



**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.beds.sch.uk](mailto:safeguarding@goldington.beds.sch.uk)

**Designated Safeguarding Lead**

Mr Will Atkinson

[atkinsonw@goldington.beds.sch.uk](mailto:atkinsonw@goldington.beds.sch.uk)

**Deputy Designated Safeguarding Lead**

**Head of Year Seven:**

Mrs Anthea Jones

[jonesa@goldington.beds.sch.uk](mailto:jonesa@goldington.beds.sch.uk)

**School Safeguarding Governor:**

Mrs Kate Reynier

[reynierk@goldington.beds.sch.uk](mailto:reynierk@goldington.beds.sch.uk)

**Special Educational Needs &/or Disabilities Coordinator:**

Mr Sailesh Roopnarain

[roopnarains@goldington.beds.sch.uk](mailto:roopnarains@goldington.beds.sch.uk)

**Head of Year Eight:**

Mrs Louise McCarthy-Gardner

[mccarthy-gardnerl@goldington.beds.sch.uk](mailto:mccarthy-gardnerl@goldington.beds.sch.uk)

**Head of Year Nine:**

Mr Michael Lincoln

[lincolnm@goldington.beds.sch.uk](mailto:lincolnm@goldington.beds.sch.uk)

**Head of Year Ten:**

Mr Liam Hall

[halll@goldington.beds.sch.uk](mailto:halll@goldington.beds.sch.uk)

**Head of Year Eleven:**

Mr James Pinkney

[pinkneyj@goldington.beds.sch.uk](mailto:pinkneyj@goldington.beds.sch.uk)

All can be contacted via the school office 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 twenty-fourth edition of the safeguarding 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.

In this issue, we focus on the issue of 'Clickbait' and revisit **County Lines**. Both of these are prominent issues which we regularly talk to pupils about through our curriculum and through assemblies.

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**

**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. The #WakeUpWednesday guide details the potential hazards around clickbait and has expert tips for avoiding them [What You Need to Know about Clickbait | Free Online Safety Guide](#).

## County Lines

County lines is when gangs and organised crime groups exploit children to transport and sell drugs, normally between big cities where the exploiters are based to smaller towns, sometimes across county boundaries but also locally and within the borough. The children have dedicated mobile phone lines for taking orders for drugs; children are used as they are less likely to be stopped by police, allowing adult dealers to avoid the risk of arrest.

County lines is a form of criminal exploitation, where a person or a group takes advantage of their contact with and influence over a young person to coerce or manipulate them to commit a criminal act. Children as young as six have been targeted by gangs for this purpose.

Young people may be recruited for county lines and other forms of criminal exploitation by a process of grooming: at the targeting stage, the exploiter befriends the young person and gains their trust. Young people may be recruited through social media and/or through their peer group. Parents of some of the victims of County Lines have reported a sudden change in their child's behaviour. Possible indicators are:

- Unexplained money, clothes or gifts
- Frequent, unexplained phone calls
- New friendship circle that involves older children or adults
- Not attending school
- Carrying weapons

For more information, please visit [Protecting children from county lines | NSPCC Learning](#) or speak to school staff.

## What Parents & Educators Need to Know about 'Marvel Rivals'

<https://nationalcollege.com/guides/marvel-rivals>

'Marvel Rivals' is a highly popular multiplayer shooter that pits iconic superheroes against formidable villains. The game is free to play on PC and current generation consoles but does feature microtransactions that allow players to spend real money on cosmetic items for their characters.

While 'Marvel Rivals' has been deemed suitable for children aged 12 and over there are several risks associated with the title that parents and educators should be aware of. This free guide offers more information on these safety concerns and lets you know how to ensure that children playing the game can have a fun and age-appropriate experience

<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   | • Family Support Hub          |
| • Early Help Hub             | • Inclusion Support           |
| • Education Welfare          | • Parenting Team              |
| • Family Information Service | • 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.