EATON BANK ACADEMY

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13th October 2026

Increased Vigilance following Incident in the community

Dear Parent/Carer,

We are writing in response to a serious incident that has taken place in the Biddulph/Knypersley area on the morning of Monday 12 October. Police enquiries are ongoing and police presence has increased in the local area.

We are particularly mindful that a number of Eaton Bank Academy students travel to us and from school from this area, using school and public transport. In light of this incident, we strongly advise parents and carers to be vigilant of their child's safety on their journey to and from school, and consider and review the following:

- Where possible, ensure children walk with friends or are accompanied by an adult, particularly at quieter times of the day.
- Review your child's usual route to their bus stop or collection point, prioritising busy, well-used and well-lit routes.
- Encourage children to avoid unnecessary shortcuts or isolated areas.
- Make sure you know your child's usual journey and expected arrival time.
- Encourage children to keep their phone charged and accessible when travelling.
- Remind children that if they ever feel unsafe, they should move towards a busy, public place or trusted adult and seek help immediately.
- Please consider additional supervision or alternative travel arrangements where you feel this is appropriate for your child.
- Consider whether providing your child with personal safety equipment (i.e a torch or alarm) is appropriate, especially as the darker evenings returning.

We would encourage parents to discuss personal safety in a calm and age-appropriate way, reinforcing that if a child ever feels uncomfortable or concerned, they should trust their instincts and seek help. We will be working with our Youth Liaison Officer to deliver important safety messaging during assembly and as well as providing safety messaging during core time this week.

Hollie Guard

Parents may also wish to explore the Hollie Guard personal safety app with their child. The core app is free to download and includes features that allow a user to alert nominated emergency contacts and share their GPS location. Its journey feature can also share a journey with trusted contacts and monitor an expected arrival. Some enhanced monitoring

features require Hollie Guard Extra, which can be paid for. Further information is available from the official Hollie Guard website.

We recognise that information of this nature may understandably cause concern. Our intention in sharing this information is not to cause alarm, but to ensure families are aware and can make informed decisions about their child's journey to and from school.

Staffordshire Police's information about the ongoing investigation can be found here. Police have asked anyone with relevant information or footage to contact them on 101, quoting incident 104 of 12 October.

Thank you for your continued support in helping us to keep our young people safe.

Yours sincerely,
Jade Podmore and Jenna Andrews
Assistant Headteachers and Designated Safeguarding Leads
Eaton Bank Academy