



SAFEGUARDING NEWSLETTER

Issue: April 2025

Explore the evolving landscape of safeguarding within The B2W Group, uncovering the latest trends and challenges affecting learners today, with practical tools, expert insights, and essential resources to help you support learners facing these challenges.

TALK TO US

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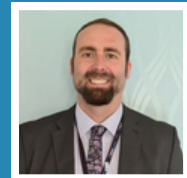
SAFEGUARDING TEAM



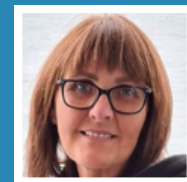
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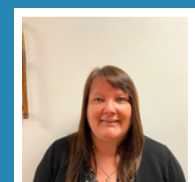
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WELCOME...

Alison Dann

Designated Safeguarding Lead (DSL)



At B2W Group, safeguarding is at the heart of everything we do. Whether you are reading this as a learner or a staff member, our approach goes beyond compliance—it's about creating a safe, informed, and resilient environment for all.

This edition of our safeguarding newsletter focuses on key emerging issues that affect the safety and well-being of learners and staff.

You may have heard these topics discussed in the news, with friends, work colleagues or family.

We need to be proactive in educating and safeguarding our staff and learners by contextualising these risks.

- Andrew Tate and Online Influences – The rise of social media influencers promoting harmful narratives can shape attitudes and behaviours in ways we must address.
- Sextortion – An increasing online threat where individuals are coerced into sharing explicit content, leading to blackmail and emotional harm.
- Martyn's Law – A new security initiative ensuring venues, including education providers, are better prepared for potential terrorist threats.
- Incel Culture – A growing extremist movement that can lead to radicalisation and real-world harm if not properly understood and addressed.

These topics are not just theoretical concerns—they are real and present challenges that tie into our Prevent strategy.

If you have any concerns or need further guidance, please reach out to the safeguarding team.

Together, we can ensure that safeguarding remains a priority for all.

Best wishes,

Alison Dann

Designated Safeguarding Lead, B2W Group

Organisation-Specific Safeguarding Contacts



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AT A GLANCE...



The Influence of Online Figures

Social media personalities, like Andrew Tate, are shaping views on masculinity and relationships. Some messages promote misogyny and anti-authority beliefs, which can lead to concerning behaviours. We will cover this area in more detail in our spotlight section.



Safeguarding in the Digital Age

As seen in the Netflix show Adolescence, social media personalities shape societal norms, influencing young adults in profound ways. Their messages can fuel extreme ideologies, trickling down into everyday lives and shaping negative language and attitudes. This can reinforce misogyny, intolerance, and hostility, sometimes leading to dangerous real-world consequences.

Sextortion

Young people and vulnerable adults are increasingly targeted online, tricked into sharing explicit content, and then blackmailed. Stay safe by thinking before sharing and reporting suspicious activity.



Martyn's Law

Martyn's Law strengthens public safety by requiring venues with 100+ capacity, including education providers, to enhance security measures. Aligning with Prevent, it mandates risk assessments, security plans, staff training, and collaboration with authorities to improve preparedness for terrorist incidents.

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IN THE SPOTLIGHT...



Andrew Tate

The influence of Andrew Tate has raised concerns within Prevent, the UK's strategy for safeguarding individuals from radicalisation. While not directly linked to extremism, his rhetoric promotes misogyny, anti-authority views, and divisive ideologies, which can shape harmful mindsets. With a significant following, particularly among young men, Prevent practitioners have reported cases where vulnerable individuals—including young males and at-risk adults—have been drawn into toxic narratives that undermine equality, respect, and social cohesion. Addressing this influence requires critical thinking education, positive role models, and safeguarding interventions to steer individuals toward healthier perspectives on masculinity and success.

Safeguarding Concerns

1. Misogynistic Views – Tate has made numerous statements that promote harmful stereotypes about gender roles, which could contribute to negative attitudes towards women.
2. Online Radicalisation – His content often includes extreme views that may normalise aggressive or controlling behaviour.
3. Exploitation Risks – Some of his business models, such as the Hustler's University and webcam ventures, have been criticised as exploitative.
4. Criminal Allegations – He has faced legal issues, including human trafficking and rape charges in Romania, although he denies wrongdoing.
5. Influence on Young Minds – His message can lead young men to adopt harmful behaviours, reject authority, and disengage from positive role models.

