Newsletter

No: 1373 | 26th April 2024

HEADMASTER'S WELCOME

Many of our staff and pupils are involved in the school's varied partnership projects and we collaborate with a wide range of local and regional organisations to give our pupils opportunities, to make a meaningful difference to the lives of others and to learn in all manner of ways from those people we meet. It is a privilege to be involved in this way, and I was very proud that Yarm was shortlisted for the Community Impact Award in the Northern Echo's BusinessIQ awards. In the end, at the awards ceremony last night, we weren't the outright category winners, but it was lovely to celebrate the impact we have and recognise the work of staff and pupils in prep and senior schools in these important collaborations.

One of the organisations we have recently raised money for in a retiring collection at a concert is Yarm Methodist Church. It was a pleasure to attend the special service this week to commemorate 260 years since John Wesley preached at the wonderful octagonal building that Wesley so admired. We are very fortunate to use this special space for our leavers' service and I look forward to seeing our students and parents at this event on 13th May.

Pupils from Prep and Senior School joined forces, under the expert guidance of Miss Jackson and Mrs Dunkley, to entertain a delighted audience at this year's fashion show. Congratulations to all involved. Students enjoyed Alex Hibbert's fascinating enrichment lecture on his perilous polar explorations on Wednesday, highlighting the value of following your dreams and aiming high, though the high chances of meeting polar bears just coming out of their starvation phase or falling through arctic sea ice was enough to reassure me that my appetite for risk ruled these explorations out for me!

It was a great pleasure to welcome our friends from Werther who visited this week on their exchange - this link between our two schools has been in place since the 1980s and we really value this ongoing relationship and the opportunity for our pupils to make friends and share their school experience with our visitors.

There is, as always, plenty to enjoy in this week's newsletter - something for everyone!

Dr Huw Williams

Our Yarm Debaters who came fourth in the English Schools Union National debating finals!

UNDERSTANDING 'THE TROUBLES': SIXTH FORM TRIP TO NORTHERN IRELAND AND DERRY

Over the Easter break, some Sixth Form historians took part in a history trip to Northern Ireland, primarily focusing on the causes, events and outcomes of the Troubles. The trip began in Belfast, with a tour of Crumlin Road Prison, which was opened in 1846 and only closed in 1996. As such, we could see the progression of the treatment of prisoners over this period. Men, women and children were all housed in this prison, although in different blocks, and the panopticon design of the prison allowed guards to view all of the prisoners at once. We were able to see the prisoners' cells and hear the stories of some of the prisoners there, before visiting the execution chamber, built in 1901. The gaol was also insightful with its information on political segregation of loyalist and republican prisoners during the Troubles, with Martin McGuinness and Bobby Sands both incarcerated in Crumlin Road in the 1970s.

From the gaol, we took a walking tour of the Protestant/unionist area of Belfast, taking in the murals on the end of every row of houses and innumerable plaques in memory of the victims of the IRA's political violence on Shankill road. Our tour guide gave a poignant account of his own motivations for joining the UVF, enabling us to see the divide across the two sides of the "Peace Wall", on the other side of which we met another guide offering his perspective as a Catholic republican. His talk about the persecution of Catholics in Ireland was equally affecting, again giving us insight into his own experiences of the Troubles and, in his case, the burning of the street that we walked down.

Day two began with a tour of the Titanic Museum, where we learnt of the growth of ship-building and its importance to the Irish economy, as well as getting a taste of what ship-building would have been like with the "shipyard ride", which many of us found quite novel! The museum then took us through the layout of the Titanic and the experience of those voyaging on her, including the crew, before recounting her infamous sinking in the early morning of Monday the 15th of April 1912. The most notable artefact on display was the violin of one of the band, who continued playing as the ship sank, immortalised by the idiom "and the band played on". Perhaps least well-known was the legislation introduced to stop such a tragedy ever recurring and, with rain curtailing our plans for a tour of the city, we went to the cinema that night to watch "Unsinkable", the story of the senator William Alden Smith's investigation into the tragedy. Our afternoon trip to the Ulster Folk Museum (which we quickly dubbed Irish Beamish) was also incredibly enlightening, as we learnt about cottage craft and the lives of people in Irish villages around 1907: the houses are such precise replicas, that when

NORTHERN IRELAND TRIP CONTINUED

moved/recreated, even the distance between every brick was measured to the millimetre!

