

3rd March 2026



**Dame Elizabeth
Cadbury School**
www.decschool.co.uk

Dear Parents/Carers,

We are writing to make you aware of a recent concerning trend circulating locally and on social media referred to as “Red vs Blue.”

This trend involves schools being assigned either “red” or “blue,” with young people then encouraged to confront or fight those from the opposing school. These activities are often organised online and may be filmed or shared on social media platforms.

It carries significant safeguarding risks and has the potential to escalate into serious incidents.

We want to be absolutely clear: any involvement in organising, promoting, attending, filming, or participating in these activities will be treated as a serious breach of our behaviour policy.

Should any of our pupils become involved, the school will apply the highest level of sanctions available.

This may include:

- Removal from leadership positions or school representation
- Referral to external agencies, including the police where appropriate
- Suspensions
- Permanent exclusion

Our priority is the safety and wellbeing of every child. Behaviour that encourages confrontation, intimidation, or violence—whether inside or outside of school, and including activity arranged online—will not be tolerated.

We ask that you:

- Speak to your child about this trend
- Monitor social media use
- Reinforce the importance of making safe and sensible choices
- Encourage them to report any concerns to a trusted adult

If you become aware of any planned activity related to this trend, please contact the school immediately so that we can act proactively to keep pupils safe. Thank you for your continued support in helping us maintain a safe, respectful, and positive school community.

Yours Sincerely,

A handwritten signature in black ink, appearing to be 'C. Seager'.

Mr C Seager
Head of School