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Navigating the Challenges of Adolescence: Safeguarding in the Digital Age



ADOLESCENCE

Adolescence is a recent Netflix drama series that provides a raw and unsettling portrayal of the challenges modern adolescents face, particularly focusing on the impact of social media, online subcultures, and societal pressures.

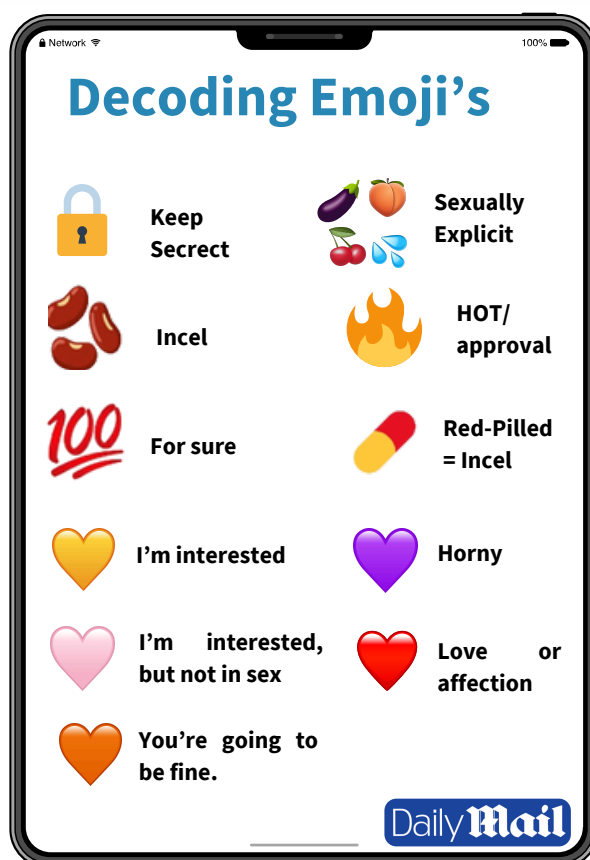
Plot Overview

The series centres on the Miller family, whose 13-year-old son, Jamie, is **arrested for the suspected murder of a classmate**. As the narrative unfolds, it becomes evident that Jamie's involvement in online communities, including extremist forums, played a significant role in his radicalisation and subsequent actions. The story highlights the **disconnect between parents and their children's digital lives**, emphasising the need for greater awareness and communication.

Safeguarding Concerns

1. **Online Radicalisation:** The series shines a light on how exposure to extremist online communities can influence young people, leading them to adopt harmful beliefs and behaviours.
2. **Parental Awareness:** It underscores the importance of parents being aware of their children's online activities and understanding the potential dangers that exist in the digital world.
3. **Social Media Influence:** The drama explores the effects of platforms like Instagram and Snapchat on adolescents, addressing issues such as cyberbullying, peer pressure, and the pursuit of online validation.

For more information on safeguarding and Prevent, speak to your designated safeguarding lead.



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INCEL...

In recent years, the term "incel" (involuntary celibate) has become more prevalent in discussions surrounding online communities and safeguarding concerns. An "incel" is typically a person, often male, who feels unable to form romantic or sexual relationships, and this perceived lack of success can sometimes lead to resentment, anger, and an unhealthy mindset.

In some incel communities, the ideas of Andrew Tate, previously discussed in this article, resonate strongly, as his misogynistic views align with the toxic ideologies often promoted within these groups. Incels can often be found in online forums or social media platforms where they may foster extreme views on relationships, women, and masculinity. These views can sometimes be harmful and lead to destructive behaviours, including the justification of violence.



Safeguarding Concerns

The rise of incel culture can present unique safeguarding challenges. Those vulnerable to these ideologies may feel isolated and increasingly alienated, which can intensify feelings of resentment and potentially lead to harmful actions. It is crucial to provide a supportive environment for those who may be drawn to these harmful beliefs, offering resources that encourage healthier ways of thinking about relationships, self-worth, and emotional well-being.

Support and Resources

- If you encounter individuals expressing incel-related views, it's vital to offer them guidance and connect them to appropriate mental health and social services.
- Open conversations about healthy relationships and self-esteem are key in counteracting harmful ideologies.
- As a community, we must remain vigilant in supporting those who may be vulnerable and ensure that all individuals, regardless of their background or beliefs, are treated with respect, dignity, and care.

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Sextortion is a growing online threat that targets individuals through blackmail involving explicit images or videos. Criminals often pose as someone trustworthy, persuade victims to share intimate content, and then demand money or further images under the threat of exposure.