On day three, we visited Professor Fearghal McGarry at Queen's University, Belfast, where he spoke to us about the Easter Rising of 1916 and the ways in which it has been commemorated and represented in recent years. Beginning at the militaristic 25th Anniversary remembrance - around the time of The Emergency in Ireland - and ending with the Decade of Centenaries in 2016, he discussed how history is framed by the present and our modern day political landscape. For the 2016 commemorations, he talked about how the more "embarrassing" aspects of the Rising - such as the many women and children killed, and even the British soldiers who fought against the Irish - are now beginning to be remembered.

McGarry welcomed interesting questions from the group regarding not only the factual modern history of Northern Ireland, but also how the Troubles of the 20th Century have shaped Northern Ireland and Belfast - from the people to the architecture of the city. The talk was one of the highlights of the trip, and it was fascinating for students to be able to talk with a seasoned historian about the city which we were only now beginning to learn so much about.

We then drove to Giant's Causeway to view it in its most animated form - 50 mph winds! Hoping that the weather would calm, we looked around the National Trust centre and made some graphite rubbings of Susanna Drury's paintings of the Causeway, to differing degrees of success. The Causeway itself was impressive and we all enjoyed taking many windswept pictures, before boarding the bus again and setting off for (London)Derry.

Overall, the trip was highly enjoyable, jam-packed and very informative, while the focus on the Troubles was incredibly poignant and drew our attention to such a crucial time in British history, which isn't studied at school. We would like to thank Mr Taylor, Mr Edwards, Mr Grimwood, Mr Morrison and Mrs Pinkham for accompanying us on the trip, and particularly Mr Taylor for the excellent itinerary.

Sophie Jewitt & Cecily Deering,
Lower Sixth

NORTHERN IRELAND TRIP CONTINUED

Eventually we made it to Derry, the visit beginning with an informal tour of the murals that surrounded Derry, depicting the legacy that 'The Troubles' (1968-1998) carries in the area, albeit with a Republican focus due to the area of Derry that we visited being predominantly Republican in affiliation. We were able to observe multiple murals memorialising the Civil Rights Protests of 1967-1972, along with an ever growing amount of more contemporary murals that depict the ever changing political landscape not only in Northern Ireland, but internationally as well. In particular the Sixth Form witnessed many murals to the 'Bloody Sunday' tragedy (also known as the Bogside Massacre) in which fourteen people, partaking in a protest on the internment of Irish Nationalists, were unlawfully killed by the British Army, and a further fifteen were injured. These murals coupled with monuments to remember the victims of Bloody Sunday provided a sobering reflection for the members of the Lower Sixth of the legacy that 'The Troubles' still has on Derry.

Our trip then continued to the 'Free Derry' Museum, where the Sixth Form were able to witness a comprehensive and personal history of the events of the Northern Ireland Civil Rights Movement in Derry and the events of 'Bloody Sunday'. A specific focus of the Free Derry Museum also focused on the campaign of the family members of the victims of 'Bloody Sunday' after the Widgery Tribunal in 1972 claimed that many of the victims of 'Bloody Sunday' had not only been carrying bombs and weapons, but had also shot at the Army first. The Sixth Form were able to see the incredible story of the determination of these families, who through their relentless campaigning, were able in 2010 to get the Saville Report, which found the British Army had shot first with no warning, and that those who were killed or injured were not armed with firearms and had in fact been unlawfully killed. The members of the Sixth Form were then able to have a deeply impactful talk from the older sister of Kevin McElhinney, who was one of the fourteen people killed on 'Bloody Sunday' and only seventeen when he died, on the impact that 'Bloody Sunday' had and continues to have on the community and particularly on the families of those affected by the tragedy. Through this the Sixth Form were able to be reminded about the humanity at the centre of this tragic event, and build a bridge between the past and our present.

As a final stop in Derry the Sixth Form then visited the Peace Bridge, a magnificent piece of architecture in Derry that was created in 2010 connecting the two sides of the River Foyle to connect the Unionist and Nationalists on either side of the bridge together in order to further the peace process in Northern Ireland. And with that our trip was concluded, as we drove to the Belfast Docks to take the ferry back to Stranraer and return home. We would like to thank the members of the History department for accompanying us on this trip and in particular we would like to thank Mr Taylor for his organisation of this trip for the past few months.

