



Burscough Priory Academy  
www.burscoughprioryacademy.org  
Headteacher Mrs L MacLaren

Ref: 3375 IMA/JTH

07 March 2023

Dear Parent,

On Friday 10 March, in partnership with Lancashire Police, we will be hosting the JJ Effect Charity. They are a Lancashire based and award-winning, anti-knife crime charity which seeks to educate young people on the impact and dangers of carrying weapons and knife crime. The charity was set up by Byron in response to his own experience of knife crime after his brother Jon-Jo, known as JJ, was tragically stabbed to death in 2014. Year 9 and 10 students will be involved in a 90-minute session on the day on Friday.

This experience is a result of our excellent partnership work with the Community Safety Team, and it will complement and enhance the Personal Development programme in school. This is not directly related to an incident or the conduct of our students specifically or in the locality. As with many things in 2023, it would be remiss of us to assume that it does not or could not happen to someone in or connected with our school.

The content is authentic, honest and gives detail about JJ and the impact of the serious incident. This is a link to the website to enable you as a parent to have an insight into the presentation:

<https://thejjeffect.org/>

If you have any questions regarding your child's participation, or if you would like to discuss anything with us before your child takes part, please contact us using the [enquiries@burscoughprioryacademy.org](mailto:enquiries@burscoughprioryacademy.org) email address.

Yours faithfully,

*I Mayne*

Mr Mayne  
Assistant Headteacher

*J Thornberry*

Mr Thornberry  
Designated Safeguarding Lead



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