Alcester Academy

Headteacher: Mrs Sarah Mellors
Deputy Headteacher: Mr Nick Cooke

Assistant Headteacher: Miss Karen Buckthorp
Assistant Headteacher: Miss Charlie McKenzie

2nd March 2026

Dear Parents and Carers

SAFEGUARDING UPDATE

I have been asked to update you today by Warwickshire County Council, on a growing safeguarding concern. I am writing to make you aware of concerning social media posts that are currently circulating on platforms such as TikTok, Instagram, Snapchat, and others. These posts, sometimes referred to as **'Red/Blue'** or **'Warwickshire School Wars'**, appear to encourage rivalry and conflict between students from different local secondary schools.

While this trend initially involved schools in London, we are aware of posts that references schools in Warwickshire. Warwickshire Police is fully aware of this, and officers are monitoring the situation closely. Any reports of disorder or violence will be dealt with swiftly. Part of keeping all our students safe is ensuring that families are informed without causing unnecessary alarm. We will be speaking with students in school to reinforce expectations around safe travel, appropriate conduct on social media, and what to do if they encounter anti-social behaviour or are faced with any upsetting online content.

We ask for your support in the following ways:

- Please encourage your child to travel home promptly at the end of the school day and avoid congregating in areas where there may be potential for anti-social behaviour.
- Talk to your child about the risks of engaging with, sharing, or responding to viral social media trends that promote conflict or violence.
- Remind them to report any concerning or threatening content they see online using the relevant platform's reporting tools.

If any incidents occur outside of school, please report them to the police. Information can be shared anonymously with **Crimestoppers on 0800 555 111** or via their website. **In an emergency, always call 999**.

Please also inform us at school of any concerns so that we can respond appropriately and continue to work with the authorities.

We strongly believe that a coordinated approach between school and home is the most effective way to ensure the safety and wellbeing of young people. We hope this communication reassures you that the situation is being taken seriously and that appropriate safety measures are in place.

Thank you for your continued support.

Kind regards

Sarah Mellors
Headteacher