

SELWOOD ACADEMY NEWSLETTER

11th Sept 2026 - Issue 1

DIARY DATES

- 14th - 18th Sept - Yr6 PiXL Week
- 15th Sept - Open Evening
- 18th Sept - Yr5 Coffee Morning
- 23rd Sept - Yr7 & 8 Rugby
- 23rd Sept - Awards Evening 6pm - 8pm
- 24th & 25th Sept - Rearranged Taster Days
- 25th Sept - Macmillan Coffee Morning
- 30th/1st/2nd Oct - Yr5 Mendip Adventure Days
- 30th Sept - Author Visit
- 1st Oct - Yr7 Coffee Morning 11:15am
- 2nd Oct - Bath Lit Festival Trip

A very warm welcome to all our new Year 5 families, as well as those joining us across the school. We are delighted to have you as part of the Selwood Academy community and look forward to getting to know you and your children. As we begin this exciting new chapter together, we encourage all our pupils to arrive each day ready to learn, ready to grow and ready to make the most of every opportunity. We hope your journey with us is happy, successful and filled with wonderful memories!

Medication in School

As we begin the new academic year, we would like to remind families that a new medical plan is required for all children who need medication to be administered in school.

If your child requires medication during the school day, please complete the Medical Form and bring the medication to the school reception. Medication must be provided in its original packaging, as dispensed by the pharmacist, and must include clear instructions for administration, dosage and storage.

A member of staff will check and sign over the medication to ensure that it is recorded correctly and ready to be administered safely under supervision.

Please ensure that any medication your child needs in school is brought in as soon as possible so that appropriate arrangements can be put in place.

The full medication policy and further information can be found on our school website via [Medications in School](#).

Thank you for your support in helping us keep our medication records accurate and ensuring the safe management of medicines in school.

SELWOOD ACADEMY, BERKLEY ROAD, FROME, BA11 2EF 01373 462798

[HTTPS://SELWOOD.SOMERSET.SCH.UK/](https://selwood.somerset.sch.uk/)

CLICK TO FOLLOW OUR SOCIAL MEDIA: [FACEBOOK](#) & [INSTAGRAM](#)

UPDATE FROM HEAD OF SCHOOL

Welcome back to a brand-new academic year at Selwood Academy! A particularly warm welcome goes to our new Year 5 pupils and their families joining our community. Stepping into a new school is a major milestone, and it has been wonderful to see our youngest pupils settling in so quickly, with the first few days filled with energy and enthusiasm right across the school. As always at Selwood, we have another busy term ahead filled with trips, adventures, and exciting opportunities. Our Year 5s can look forward to caving and team-building activities, while we are also preparing for our first-ever trip to Sicily. Sports fixtures are currently being booked in for both football and rugby, and our staff are getting ready to hold auditions for next year's show.

We are always here to help ensure every pupil thrives during their time with us. If we can support you or your child in any way, please do not hesitate to contact the school via your child's tutor.

Thank you all for your continued support in making all of this possible. I hope you all have a great term and a brilliant year ahead at Selwood Academy!

SCHOOL NEWS



Outstanding Library Books

If your child still has a school library book at home, there is still time to return it!

All books returned to the library by 18th September will ensure your child is entered into the prize draw.

We would love to see all our missing books safely returned to the library so they can be enjoyed by other pupils.

Yondr Phone Free School



All pupils who bring a mobile phone to school have now been issued with a Yondr pouch. Please remember that pupils are required to bring their Yondr pouch to school every day and must ensure that their mobile phone is locked securely inside the pouch for the duration of the school day.

There are designated points around the school site where pupils can unlock their pouches at the end of the school day, as well as when they need to leave school due to illness, appointments or other authorised reasons.

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SCHOOL NEWS



Year 5 Swimming

Year 5 pupils will take part in swimming sessions on Tuesday and Thursday mornings as part of their PE programme. Sessions will focus on water safety, lifesaving, survival skills and developing swimming technique.

Pupils will need a towel and appropriate swimwear. If your child uses an inhaler, this must be brought to the pool. Please remember the first tutor group swims as of 15th September.

5F: Tuesday 15th September - Thursday 8th October.

The cost will be added to ParentPay once confirmed. Please refer to your email to complete the Google Form prior to your child's lessons. Families wishing to use a Selwood Activity Voucher should contact the school.

PE Expectations

Please be aware that we require your child to be able to remove all piercings and jewellery for all sporting activities they take part in at school. This includes PE and after school activities.