Eva Speight, Lower Sixth

YARM APPRENTICE 2024 REFLECTIONS

For me, Yarm Apprentice was not only a really fun experience, but it was also extremely helpful in bringing to life my Economics course, and applying the content to real life scenarios. My favourite task by far was the Christmas fair selling task, as it was the most creative and inventive task in my opinion. We were given about 5 weeks to create a craft stall and sell our creations at the school YSA Christmas Indoor market- with the opportunity of an additional face painting stall up for grabs- all profits going to charity. Despite this being my personal favourite, I found every task unique and different, requiring different skills and often pushing us out of our comfort zone, while encouraging us to develop a vast range of skills- marketing, maintaining accounts, branding, creating video advertisements, presenting, collecting market research, securing a profit, and many more! My second favourite part of YA was the boardroom drama. Even if on the losing team we can still "enjoy" the shenanigans that go on in the boardroom. So for me personally, Yarm Apprentice was an experience that I would love to do again, and I would 100% recommend it for everyone, especially if you're taking Econ/ Bus!

Olivia Miller, Lower Sixth

Taking part in the Yarm Apprentice this year was an experience I will never forget. From tensions in the boardroom, to the excitement of a brand new task, Yarm Apprentice puts you in situations that you may have never been in before. Testing your skills in communication, organisation, teamwork and much more. Having to work in teams comes with challenges, this is where the skills mentioned are tested the most. This activity highlights your strongest areas and also your weakest. For me not getting demotivated by failure in a task was really important. What I really enjoyed about Yarm Apprentice was anything creative. I loved creating posters, TV advertisements and branding. I tried my best to make these look as professional as possible to try to impress my team and the Boardroom. This activity allowed me to make loads of new friends, which for me made the experience even more enjoyable. I fully recommend this activity to next year's Lower Sixth, it is an unforgettable experience and lots of fun!

Oliver Ayton, Lower Sixth

From doing Yarm Apprentice, I feel that I gained the ability to answer difficult questions on the spot, which will help me massively during future interview processes. Furthermore, I really enjoyed the freedom we got with Yarm Apprentice, whilst being able to work towards a task as a team. I would recommend Yarm Apprentice to next year's Lower Sixth, as you will be able to practise and learn skills which you otherwise may not learn, giving yourself a head start for the future.

Alex Walton, Lower Sixth

IZZIE'S EPQ IN AID OF DIABETES UK

Go Fund Me - https://gofund.me/83a05c7a

Book tickets: **https://www.thepaaonline.org/whats-on/movies-izziesepq/**

UK-GERMAN CONNECTION PROGRAMME

Jack Pritchard in Lower Sixth has been awarded a place on the UK German Connection Pupil Programme. This is a two-week summer holiday programme run and funded by the German Educational Exchange Service (Pädagogischer Austauschdienst). Competition for places on the programme is strong, and Jack had to complete an essay in German and submit written work to win the place. He will participate in the course with other students from around the globe, as well as working with German students. This is a brilliant opportunity and previous participants from Yarm School have thoroughly enjoyed and benefited from the programme. Gut gemacht, Jack!

Mr T Fellows

GERMAN PARTNER SCHOOL VISIT

We received guests from our partner school in Werther, Germany on Monday 22 and Tuesday 23 April. On each day, twenty German pupils were paired with volunteer hosts from Third and Fourth Year and accompanied them in lessons to gain a flavour of life in our school. All pupils enjoyed the experience and were intrigued to discuss the similarities and differences between our two schools and countries. Pupils learning German also benefited from some authentic speaking and listening practice, both with the German pupils and their teachers. The German group has been staying in Newcastle for a week and have made visits to local sites of interest including Lindisfarne, Beamish, York and Castle Howard. Yarm School's link with the Evangelisches Gymnasium Werther dates back to the 1980s and we look forward to continuing it!

Mr T Fellows

ART COMPETITION FOR YOUNG ARTISTS LAUNCHED

Calling all creatives! The Foundation Art Prize is inviting entries in all types of media from 16-18-year-olds working in any discipline living in the North East and Yorkshire and Humber regions. You could win £250 and a chance to have your work exhibited in The Northern School of Art's prestigious Summer Show. For all details and term and conditions of the competition go to

https://northernart.ac.uk/foundation-art-prize-offering-250-prize-for-young-creatives-launched/

The competition runs until midnight on Wednesday 1 May. Good Luck!

