



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

Blaydon West Primary School  
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Blaydon on Tyne  
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Dear Parents and Carers,

It has been another busy and exciting week in school, with lots of wonderful learning taking place both in and beyond the classroom.

Our Year 3 children had a fantastic visit to Shipley Art Gallery, where they took part in a creative workshop and explored a range of inspiring artwork. They also visited the Angel of the North, enjoying a shared packed lunch outdoors. It was a memorable experience that combined creativity, culture and time together.

Next week, our Year 2 class are eagerly anticipating their visit to Alnwick Castle as part of their learning on castles. This promises to be an engaging and immersive experience that will truly bring their topic to life.

You will shortly receive further information about our annual Walking Month. During this time, all children will visit Gibside, taking part in walking activities that promote wellbeing, resilience and an appreciation of the outdoors.

A big thank you to all parents and carers who have already signed up to support our upcoming Careers Week, beginning the week commencing 15th June. The response has been fantastic, and we are very grateful for your support. We are still welcoming additional volunteers, so if you are interested in taking part, please do complete the form shared previously.

For reference, here is the information shared about Careers Week:

As part of our upcoming Careers Week, we are keen to give our children the opportunity to learn about a wide range of jobs and career pathways. We would love to invite parents and carers to come into school to speak to small groups of children for around 15–20 minutes about their job. This is a fantastic way to help children understand the many different roles people do and how people get into different careers.

We are particularly keen to represent a broad and inclusive range of jobs and experiences – all roles are valuable, and we would be delighted to hear from anyone willing to take part.

There is no need to prepare a formal presentation. Children will have pre-prepared questions (checked by staff), and we will provide you with a short brief in advance to help guide your session. You simply need to talk through your answers and share your experiences.

Talks will take place during the school day across that week, and we will do our best to accommodate your availability.

Head Teacher - Simon Brown

Chair of Governors - Chris Robson

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Please note:

- You may not be speaking to your own child's class
- All sessions will be supported by a member of staff
- If we receive a high level of interest, we may not be able to accommodate all volunteers

If you would like to take part, please complete the form:

<https://forms.gle/8evUA3BzS8h7oYKU6>

Finally, a reminder about attendance. As you know, excellent attendance is vital—every day in school counts. When children miss school, they miss key learning, and this can be difficult to fully recover.

As part of our ongoing tracking, we regularly review different groups of pupils to identify where additional support may be needed. This is particularly important at this time of year, when holidays are often being planned. We kindly ask that you carefully consider the impact of taking time out of school. Lost learning can take a significant amount of time to catch up, and supporting this can also draw on staff time that supports all children across the school.

Thank you, as always, for your continued support and partnership.

Our helpful hints this week is around online safety – you will find this at the bottom of this letter.

Kind regards,

Mr Brown  
Head Teacher  
1st May 2026

# ONLINE SAFETY: ENGAGING WITH PARENTS

## How can schools help parents?

**EXPLAIN AND INFORM**  
MANY PARENTS RELY ON SCHOOLS TO HELP KEEP THEM UP TO SPEED AND HELP DEAL WITH ONLINE ISSUES. STAY ON TOP OF ONLINE SAFETY RELATED NEWS, INCLUDING SOCIAL MEDIA DEVELOPMENTS AND NEW APP RELEASES, AND SHARE IMPORTANT UPDATES WITH PARENTS.

**COMMUNICATE CLEARLY**  
EFFECTIVE COMMUNICATION IS ESSENTIAL FOR BUILDING SCHOOL-FAMILY PARTNERSHIPS. MAKE IT EASY FOR PARENTS TO ACCESS ONLINE SAFETY INFORMATION. PLAN YOUR COMMUNICATIONS TO PARENTS SO THAT YOU DON'T HAVE TOO MANY THINGS GOING ON AT THE SAME DAY AND TRY DIFFERENT WAYS TO INVOLVE THEM.

**INVOLVE CHILDREN**  
INVITING PUPILS TO GET INVOLVED IN SHARING ONLINE SAFETY INFORMATION ENABLES PARENTS/CARERS TO HEAR FIRST-HAND HOW CHILDREN AND YOUNG PEOPLE FEEL ABOUT USING TECHNOLOGY, AND WHAT STEPS THEY TAKE TO STAY SAFE.

**MAKE IT ENGAGING**  
IT DOESN'T MATTER HOW MUCH EFFORT YOU PUT INTO AN ASSEMBLY, PRESENTATION OR NEWSLETTER ETC. IF THE CONTENT ISN'T ENGAGING, YOU'LL QUICKLY LOSE THEIR ATTENTION.

