

October 2019

Dear Parent/Carer

It may have come to your attention that a music video has appeared online, which uses some of our school's facilities. The video depicts smoking, drug taking and the misuse of alcohol and parts of it were filmed using one of our classrooms as a backdrop.

The misuse of our facilities is something that we take very seriously and we have launched an investigation into how SLS, the company that manages our lettings, have allowed something so wholly inappropriate to occur on our premises.

All our lettings are covered by legal contracts and we will be exploring what action we can take against those responsible for breaching the terms and conditions of the lettings agreement and the reputational damage that this has caused the Academy.

We are encouraging our students who have commented on the video to remove any links that identify the school and afford further publicity to the group. I would also encourage any parents or community members who have commented to also consider this course of action.

Appleton Academy has an improving reputation. Our Primary has been strong for a number of years and our Secondary outcomes have improved significantly in recent times. Our students' good behavior is often commented upon as a contributory factor to these improvements and we are determined not to let an incident such as this disrupt all the hard work and effort we as a community have invested.

Can I assure parents that Appleton Academy has zero tolerance towards smoking, drug use and the misuse of alcohol. We ensure our curriculum educates children and students in the dangers and harm caused by substance abuse and we promote healthy lifestyle choices. This music video was made outside of normal school hours by a group with no association to our school or community. None of our students appear in the video and none were involved in its creation.

We would like to thank those parents who brought this video to our attention and apologise for any distress caused by this incident.

Over the last ten years, we have a proud history of allowing our fabulous facilities to be utilised beyond the school day. The many activities which take place at these times both within our buildings and our grounds enhance the lives of our students, parents and the wider community. We are determined not to let one group's inappropriate actions ruin the pleasure and enjoyment of the overwhelming majority of people who treat our facilities with respect.

If you wish to discuss this matter further, please do not hesitate to contact the Academy.

Yours faithfully

A handwritten signature in cursive script that reads "Helen Jones".

Helen Jones  
Executive Headteacher