SELWOOD ACADEMY NEWSLETTER

6th Nov 2026 - Issue 5

DIARY DATES

- 9th - 13th Nov - Yr6 PiXL Week
- 10th Nov - Yr6 Football Fixture HOME
- 11th Nov - Remembrance Day
- 11th Nov - Flu Vaccinations
- 11th Nov - Yr7 & 8 Football HOME
- 12th Nov - Anti Bullying Coffee Morning
- 12th Nov - Yr5 & 6 Girls Football Festival
- 16th - 20th Nov - Anti-Bullying Week
- 16th Nov - Odd Sock Day
- 17th Nov - Yr8 Coffee Morning 11:15am
- 17th Nov - Yr7 Girls Football AWAY
- 18th Nov - Paris Parents Info Evening 5-6pm
- 18th Nov - Yr6 & 7 Inclusive Football HOME
- 18th Nov - Yr7 & 8 X-Country AWAY
- 19th Nov - Reading Coffee Morning
- 20th Nov - Break a Rule Day Fundraiser
- 24th Nov - Yr7 & 8 Football HOME
- 24th Nov - Yr7 & 8 Netball HOME
- 2nd Dec - Yr8 Bath Uni Trip
- 3rd Dec - Pantomime
- 4th Dec - Christmas Fair

UPCOMING PAYMENTS

- 6th Nov - Ski Trip **Final Balance**
- 6th Nov - Year 8 University of Bath
- 13th Nov - Year 6 Mendip Adventure Camp **Deposit**
- 27th Nov - Year 5 Paris Trip **Payment 1**
- 27th Nov - Year 7 Paris Trip **Payment 1**
- 3rd Dec - Christmas Pantomime
- 18th Dec - School Production **Cast Contribution**

Welcome Back!

Welcome back to our final half term of 2026! We hope everyone enjoyed a lovely half term break. We have a busy and exciting few weeks ahead, with lots of fantastic events, activities and trips planned. We look forward to a wonderful term ahead!

We're Recruiting! Lunchtime Supervisory Assistants

Selwood Academy is looking to appoint two enthusiastic Lunchtime Supervisory Assistants to join our team.

- Monday to Friday, 1 hour 10 minutes per day
- Term-time only

The role involves supervising pupils during lunchtime, supporting in the dining area and helping to ensure a safe and positive environment for all. Previous school experience would be beneficial, but full training will be provided.

Closing date: Monday 16th November 2026 at 9am.

Interviews: Thursday 26th November 2026.

For further information or to apply, please visit our vacancy listing on Eteach.

UPCOMING EVENTS

Anti-Bullying Coffee Morning - 12th November

Ahead of anti-bullying week, join us for an informal coffee morning to learn more about how we approach and manage bullying at Selwood Academy on **Thursday 12th November at 11:15**. We will discuss our expectations of pupils, how we promote kindness and respect, and the steps we take to ensure all pupils feel safe and supported.

There will also be an opportunity to ask questions, share concerns and find out how you can support your child if they experience or witness bullying. Please sign up here: **Anti-Bullying Coffee Morning**

Odd Sock Day - 16th November

In support of Anti-Bullying Week, we are inviting all pupils to celebrate what makes us unique by wearing odd socks to school! Odd Socks Day is a fun way to recognise that everyone is different and that our individuality should be celebrated. We want to encourage pupils to embrace their differences, show kindness and respect to others, and remember that it is our differences that make us special. Let's stand together against bullying and celebrate being ourselves!

Year 8 Coffee Morning - 17th November

An opportunity to meet with Year Head Miss Hill on 17th November at 11:15am. Please sign up here: **Year 8 Coffee Morning**

Reading Coffee Morning - 19th November

Reading coffee morning hosted by Mr Crook-Wynn at 11:15am on 19th November. Sign up here: **Reading Coffee Morning**

Break a Rule Day - 20th November

It's time to have a little fun at Selwood Academy with our Break a Rule Day! On **Friday 20th November**, pupils will have the chance to break up to four school rules:

- **Leave their shirt untucked.**
- **Go without a tie.**
- **Enjoy no English homework during the final week of term.**
- **Enjoy no Maths homework during the final week of term.**

Each rule broken will require a separate donation towards our Christmas Fair. Pupils can choose how many rules they would like to break, with a donation for each one.

