



Dear Parents/Carers,

We have had a fantastic start to this final half term of the year, welcoming students back to the with a positive first week and settling straight back into their lessons and learning again. This includes students being organised and equipped for their lessons with their basic equipment. Students are expected to have a black pen, green pen, pencil, ruler, and homework folder, and their knowledge organiser (KS3) or revision guide (KS4). Students are able to pick up anything they need replacing from their Head of Year or Pastoral Support Assistant first thing at 8.45am on the yard as they join line up. This ensures that students have everything they need for the day and there are no delays to their learning in lessons.

Well done to Year 9 in particular who have settled into their new timetables this week really well, and have had a very positive week all round. Including on their trip to the Pendle STEAM careers event at Nelson & Colne College this afternoon, representing the school and themselves brilliantly.

Activities to celebrate World Book Day started this week with students experiencing a comic workshop with visiting author Kev Sutherland in Oracle yesterday. And there is plenty more to come next Thursday 5th March, which is World Book Day, where the Year 7 & 8 fancy dress theme this year is comic or animated characters.

A reminder for Year 10 about ensuring their work experience placements are organised and all of the details completed on the app. Please support and encourage your child with contacting employers and completing the required forms. They also have the upcoming deadline for prefect applications to be submitted if they are interested in taking on this prestigious role.

During the half term came the start of the month of Ramadan, and this links well with this week's value of Inclusive: All members of the academy are equally valued, and we appreciate the diversity within our academy community. The UNCRC Article we have focused on this week is Article 30, which is also a direct link to our Inclusive value. Mrs Swain writes below about how this has been the key message in her assemblies this week, as well as sharing the details of our the solidarity fast next Thursday, where non-Muslim staff and students fast for one day in support, understanding and appreciation of what their peers and colleagues experience during this time. We send our best wishes to all of our Muslim staff, students and families within the Primet community observing the holy month.

## Principal's Awards

Awarded to the students in each year group with the highest number of Positive Points and 0 Negative Points each week.



J Pilkington  
Principal

Daniel  
(7A)

Asad (8M)  
Daria (8M)

Hadiya  
(9P)

Zaynah  
(10P)

Oskar  
(11A)



Artsmark  
Silver Award  
Awarded by Arts  
Council England



Leading Parent  
Partnership Award

2022-2025

# Stars of the Week

Congratulations to this week's star students:

## Year 7

P- Evie  
R- Samir  
I - Brody  
M - Ava  
E - Imogen  
HOY - Joseph

## Year 8

P- Nafeesa  
R- Jacob  
I - Esmee  
M - Sheharyar  
E - Muhammad  
T - Kaleb  
HOY - Noal

## Year 9

P- Riley  
R- Ali-Akbar  
I - Savannah  
M - Mia  
E - Mehmoona  
T - Bentley  
A - Leyla  
HOY - Jensen

## Year 10

P- Michael  
R- Lena  
I - Reilly  
M - Rayyan  
E - Charlie  
T - Erik  
A - Hamna  
HOY - Muhammad

## Year 11

P- Dania  
R- Mary  
I - Amirah  
M - Zain  
E - Umme  
T - Sabiha  
A - Oskar  
HOY - Carlos

# Primet Positive Focus:

This week we have been focusing on our core value of being inclusive. All members of the academy are equally valued, and we appreciate the diversity within our academy community. Our curriculum ensures all students can make progress.



## UNCRC Articles

As part of our UNICEF Rights Respecting Schools Award, we have been looking at each of the United Nations Convention on the Rights of a Child Articles. There are 54 Articles in total. This week we have been learning about:

- Article 30 - Children from minority or indigenous groups: Every child has the right to learn and use the language, customs and religion of their family, whether or not these are shared by the majority of the people in the country where they live.



## Upcoming Dates

5th March – World Book Day, including Y7&8 themed fancy dress

5th March – Solidarity fast

6th March – Grade 9 Conference at Nelson & Colne College

6th March – Deadline for Year 10 prefect applications

10th March – Year 10 MEGA Hub event at Nelson & Colne College

11th March – Year 8 Extraordinary Minds event at Nelson & Colne College

12th March – Pendle Education Trust Careers Fair, hosted at Primet

12th March – Year 11 Parents' Evening

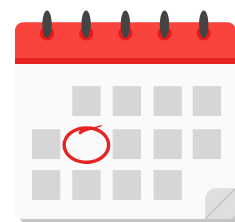
13th March – Year 11 Geography exam preparation and study skills trip

20th March – Year 9 Lancashire Book of the Year judging event

23rd March – Culture Day, including 2 British Olympics Athletes in school running sports events

26th March – Year 9 Personalised Choices Evening

27th March – Last day of term, normal finish time at 3.20pm



# Uniform reminder: School Shoes

Our uniform is designed to be smart and simple. When worn correctly it brings great pride to students and the academy. Wearing a uniform demonstrates high standards, our academy values and a sense of community. Wearing the uniform shows you belong to our family and it's an expectation at the Academy.

