



Newsletter

Dear Armfield Parents and Carers,

A warm welcome to this week's newsletter! We are always delighted to share the fantastic achievements of our students and keep you updated with important reminders to ensure everything runs smoothly at Armfield Academy.

Important messages:

We recognise that you care deeply about your children, and we share your commitment to their well-being and success. When concerns arise, we want to hear them and address them constructively.

However, we must make it clear that while we understand frustrations can occur, **verbal abuse, foul language, and name-calling directed toward our staff are simply unacceptable and will not be tolerated.**

Our dedicated team deserves to be treated with respect at all times. Please remember that all communication should be professional. By maintaining these standards, we can ensure staff are able to focus fully on the positive support and care for our students.

Please continue to support us with high standards of uniforms, no facial piercings, no jewellery and ensure our young people have their equipment and are ready to learn each day.

Census:

Please can you fill in the free school meal form below, ahead of our census day next week.

If you have ever filled in a form previously there is no need to complete again - your details will already be in the system and this will update if your eligibility changes.

If your child is year 3 upwards and already receiving FSM, please do not reapply.

If you are already in receipt of Universal Free School Meals (Year 2 and below), you do not automatically qualify for FSM once this has ended so please do apply **if you have not already done so.**

<https://apply.cloudforedu.org.uk/ofsm/fcat>

Thank you

European Day of Languages:

We have celebrated European Day of Languages today with challenges for different year groups, well done to everyone who got involved! We also have our Duolingo competition starting today – this is linked to the house system and the winners will get points for their house!



National Teaching Assistants Day:

Friday 26th September is National Teaching Assistants Day! This year's theme is "Reading Together, Grow Together - TAs making every page count! We have celebrated with all our wonderful teaching assistants to let them know how amazing they all are.





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Achievements:

Congratulations to our Yr 10 Football Team! Winners for Blackpool South and will go forward to play in the Final against Blackpool North for the Town Cup.

Armfield 2-1 St Georges

Armfield 2-1 Highfield



A huge well done to our girls' football team this week at the year 10 tournament! They finished 2nd overall, showing great resilience and teamwork throughout their games. We're very proud of how you represent the school!

Don't forget if you want to get involved in girls' football, the club is on every Monday after school!



Jimmy Armfield's birthday – House challenge:

On Thursday at lunchtime, we came together to celebrate Jimmy Armfield's birthday with a fantastic house competition event! 🏆

The children showed incredible teamwork and energy throughout. Every child gave their best effort and cheered each other on. It was wonderful to see such great spirit across all the houses.

A huge well done to all who took part.



Harvest:



Victoria's Voice:



Join Us!

NHS
Blackpool Teaching Hospitals
NHS Foundation Trust

Have you been a patient at Blackpool Hospital?
Are you 11-18 years old?
Do you want to have your say and learn more about local NHS services?

- Visit 'behind the scenes' areas
- Be involved in decision-making
- Create resources & campaigns
- Deliver training to doctors & nurses
- Interview new staff
- Share your experiences

VICTORIA'S VOICE
YOUTH FORUM

To find out more, contact:
Rebecca.Booth7@nhs.net
01253 956652

Upcoming events:

Our Open Evening this year is on Thursday 9th October.

Please do let any neighbours, friends and family know about this event if they are interested in joining our amazing school this September in Year 7, Reception or Nursery.



ARMFIELD ACADEMY
OPEN EVENING
THURSDAY 9TH OCT

PRIMARY 5PM - 7PM	SECONDARY 5PM - 8PM
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www.armfieldacademy.co.uk
01253 207702
FCAT

Internet safety – Instagram

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. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about INSTAGRAM

AGE RESTRICTION 13+

Instagram remains one of the world's most popular social media platforms, especially among teens – with around 70% of 13 to 17-year-olds using it. Owned by Meta, Instagram allows users to share photos and videos, create interactive 'stories', broadcast live, send private messages and follow others. With regular updates and new features, it's essential for parents and educators to stay informed about how children are using the app – and what the risks are.

WHAT ARE THE RISKS?

EXCESSIVE SCREEN TIME

Instagram's design encourages prolonged use through endless scrolling of trending content and generating a fear of missing out (FOMO). Children can quickly lose track of time browsing posts from friends, influencers, and strangers, which may disrupt their day-to-day activities.