It's a great way to have some fun while supporting our school community and helping make the Christmas Fair a success! Donations could include toiletries, chocolates, biscuits, crackers, cakes, coffee, tea bags, hot chocolate. Any donation is greatly received.

SCHOOL NEWS

Acceptable Use Policy

Our Midsomer Norton Schools Partnership (MNSP) Acceptable Use Policy is available to view on our website: https://selwood.somerset.sch.uk/about-the-school/policies

By enrolling at a Midsomer Norton Schools Partnership school, pupils and their parents/carers agree to abide by the terms and conditions outlined in this policy.

We encourage all parents/carers to familiarise themselves with the policy to ensure they understand the expectations around the safe, responsible and appropriate use of technology and digital resources within our schools.

Photography and Video Permissions

We have recently reminded parents/carers to check their child's photography and video permissions on Arbor and ensure that their preferences are up to date.

Please be aware that if photo permissions have not been completed on Arbor, we will assume that consent has not been given. This means that your child/ren will not be included in any school photographs or videos.

It is the responsibility of parents/carers to ensure that these permissions are completed and kept up to date on Arbor. If your circumstances or preferences change, please remember to update your child's permissions accordingly.

Please note that this is a change to our previous processes. Parents/carers are no longer required to complete a Google Form to confirm these above agreements.

Thank you for your support and cooperation

Being Well Organised - Equipment Reminder

Being organised starts at home! Please encourage your child to check their timetable and pack their school bag the evening before, making sure they have everything they need for the following day.

Essential equipment includes:

- **2 black pens, 2 purple pens and 2 green pens**
- **Whiteboard pen and glue stick**
- **Pencil, ruler, sharpener and eraser**
- **Colouring pencils and reading book**
- **Reusable water bottle** (no glass, please)

Pupils should also bring a suitable school bag, ideally a rucksack with two shoulder straps, and PE kit in a separate bag where possible.

A little preparation goes a long way! Having the correct equipment helps pupils settle into the school day, supports their learning and avoids unnecessary disruption. Please also ensure your child knows their after school arrangements before leaving home, as it can be difficult to deliver forgotten items or messages during the school day.

SCHOOL NEWS

Drop off Reminders

At Selwood Academy, the safety and well-being of our pupils is our highest priority.
We have recently seen an increase in unsafe drop-off and collection practices, including:

- Stopping or parking on the pedestrian crossing and zig-zag lines.
- Using the bus loop entrance to drop off pupils.
- Reversing onto the road from the bus loop.
- Dropping off or collecting pupils from the main school car park.

Please be reminded that these practices are not permitted.
The pedestrian crossing and zig-zag lines must remain clear at all times to protect pupils crossing the road. The bus loop is reserved for buses and authorised vehicles only and must not be used for pupil drop-offs or collections. The main school car park must also not be used for dropping off or collecting pupils, as this creates additional risks for pedestrians and vehicles moving around the site.
We understand that mornings and afternoons can be busy, but the safety of our pupils must always come first.
Thank you for your cooperation and for helping us ensure a safe start and end to every school day.



Celebrating Success!

A huge well done to Martha, who took part in a gymnastics competition over half term and achieved an amazing 2nd place overall out of 10 competitors in her round! Martha has worked incredibly hard, and we are so proud of her fantastic achievement. Well done, Martha!