Please be aware that some commercial retailers may label some part of their range as 'Schoolwear' when it is not. This is especially common in footwear. Both girls and boys are asked to wear black shoes. The pictures below may give some guidance as to appropriate footwear for girls and boys at Colne Primet Academy.



Details of our uniform are included in our parent handbook and on our website. Please ensure your child is setting off to school meeting our uniform expectations. If you need any support with uniform or have any concerns please speak to your child's Head of Year or Pastoral Support Assistant.

# Attendance Matters

Children and young people who miss school, miss out on not only learning and education, but also spending time with other children and friends, which helps with developing social and emotional skills. Children who miss school more than others, sometimes find it more difficult to keep friendships.

Some parents may say taking their children out of school for a few days won't impact on their children's education. Being at school every day means children's learning will improve, they will be able to attend all school activities like out-of-school clubs and school trips, and they will have better futures.

We understand everyone is sick sometimes, but regularly taking days off for illness is a cause for concern. Where possible, parents should encourage their children to come to school.

## Long-term effects of missing school

If children are absent, it can impact not only on school grades, but their later life. If they're absent for five more days than the average, young people are more likely to not be in work by age 42 and have lower wages.

## Keeping children safe

We want to ensure children and young people are in a safe space and not at risk of getting involved in crime and becoming exploited. The best way schools know children are safe during school hours is when they are in school.

## Getting help

If children are struggling to attend school every day, please speak to the school to see what help might be available for both children and parents. This could include learning, mental health issues, or any other issues.

## Did you know?

- By going to school, children can meet with their friends for social and emotional development and not become isolated at home.
- Children who stay away from school are struggling more with their mental health and some are even unable to leave home.
- It's much more difficult for children to keep up with their education if they miss school and so fall behind – teachers have to make sure all students are progressing.
- Teachers are following a curriculum, and if children have been out of the class, they may find the next bit of the topic much harder to understand.