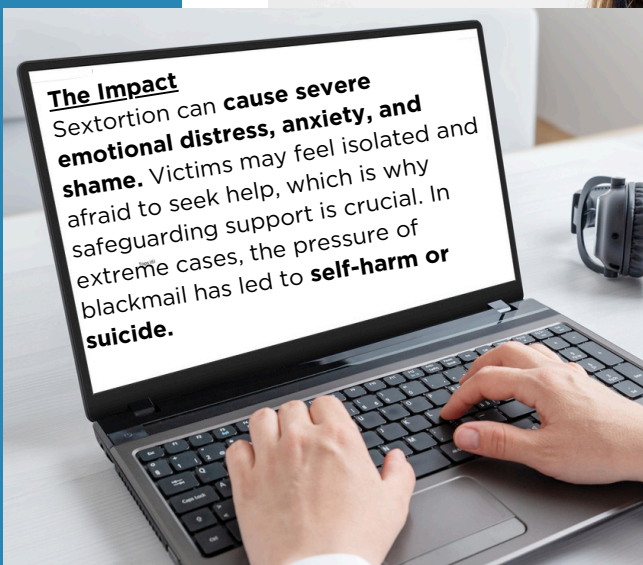
Who is at risk?

Anyone-
especially young people.



The Impact

Sextortion can cause severe **emotional distress, anxiety, and shame**. Victims may feel isolated and afraid to seek help, which is why safeguarding support is crucial. In extreme cases, the pressure of blackmail has led to **self-harm or suicide**.



Perpetrators can look like **ANYONE**



SEXTORTION

How to Stay Safe?

- Think before sharing – Never send explicit images or videos online, even to someone you trust.
- Check profiles – Be cautious of online interactions, especially with strangers or accounts with limited activity.
- Recognise red flags – Fast-moving relationships, excessive flattery, or sudden requests for explicit content are warning signs.
- Report and block – If targeted, do not comply with demands. Report the user and seek help immediately.

What to Do If You or Someone You Know Is a Victim?

- Do not pay – Paying does not guarantee safety; it can lead to further demands.
- Save evidence – Keep screenshots and messages to report the crime.
- Seek support – Speak to your safeguarding team, report to the police, or contact organisations like CEOP and the NSPCC.

Sextortion is a crime, and no one should suffer in silence. If you have concerns, reach out to your safeguarding lead for confidential support.

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MARTYN'S LAW

TERRORISM (PROTECTION OF PREMISES) BILL

Martyn's Law named in memory of Martyn Hett, a 29-year-old man who was tragically killed in the Manchester Arena terrorist attack on 22 May 2017. Martyn was one of 22 victims who lost their lives when a suicide bomber targeted an Ariana Grande concert. Following the attack, Martyn's mother, campaigned tirelessly for stronger security measures to protect the public from similar tragedies. Her efforts led to the introduction of Martyn's Law.



The UK government introduced Martyn's Law (Terrorism (Protection of Premises) Bill) to enhance public safety by ensuring venues are better prepared for terrorist threats. The law requires venues with 100+ capacity, including education and training providers, to implement proportionate security measures to strengthen preparedness and response. [CLICK HERE](#)

Colleges, training providers, and workplaces with large gatherings of learners and staff may fall under Martyn's Law, **making it essential** to understand and comply with its requirements.

Covered organisations must:

- Conduct regular risk assessments to identify security vulnerabilities.
- Implement security plans to manage and respond to threats.
- Provide training for staff and learners on recognising and reporting suspicious activity.
- Collaborate with local authorities to strengthen emergency response protocols.

By taking these steps, education providers can enhance safety and preparedness across their sites.

PREVENT?

- While Martyn's Law is distinct, it aligns with the Prevent Duty, which is part of the UK's Counter-Terrorism Strategy (CONTEST).
- Prevent focuses on stopping individuals from being drawn into terrorism through safeguarding and education.
- Martyn's Law focuses on security preparedness, ensuring venues can respond effectively to potential attacks.

Both initiatives require training and awareness, risk assessments, and proactive security measures in educational settings.

What This Means for You



For Staff:

Be aware of the emergency procedures in place at your organisation. Engage with training sessions and refresh your knowledge of risk assessments.