MATHS CHALLENGE SUCCESS

Yarm School pupils have had great success in qualifying for the recent follow on rounds for the Intermediate Maths Challenge. We had eight pupils taking part in three different competitions designed for different age groups, Christina Lin took part in the grey kangaroo Arshia Arora, Pippa Bashford, Avanish Batra, Robert Qin and Ajay Selvan the pink kangaroo, and Abdelrahman Ellidir and Patrick Winters the Maclaurin Olympiad. Particular congratulations go to Avanish, Robert, Ajay and Patrick who achieved Merit certificates.

Abdelrahman capped his excellent record in Maths Challenges this year by achieving 42 in the Maclaurin Olympiad where the mark for a distinction was only 27. This represented the highest score in the whole North East region and he was awarded a special certificate in recognition of the achievement. Well done to everyone involved with the intermediate challenges and let's look forward to some more great results in the Junior competitions for First and Second year this term.

Dr K Barnett

4TH PLACE AT ENGLISH SCHOOLS UNION NATIONAL DEBATING FINALS

At the end of the Easter break Yarm's Upper Sixth Debating Team of Brooke Young, James Waine, Morven Hawthorne, Simmi Sharma and Sara Banergee travelled to London for the English Schools Union National debating finals.

This was on the back of being crowned as Regional North East Champions earlier this year.

On the day each there were two semi-finals, each comprising 6 teams, over three debates, with only one team being selected by the judges to progress to the Grand Final. In their debate Yarm took on South Hampstead High School in proposing that 'this House regrets voluntourism culture'.

Following an excellent display of public speaking, nuanced argument and effective rebuttal from our team, Yarm were just pipped into second place in their semi-final group, narrowly missing out on a final place, by the eventual winners Radley College.

With over 360 teams starting the competition, a top 4 finish represents an outstanding performance from our team and they conducted themselves with exemplary skill and professionalism.

Mr A Bridges

YARM APPRENTICE PLENARY - COMPETITORS WERE ASKED, "WAS THE ACTIVITY WHAT YOU EXPECTED?"

- Mostly yes, but maybe the amount of time per week needed was a surprise
- Some of the tasks were unexpected
- Yes, it was really enjoyable and useful. I thought there might have been less arguing though!
- Yes and no. Yes, because it was quite challenging but no, because it was a lot more competitive than anticipated.
- It was what I expected but yet much more serious than anticipated
- It was a lot more realistic then I assumed it would be
- It was scarily accurate to the TV version and I was so impressed with the level of responsibility and freedom we were given through the tasks
- Yes, it was well structured
- To be honest I'm not quite sure what I expected but I'd say probably, in terms of being put under pressure and doing new things!
- I did not expect to feel so involved or dedicated to the activity, it almost felt like an additional subject the way it was so efficiently organised
- It lived up to my expectations
- I didn't expect the points system!
- It lived up to my expectations and more!

Miss C E Rhodes

YARM APPRENTICE PLENARY - COMPETITORS WERE ASKED, "WOULD YOU RECOMMEND THIS ACTIVITY TO OTHERS? WHY? WHY NOT?"

- Yes, since I've found it enjoyable and nothing like what I've done at school before
- I wouldn't recommend it to people who won't enjoy working in a time frame and outside of activities
- Yes, as it's fun and different to anything I'd done before
- Yes, but only if they are prepared to work hard
- Yes, it has been great fun and I have enjoyed the healthy competition and chances to work with a team
- Yes, because the activity will provide you with many skills such as pitching and creativity
- I would recommend it as a great way to build team building skills, to find your strengths and work in a business environment
- Yes, as it is a great experience and it provides so many opportunities to talk about in interviews
- Yes, you get the chance to develop skills you can't in lessons
- Yes , it gives good experience that can be referenced in an interview
- Definitely yes. I've never had an opportunity with a competitive twist like this before
- Yes, but it can take up time, especially if you are PM, but it is worth it!
- I would recommend to anyone wanting a future career in a business area like marketing
- Yes because you learn from it
- Ye if you want to improve your team working skills
- Yes, fun and competitive

Miss C E Rhodes

YARM APPRENTICE PLENARY - COMPETITORS WERE ASKED, "WHAT ASPECTS OF THIS ACTIVITY DID YOU PARTICULARLY ENJOY?"