AI/CHATBOT CONCERNS

Meta's AI, which is available on Instagram, allows users to chat with an in-app chatbot. While often helpful, it can blur boundaries for young users, who may ask for or read content that is inappropriate or see it as a real friend or confidant. Privacy issues also arise, as conversations may not be as secure or private as children assume.

RISKS OF GOING LIVE

The livestream feature allows real-time broadcasting to followers – or anyone, if the account is public. This increases the chance of unwanted contact from strangers and pressure to act in ways that gain attention, including engaging in inappropriate behaviour. Viewers may also post offensive or harmful comments during live sessions.

THREADS INTEGRATION

Threads is Instagram's sister app for public, text-based conversations. Posts from Threads appear in users' Instagram feeds and can lead children to view, share, and comment on public conversations with strangers. The content may not always be age-appropriate and can be misleading or false.

SCHEDULED MESSAGING

Instagram's newer ability to schedule direct messages means that children could receive messages late at night or early in the morning. This can disrupt their sleep or keep them preoccupied before the school day even begins.

EXCLUSION AND LOW SELF-WORTH

Feeling left out online can have a real emotional impact. Being left out of photos, receiving fewer likes, being unfollowed, or being ignored in chats and comments can leave children feeling excluded, which often hurts as much as in real life. There is a risk this can lead to reduced self-esteem and a sense of not belonging.

Advice for Parents & Educators

USE INSTAGRAM'S SUPERVISION TOOLS

Instagram's built-in Family Centre lets parents monitor how much time their child spends on the app. Specialised 'teen accounts' are private by default and offer controls on who can message them. Make sure that children use their real age when registering their account to ensure they have these protections.

SET BOUNDARIES FOR THREADS AND AI

Parental controls on Instagram also apply to Threads. These allow parents to monitor time spent in the app, check follower lists and adjust exposure to sensitive content. Discuss AI features, too, therefore helping children understand that chatbots aren't real people and should be used with care.

OPEN UP THE CONVERSATION

Talk regularly to the children in your care about what they enjoy on Instagram – and what makes them uncomfortable. Encourage honest chats about filters, body image, and online approval. Reassure them that they don't need to edit their appearance or chase 'likes' to feel valued.

BE MEDIA-SAVVY WITH INFLUENCERS

Parents should follow a few of the influencers their child watches, so they can better understand the content they're seeing. Use this as a springboard to talk about the difference between genuine recommendations and paid promotions – and how online personalities can shape opinions and behaviour.

Meet Our Expert

Dr Claire Sutherland is an online safety consultant, educator and researcher who has developed and implemented anti-bullying and cyber safety policies for schools. She has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviour of young people in the UK, USA and Australia.

#WakeUpWednesday

The National College

[@wake_up_weds](https://twitter.com/wake_up_weds)
[/www.thenationalcollege](https://www.thenationalcollege.com)
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[@wake.up.weds](https://www.youtube.com/channel/UC...)

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House challenge:



House System Update

The momentum from our newly-launched house system continued this week, where the pupils engaged in two football-related challenges. To celebrate Jimmy Armfield's birthday, the academy held football tournaments on Tuesday [Year 6] and Thursday [Years 7, 8, 9, 10 & 11] which were attended by over 250 students. Competing against other houses, our pupils played in good spirits, showcasing a number of our core values in 50 games of football in an extra-curricular provision. The tournament was centred on goals scored – with the 50 house points going to **Ruby House** who turned into goal-machines, scoring, 24 goals under the glow of late September sun. In the primary event, **Ruby House** was also victorious.



On Friday, at lunch time, the secondary students and staff took part in a crossbar challenge. There were over 600 shots over the course of the lunch period, with some attempts more accurate than others! Once the final whistle had echoed around yard, the house which demonstrated the most precision was **Citrine House**. Finishing in second place was **Emerald House** and **Ruby House** was placed third.



The current standings after three challenges are:

CURRENT HOUSE SCORES				
THIS WEEK'S WINNERS:	CHALLENGE	ATTENDANCE		
	RUBY [Football Tournament]	CITRINE [94.61%]		
	INSERT [Crossbar Challenge]			
				
110	100	100	80	100

In the primary tug-of-war event, our students had plenty of fun and the results were:

- 1st – Sapphire House
- 2nd – Amethyst
- 3rd – Ruby
- 4th – Citrine
- 5th – Emerald



Newsletter

Thank you for your continued support—we love celebrating our students' successes with you!

Best wishes,

The Armfield Academy Team