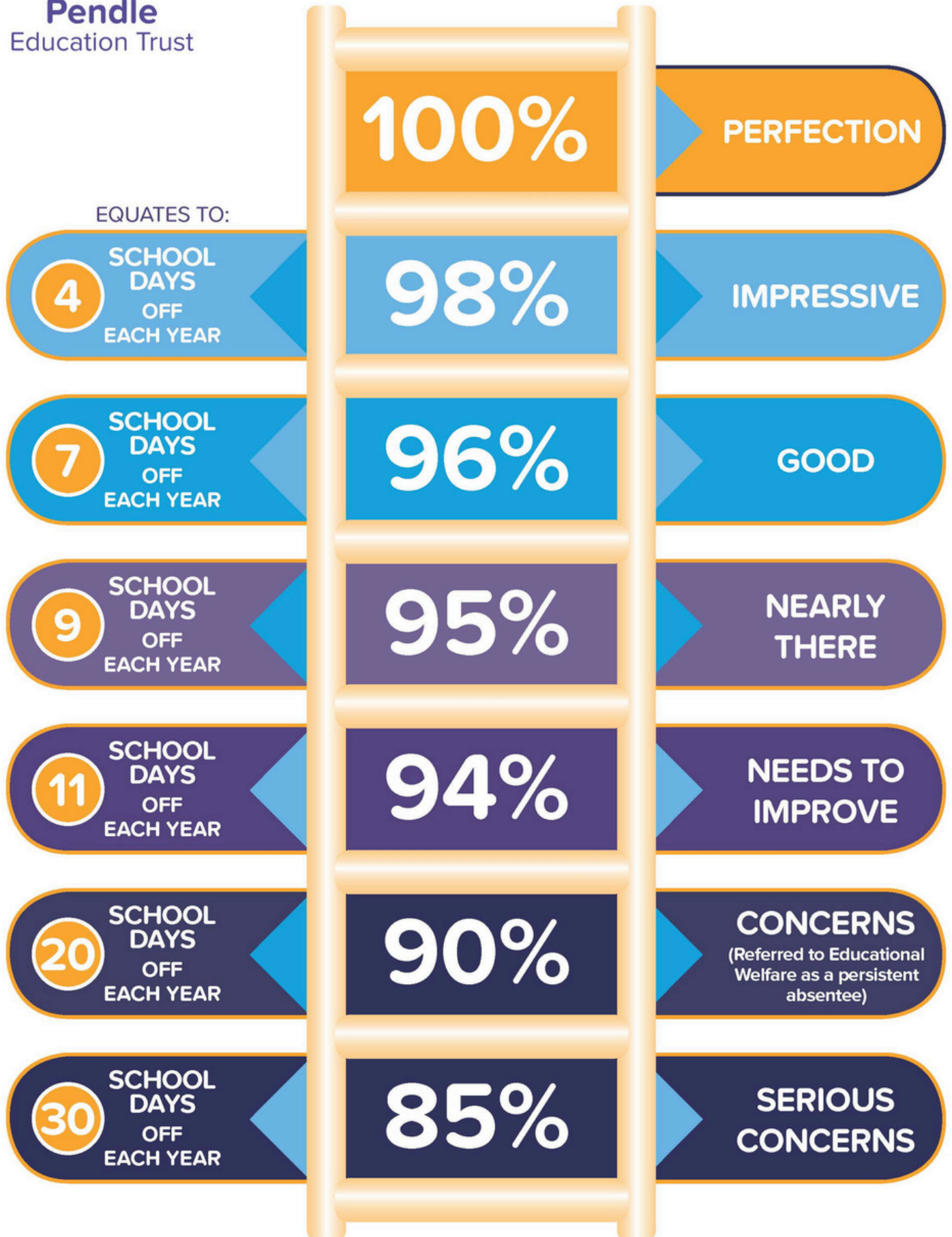
## Missing out on school adds up

- 80% attendance over a school year means your child misses a whole year of education over five years
- 85% attendance means that 29 school days, nearly six weeks, or 145 lessons are missed over a year
- 90% attendance means 19 school days, four weeks or 95 lessons are missed over a year



**Pendle**  
Education Trust

# Attendance Ladder



# Personal Development:

This week in Personal Development students have been looking at:

Year 7	Year 8	Year 9	Year 10	Year 11
How are laws made	Working in the Community	Illegal Drugs	National Labour Markets	Local Labour Markets

Next week they will focus on:

Year 7	Year 8	Year 9	Year 10	Year 11
National Careers Week	National Careers Week	National Careers Week	National Careers Week	National Careers Week
Discovering Parliament	What is the Monarchy	GCSE Options	Exploring Work Experience	Considering a Gap Year



Mrs Bielby  
Head of Personal Development

## Assembly Theme:

This week, during PD assemblies, Mr. Farmer and Mr. Thomas gave students food for thought in reflecting on the fact we are now halfway through the academic year. We discussed Liverpool FC's dramatic Champions League final comeback against AC Milan in 2005 and how at half-time everything can change, whether it is not resting on your laurels or needing to make improvements – either way finishing a winner! To continue to celebrate students' achievements, we shared the 95%+ behaviour and attendance reward event for this half-term – UV Dodgeball, taking place w/c 23rd March.

Throughout our assemblies this week we shared the progress students have made with increasing their attendance during the last half term. This included celebrating a selection of students who have been a part of the '1% Primet Push Club,' who had a focus on increasing their attendance with the aim of trying to achieve 95% and above. 67% of those students increased their attendance considerably in the last 6 weeks and we look forwards to seeing new members of the '1% Primet Push Club' achieve their target this half term.

We also launched as part of our Pendle Education Trust Pledge, Experience Day 2026 taking place on Thursday 25th June. Your child will have come home with a letter this week for either: Y7 – Pendle Hill, Y8 – Leisure Box or Y9 – Go Ape. Please complete and return the attached consent form as students can only take part in trips with written parental consent. We also are asking for a voluntary contribution on ParentPay to ensure the trips can go ahead.

# Solidarity Fast

Our Academy value this week is Inclusive, we have one of the most diverse student populations in Pendle and a third of our student body are Muslim. We spoke to students this week about Ramadan and how this is a special time for many of our students and their families. We want all our students to understand what this period of time means to them.

Staff and students are able to support their colleagues and other students on Thursday 5th March through our solidarity fast. Many students want to take part so that they can empathise with their peers and understand how difficult the task is for one day, when their friends are having to do it for 30! Obviously, students will need to be in full health to partake and they can only do so with parent/carer permission.

The fasting times for the day are sunrise 5.24am to sunset 5.58pm. Students taking part would need to have a large breakfast and plenty of fluids before sunrise to ensure they have the energy for the day. If your child would like to take part and you support them to do so, please ensure you complete and return the reply slip on the letter they bring home.