- Working with and leading people
- Being creative and bouncing off other peoples ideas
- Seeing an idea transform into an organised pitch
- Presenting to the Lord Sugars
- The creative nature of the tasks
- Working with new people
- The Boardroom
- Making presentations and handouts
- The “Treats” after winning
- The Christmas Fair
- The idea generation - we could think of a way to solve a problem and then actually pitch its implementation
- The team aspect as well as the competitive nature of the tasks
- The best task was Task 2!
- I particularly enjoyed the selling tasks - as they were the most tangible
- I also enjoyed working with people I otherwise would never work with
- Leading, learning new things and winning tasks
- The emotion and how real people felt it was
- I enjoyed the whole layout. I enjoyed getting to know new people and presenting and pitching
- The Boardroom (seeing everyone else's creativity, as well as finding out who won and who was fired)
- The research and marketing areas as well as changing groups after each task
- The designing and marketing tasks
- Branding and poster making
- Designing and creating - posters to best represent images
- The competitiveness
- The competition and the room for creativity

Miss C E Rhodes

WOMENS POLITICAL LEADERS SUMMIT

What was your trip to Athens about?

I went to Athens to volunteer at the Women Political Leaders summit, on the 19th - 21st of March. The theme of the summit was “Democracy for the 21st Century” as 2024 is considered to be a super-election year, and the conference was held in conjunction with the Hellenic Government, and was hosted by HE the President of the Hellenic Republic Katerina Sakellaropoulou. Panels and policy-focus sessions focused around: why representation of women in politics matters; how to tackle violence against women in politics, through AI and in conflict zones; how political parties threaten democracy; and how to counter growing disenfranchisement in modern politics. My role was to work behind the scenes to ensure that the speakers were prepared for their panels, to create key-note cards, to take notes in policy focus sessions and organise translators for different delegations.

What were the highlights of the trip for you?

There are too many to mention them all! Over three days, over 200 international delegates were at the conference and I had the pleasure of speaking to many of them, while readying them for their panels. This was certainly a highlight: the whole trip I was very excited to be in the "room where it happens" as many even asked for my opinion on what they had prepared! On a more extravagant note, on the first night I attended a reception in the Presidential Mansion, on the second a private tour and reception at the Acropolis Museum, and on the third a tour of the Hellenic Parliament, where delegates made their final statements. I was awe-struck by the grandeur of all of the buildings and these opportunities felt very surreal!

Who did you meet with, and who left the biggest impression?

I met most of the delegates over the course of the conference, but a few stand out. I had the pleasure of meeting Dame Eleanor Laing, Deputy Speaker of the House of Commons, who was highly approachable and had a conversation with the Ethiopian President, Sahle-Work Zewde, about the Greek revolution. A Greek minister allowed me to preview her delegation speech and with it her ambitious quota proposal for the Greek Parliament, which I was the first person ever to see, except herself! Among all the delegates, however, Dr Obiageli (Obi) Ezekwesili (Chair of WPL Board, former VP of the World Bank's Africa Region) was the most captivating: when she stood up to speak, she didn't even use notes. In a room of some of the most capable speakers in the world, she stood out as the most formidable.

How did you hear about this opportunity?

A relative works for the WPL organisation and when we discussed my interest in politics as a career, he offered to ask if I could join the organisation as a volunteer and the President and Founder of WPL, Silvana Koch-Mehrin, kindly agreed!

What was your biggest takeaway/lesson from the experience?

My biggest takeaway from the experience is just how far we still must come to achieve parity of representation in politics. It is easy to assume that as women gain equal voting rights to men, this gap in representation will naturally decrease, however if the conference taught me anything, it is that there are still many barriers to this achievement, and that parity shouldn't be the end goal. Parity in political representation should be used to drive social change, to combat the inequalities women face everyday. Yet I was also incredibly buoyed to see the dedication of all of the women at the conference towards a single goal - and I have never been so inspired.

Will this lead to further opportunities for you?

