



# THE BRUNTS ACADEMY

## Safeguarding Newsletter



### Thank-you!

We want to thank all our parents and carers for the support that you have demonstrated in securing a safe exit to Bath Lane at the end of the academy day. We have now secured a situation with no parked vehicles on the drive and our children are walking down to the exit safely. This is an excellent example of us working in partnership to keep children safe. Long may it continue! This edition of our safeguarding newsletter has more details about further arrangements for safe entrance and exit from the academy site.

Bath Lane \*polite reminder\*: Should you need to drop off or pick up your child each day (this should only be those with mobility issues, a disability or those with additional needs), please **ONLY** use the pick up/drop off area, or (if agreed) the accessible parking area. The Bath Lane vehicle gate will be opened from 2:30pm **and not before** for safeguarding purposes.

Please note the turning circle, is just that and there should be no vehicles stopping here for safety reasons. Please could you continue to support us in these key aspects?

### Ofsted

Our inspection monitoring visit in September, demonstrated the excellent progress that the academy has made in a short space of time, and, crucially, that safeguarding is **'effective'**. The Inspection team identified strong practices and routines that keep children safe including working with multi-agencies, recording of our safeguarding work and keeping children safe who are educated offsite. The support we've received from The Greenwood Academies Trust has proved fundamentally important in addressing safeguarding concerns identified in November 2022. We continue to enhance our culture of safeguarding through our 'safeguarding self-evaluation form'

The full section 5 inspection can be found here:

<https://reports.ofsted.gov.uk/provider/23/137763>

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### Safeguarding is:

- Protecting children from abuse
- Preventing harm to their development
- Providing safe and effective care
- Promoting the best outcomes for children



## Site Safety

We are making some changes to arrival and departure points that ensure students' ongoing safety but also support you, our parents and carers, and our local residents, who live close to the academy site.

**From Monday 6th November, we would like to make the following changes to arrival and departure and we have informed all our students in assemblies, on Thursday 19th October.**

- Students can arrive and depart from/to Bath Lane or Windmill Lane. This is not restricted to specific year groups to allow parents/students to choose the most convenient arrival/departure point.
- **Park Avenue** will become a **visitor and staff arrival/departure point only**. This is important for safeguarding because other entrance points would allow access around site, unsupervised, during the academy day. Therefore, if you are visiting the academy during the day for an appointment, **you will only be permitted access via Park Avenue**. Please avoid arriving at other entrances as you will not be permitted entrance from these gates, and will be re-directed to Park Avenue. The visitor car park will be signposted if you arrive in a vehicle, this is nearest to reception, on the right hand side as you arrive from Park Avenue. Please go straight to reception to sign in. Additional signage will be installed to assist your arrival for parking and for travel directly to reception to sign in, read safeguarding information and collect a visitors lanyard.
- **Windmill Lane** access is only safe for pedestrians during arrival and departure times. Therefore we politely request that parents/carers and any sixth form students do not use this for vehicle access/egress between 8am-0830 and from 2:30-3pm. We will be positioning duty staff at the end of Windmill Lane to ensure safe arrival and departure for our students as we have been doing at Bath Lane. Please do not park on Windmill Lane for drop offs. If you need to drop your child off—please consider our local residents and select drop off points further away from this narrow entrance point.
- Any student who attends late (after 0840 when the late gate ends), will need to arrive via Park Avenue to sign in at student reception. It is very important that they sign in so that we know they are onsite in the event of an emergency.
- Please talk to your child about these new arrangements to ensure the most convenient routine is in place. Additionally, please remind them of the importance of showing respect for our local residents and their properties on their journeys to and from the academy.



Student Access and Egress



Student access direct to site



Avoid parking here –Thank-you

# “Safeguarding is everyone”

## Anti-Bullying



We are extremely proud to be members of the **Anti-Bullying Alliance** this year, AND we have joined the **United Against Bullying Programme**.