Thursday 5th March 5.24am-5.58pm

Colne Primet Academy



*"I'm not a Muslim,  
but will fast for  
one day"*



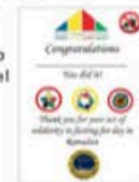
CPA Solidarity Fast



*"I am not a Muslim, but will fast for day"*

Muslims across the Globe and here at Primet, are fasting for the Month of Ramadan . To show team spirit , some of our non Muslims staff took part in a Solidarity fast!

A big 'Thank You!' to the staff who Took part, it was a tough challenge! For their efforts, they were all awarded a certificate and some traditional dates to open their fast!



*"I am not a Muslim,  
but will fast for day"*  
- Testimonials



# Primet's Got Talent

Our year 11 prefect team have been working hard on organising an exciting event for all year groups at Primet... **Primet's Got Talent!**

This event will be open for all students to take part in and everyone will be able to come to the Hall on **Thursday 19th March & Friday 20th** in the Hall at lunch time.

We are asking students who are coming to watch to pay £1 cash on the door (prefects will collect at the doors). This will contribute towards their Prom in June.

We look forward to seeing what the students (and staff) have to offer!

# MACBETH

GCSE English - Macbeth at The Muni

There is a performance of Macbeth on at The Muni in Colne, with 2 shows - Sunday 29th March in the evening and Monday 30th March in the afternoon. This is the start of the Easter holidays, and we highly recommend seeing this to all Y10 and Y11 students to support them with their GCSE English studies and exam preparation. They might want to go in small groups together or you could support them and enjoy a family trip to the theatre.



You can buy tickets on The Muni website:

<https://www.themuni.co.uk/whats-on/macbeth/>

## Curriculum update : Creative Arts & Technology

It's been a wonderfully busy and brilliantly creative term across the Creative Arts department, and we're excited to share what our talented students have been getting up to!

Our **Year 10** students stepped through the looking glass this month on a fantastic visit to Burnley College to watch a vibrant performance of Alice in Wonderland. The production was imaginative, quirky, and filled with the kind of creative flair that left our students buzzing with ideas for their own work. Several pupils were even spotted attempting Cheshire Cat-style grins on the coach home... with mixed success!

**Our KS4 students are officially diving into their GCSE components across:**

**Art** – experimenting with new media and bold concepts

**Drama** – developing character work and performance pieces

**Design Technology** – designing, making, and problem-solving

**Food Technology** – exploring advanced culinary skills

**Year 7** had the pleasure of working with a visiting author who helped them develop both their drawing and reading skills. Students were guided through imaginative character sketches and storytelling techniques, leaving many eager to rush home and keep creating. One student claimed they've now written "the first chapter of a future bestseller"—we're holding them to it!

**Year 8** have fully embraced their inner rock stars. From drummers finding their rhythm to vocalists discovering their performance confidence, classrooms have been filled with music, teamwork, and the occasional enthusiastic air-guitar solo.

**Year 9** students have stepped into the heat of the MasterChef-style challenge! From precision chopping to bold flavour choices, they will be working like true young chefs. We've seen ambitious ideas, and only a small amount of competitive "chef banter."

We're incredibly proud of the dedication, imagination, and enthusiasm shown across all year groups. The Creative Arts continue to be a place where students shine, try new things, and grow as confident, expressive young people.

Thank you for your continued support—we can't wait to share more of our students' creativity with you throughout the year!



**Mrs Goldie**

Head of Creative Arts  
and Technology



# Unlock your potential

We're proud to say we've invested in apprenticeships at Rolls-Royce for over 100 years. Today, we have 11 locations across the UK that offer Apprenticeships in different forms. This ranges from Y9 students (14 years old) to those switching their careers later in life - there is no one route in or upper age limit.

## Roles open. Apply now!

### Machinist/Inspector

Starting Salary: £17,595 per year

Location: Barnoldswick

Duration: 4 years

CLOSING DATE: 8<sup>th</sup> March 2026 11:59pm

We also offer the following apprenticeships:

- Young Apprenticeships
- Higher Apprenticeships
- Degree Apprenticeships

## Why choose an apprenticeship?

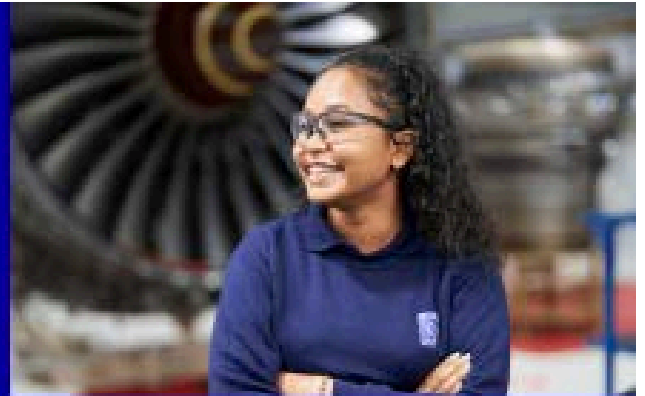
Your journey at Rolls-Royce has the potential to take you to places you hadn't imagined possible!