For Apprentices and Adult Learners:

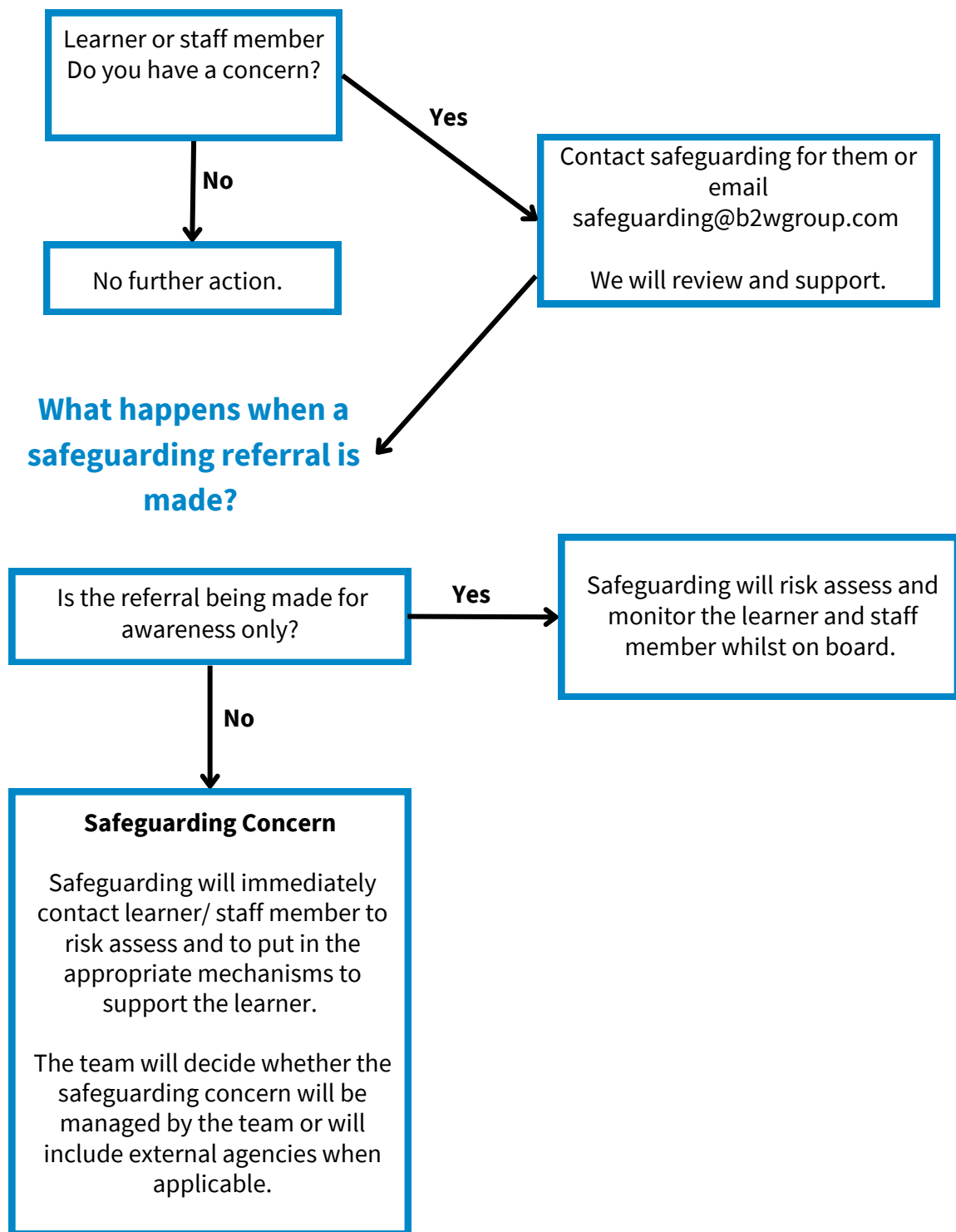
Stay vigilant in public spaces, report any suspicious activity, and familiarise yourself with emergency procedures within your workplace or training centre.

Organisation-Specific Safeguarding Contacts



Safeguarding Flowchart

When you self-refer or contact the Safeguarding Team to report a concern about yourself or someone else, your concern is taken seriously and handled with care, confidentiality, and professionalism. Once received, the Safeguarding Team will review the information and assess the level of risk. You may be contacted for more details to ensure a clear understanding of the situation. From there, appropriate action will be taken—this may include offering support internally, signposting to external services, or escalating to relevant authorities where necessary. The team will keep you informed throughout the process, and your safety and wellbeing will remain their priority. The flowchart below outlines each step of this process.



Organisation-Specific Safeguarding Contacts

