

12 November 2021



**Holderness Academy**  
& Sixth Form College

Dear Parent/Carer

At the last Parent Forum meeting, I shared our Academy Development Plan (ADP) which highlights our key priorities for improvement for the year ahead. As part of that improvement cycle we regularly organise review days related to our ADP. These review days are conducted by the Director and Deputy Director of Education within the Trust and fellow Headteachers. Our latest review day focused on Behaviour and Attitudes and I am pleased to say the report was extremely positive. We look forward to upcoming review days focusing on our SEND provision and Maths.

### **Online Safety**

I regret to say that I have received a number of reports from concerned students, parents/carers and staff in relation to content uploaded onto the social media platform, TikTok. This content includes video and digitally altered images of our academy staff which has been posted, liked and shared by a minority of our students.

Taking photographs and filming of staff and other students in the academy is strictly forbidden. Any student found using their mobile phone or other electronic device to take photographs or videos of staff or students, or to download and manipulate images from our website or other online sources, will receive sanctions in accordance with our behaviour policy and this will include Fixed Period Suspension. These sanctions will also apply to those sharing this content.

If a student distributes video content or photographs online which are deemed to be offensive, discriminatory or slanderous, the police will be notified in addition to the application of our academy policies.

Please support us by speaking to your child about these concerns and if you find that they have created, distributed or liked this content on TikTok encourage them to delete it and use it as an opportunity to remind them of acceptable online behaviour. Our dedicated Online Safety area on our website [here](#) can support you with our Parents and Carers course and resources. If you require further advice and support in doing this, please do not hesitate to contact us at the academy.

### **Anti-Bullying Week and Children in Need**

Next week is Anti-Bullying Week and we encourage all our young people and staff to participate in **Odd Socks Day on Monday 15 November**. Our tutor programme throughout the week will focus on Anti-Bullying and Harassment as well as highlighting the theme for the week '**One Kind Word**' which links nicely with our ARRK values.

Explorer • Scholar • Leader • Collaborator

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Headteacher Mr S Wilson



**THE CONSORTIUM**  
ACADEMY TRUST

The week will culminate on **Friday 19 November** where we invite our students to **wear their trainers for the day** as well as get involved in a host of activities to support Children in Need. **Donations should be made via the School Gateway online payment system**, with all money raised going directly to Children in Need.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'S Wilson', written in a cursive style.

Mr S Wilson

Headteacher