Along the way you'll:

- Study for industry-recognised qualifications
- Earn a competitive salary with annual pay rises
- Receive support, learning and development
- 33 days' holiday per year (including bank holidays)
- Enjoy discounts at nationwide stores, gyms, discounted health care, free digital GP and more!

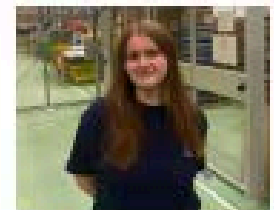


Scan QR code or click [here](#) to find out more about apprenticeships at Rolls-Royce.



## Apprentice in the Spotlight

Lily Curtis is from Bristol, and currently in her second year of the machining technician advanced programme.



### What does a typical day look like for you as an apprentice at Rolls-Royce?

Day to day, I work on a variety of machining projects with experienced professionals. There are many opportunities within machining at Rolls-Royce, and being an apprentice allows you to become familiar with them all.

### What advice would you give to your younger self about making an application?

Be open minded and embrace new opportunities which come your way.

### How did you overcome the nerves to complete the application process?

By reminding myself that Rolls-Royce aren't looking for someone who already knows everything about engineering, but someone who is dedicated to making the most out of an opportunity to learn.

### What makes you feel valued as an apprentice at Rolls-Royce?

My contributions are recognised, and I am treated as a genuine member of the team. The support, trust, and investment in my development show that the company cares about my future. There is always encouragement, praise and recognition for the things that I do. This motivates me to perform to the best of my ability every day.

WORLD  
BOOK  
DAY

5 MARCH 2026

PRIMET WORLD BOOK DAY THEME 2026

# BRINGING STORIES TO LIFE

Thursday 5<sup>th</sup> March

## ~PROGRAMME OF EVENTS~

WORLD  
BOOK  
DAY

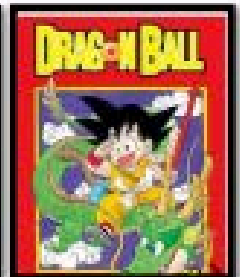
5 MARCH 2026

FOR YEARS 7 & 8

FANCY DRESS BASED ON

Comics/Manga Characters or  
Animated Book/Series or Film

Optional. (To take part, tell your form  
teacher about your costume before WBD)

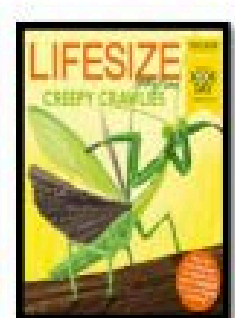
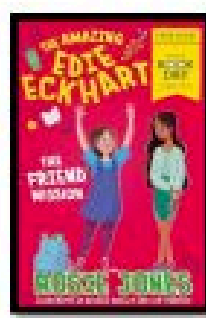
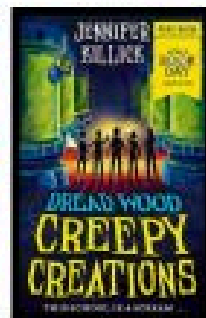


Top 3 Costumes in Oracle at Breaktime Win a £10 Asda Voucher

## MASSIVE

Free Book  
Giveaway

during break/dinner

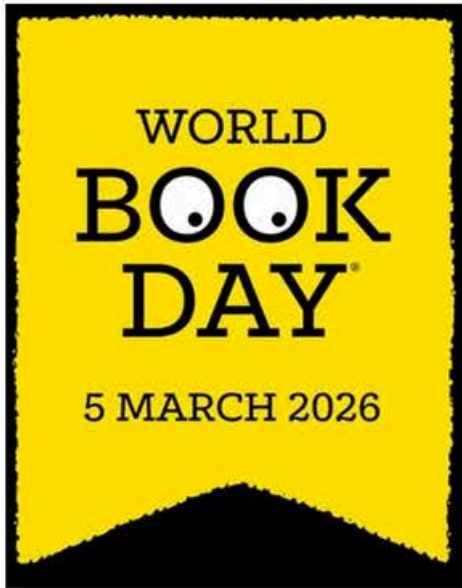


## Themed Form Quiz

Classes that achieve 90-100% earn 5 Primet positives for everyone



# Next Thursday



## FANCY DRESS FOR YEARS 7&8

Optional. Top 3 in the library at break awarded £10 Asda vouchers



### 2 RULES

1. Your costume must be based on any of the following...  
Comics/Manga Heroes or Villains (including DC/Marval)  
Or Animated Book/Series or Film



2. To take part, form teachers must be informed of your intended costume - to check it represents this year's theme

£10 voucher for students visiting Oracle at breaktime with the top 3 costumes!