We have completed an anti-bullying audit, surveyed our students and we have created an anti-bullying action plan

Our Ofsted inspection of 19/20 September identified that:

‘**bullying is no longer a major concern**’, however, we acknowledge that we need to do more work to educate our students about the concept of treating each other with **respect**, kindness and dignity.

This year, we will be working with our students and training **anti-bullying ambassadors** to support a culture of respect and acceptance of all, by all. We also wish to work with you, our parents and carers, and hope that together, we can ensure a consistent climate of mutual respect (a fundamental British value). We will be talking to our children frequently about this and evolving our ethos around the concept of ‘**respect**’

*A deep appreciation for someone or something and having due regard for thoughts, feelings and beliefs*

The Academy will be taking an **active and full part in anti-bullying week** (13th-17th November 2023) and amongst other things, we’ll ask staff and students to wear **odd socks...** :)



It is important that we have a shared, clear understanding of the **definition of bullying**, so that we can report concerns accurately. Children often fall out—this is **relational conflict**. The definition of bullying is here:

**Negative treatment of another person or group, which is:**

- Repeated
- Deliberate
- Where there is an imbalance of power

**Please report conflict or bullying to any adult in the academy– we will ALWAYS deal with it quickly and decisively**

## Online Safety

Is your child on social media?

Do they use it responsibly?

Do you monitor it?

Do they always 'click with kindness'?

What does their digital footprint look like? How do you know?

Below is a parent/carer guide to Tik-Tok. Many of our children use this. No child in Y7 should be, and many in Year 8 because it has an age restriction of 13. Please contact us if you would like support and guidance about online safety and social media.

Steve Taylor—Deputy Principal and Designated Safeguarding Lead (staylor@bruntsacademy.org)

# What Parents & Carers Need to Know about TIKTOK

**AGE RESTRICTION**  
13+

TikTok is a video-sharing social media app which lets people create, view and download looping 15-second clips. Typically, these are videos of users lip-syncing and dancing to popular songs or soundbites (often for comic purposes), enhanced with filters, effects and text. Designed with young people in mind, TikTok skyrocketed in popularity in 2019 and has featured near the top of download charts ever since. It now has around a billion users worldwide.

### AGE-INAPPROPRIATE CONTENT

Most videos appearing on a child's feed are light-hearted and amusing. However, some clips have been reported for featuring drug and alcohol abuse, themes of suicide and self-harm, or young teens acting in a sexually suggestive way. The sheer volume of uploads is impossible to moderate entirely – and since TikTok Jump's introduction in mid-2021, users can view third-party content outside the app.

**18**  
CENSORED

### HAZARDOUS VISIBILITY

Connecting with others is simple on TikTok – including commenting on and reacting to users' videos, following their profile and downloading their content. The majority of these interactions are harmless, but – because of its abundance of teen users – TikTok has experienced problems with predators contacting young people.

### ADDICTIVE NATURE

Like all social media, TikTok is designed to be addictive. It can be hugely entertaining – but that also makes it hard to put down. As well as the punchy nature of the short video format, the app's ability to keep users intrigued about what's coming next mean it's easy for a 5-minute visit to turn into a 45-minute stay.

### IN-APP SPENDING

There's an in-app option to purchase 'TikTok coins', which are then converted into digital rewards for sending to content creators that a user likes. Prices range from 99p to an eye-watering £99 bundle. TikTok is also connected with Shopify, which allows users to buy products through the app.

### TIKTOK FAME

The app has created its own celebrities: Charli D'Amelio and Lil Nas X, for example, were catapulted to fame by exposure on TikTok – leading to many more teens attempting to go viral and become "TikTok famous". While most aspiring stars hoping to be 'the next big thing' will find it difficult, setbacks may in turn prompt them to go to even more drastic lengths to get noticed.

### EXPLICIT SONGS

TikTok primarily revolves around videos of users lip-syncing and dancing to music. Inevitably, some featured songs will contain explicit or suggestive lyrics. Given the app's young user-base, there is a risk that children may view older users' videos and then be inclined to imitate any explicit language or suggestive actions.

W&#\*!

## In the next issue...

Online safety

Community safety

Discrimination and equality