as a serious incident of bullying.

Online activity which we consider inappropriate and harmful:

- Identifying or posting images/videos of children
- Abusive or personal comments about staff, Governors, children or other parents/carers
- Bringing the school in disrepute
- Posting defamatory or libellous comments
- Emails circulated or sent directly with abusive or personal comments about staff or children, parents/carers
- Using social media to publicly challenge school policies or discuss issues about individual children or members of staff
- Threatening behaviour, such as verbally intimidating staff, or using bad language
- Breaching school security procedures

At our school we take our safeguarding responsibilities seriously and will deal with any reported incidents appropriately in line with the actions outlined below.

What happens if someone ignores or breaks the code?

If the School or an individual school suspects, or becomes aware, that a parent has breached the code of conduct, the school will gather information from those involved and speak to the parent about the incident.

In the event of any parent or visitor of the school breaking this code then proportionate action will be taken as follows:

Depending on the nature of the incident New Seaham Academy may then:

- Send letter to the parent/carer. We will send a formal warning letter with an invite to a meeting with a senior member of staff or the Headteacher.
- If the parent/carer refuses to attend the meeting then the school will write and ask them to stop the behaviour causing the concern and warn that they may lead to being prohibited from entering the school & its grounds. This may be limited in the first instance.

N.B. in more serious cases withdrawing permission to enter the school premises can be introduced without having to go through all the steps offered above. It may be necessary to refer the matter to the relevant authorities.

- The Headteacher will consult their Chair of Trustees before withdrawing permission for a parent to enter the school and its grounds.
- Seek advice from the Local Authority legal team regarding further action in cases of conduct where evidence suggests that behaviour would be tantamount to libel or slander.

The school will always respond to an incident in a proportionate way. The final decision for how to respond to breaches of the code of conduct rests with the Headteacher.