



# St Ursula's Catholic Primary School

## HEADTEACHER'S NEWSLETTER

9.6.23

#18

Dear Parents and Carers,

With only 6 weeks left of this academic year I am sure, just like me, you are wondering where the time has gone. This final half term is full of enrichment activities and looking ahead, I wanted to share our plans for Sports Week. Once again we will be hosting a 'Sports Week' rather than a 'Sports Day' and like last year, parents and carers are invited to attend the events to support their children, as they aim to win the highly coveted St Ursula's Sports Trophy.

	Tuesday 20th June	Wednesday 21st June	Thursday 22nd June	Friday 23rd June
9:20 - 10:25	Year 3	Nursery	Year 1	Year 5
10:30 - 11:35	Year 4	Reception	Year 2	Year 6

Having received positive feedback from last year's events, we have chosen to do the same this year. Running individual Year Group events, provides pupils with greater opportunities to be involved in more activities whilst allowing parents and carers more time to watch their children with a smaller crowd and a better view!

## MUSIC WEEK 2023

As part of Music Week, our pupils took part in recording their very own music album! A professional mobile recording studio visited our school on Wednesday to record our pupils, singing songs with their class as well as with the whole school. Even our staff got in on the act!

The album is going to be sold by the school at £8.99 and profits raised will go towards the music fund in school to fund trips, as well as buying exciting new musical equipment and instruments. The CDs are strictly limited edition and will be distributed strictly on a 'first come first served' basis. As well as a great memento for the children to own their own CD, we are sure you will enjoy it too, and it will also make a great present for loved ones!

If you would like to purchase a CD at £8.99, please make a payment via School-Comms

## METRO MONEY ZONE @ ST URSULA'S

This week, Metro Bank brought their financial education programme to St Ursula's Catholic Primary School. Over the next few weeks Metro Bank will be providing three fun, interactive lessons on banking, saving and creating a budget, delivered by specially trained bank staff. There will be a further session in the Romford Metro bank itself, where children will get the opportunity to see behind the scenes, including money counting, cashiering, and even the inside of the vault.

## REMINDER:

Pupils from Nursery to Year 4 should be accompanied to and from school by an adult. As part of our safeguarding procedure we will not release pupils to siblings under the age of 16. Parents dropping children off by car must also accompany their child to the school gate.

Mr Ashburn

## Attendance

### TOP THREE

1	St Philomena's	99.46%
2	St John's	99.44%
2	St Thomas'	99.44%
3	St Jude's	97.78%
3	St Martin's	97.78%

## BOUNCY CASTLE DAY -5TH JULY

Our Bouncy Castle Day will be returning on Wednesday, 5th July 2023. Throughout the school day, each year group will be given an allotted time to use the bouncy castles and this will mean that children will have more time bouncing and parents will not need to supervise as staff will do this during the day. The cost is £5 per pupil and tickets can be bought through SchoolComms. Tickets will not be sold on the day.

## PARENT VOLUNTEERS

As you would have seen from my letter earlier this week, we have offered parents/carers the chance to volunteer and accompany our staff and children on school trips that will take place across the academic year. We have had an excellent response so far, particularly for Year 3 and below. If you haven't handed your application form in yet but would like to be considered, there is still time. If you have misplaced your form, please contact the School Office.

## SUMMER FETE VOLUNTEERS

If you are able to volunteer at the Summer Fete your help will be greatly appreciated. Even if you can spare an hour on the day to help run a stall, set up or clear away, Thank you for your support and we are looking forward to seeing lots of you on the day!



# What Parents & Carers Need to Know about INFLUENCERS

In today's digital age, social media influencers play an increasingly significant role in shaping the opinions, interests and behaviours of our children. While many of these individuals can have a positive effect, influencer culture can also present certain risks – such as encouraging consumerism, affecting self-esteem and blurring trustworthiness. To help ensure a safe online environment for young people, it's vital to maintain open communication, set sensible boundaries, promote a healthy self-image and teach digital media literacy. Our guide delves deeper into all of these.

## WHAT ARE THE RISKS?

### HEIGHTENED CONSUMERISM

A major way that influencers make money is through brand partnerships and sponsored content. As a result, children who follow them may be exposed to a steady stream of advertising: this can lead to materialistic attitudes, unrealistic expectations and an increased desire to have the latest products. Many influencers have built huge brand empires around their large, impressionable following.

### THE SOFT SELL

Some influencers aren't always transparent about the motivations behind their posts, blurring the lines between genuine recommendations and paid-for promotions – and young people sometimes find it difficult to distinguish authentic content from advertising. Many major social platforms have taken steps to make sponsored content and ads easier to identify, but it remains an area of concern.

### PRIVACY CONCERNS

Inspired by their favourite influencers, children may start sharing more of their own lives online – which could reveal personal information or details about their daily routine. This openness can put them at risk of cyberbullying or even predatory behaviour. This is exacerbated by live streaming, which gives young people no time to consider the potential consequences of saying too much.

### UNDERMINING SELF-ESTEEM

Many influencers share images and videos of themselves and their activities, which are often painstakingly curated and edited to present an idealised version of their life. Children who follow these influencers may develop distorted expectations about body image and the concept of beauty, which can potentially lead to negative self-esteem and even mental health issues.

## Advice for Parents & Carers

### KEEP TALKING

Chat to your child about the content they consume on social media and the influencers that they like. Encourage them to think critically about what they see and hear online, and listen to any concerns they might have. Maintaining this line of open, honest communication can help your child to make informed decisions about which individuals they follow and what content they engage with.

### SET SOME BOUNDARIES

Agree age-appropriate boundaries for your child's social media use, including time limits and privacy settings (the two major operating systems on mobile devices, Android and iOS, have these controls baked in). Try to keep an eye on your child's online activity and discuss it regularly with them – including reminding them of the potential risks that can arise from following influencers.

### SUPPORT A HEALTHY SELF-IMAGE

Reinforce your child's awareness that real life isn't usually as picture perfect as it may appear on social media – and how some content (particularly that of influencers) is often curated, staged or edited to look more glamorous. If possible, highlight examples of other influencers who share authentic, relatable material which acknowledges their imperfections and struggles as well.

### PROMOTE MEDIA LITERACY

Talk to your child about the concepts of sponsored content, advertising and potential influencer bias. Teach them to critically evaluate the information they're presented with online and to consider the possible reasons behind content creation. This can help young people develop the skills to make healthier decisions about the influencers they choose to follow and the content they consume.

### Meet Our Expert

A former director of digital learning and currently a deputy headmaster and DSL, Brendan O'Keefe's experience and expertise gives him a clear insight into how modern digital systems impact the experience of children, staff and parents – and which strategies help to ensure that the online world remains a useful educational tool rather than a minefield of risks.



**NOS** National Online Safety  
#WakeUpWednesday





**St Ursula's Catholic  
Primary School**

# SUMMER FETE

**Saturday 24<sup>th</sup> June  
2023  
11.00am – 3.30pm**



**FREE ENTRY**

**Inflatables | Arts and Crafts Stalls | Refreshments & Hot Food | DJ & Karaoke | