



Bishop Vesey's Grammar School

'Inspiration and Excellence'

Headteacher: Dominic Robson BA (Hons) NPQH

Lichfield Road, Sutton Coldfield, B74 2NH, 0121 250 5400, www.bvgs.co.uk

Dear Parents & Carers,

Energy Drinks

I am writing regarding the growing potential problem regarding so-called "energy drinks", including brands such as Red Bull, Monster Energy and similar. Whilst these drinks are not technically illegal they do contain high levels of synthetic ingredients that can be quite harmful in large doses and we are keen that your children adopt both healthy lifestyles and a healthy diet. We are also aware that enforcing a total ban on certain items within school can create more desire for these items. However, we would like to do everything we can to encourage all of our students to be healthy.

Many schools operate strict packed lunch policies which often include a total ban on all carbonated drinks, but we do not want to take this level of direct action unless we have to. We prefer to rely on the power of education and to work closely with our parental body.

Therefore, I am writing to ask you to talk to your son or daughter about the dangers of these drinks and the harm that can be caused by excessive consumption. There are a small minority of students who are bringing these drinks into school, and a very small minority who are consuming several cans of these drinks each day. If you are aware that your son or daughter is doing this, please will you make every effort to discourage this behaviour.

In the meantime, we are asking our staff to remove these types of drinks where we believe that excessive consumption is taking place, and we are mounting an education campaign in school to discourage the use of these types of drink.

I hope that you feel that this is the right level of action, but I am always keen to hear your views, so please get in touch if you would like to give us some feedback. We are not ruling out the possibility of enforcing a total ban, but we regard this initial response as a pragmatic solution that should head off any long term issues.

Warmest regards,

Russell Bowen
Deputy Headteacher

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