Year 6 Harvest Festival







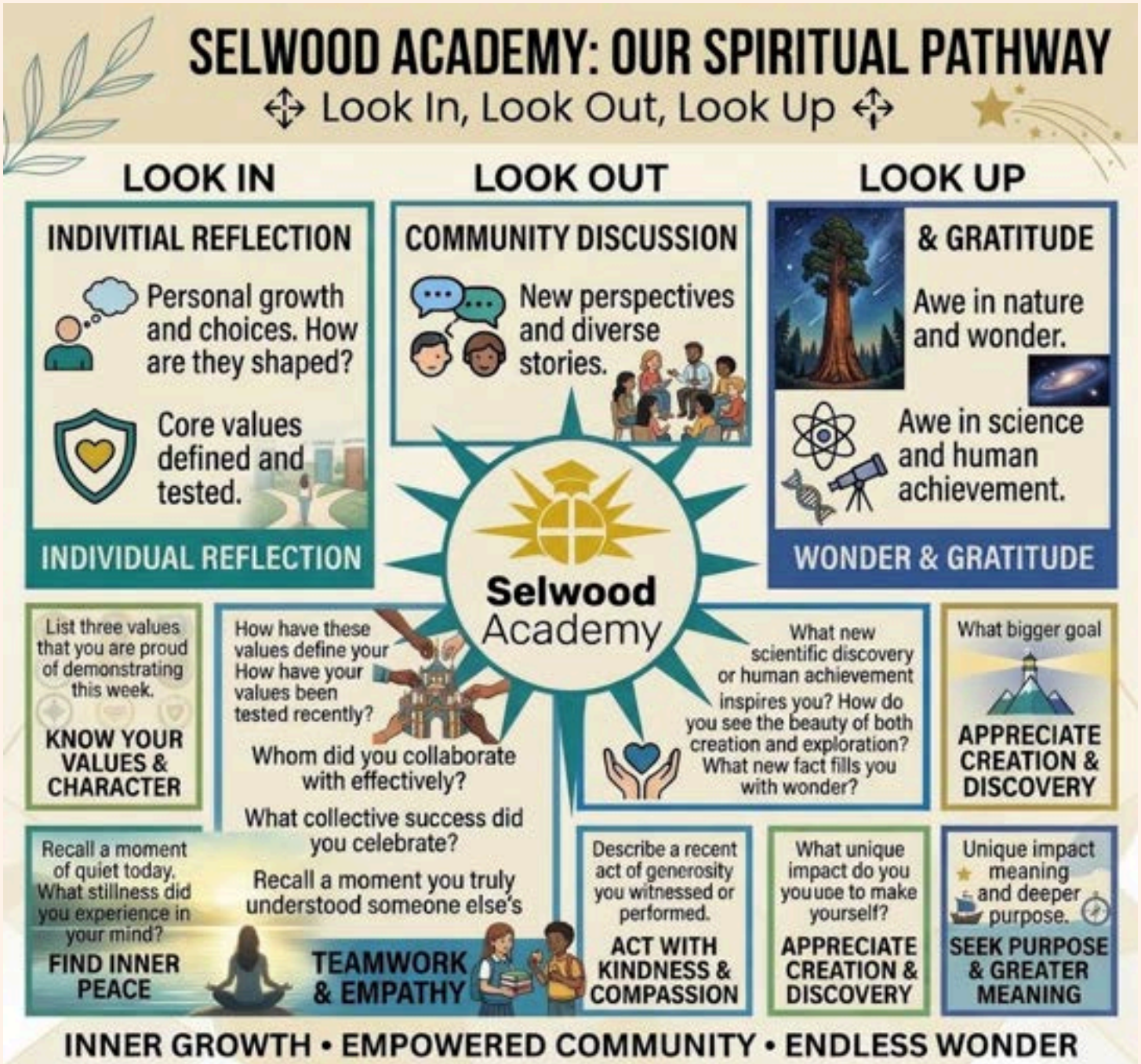
A huge thank you to all the Year 6 parents and families who joined us for our Harvest Festival celebrations before the half term break. It was wonderful to see so many of you there to support the pupils.
Our Year 6 pupils put on a fantastic show, and we are incredibly proud of the effort and enthusiasm they put into making the occasion so special.
The wonderful display of pumpkins also gave pupils the opportunity to show off their creativity and talents, with some fantastic designs on display! We would also like to say a big thank you to everyone who kindly donated towards our Harvest collection. Your generosity is very much appreciated!

SCHOOL NEWS

Our Spiritual Pathway: Look In, Look Out, Look Up

At Selwood Academy, our Spiritual Pathway encourages pupils to explore the world around them, reflect on their own values and discover a greater sense of purpose and wonder. Through three key areas ***Look In, Look Out*** and ***Look Up*** pupils are encouraged to develop self-awareness, show kindness and compassion, appreciate different perspectives and celebrate the beauty of the world around them.

