



BIRCH HILL
PRIMARY SCHOOL AND NURSERY
Learn • Believe • Achieve Together
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Friday, 13 June 2025

Reminder of Expectations for Parent Communication

Dear Parent/Carer,

I am writing to address a concern that has recently come to our attention regarding the use of parent WhatsApp groups to discuss individual children and sensitive matters.

While we understand that these groups can be useful for sharing general reminders and supporting one another, it is important to remember that all members of our school community — including children with special educational needs and disabilities (SEND) — deserve to be treated with respect, empathy, and understanding.

It has come to our attention that a child/children have been discussed in a way that is inappropriate and distressing for both the child and their family. This not only breaches the trust and confidentiality that we all value, but it also contradicts the inclusive values we work so hard to instill in our pupils. If you ever have a concern about your child's experience at school — including concerns about behaviour or interactions with other pupils — we urge you to raise these directly with us. We are always here to listen, investigate thoroughly, and work together to ensure the wellbeing of every child.

We kindly ask all parents and carers to refrain from discussing individual pupils or sensitive incidents on social media or in messaging groups. Such discussions can lead to misunderstandings, escalate conflict, and cause unnecessary harm.

Thank you for your continued support in fostering a kind, respectful, and inclusive school environment for all our children.

Yours sincerely,

Michael Dillon
Headteacher