- Jewellery should be removed at home before school on PE days. Or be able to remove them for the PE lesson by themselves (teachers cannot help with this).
- Schools cannot accept disclaimers or waivers relating to jewellery injuries, or using tape to cover piercings.
- Get piercings at the start of the summer holiday is highly recommended to allow 6 weeks of healing time.

If a child wears earrings or jewellery to a PE lesson or a sporting after school activity that they cannot remove they will be given an alternative non playing role by the teacher.

Equestrian Success



A huge congratulations to Scarlet B, who has enjoyed an incredible summer of success with her pony!

Back in July, Scarlet competed at the prestigious Royal International Horse Show, and she has continued to achieve fantastic results throughout the summer. Her hard work and dedication have seen her qualify for two major events: the Horse of the Year Show in October and the London International Horse Show in December.

This is a fantastic achievement and one that Scarlet should be extremely proud of. We wish her the very best of luck at both competitions and look forward to hearing all about her continued success!

ATTENDANCE MATTERS

All pupils are expected to attend school daily (when the school is in session) unless there is an unavoidable cause. We do all we can to encourage pupils to attend by putting in place appropriate procedures. We believe that the most important factor in promoting good attendance is development of positive attitudes towards school. We will reward those pupils whose attendance is very good. Good attendance is vital to a good education and we rely on a parent's support in this matter to fulfil a child's potential.

Reporting your child's absence:

Parents & carers have the option to leave a message on the absence line on 01373 468615 or email selwood.attendance@selwood-academy.co.uk **before 8.30am**. Parents & carers should provide their child's name, tutor group and a specific reason for absence, not 'unwell' or 'under the weather'. A message, email or note may be given to the Attendance Officer prior to the day of absence, e.g. if a pupil has a medical appointment. If a pupil is absent and there has been no contact from a parent or carer, the Attendance Officer will call, email or text contact number one. If there is no response, further contact will be made to all other numbers held in relation to the pupil. A home visit will take place should there be a number of days absence without a parent or carer contacting the Academy.

How to prepare for school the night before:

- Get uniform out ready
- Make sure all homework is complete
- Prepare lunch
- Pack school bag
- Set an alarm
- Consider reading a book to unwind before bed
- Get a good nights sleep

Our attendance policy can be found at our website below

[Attendance Policy](#)



Selwood Academy
Presents...

Into the Woods

March 2027

Auditions September 2026,
details coming soon!



Open Day & Evening

'let your light shine'

Tuesday 15th September



SCHOOL TOURS

Available to book
throughout the day



OPEN EVENING

5PM -7PM

Come along to see
our school

Enquiries@selwood.mnsp.org.uk

01373 462798





Wraparound Care

Selwood Academy



What's included?



We combine a healthy, nutritious breakfast meal or after-school snack with fun & exciting activities that include sport, adventure and discovery

Times & Prices

Times & Prices		
Breakfast Club	07:35 - 08:35	£6.20
After School Club	15:10 - 16:10	£6.30
	16:10 - 17:10	£7.00
	15:10 - 17:10	£11.20

How to book



We have an easy to use online booking portal where you can make and amend bookings.

Payment types



We accept card payments, childcare vouchers, tax-free childcare payments and universal credits.



PH ActiveEd
phactiveed.co.uk



bookings.phactiveed.co.uk

THE KEY CLUB



YOUTH CLUB

For 8-13 year olds



For young people from Frome or adjoining villages.

The K.E.Y – 'Kind Enjoyable Youth' – club was named by members and is a safe place to hang out with friends, with youth workers on hand to support where needed. Activities include chill out space, games, crafts, sport and cookery. Free snacks and drinks available, plus a low-cost tuck shop



THURSDAYS

The Key Centre

Feltham Lane, Frome, BA11 5AJ

5.00-7.00pm

(term time only)

*financial support available for those unable to afford entry fee. The Key Club is open to all, but get in touch if you'd like to join: info@purpleelephant.org.uk



purpleelephant.org.uk

TEA & TOASTIES



FREE AFTER-SCHOOL DRINKS & SNACKS. JUST DROP IN.

Ages 12-16



**Tea and toast.
Friendly faces. No pressure.**

Relax with free drinks, toast and snacks in an easy-going, space with supportive youth workers. Spend time with friends or just take a breather — there's no pressure to talk or join in.