## Colne Primet Academy

### Also, on World Book Day...

**MASSIVE Free Book Giveaway**  
during break/dinner

A grid of ten book covers. The top row includes "Harry Greg Heffleys", "Omar", "Soccer", "Pokemon", and "Wolf Trials". The bottom row includes "Boy Missing", "Amazing Universe", "Creepy Creations", "Spider-Man", and "Lifesize".

### Free Afterschool Film Club in Oracle K-POP Demon Hunters (PG)

We have the book, now see the movie

Thursday 5<sup>th</sup> March: 3.25pm to 5.05pm

30 free places - available to book a week in advance

When they aren't selling out stadiums, a K-pop superstar girl band use their secret identities as demon hunters to protect their fans. Together, they must face their biggest enemy yet - an irresistible rival boy band of demons in disguise.



### ~World Book Day Week~

A poster for the Sherlock Holmes movie featuring Robert Downey Jr. and Jude Law.

**SOLVE A CRIME at DINNER TIME**  
Tuesday to Thursday WBD week

Have you got what it takes?  
Visit Oracle to solve a short daily mystery on the big screen (on your own or with a friend) and earn 5 positives and a chocolate.

### Themed Form Quiz

Classes that achieve 90-100% earn 5 Primet positives for everyone

A row of icons: a red "Quiz" sign with question marks, a green "TRUE" sign with a checkmark, a red "FALSE" sign with an X, a black silhouette of a person with a question mark, and a green mountain icon with the text "Outstanding effort-5".

## PE Extra-Curricular Sport (Spring Term 2 2026)

DAY	TIME	ACTIVITY	ROOM	STAFF
Monday	Lunchtime	Year 7 Pickleball	Sports Hall	LHM/CJO
	After School	Boys Football – ALL YEARS Girls Netball – Year 7 & 8	Sports Hall / Yard Yard	LHM/CJO EDR/KDO
Tuesday	Lunchtime	Year 8 Pickleball Year 7 Pickleball	Sports Hall Sports Hall	KDO/LHM EDR/CJO
	After School	Boys Basketball – Year 7, 8 & 9 Girls Netball – Fixtures (see team sheet)	Sports Hall	All PE staff EDR/KDO
Wednesday	Lunchtime	Year 10 Pickleball Year 9 Pickleball	Sports Hall Sports Hall	KDO EDR / CJO
	After School	Boys Basketball – Year 10 & 11 Dance all years	Sports Hall Gym	CJO/LHM EDR/KDO
Thursday	Lunchtime	Year 10 Pickleball Year 9 Pickleball	Sports Hall Sports Hall	LHM/EDR CJO/KDO
	After School	STAFF MEETINGS Kick & Connect: Girls' Football	STAFF MEETINGS Sports Hall	STAFF MEETINGS CASEY
Friday	Lunchtime	Year 11 Pickleball	Sports Hall	KDO/CJO
	After School	No Club		

### New PE Extracurricular Sports – Spring Term 2

We're excited to launch our new range of PE extracurricular clubs for Spring Term 2! Students can now take part in a variety of lunchtime and after-school activities, including pickleball, basketball netball and dance.

It's a great opportunity to stay active, have fun, and develop new skills – so get involved and give something new a try!