I was grateful for the wonderful feedback I received from the WPL staff and Silvana Koch-Mehrin (President and Founder of WPL, and former VP of European Parliament) has invited me back to volunteer at the next conference, whenever/wherever that may be. I am already very excited at the prospect!

In this photo, I am pictured with the rest of the WPL team, the Greek Minister for Tourism, Silvana Koch-Mehrin, and Dr Obiageli (Obi) Ezekwesili.

Sophie Jewitt, Lower Sixth

CAREERS IN NURSING

This week we hosted the first of the summer term's Career Presentations, focusing on the field of nursing. Over the last few years an increasing number of Yarm School students have awoken to the considerable opportunities that exist in this diverse profession. Former pupil, Isobel Francis-Jones returned to share with us her experiences of researching, applying, studying and training as a nurse. She was able to detail the pattern of placements, the course's requirement for a 100% attendance rate, as well as the process of building and developing core skills. Isobel spoke with undeniable enthusiasm and commitment to a profession she already seemed perfectly suited for, and it provided a good opportunity for the assembled pupils to explore their queries around nursing. We wish her well in the development of her career, and thank her for extending an offer of help to any current pupils wishing to discuss nursing further. Mr Newman is also a good point of initial contact as our Career Ambassador for Health Professions.

CAREERS IN ART AND DESIGN

Yarm School has a well deserved reputation in the field of art and design, encouraged by three dynamic departments, namely Art, DT and Textiles. At this time of year there is the opportunity for pupils, parents and the wider community to experience the talents and ambition of the departments and their pupils through various showcases. Many of you might have attended this week's fashion show. The Art Department will have their impressive display of pupil skill and productivity on Tuesday 14th May. There is a good deal of expertise and support within school for those students looking to pursue Art and Design beyond school and into their future careers, though it is perhaps often an area that some parents feel less well positioned to guide on themselves. Pupils can of course speak with any of their subject teachers and tutors, but they can also discuss their plans with our Career Ambassadors in those areas, namely Ms Ashleigh Jackson for theCreative Arts & Design and Mr Dan Spence for Architecture & Product Design. The linked document above will also be a useful guidance for some pupils and parents curious to explore future opportunities.

In the days ahead we have talks on Law, Banking, the RAF and Gap Years.

Week 2	Fri 26th April 1300 - 1330 (P3)	**Law** Charles Rowell, former pupil and current solicitor degree apprentice, will give advice and guidance on his experience undertaking a
	Fri 26th April 1245 -1330 (B1)	**Studying abroad whilst at university** Matthew Heathcote, former pupil and current student of Nottingham (Economics) will discuss his experiences of and the benefits of a
Week 3	Thu 2nd May 1300 - 1330 (P3)	**RAF** Sgt Brian Tumilty of the RAF will give a presentation and take
Week 4	Fri 10th May 1245 - 1330 (B1)	**Banking** Ayoosh Choudhary will discuss his experience working in Investment
Week 5	Mon 13th May 1300 - 1330 (P3)	**British Army & Engineering** 2nd Lieutenant Scott Pillinger, a young officer from the Royal Electrical and Mechanical Engineers, who completed their Officer training will present on opportunities within the British Army

BASKETBALL SUCCESS!

Freddie Briston-Smith was awarded the Durham County Basketball Association U14 Most Valuable Player Award for the 2023-2024 season. Freddie was presented the award from League Chairman John Harding.

He also was awarded Mohawks U14 Most Valuable National League Player of the season.

Well done Freddie!

SPORT WEEK AHEAD

The weeks ahead are now available online.

You can view them here.

YARM SCHOOL ASSOCIATION
PRESENTS:

CASINO ROYALE

SUMMER BALL 2024

SATURDAY, JUN 15TH
7PM - LATE
THE PAA

LIVE MUSIC FROM THE BOURBON STREET BAND
EARLY BIRD TICKETS JUST £75 FROM CLASSLIST
EARLY BIRD TICKETS CLOSE ON 15TH MAY 2024

FEATURED: CIRQUE - THE GREATEST SHOW

Where musical theatre meets the circus., Cirque - The Greatest Show

A brand-new show for 2024, following a very successful 2023 tour.

A world that explodes into colour as everyone's favourite West End and Broadway hits combine with breath-taking, amazing performances, incredible contortionists, and thrilling feats of agility and flair.