From personal reflection and building positive relationships to exploring nature, science and human achievement, our pathway supports pupils in growing as individuals and contributing positively to their community.



CAREERS NEWS



Careers Matchmaker

Wondering where your skills and talents could take you? Try the Match Your Skills Quiz to discover your strengths, personality traits and interests, and explore careers that could be right for you.

Browse the careers library to find out more about different job opportunities, potential salaries and relevant courses. Take the first step towards discovering your future career!



Career Spotlight: Youth Worker

What do they do?

Youth workers support and guide young people, helping them develop confidence, learn new skills and overcome challenges. They work in schools, youth clubs, community centres and charities, providing advice, activities and support to help young people reach their potential.

Key skills needed:

Youth workers need excellent communication and listening skills, patience and empathy. They must be approachable, understanding and able to build positive relationships with young people. Organisation, teamwork and problem-solving skills are also important.

What do they do day to day?

A typical day might involve organising group activities, supporting young people with personal challenges, offering advice and helping them develop social and life skills. They may also work alongside teachers, parents and other professionals to provide additional support.

How do you become one?

You can enter youth work through college courses, apprenticeships or university qualifications in youth work or a related subject. Volunteering with young people is also a great way to gain experience.

Why is this job important?

Youth workers make a real difference by helping young people feel supported, valued and confident. They encourage positive choices, promote wellbeing and help young people build skills for their future.

NEWS FROM PTA

Raise Funds for Selwood PTA with Easyfundraising

Did you know you can raise money for Selwood PTA at no extra cost to you? Simply sign up to Easyfundraising and shop online as normal. Participating retailers will donate a percentage of your purchase to the PTA.

It's a simple way to support our school while doing your usual online shopping. Every donation makes a difference!

Find out more and sign up here:

Selwood Academy PTA Easyfundraising







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		
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.

bookings.phactiveed.co.uk

PH ActiveEd

phactiveed.co.uk

SSAL

CHANGING LIVES THROUGH LEARNING

FREE* Courses & Workshops!

Family Arts – Starter

A course for families with children in the early years

Support your child's early years development and have fun with arts and crafts.

On this course you'll learn how to help nurture your child's fine motor skills, early literacy skills, and confidence, all while connecting with you in a safe and creative way.
Learn how you and your child can benefit from introducing art and craft activities at home, without the mess and chaos!

Suitable for children aged 2 to 5 years with an adult caregiver. Maximum of 2 children per adult learner. Children must be supervised by an adult at all times.

Arts and crafts activities will include;

- Finger painting
- Ripped paper collage
- Play dough
- Sensory crafts ... and more

Tuesday 10th Nov to 8th Dec
1pm – 2.30pm
The Key Centre, Frome, BA11 5AJ

*Eligibility applies



Scan to sign up!

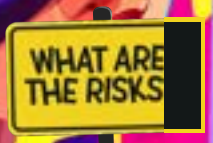
Somerset Council

Visit **sslcourses.co.uk** or call **0330 332 7997** for more information

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



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 3–17 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 27% 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.



#WakeUpWednesday

The National College

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HAPPY HEALTHY HOLIDAYS... IS BACK FOR WINTER!





Exciting activity clubsfor children inprimaryandsecondary schools who are eligible for benefits-related free school meals across Somerset



GET YOUR UNIQUE BOOKING CODE FROM YOUR SCHOOL

4 SESSIONS PER CHILD

BOOKINGS OPEN ON 16TH NOV

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Find and book FREE local activities by visiting:

www.sasp.co.uk/happy-healthy-holidays

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BEST START IN LIFE

Funded by UK Government

bookings@sasp.co.uk 01823 653992 (Open 9am - 1pm)

ROYAL HIGH
BATH

GDST

Free Creative Workshop
For all girls in Years 3-6
Saturday 14 November



Come and spend an exciting morning creating
and making at one of our hands-on workshops

Food Technology: Little Leiths

Get creative in the kitchen as you make a
delicious Leiths strawberry shortcake

Design & Technology Workshop

Design and create your very own iPad
holder or cookbook stand to use at home

Scan here to book your place