



Teaching and Learning
in a supportive environment
where all
feel valued, happy and
successful.

Blaydon West Primary School
Blaydon Bank
Blaydon on Tyne
Tyne and Wear
NE214PY
Tel: 01914143286

www.blaydonwestprimary.org

Dear Parents and Carers,

We hope you are all keeping well and enjoying the start of the warmer weather. As always, thank you for your ongoing support—we have a few important updates and reminders to share with you this week.

School Closure

Please be reminded that school will be closed on Thursday and Friday next week. This closure is part of our scheduled calendar, so please ensure you have made any necessary childcare arrangements. We look forward to welcoming the children back the following Monday, well-rested and ready to learn.

Sun Safety – Important Guidance

With the weather getting warmer, we ask that you apply suncream to your child before they come to school each morning. This will help protect them during outdoor playtimes and activities.

We kindly request that suncream bottles are not brought into school. Having suncream in school can be messy and presents risks if shared among children. We appreciate your cooperation in helping us maintain a safe and clean environment.

Online Safety – Age-Appropriate Content

We continue to deal with several issues in school related to children accessing online games and videos that are not age-appropriate. These can impact behaviour, wellbeing, and learning.

We ask all families to monitor their child's online activity and be mindful of content ratings on games, apps, and videos. Even content that seems harmless at first glance can have hidden elements that are unsuitable for younger children.

Please take a moment to review the online safety poster attached with this newsletter. It offers helpful guidance on setting boundaries and choosing appropriate content based on your child's age. Let's work together to keep all children safe and supported both in and out of school.

Group photographs – Children from all year groups will have a group photograph taken on Monday, 16th June.

31 Upcoming Dates for Your Diary

Here are some key dates to be aware of. We'll continue to send reminders closer to the time:

UPDATED DIARY DATES

12 th June	Year 5 – River Trip – Kielder
17 th June	Year 2 – Newcastle Castle
18 th June	Year 6 – Careers Workshop – Metrocentre
26 th June	Year 5 – Careers Workshop - Metrocentre
27 th June	Year 6 – Washington Wildlife Trust
1 st July	Year 3 – Durham Botanical Gardens
2 nd July	Year 2 – Prudhoe Castle
3 rd July	Year 4 - Marsden
4 th July	EYFS Sports Day (times to be confirmed)
4 th July	Year 3 – Gibside
7 th July	Year 5 – Athletics – Cochrane Park
7 th July	2.00pm-4.00pm – Summer Fair
8 th July	Reception – Scotswood Gardens
9 th July	Sports Day PM (time to be confirmed)
10 th July	Year 1 visit to the beach
10 th July	Nursery Graduation
11 th July	Year 3 – Great North Museum
11 th July	New Reception Parents morning
17 th July	Year 6 – Leavers' Assembly (time to be confirmed)

If you have any questions or concerns about any of the above, please don't hesitate to get in touch with the school office or speak with your child's teacher.

Thank you once again for your continued support. Wishing you all a lovely week ahead.

Warmest regards,

MR S BROWN
Head Teacher

13th June 2025

What Parents & Carers Need to Know about AGE-INAPPROPRIATE CONTENT

"Inappropriate" means different things to different people. What's acceptable for one age group, for example, may be unsuitable for a slightly younger audience. Online, young people can chance upon inappropriate content in various ways – from pop-up ads to TikTok videos. The increasingly young age at which children become active in the digital world heightens the risk of them innocently running into something that they find upsetting or frightening. Trusted adults need to be able to help children be aware of what to do if they're exposed to age-inappropriate content.

WHERE IS IT FOUND?

SOCIAL MEDIA

Age-inappropriate content is easily accessible through many social media platforms. TikTok, for instance, is hugely popular with young people but is arguably best known for clips featuring sexualised dancing or profanity. Some social media users also express hate speech or promote eating disorders and self-harm, which could cause lasting damage to a child's emotional and mental health.

GAMING

Gaming is an enjoyable source of entertainment, but many popular titles can expose children to inappropriate material such as violence, horror, gambling or sexually explicit content. Playing games unsuitable for their age risks normalising to children what they are seeing. Some games also include in-game chat, where other (usually older) online players often use language that you probably wouldn't want your child to hear or repeat.

STREAMING

The range of video streaming services available online means that users can find almost anything they want to watch on demand. Children are therefore at risk of viewing TV shows and movies which contain nudity, drug and alcohol abuse, explicit language and extreme violence. Unfortunately, these streaming platforms can't always determine that it's not an adult who's watching.

ADVERTS

Online adverts frequently include age-inappropriate content: usually gambling and nudity or partial nudity, although adverts for alcohol or e-cigarettes are also common. Some search engines also feature adverts that are responsive to your search history: so if you've recently looked up a new horror movie, shopped for lingerie or ordered alcohol online, then the ads appearing on screen could reflect this the next time your child borrows your device.

18 Advice for Parents & Carers

TALK IT THROUGH

Embarrassment or fear of getting into trouble can make it difficult for children to talk openly about age-inappropriate content they've watched. Remind your child they can always come to you if they're troubled by something they've seen online, without worrying about consequences. Before offering advice, discuss what they saw, how they felt and how they came to find the content in question.

CAN WE HAVE A CHAT?

CONNECT, DON'T CORRECT

If your child's been particularly distressed by exposure to content that wasn't suitable for their age, it's important to offer guidance to prevent them from repeating the same mistake – but it's equally vital to help them deal with the emotions that the situation has raised. You could tell them about any similar experiences you might have had at their age, and how you dealt with it.

BLOCK, REPORT, CONTROL

After discussing the problem, you and your child can take action together. This could include blocking any inappropriate sites and reporting any content which violates a platform's rules. To further safeguard your child online, set up parental controls on internet-enabled devices that they use. This will significantly reduce the chances of your child being exposed to age-inappropriate content in future.

GET SPECIALIST HELP

Age-inappropriate content can potentially have a negative impact on a child's mental health, which is sometimes displayed through changes in their behaviour. If the problem becomes more severe, you might consider reaching out to a mental health professional or an expert in this field who can provide you and your child with the proper support.

STAY CALM

Even though it is obviously difficult to stay rational in a situation where your child has been put at risk, it's essential to think before you react. Your child may well have hesitated to open up to you about watching inappropriate content for fear of the consequences, so being calm and supportive will reinforce the notion that it would be easy to talk to you about similar issues in the future.

Meet Our Expert

Cayley Jorgensen is a Registered Counsellor with The Health Professions Council of South Africa, and she runs a private practice offering counselling to children, teenagers and families. Her main focus is creating awareness and educating the community on the mental health pressures of today's world, as well as resources and techniques to understand and cope better.



NOS
National Online Safety®
#WakeUpWednesday

Sources: <https://www.education.gov.au/documents/about/programs/bullying-prevention/inappropriate.pdf> | <https://www.sa.gov.au/education/training-professionals/professional-learning-program-teacher/inappropriate-content-fact-sheet> | <https://www.weddinggraduates.com/wp-content/uploads/2020/04/children-media-view-year-7.pdf>

BLAYDON WEST PRIMARY SCHOOL

ART GALLERY

MON 30TH JUNE 3:20PM

**50P DONATION
ENTRY FEE**



**STUDENT ARTWORK &
SCULPTURE SHOWCASE**

REFRESHMENTS

**SUPPORT FUTURE
CREATIVE PROJECTS IN
OUR SCHOOL**