



Morton Academy

The best in everyone™

Part of United Learning

RMCG/KRE

22nd April 2025

Dear Parent/Carer

Knife Crime Presentation: The JJ Effect - Friday 25th April 2025

Recently Cumbria Police and Cumberland Council have managed to secure funding in order to allow Secondary schools across Carlisle to host a presentation called The JJ Effect. The JJ Effect will be visiting Morton Academy on Friday 25th April and will deliver presentations to all students in Years 8, 9 and 10. We feel it is important to teach our students about the dangers and risks of knife crime in the most effective way possible.

The JJ Effect takes the form of a 2 hour interactive experience delivered by Byron Highton, a young man from Preston, Lancashire who has been personally affected by knife crime. Byron now dedicates his time speaking to other young people about the devastating effects knife crime and gang-related activity can have on young people and their families. Byron uses his lived experiences to educate young people on potential dangers and help to steer them away from knife crime, county lines, grooming and criminal exploitation. Byron has been joined by Eve Cross, who was herself a victim of a knife attack in 2019, when she was 17 years old.

The JJ Effect has been described as “one of the UK’s most powerful and hard hitting anti knife crime presentations”, in memory of a child called Jon-Jo (JJ) who tragically lost his life through knife crime in 2014.

The approach that Byron Highton and his team use is to talk to young people in an accessible way. The presenters use real descriptions, pictures, video and stories to drive the message home. Some of the images and videos used are graphic and depict the effects of knife crime and can therefore be quite shocking and thought-provoking to young people. We will be monitoring students during the presentation and will support as necessary.

If you have any questions regarding the above, please do not hesitate to contact the academy.

Yours sincerely

Richard McGuire
Principal

Richard Rose Morton Academy, Wigton Road, Carlisle CA2 6LB

† 01228 822644 • e info@rrma.org.uk • www.rrma.org.uk