



Blue Coat Church of England Academy

Birmingham Street,
Walsall,
West Midlands,
WS1 2ND
Tel: 01922 720558
Email: postbox@bluecoatacademy.org
Website: www.bluecoatacademy.org
Principal: Mr D Smith

15th November 2017

Dear Parent/Carer,

Over the past few months we have been working with West Midlands Police to deliver workshops designed to raise awareness of issues which affect young people across Walsall. As a school, our approach is to be proactive rather than reactive, to provide pupils with the information they need to keep themselves safe and away from harm.

As part of this programme, we have supported a community led project called iMatterWalsall, which is being funded through lottery funding which has been secured by Palfrey Big Local. As part of a wellbeing campaign, it was decided to carry out a project about Child Sexual Exploitation (CSE), as part of which we will be the first school in Walsall to welcome Sammy Woodhouse to deliver presentations to raise awareness of CSE. Sammy is a survivor of the Rotherham grooming ring and is now an author, fundraiser and campaigner committed to raising awareness of CSE working with organisations across the country including the NSPCC and the Metropolitan Police.

Sammy will deliver presentations to all year groups in school today, Wednesday 15th November. I appreciate that some pupils will find the messages within the presentation upsetting but it is essential that we raise awareness of this very important issue. In addition to school staff and representatives of West Midlands, Street Teams will also be in school during the day to be on hand to provide additional support to pupils as required. Further details of the support available will be shared with pupils during the day and will also be posted on the school website.

Sadly, Child Sexual Exploitation is a reality within Walsall and across the UK and I am pleased that the local community have been proactive in securing the funding to ensure that iMatterWalsall can make a genuine difference to the communities which we are proud to serve. It is also heartening to know that while this project is community led, it also has widespread support amongst our local council, councillors and our MP.

Yours faithfully

D. Smith
Principal

