



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

Designated Safeguarding Lead

Mr Will Atkinson

atkinsonw@goldington.beds.sch.uk

Deputy Designated Safeguarding Lead

Head of Year Seven:

Mrs Anthea Jones

jonesa@goldington.beds.sch.uk

School Safeguarding Governor:

Mr Neil Davies

daviesn@goldington.beds.sch.uk

Special Educational Needs &/or Disabilities Coordinator:

Miss Claire Johnstone

johnstonec@goldington.beds.sch.uk

Head of Year Eight:

Mrs Louise McCarthy-Gardner

mccarthy-gardnerl@goldington.beds.sch.uk

Head of Year Nine:

Mr Michael Lincoln

lincolnm@goldington.beds.sch.uk

Head of Year Ten:

Mr James Pinkney

pinkneyj@goldington.beds.sch.uk

Head of Year Eleven:

Mr Liam Hall

halll@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 sixteenth 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, the main focus is on '**Looksmaxxing**' and **misogyny**. We always promote equality in school through our Life Skills curriculum, assemblies and our commitment to inclusion.

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

Looksmaxxing

Looksmaxxing is a trend targeting mostly young men to try and maximize their attractiveness by adhering to strict beauty and fitness regimes. This trend goes beyond normal grooming and can include obsessive practices to try and achieve specific physical features e.g. a strong jaw line, high cheek bones and angled 'hunter eyes'.

Looksmaxxing can involve milder methods such as diet, exercise, hair styling, known as 'softmaxxing'. However, this trend can also involve more dangerous and extreme practices, known as 'hardmaxxing'. These include bone smashing to achieve facial realignment, using dangerous supplements to achieve a physique and trying to obtain money to pay for expensive and sometimes risky surgeries.

Looksmaxxing can be associated with body dysmorphia and the 'manosphere', which some people believe is linked into incel cultures and misogynistic online groups through apps like TikTok.

Please see below for further information.

[The Rise of "Looksmaxxing" And How Teen Boys See Themselves](#)

Misogyny is a form of hate that targets women and girls. It is promoted in different forms in different communities both online and in the real world where influencers advocate that woman should be treated as inferior. These communities blame women and feminists for all sorts of problems in society and many encourage resentment, or even hatred, towards women and girls. There are four main groups:

- **Men's rights activists (MRAs)** advocate political change that will benefit men. Much of their activism consists of harassment and abuse towards feminists and female public figures.
- **Men going their own way (MGTOW)** argue that women are so toxic that men should avoid them altogether. Some MGTOW will date women but avoid anything serious like marriage, while others won't even be friends with women.
- **Pick-up artists (PUAs)** teach men strategies to be more successful in attracting women, many of which involve insulting women ('negging') or disregarding consent.
- **Involuntary Celibates (Incels)** believe they are entitled to a relationship with a woman but are unable to find a partner. Multiple acts of extreme violence and even murder have been attributed to this group.

Language to look out for: There are several images, words and phrases that suggest someone is familiar with the manosphere such as:

Alpha male / Chad: an attractive, successful man desired by all women. Usually a white, straight male with Aryan features and other 'desirable physical traits. Chads are simultaneously despised and revered by incels.

Beta male / Cuck: an average man who has not yet taken the red pill and is inferior to the alpha male.

Stacy: Stacys are the archetypal counterparts to Chads. They are described as beautiful, promiscuous women who can entice any man they choose but are only interested in Chads. This term is used to stereotype and dehumanise women.

Becky: The counterparts to Cucks. A physically 'plain' woman who wants to sleep with 'Chads'.

Femoid/foid: 'female humanoid', mostly used by incels.

Gynocentrism: the theory that society revolves around and is dominated by women.

Top Tips for Supporting Children to Return to Routine

<https://nationalcollege.com/guides/supporting-children-to-return-to-routine>

For some children, the return to education at the end of the school holidays can be a difficult time for a variety of reasons. The start of the new term comes with plenty of challenges from social worries, to the stress of ensuring they are entirely ready for upcoming lessons and learning.

This guide offers you expert advice on how you can be there for children and young people as they transition back into their school's routine.

<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:

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|------------------------------|-------------------------------|
| • 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.