Friday 6th November 2026

Happy, Healthy, Aiming High

Headteacher's Message

Dear Families,

It has been another busy and exciting week at Angel Road!
This week has been Design and Technology (DT) Week, with children across the school immersing themselves in a range of creative and practical projects. Activities have included making pizza, and designing, sewing and creating keyrings and cushions. Pupils have also been investigating mechanical toys, exploring how moving parts work and even creating their own working models. It has been wonderful to see so much creativity, problem-solving and teamwork on display.

We have hosted our annual flu vaccination programme, enabling children across the school to receive their vaccinations during the school day. In addition, our school photographer visited today, and all children had their individual and sibling school photographs taken. The children have been polite and respectful throughout.

Our youngest children have also enjoyed a fantastic outdoor learning experience. Nursery and Reception classes visited Waterloo Park for an autumn walk, exploring the changing season and looking at the beautiful colours, sights and sounds of autumn. The children thoroughly enjoyed their adventure!

Finally, our Parent Survey is now available. Your feedback is so important to us and helps shape our ongoing school improvement work. Please take a few moments to complete the survey using the link shared via Class Dojo or sent to your email. We greatly appreciate your time and support.

Thank you, as always, for your continued support.
E J Savage
Headteacher

Celebration Assembly and The Golden Book

Every week we celebrate the children's achievements during Celebration Assembly, whether these achievements are in or out of school. If your child has a special achievement they would like to share with school, please email office@angelroadschools.org.uk and we will try and share as many of these as possible. Golden Certificates are given to children who go above and beyond, whether this is demonstrating resilience with a challenging piece of work, or showing kind and thoughtful behaviour towards their peers.
Golden Certificates were awarded to the following children this week:

Finley M-A	Rose	Damla	Ansh
Orla F	Aria C	Eliana	Amya-May
Beatrix	Darcey	Abu	

Upcoming Events

Friday 13th November
Supporting Children in Need
Non-School Uniform Day
Donation posters will be up around school

Thursday 10th December
Christmas Lunch
Order on The Pantry website

Christmas Jumper Day
Wear a Christmas jumper or something seasonal to school

Monday 14th December
Christmas Performance
Year 1 and Year 2 (KS1)
Starts at 1.30pm

Tuesday 15th December
Christmas Performance
Year 1 and Year 2 (KS1)
Starts at 9.30am

Christmas Performance
Year 3 and Year 4 (LKS2)
Starts at 1.30pm

Wednesday 16th December
Christmas Performance
Year 3 and Year 4 (LKS2)
Starts at 9.30am

Christmas Performance
Year 5 and Year 6 (UKS2)
Starts at 1.30pm

Thursday 17th December
Christmas Performance
Nursery and Reception classes (EYFS)
Starts at 9.30am

Booking for all Christmas Productions will be on the Arbor Parent Portal from 27th November at 4pm

Friday 18th December
Last day of term

Tuesday 5th January
School open for all pupils

Attendance News



Returning to school after a break

During the holidays, the regular school day routine will probably be more relaxed. Bedtimes may be later, and the morning alarm clock may get turned off! Going back to school after any break can present challenges for children, young people and even parents and carers.

It's worth doing a little bit of preparation before the new school routine begins again, to make the transition as easy as possible for everyone. Good routines help build good habits, ease anxious feelings, and reduce stress for young people and parents.

Ways you can do this include:
• Setting a consistent wake-up time
• Having a healthy breakfast
• Build in extra time in case things don't go as planned
• Create a visual schedule to outline the morning routine which will help keep your child on track

Whole School Attendance this week

Infant School: 93.3% **Junior School: 95.7%**

R	Mouse	91.9%	Rabbit	92.9%
Y1	Hedgehog	91.1%	Squirrel	93%
Y2	Fox	97%	Owl	96.8%
Y3	Dragonfly	98.3%	Swallowtail	93.6%
Y4	Deer	98.2%	Hare	95.5%
Y5	Otter	97.1%	Seal Class	90%
Y6	Kestrel	97.2%	Kingfisher	95.6%

Please **click here** for more information about Working Together to Improve School Attendance
'Should I keep my child off school?'
A handy checklist for all those common illnesses.
Please click here!

At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about
ADVERTISEMENTS AIMED AT CHILDREN

WHAT ARE THE RISKS?