It's the amazing variety spectacular everyone is talking about. . .welcome to Cirque: the award-winning, smash-hit sensation that is fun for all the family. Let the music lift you on a truly wondrous journey bursting with kaleidoscopic colour.

This is a dynamic, feel-good show, suitable for all the family!

Appearing on our stage, Tuesday 28th and Wednesday 29th May with shows at 3pm and 7pm, you really don't want to miss this fantastic show.

Tuesday 28th and Wednesday 29th May (Both) 3pm and 7pm

Book Online Here

At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about CLICKBAIT

WHAT ARE THE RISKS?

Clickbait is a controversial online marketing strategy which uses sensationalist (and frequently misleading) headlines to encourage engagement with an article, image or video – often playing on users' emotions and curiosity, while much of the actual content is of questionable accuracy. Clickbait is also sometimes used to disguise scams, phishing sites and malware.

HARMFUL MISINFORMATION

Clickbait tends to play fast and loose with the truth, opting for eye-catching content over objectivity. This is particularly dangerous for younger internet users, who are generally more susceptible to that type of material. A child could be presented with fake news, misleading articles and – in some cases – outright lies without fully understanding what they're viewing and why it's harmful.

PRIVACY PROBLEMS

Some clickbait leads to sites which could coax a child into volunteering their personal data – using pop-ups to ask them for their email address and phone number, for example, in exchange for accessing additional content or subscribing to various services. Normally, this harvested information is then sold to third parties, who often utilise it for targeted adverts and other sales schemes.

INAPPROPRIATE CONTENT

Due to the misleading nature of many examples of clickbait, what may seem to be innocuous and child friendly could actually contain age-inappropriate material such as extremist political views or violent, pornographic or sexually explicit content. This is clearly a hazard for young people, who could be upset, disturbed or influenced by exposure to such subject matter.

A DRAINING DISTRACTION

Clickbait encourages spiralling consumption of online content, which could easily result in a young person spending hours scrolling aimlessly instead of doing something productive or interacting with family and friends. This can leave them tired, asocial and lacking focus – and, in the long term, can negatively impact their social skills, education and mental wellbeing.

HIDDEN MALWARE

While most clickbait is simply trying to promote engagement to earn companies additional revenue, some of it *does* redirect to dubious sites with the potential to infect devices with viruses or malware. This could put a child's sensitive data – such as their name, their location and their date of birth – at risk of being accessed and exploited by malicious hackers.

IMPACT ON BEHAVIOUR

Depending on the type of clickbait a child is interacting with, you might notice negative changes in their behaviour. Weight loss scams, for example, are common among clickbait and have the potential to influence eating habits and body image – while deliberately inflammatory 'rage bait' articles can leave impressionable young people feeling irritable, restless or argumentative.

Advice for Parents & Educators

START A CONVERSATION

The sheer volume of clickbait can make protecting children against it quite challenging. It's vital to talk to young people regularly about the types of content they encounter online, so that they understand the risks of engaging with clickbait. If you're still concerned, it may also be wise to keep an eye on children's online activity to ensure they're not being tempted by clickbait headlines.

PROMOTE CRITICAL THINKING

Encouraging children to question the legitimacy of sensational headlines and too-good-to-be-true promises will help them to become savvier online – and far less likely to be drawn in by clickbait content. These critical thinking skills will also serve to protect them in other areas of the digital world where misinformation is becoming increasingly common.

SPOT THE TELLTALE SIGNS

There are certain common elements in clickbait, including headlines and images that use shock and outrage to grab people's attention – as well as numbered lists, such as "8 Facts You Won't Believe Are True". Some clickbait combines several of these tactics to snag users' interest. Learn to recognise these techniques for yourself so you can teach children to notice them as well.

TAKE CONTROL

Many parents opt to place limits on how long their children can spend online each day, which obviously reduces the chance of exposure to clickbait. Alternatively, most internet-enabled devices have built-in controls that allow parents to manage what sort of online content their child can access – including filtering by age, which can screen out a percentage of inappropriate material.

Meet Our Expert

Carly Page is an experienced technology writer with more than 10 years in the industry. Previously the editor of tech tabloid The Inquirer, she is now a freelance technology journalist, editor and consultant who writes for Forbes, TechRadar and Wired, among others.

#WakeUpWednesday®

The National College®

Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 27.03.2024