**7 fun ways to share key messages**  
WHILE PARENTS' EVENINGS AND MEETINGS ARE A GREAT WAY OF INFORMING PARENTS AND CARERS ABOUT ONLINE SAFETY, IT CAN BE DIFFICULT TO GET ALL PARENTS PHYSICALLY INTO THE SCHOOL AT THE SAME TIME.

**85% OF PARENTS SAY THEY PREFER TO LEARN ABOUT ONLINE SAFETY VIA DIGITAL RESOURCES.**

**National Online Safety**  
#WakeUpWednesday

### 1. Videos

VIDEO HAS BECOME AN ESSENTIAL PART OF THE ONLINE EXPERIENCE AND IS THE PERFECT MEDIUM FOR DELIVERING A MESSAGE QUICKLY AND EFFICIENTLY. OF 600 PARENTS ASKED, 85% TOLD US THAT THEY PREFER TO LEARN ABOUT ONLINE SAFETY VIA E-LEARNING VIDEOS THAT THEY CAN ACCESS IN THE COMFORT OF THEIR OWN HOME.

Source: National Online Safety Parent Survey - November 2018

### 2. Social Media

MOST PARENTS ARE ACTIVE ON SOCIAL MEDIA, EITHER DIRECTLY OR INDIRECTLY VIA FAMILY MEMBERS. USE SOCIAL MEDIA TOOLS TO ENGAGE WITH YOUR COMMUNITY ABOUT ONLINE SAFETY, WHETHER IT'S SHARING RELEVANT ARTICLES/INFORMATION, ASKING QUESTIONS OR SIMPLY SHARING BEST PRACTICE THAT YOUR SCHOOL IS UNDERTAKING - SOCIAL MEDIA IS GREAT (WHEN USED IN THE RIGHT WAY).

### 3. Closed groups / chat apps

CLOSED GROUPS ON PLATFORMS SUCH AS FACEBOOK AND WHATSAPP ARE IDEAL FOR SHARING MESSAGES AND UPDATES ON A REGULAR BASIS, AS WELL AS REMINDING PARENTS OF ONLINE SAFETY GUIDANCE AND ACTIVITIES. WHEN CREATING A GROUP, IT'S WORTH CONSIDERING RULES AND ETIQUETTE GUIDES ABOUT WHAT CAN BE POSTED, AND INTRODUCING PROCESSES FOR APPROVING OR RESTRICTING COMMENTS.

### 4. Posters and infographics

SHARING POSTERS AND INFOGRAPHS TO PARENTS VIA YOUR WEBSITE OR SOCIAL CHANNELS CAN MAKE ESSENTIAL ONLINE SAFETY INFORMATION ENGAGING AND MEMORABLE. A WELL-DESIGNED INFOGRAPHIC CAN CATCH THE EYE, BREAK DOWN COMPLEX INFORMATION AND PRESENT IT IN A WAY THAT IS BOTH RELEVANT AND UNDERSTANDABLE TO YOUR COMMUNITY.

### 5. Email Newsletters

EMAIL COMMUNICATION IS GREAT FOR SHARING MORE IN-DEPTH INFORMATION FOR PARENTS TO LOOK AT IN ONE PLACE. IT'S ALSO A RELIABLE WAY OF KNOWING A MESSAGE HAS BEEN DELIVERED (AS YOU CAN 'TRACK IT'). YOU CAN SEND MONTHLY NEWSLETTERS (OR MORE FREQUENT) UPDATES TO KEEP PARENTS CLUED UP ON THE LATEST EMERGING TRENDS AND NEWS RELATING TO THE ONLINE WORLD AND EVOLVING RISKS.

### 6. Blogs

A BLOG IS A GREAT WAY TO DEVELOP A WHOLE SCHOOL CULTURE OF COMMUNICATION AND ALLOWS PARENTS TO HEAR DIRECTLY FROM SCHOOL STAFF AND PUPILS ON TOPICS INCLUDING ONLINE SAFETY AND TECHNOLOGY TRENDS. WHY NOT CONSIDER HAVING A VARIETY OF AUTHORS, INCLUDING STAFF, PUPILS AND PARENTS TO FORM A BALANCED VIEW. IT MAY ALSO BE WORTH HAVING A DEDICATED AREA ON YOUR SCHOOL WEBSITE TO ONLINE SAFETY.

### 7. Online learning

WE TYPICALLY SEE AN ENGAGEMENT RATE OF 10% OR LESS FOR IN-PERSON ONLINE SAFETY SESSIONS BETWEEN SCHOOLS AND THEIR PARENTS. TIME IS PRECIOUS AND ACCESSIBILITY IS IMPORTANT - ONLINE TRAINING TIPS MOST BOXES WHEN IT COMES TO MAKING INFORMATION READILY AVAILABLE TO YOUR ENTIRE COMMUNITY IN A REALLY ENGAGING AND INTERACTIVE WAY.

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