Children are particularly vulnerable to the persuasive effects of advertising because of their still-developing critical thinking and impulse control skills. Children are regularly and passively exposed to advertising online, whether through influencers, paid advertisements, or sponsored content. Although 92% of 12–17-year-olds felt confident recognising online advertising, only 37% correctly identified sponsored adverts in search results.

INFLUENCER MARKETING

Influencers are an increasingly prominent part of children's online experiences, with four in ten 8-17 year olds who watch online videos reporting that they watch influencer content as entertainment. Influencers can appear credible, relatable, trustworthy and aspirational. Although seven in ten 12–17 year olds recognised a paid partnership, some believed products were promoted because influencers liked or thought they were 'cool'.

PARENTAL PRESSURE TO PURCHASE

Children's exposure to online advertising can pressure parents to buy products they see advertised. When told no, children may feel upset, treated unfairly or left out when comparing themselves with peers. With children potentially seeing up to 40,000 adverts a year, parents cannot meet every request. This can lead to arguments and put strain on family relationships.

UNREALISTIC EXPECTATIONS

Advertising often focuses on the positive effects of a product, which can create unrealistic expectations among young people. Children may be particularly susceptible to these claims when they do not recognise the persuasive intent behind them. They may be more likely to believe that a cream will 'transform' their skin, clothing will help them fit in, or protein powders will quickly build muscle. Repeated exposure to adverts such as beauty content can normalise unrealistic expectations and create material dissatisfaction or body image concerns.

HARMFUL ADVERTISING

Children can encounter online advertising through games, videos, social media and links, meaning they may see content that is inappropriate for their age. This can include products or messages that influence attitudes towards body image, health or behaviours such as gambling. Repeated exposure to beauty content can normalise adult-oriented beauty routines and psychological pressure.

UNINTENDED PURCHASES

Online advertising can encourage young people to make purchases. Ofcom found that 58% of 8–17 year olds had spent money online, with 21% saying adverts encouraged them to spend and 22% influenced by influencer content. Despite this, a third of the children regretted an in-game purchase, while almost half said they were unclear about what they were buying. This can lead to children spending more than intended or making purchases without fully understanding the cost or product, adding pressure on parents to spend.

LACK OF ADVERTISING TRANSPARENCY

Advertising is not always obvious to children, particularly when influencers promote brands, products or services without clearly stating that it is an advert, or when advertising is embedded within entertaining content and uses positive language. Children may not realise that the adverts are promoting something, making the recommendation seem more trustworthy and more influential.

Advice for Parents & Educators

TEACH CHILDREN HOW TO SPOT ADS

Help children to recognise when content is trying to sell them something. Teach them to look for signs such as '#ad', 'sponsored', 'paid partnership' as well as promo codes or product links attached. Explain to your child that these adverts can be embedded within videos, social media posts, games or influencer posts and are not always obvious to identify. Helping children recognise these advertisements can make them less likely to be influenced by them.

ENSURE PAYMENT DETAILS ARE LOCKED DOWN

Avoid saving your bank card details on children's devices, games or apps wherever possible. This can help reduce the risk of children making accidental or impulsive purchases following seeing an advert. Check the purchasing settings on games and social media accounts and use parental controls or purchase approval settings where possible. Talk to your child about the importance of asking before making a purchase online.

DEVELOP CRITICAL THINKING SKILLS

It is important to encourage children to question what they see online rather than automatically believing it. Encourage them to stop and think before clicking. Have them ask themselves, 'Why am I seeing this?' and 'What are they trying to get me to want/buy?'. Remind them that adverts and influencers only highlight the positive aspects of a product. By developing these skills, children will begin to recognise, question, and respond to manipulative marketing practices.

ENCOURAGE OPEN COMMUNICATION

While it is important to set age restrictions on games and social media, inappropriate adverts can still slip through. Talk regularly with your child about adverts or influencer content they see online. Open communication makes it easier for your child to come to you if they have any questions about products or inappropriate content. It also helps you understand what your child is being exposed to online and where they may need support.

Meet Our Expert

Dr. Claire Sutherland is an education consultant and digital safety expert, with a background in primary teaching. She combines her PhD research in cyberbullying with hands-on experience, delivering impactful digital wellbeing workshops and policies for schools across Australia and now in the UK.



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