

# Beacon Hill Academy

High Arcal Drive, Sedgley, Dudley, West Midlands, DY3 1BP  
T: 01902 677754 E: support@beaconhillacademy.org.uk  
W: www.beaconhillacademy.org.uk  
Principal: Mr S Dhami



04.03.26

Dear Parents/Carers,

I am writing to make you aware of a current social media trend circulating on social media known as the "Red vs Blue" trend. Although some online trends may seem harmless, this particular trend has the potential to escalate and lead to unsafe situations, peer pressure, conflict between learners, or behaviour that does not reflect the values of Beacon Hill Academy.

The safety and well-being of every learner is always our top priority. We want to reassure you that robust safeguarding procedures are in place, and staff are actively monitoring any issues linked to this trend. All learners will be spoken to in school, so they understand the risks associated with this trend and know how to keep themselves safe. We would also like to remind you that we have a clear and established partnership with our local police, and we work closely with them to monitor and respond to situations that may impact the safety of young people in the community.

We are also working closely with our neighbouring schools to ensure the safety and wellbeing of all learners across our community. This joined-up approach allows us to respond quickly and effectively to any concerns that may arise. We also ask that parents and carers remind their child to walk straight home after school and not to be drawn into any rumours, gatherings, or crowds. Remaining calm and avoiding unsafe situations will help us keep every learner safe.

Our Behaviour Policy and school values apply beyond the school gates when behaviour outside of school affects the safety or well-being of learners, staff, or other members of our community. Where behaviour linked to this trend affects learners in school or conflicts with our expectations, we will take appropriate action in line with our policies.

We are asking for your continued support in helping to keep your child safe. We strongly encourage parents and carers to:

- Be vigilant regarding their child's online activity.
- Check phones and social media accounts for messages, videos, or group chats referencing this trend.
- Have open conversations with your child about online safety, peer pressure, and respectful behaviour.
- Put in place appropriate safeguards, boundaries, and sanctions at home where necessary.



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By working together, we can ensure that our young people continue to make safe and responsible choices both online and offline. If you have any concerns, or if you become aware of information relating to this trend that may affect learners at Beacon Hill Academy, please contact the school directly. Our safeguarding and pastoral teams are here to help.

Thank you for your ongoing support in maintaining a safe, respectful, and positive environment for all learners.

Yours sincerely,



**Mr S Dhami**  
Principal