## Extra-Curricular Programme – Spring 2 (2026)

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Lunchtime</b>	<b>Homework Support Club</b> 12.20 -1pm (T12)	<b>Homework Support Club</b> 12.20 -1pm (T12)	<b>Homework Support Club</b> 12.20 -1pm (T12)	<b>Homework Support Club (Maths)</b> 12.20 -1pm (T12)	<b>Homework Support Club</b> 12.20 -1pm (T12)
<b>After-school 3.20pm</b>	<b>Homework Support Club</b> 15.20 - 4pm (Oracle)	<b>Homework Support Club</b> 15.20 - 4pm (Oracle)	<b>Homework Support Club</b> 15.20 - 4pm (Oracle)	<b>Homework Support Club</b> 15.20 - 4pm (Oracle)	<b>Homework Support Club</b> 15.20 - 4pm (Oracle)
	<b>Reading, AR Quizzing, Exchanging books, Chess</b> 3.20 - 4.15pm Ms Dawson Lib1 (Oracle)	<b>Reading, AR Quizzing, Exchanging books, Chess</b> 3.20 - 4.15pm Ms Dawson Lib1 (Oracle)	<b>Reading, AR Quizzing, Exchanging books, Chess</b> 3.20 - 4.15pm Ms Dawson Lib1 (Oracle)	<b>Reading, AR Quizzing, Exchanging books, Chess</b> 3.20 - 4.15pm Ms Dawson Lib1 (Oracle)	<b>Reading, AR Quizzing, Exchanging books, Chess</b> 3.20 - 4.15pm Ms Dawson Lib1 (Oracle)
	<b>Board Games Club</b> 3.20 - 4.15pm Ms Dawson Lib1 (Oracle)	<b>Music Club</b> 3.20-4.15pm Mr Husband (F11)	<b>Choir</b> 3.20 – 4.20pm Mrs Goldie (F11)	<b>Free Film Screenings</b> 3.20 - 4.15pm Ms Dawson Lib1 (Oracle) See posters for details of dates and times	<b>Board Games Club</b> 3.20 - 4.15pm Ms Dawson Lib1 (Oracle)
	<b>Year 7 Science Club</b> 3.20- 4.15pm Miss Flegg (M11 Science)	<b>Photography Club</b> KS3 F44 Art Room Mrs Holmes		<b>Kick &amp; Connect: Girls' Football</b> 3.20 – 4.15pm Casey S T (Sports Hall)	
	<b>Performance Club</b> 3.20-4.15 Miss Smalley (F13, HALL)				

### Spring Term 2 Extracurricular Programme

We are pleased to share details of our Spring Term 2 extracurricular programme, which offers a wide range of lunchtime and after-school clubs designed to enrich students' learning and personal development. Opportunities available this half term include Homework Support Club, Performance Club, Music Club, Board Games Club and Science Club, alongside many other activities.

We encourage all students to review the full programme and take advantage of the clubs and support available.



# Colne Youth Action Group

Address: Colne Youth Action Group Charity Byron Road, Colne, BB8 0BQ  
Registered No: 192629

## Spring

FAYRE

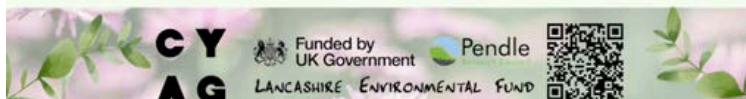
Find us @colneyag



**When:**  
Sunday 22<sup>nd</sup> March  
**Time**  
10am - 3pm  
**Where:**  
CYAG, Byron Rd,  
Colne, BB8 0BQ

**Tombola**  
Games  
Crafts  
**Cafe with food and drinks**  
Tuck Shop  
Clothes Sale

**Table Top Sale:**  
16 Tables available  
£10 per table  
Contact Louise to book  
07526297991



# College Open Events

College Name	What do they offer?	When?
Nelson and Colne College	Vocational A-Levels T-Level Apprenticeship	<i>Thursday 5<sup>th</sup> February 2026 - 5.30pm to 7.30pm (Careers open event)</i> <i>Thursday 23<sup>rd</sup> April 2026 - 5.30pm to 7.30pm (Year 7, 8, 9, 10 &amp; 11 event)</i> <i>Thursday 25<sup>th</sup> June 2026 – All day (New student day)</i> <i>Thursday 20<sup>th</sup> August 2026 – All day (GCSE results day)</i>
Accrington and Rossendale College	Vocational A-Levels T-Level Apprenticeship	<i>Tuesday 3<sup>rd</sup> February 2026 – 5.30 to 7.30pm</i> <i>Tuesday 28<sup>th</sup> April 2026 – 5.30pm to 7.30pm (Careers open Event)</i> <i>Tuesday 28<sup>th</sup> April 2026 – 5.30pm to 7.30pm (Year 7, 8, 9, 10 &amp; 11 event)</i> <i>Friday 26<sup>th</sup> June 2026 – All day (New student day)</i> <i>Thursday 20<sup>th</sup> August 2026 – All day (GCSE results day)</i>
Burnley College	Vocational A-Levels T-Level Apprenticeship	<i>Wednesday 21<sup>st</sup> January 2026 – 5.30pm to 7.30pm (Themis careers event)</i> <i>Tuesday 10<sup>th</sup> February 2026 - 5.30pm to 7.30pm</i> <i>Wednesday 6<sup>th</sup> May 2026 - 5.30pm to 7.30pm (Year 7, 8, 9, 10 &amp; 11 event)</i>
Craven College	Vocational T-Level Apprenticeship	<i>Wednesday 11<sup>th</sup> February 2026 – 3.00pm to 6.30pm (Apprenticeship and careers fair at Craven College)</i>
Myerscough College	Vocational T-Levels Apprenticeship	<i>Saturday 7<sup>th</sup> February 2026 - course advice morning</i> <i>Saturday 18<sup>th</sup> April 2026 - course advice morning</i>
North Lancs Training Group	Apprenticeship	<i>Wednesday 18<sup>th</sup> March – 1pm to 6pm (Accrington)</i> <i>Thursday 26<sup>th</sup> March – 1pm to 6pm (March)</i>
Training 2000	Apprenticeship	<i>Wednesday 28<sup>th</sup> January – 4.30pm to 7.30pm</i> <i>Thursday 29<sup>th</sup> January – 4.30pm to 7.30pm</i>

