



WHO TO CONTACT IF YOU HAVE A CONCERN ABOUT A CHILD

If you are worried about a child's safety, please do not hesitate to contact the Designated Safeguarding Lead or Deputies straightaway.

Bedford Borough Integrated Front Door
(children's social services) 01234 718700
Out of hours – 0300 3008123

If a child is in immediate danger, call the Police on 999

Meet the Designated Safeguarding Team:

The Safeguarding Team oversee and coordinate all aspects of the school's work to ensure that children are kept safe.

safeguarding@goldington.bedsch.uk

**Designated Safeguarding Lead
Head of Year Nine:**

Mr Will Atkinson

atkinsonw@goldington.bedsch.uk

**Deputy Designated Safeguarding Lead
Head of Year Seven:**

Mrs Anthea Jones

jonesa@goldington.bedsch.uk

School Safeguarding Governor:

Mrs Kate Reynier

reynierk@goldington.bedsch.uk

Special Educational Needs Coordinator:

Mr Sailesh Roopnarain

roopnarains@goldington.bedsch.uk

Head of Year Eight:

Mr Michael Lincoln

lincolnm@goldington.bedsch.uk

Head of Year Ten:

Mr James Pinkney

pinkneyj@goldington.bedsch.uk

Head of Year Eleven:

Mr Liam Hall

halll@goldington.bedsch.uk

All can be contacted via the school office or on 01234 261516

For a copy of our school's Child Protection Policy, please visit the Safeguarding page on our [school website](#)

Dear Parents/Carers

Welcome to the thirty second edition of the newsletter from the Goldington Academy Safeguarding Team. Our aim is to bring you all the latest, relevant help and advice on issues that we feel will be of importance to you. This issue revisits on **sexton** and **clickbait**. We teach online safety through our Computing and Life Skills curriculums, as well as through our assembly programme.

Safeguarding children is everybody's responsibility. If you have concerns about the safety or welfare of any child, please do not hesitate to speak to a member of staff.

We hope that you will find the information in this newsletter useful. Please do not hesitate to contact us if you require any further information or support with any of the topics raised.

Yours sincerely

Mr W Atkinson

Assistant Headteacher

Designated Safeguarding Lead

Sextortion

Globally there has been an increase in reports of young people being victims of financially motivated sexual extortion, often referred to in the media as 'sexton'.

The National Crime Agency's CEOP Education have issued an alert in education settings across the UK in response to this threat, which we have shared. The alert will help professionals/carers to:

- Recognise and understand financially motivated sexual extortion
- Raise awareness and help seeking behaviours amongst children and young people
- Give suitable messaging and support to parents and carers
- Support victims of financially motivated sexual extortion

Financially motivated sexual extortion involves young people being forced into paying money or meeting another financial demand after an offender has threatened to release nudes or semi-nudes of them. It is a type of online blackmail and also child sexual abuse. Financially motivated sexual extortion is usually carried out by organised crime groups based overseas who are typically motivated by money. These groups target all ages and genders however, a large proportion of cases have involved male victims aged 14-18.

Please click the link for further information:

https://www.ceopeducation.co.uk/globalassets/professional/guidance/nca_financially_motivated_sexual_extortion_alert_education_eng.pdf

Clickbait

Around one in five headlines online are 'clickbait'. 'Clickbait' is content designed to influence you to visit a page, video, or image online. They usually have outrageous and misleading headlines, scripts, or images. This kind of content is hard enough for adults to resist. It can be even harder for children, who are still developing the skills to stay focused and consider the consequences of their actions.

Many platforms use a clickbait strategy to make money. This is because ad networks allow apps and websites to earn money from the number of views that their ads receive. Their business model encourages ad-supported networks to create clickbait content. The more shocking the story, the more views they collect and the more money they make. This can also spread misinformation, fake news and propaganda.

There is still plenty that can be done though to limit its influence, especially in relation to young people, who are often more susceptible to sensationalist headlines.

Please use the link below for further information:

<https://www.safes.so/blogs/clickbait-examples/>

What Parents and Educators Need to Know about 'Pop Ups'

<https://nationalcollege.com/guides/pop-ups>

On the internet or on social media it is likely that you have come across the occasional 'pop-up', promising a great deal on some product or service, declaring that you have won some kind of prize, or making any other number of tempting claims. This marketing tactic has been around for almost 30 years and shows no signs of disappearing any time soon.

Unfortunately, 'pop-up' advertising carries with it various online safety risks, as we can never be certain where those links will take us or how legitimate their creators are. These ads can be especially risky for children and young people, who may not yet be able to look at such marketing with a critical eye. However, our free online safety guide will educate you on 'pop-ups', their associated risks, and how to safeguard yourself and young people from this phenomenon.

<http://nationalonlinesafety.com/enrol/goldington-academy>

Once you have registered, you will be able to access the "Online Safety for Parents and Carers' course" and National Online Safety's Resources (which includes a wide range of online platform guides on the latest social media channels and games). This aims to help empower parents with the knowledge to protect their children from the dangers of the internet.

Early Help Service

The Early Help service is made up of six Early Help professionals who support schools to co-ordinate early help for pupils and their families. The Early Help service includes the following teams:

- Adolescent response team
- Early Help Hub
- Education Welfare
- Family Information Service
- Family Support Hub
- Inclusion Support
- Parenting Team
- Strengthening Families Team

For further information, please visit [Early Help Assessment - Overview | Bedford Borough Council](#) or speak to any member of the school's safeguarding team.