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## IN COLLABORATION WITH LOCALITY A and B SECONDARY HEADTEACHERS

9th March 2026

Dear Parents and Carers,

We are writing to you jointly as Headteachers within our local community regarding a concerning social media trend currently circulating in the area. This trend, commonly referred to as “Red vs Blue” or “School Wars”, encourages young people to associate themselves with either a “red” or “blue” school. In some parts of the country, similar trends have been linked to attempts to provoke rivalry or even physical confrontations between students from different schools. Nationally, some associated online content has also included references to inappropriate or unsafe behaviour. The vast majority of the posts are littered with errors and are predominately AI generated (wrong logos, meet up times not inline with school day etc). However, we are taking the matter extremely seriously and working with the relevant authorities to mitigate against disruption and risk.

Although we want to make clear that no such incidents have occurred on any of our school sites, we believe it is important to take proactive steps to ensure all children remain safe, reassured, and supported. As part of our ongoing safeguarding work, our schools are in regular communication with one another and with our wider stakeholders—including parents and carers, the local authority, external services, and community members. This collaborative approach ensures that we have accurate, up-to-date information and can respond swiftly and consistently should any concerns arise.

In line with the guidance shared previously in communications circulated by schools, we can confirm that:

- **Schools are working closely together** to monitor the situation, prioritise student welfare, and challenge any misinformation young people or families may encounter online.
- **Staff visibility will be increased** at key points in the school day to provide reassurance and maintain a calm, safe environment before, during, and after school.
- **Local police are aware** of the trend and will be providing an increased presence around school sites to support safety and to reassure families.

We recognise that social media trends can escalate rapidly and may create pressure or anxiety for young people. Please encourage your child to speak with a trusted adult in



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school if they are feeling uncertain, worried, or have come across concerning content online. Our pastoral, safeguarding, and year-team staff are available throughout the school day to offer support and guidance.

All our schools uphold strong values of Respect, Collaboration, and Community, and we stand united in reinforcing that violence, intimidation, or online provocation have no place in our community. Our priority is ensuring that students remain focused on their learning and feel secure both in school and in the surrounding area.

Please be aware that any student or member of the community found to be actively involved in behaviour linked to this trend will be referred to the police and dealt with appropriately.

Thank you for your continued support. By working together—schools, families, and community partners—we can ensure that all our students remain safe, confident, and able to thrive.

Yours sincerely,

Joel Hinchliffe  
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E-ACT Parkwood Academy

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