# What Parents & Educators Need to Know about SEARCH ENGINES

## WHAT ARE THE RISKS?

Search engines are an integral part of everyday life – with Google alone processing around 100,000 searches every second. Search engines use algorithms to predict which results will be useful to us, though this can expose children to inappropriate content, misinformation and even scams. This guide explains the risks associated with search engines and offers practical advice to help safeguard young users online.

### MANIPULATED SEARCH RESULTS



Although search engines take site reputation into account, trustworthiness isn't the main factor. Instead, they use algorithms that can be gamed via tactics like search engine optimisation (SEO), which is big business. As a result, users may encounter misleading content and low-quality commercial products that appear more credible than they actually are.

### MISINFORMATION AND DISINFORMATION



Search engines index billions of web pages – and not all of them are factual or safe. Children might stumble across false information or even deliberate disinformation, especially when searching for trending topics or controversial issues.

### ENGINES BEYOND GOOGLE



Even if Google's SafeSearch is enabled, children may use lesser-known search engines that don't have similar protections. Some of these alternatives are less effective at blocking unsavoury content – sometimes by design – making it easier for children to encounter harmful or explicit material. Parental controls may also struggle to detect and block these sites.

### FUNNY JOKES

### ILLEGAL CONTENT CAN SURFACE



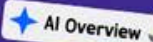
Search engines are designed to retrieve content based on keywords – not to judge whether that content is lawful. As a result, even illegal or harmful material can appear in search results. Children might assume that anything found through search engines must be safe, just because they're so widely used. This misunderstanding can lead to accidental exposure to seriously inappropriate content.

### INAPPROPRIATE CONTENT EXPOSURE



Although parental controls like Google's SafeSearch exist, they aren't foolproof, and search engines may bypass them. Young users may still see inappropriate images or content, especially in image searches, even though they may not be able to click on the results. Some niche search engines lack even basic filtering, posing further risks.

### UNRELIABLE AI SUMMARIES



Some search engines now offer AI-generated answers at the top of results. While these can be helpful as webpage summaries, they're not always accurate. There have been instances where AI summaries have presented false or even dangerous information, reinforcing the need for critical thinking.

## AI OVERVIEW

## Advice for Parents & Educators

### ACTIVATE PARENTAL CONTROLS



While no parental controls tool is perfect, this software can help reduce the likelihood of inappropriate content appearing in search results. Use tools like Google Family Link to set search restrictions and monitor your child's browsing activity.

### QUESTION AI-GENERATED CONTENT



While AI content is generated quickly and often appears legitimate, teach children that, just because an AI summary is well presented, it doesn't mean it's accurate. Encourage them to review the sources behind AI summaries and check the information with reputable sites or fact-checkers.

### IDENTIFY AND AVOID ADVERTS



One of the ways search engines generate revenue is by showing adverts to their users. Sponsored search results are labelled, but they're not always easy to spot and can sometimes be malicious. Show your child how to distinguish between paid ads and organic search results – explain why some ads might be misleading or unsafe.

### PROMOTE DIGITAL LITERACY



Encourage children to question the motivation behind online content and promote digital literacy. Some deliberately misinform users in order to sell products or promote misinformation. Developing a critical mindset is one of the best defences against these tactics.

### Meet Our Expert

Alan Martin is an experienced technology journalist who has written for the likes of Wired, TechRadar, Tom's Guide, The Evening Standard, The Guardian and The New Statesman.





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