FREE

TUESDAYS

Good Heart Cafe
7 Palmer Street, Frome
3:30-5:30pm
(term time only)

WEDNESDAYS

Key Centre
Feltham Lane, Frome
4:00-6:00pm
(term time only)

Staff and volunteers onsite to listen and to share information about local youth support options.



purpleelephant.org.uk

GIRLS RUGBY **ACTIVITY DAY**

U12 - U18 SAT 19th SEPT
AT FROME RFC  **10am - MIDDAY**
BA11 2NA



**WALCATS AGE GROUPS &
COACHES IN ATTENDANCE.**

Any enquiries please contact
PAUL LOVATT

**INFORMATION ALSO AVAILABLE
ON FROME RFC WEBSITE**

www.fromerfc.com



What Parents & Educators Need to Know about CHARACTER.AI

WHAT ARE THE RISKS?

Character.AI is an entertainment platform where users create and chat with AI-powered characters. These chatbots can act like existing favourite characters from movies or books, or like friends, mentors, or even romantic partners, responding in an emotional, personally engaging way. Although this can encourage creativity, it can also make a generated conversation feel like a genuine relationship, which is concerning if it takes the place of human relationships.

INAPPROPRIATE CONTENT

AI replies are generated in real time rather than chosen from a fully checked script. Even with safety filters on, conversations can still move into sexual, violent, discriminatory, or self-harm material. These AI characters are often made by users, so a familiar name or child-friendly description does not guarantee that every response from the character will be suitable for a young person.

BLURRED BOUNDARIES

Characters on Character.AI can use the language of friendship, love, and empathy without ever feeling anything. Vulnerable young people may struggle to separate this simulation from genuine understanding. Romantic role-play or a character that demands attention, loyalty, or secrecy could also risk distorting young people's expectations around consent, disagreement, and the give-and-take involved in healthy human relationships.

UNRELIABLE ADVICE

Characters, like other chatbot platforms, are at risk of inventing facts or giving inappropriate advice while sounding completely confident. Characters may also echo a young person's assumptions instead of questioning them. This can become particularly risky when users rely on a character for guidance about health, mental wellbeing, relationships, money, or personal safety instead of checking with a credible source or trusted adult.

EMOTIONAL DEPENDENCY

Character.AI chatbots can appear endlessly attentive, supportive, and affectionate, which is one of the hallmarks of the generative AI models that such companions are built on. A young person may start turning to a character chatbot whenever they feel lonely or upset and believe that it understands them better than the humans in their life. This can become more concerning when chatting starts to replace sleep, schoolwork, hobbies and friendships.

PRIVACY CONCERNS

Character.AI chats may feel private, especially when a bot sounds personal and caring, but they take place on a company's online systems. Users could intentionally or unintentionally reveal their name, school, location, routines, images, or intimate concerns. Character.AI says some data may be retained to improve its services and AI models, so young people should never treat a chatbot like a confidential diary.

UNHEALTHY ENGAGEMENT

Be aware of warning signs such as secret accounts, bypassing age restrictions, hiding phone use from adults, chatting late at night, distress when access to the platform or character stops, withdrawal from other people, falling interest in school, or believing the character is conscious. Increased use may also signal that the young person is already lonely, anxious, or seeking help.

Advice for Parents & Educators

KEEP CONVERSATIONS OPEN

Ask what the young person enjoys about Character.AI and invite them to show you how the platform and their favourite characters work. Useful questions include, "Has it ever said something that felt wrong?" and "How can you tell it doesn't have feelings?" Avoid shaming them for using platforms like Character.AI or making them feel there is something wrong with them for doing so.

PAUSE, CHECK AND ASK

Teach young people to pause before accepting an answer from characters on Character.AI. Encourage them to check important claims against a trustworthy source and ask a safe adult when the issue matters. Never use a character as the sole source of medical, mental health, legal, financial, or safeguarding advice. Remind them not to share passwords, contact details, school information, live locations, or private images.

CHECK AGE, SETTINGS & LIMITS

Character.AI's minimum age is 16 in the UK, but open-ended companion chat is restricted to adults aged 18 or over. Users aged 16 to 17 receive a different experience built around guided 'Stories' and other creative or social features. Check their current settings, never help or encourage a young person to give a false age, and apply the same safety rules to other chatbot apps.

NOTICE AND RESPOND

Take action if chats involve sexual content, threats, coercion, abuse, self-harm or danger. Save relevant evidence, report the character and follow the setting's safeguarding process; educators should involve the designated safeguarding lead. If anyone is in immediate danger, contact emergency services. Childline is available on 0800 1111 and the NSPCC Helpline on 0800 800 5000.

Meet Our Expert

Darren Coxon is an educator with almost 30 years' experience across teaching, school leadership and governance. He works internationally supporting schools and colleges with AI leadership and governance and [insert NC courses I have written].



#WakeUpWednesday

The National College

See full reference list on our website



@wake_up_weds



/www.thenationalcollege



@wake.up.wednesday



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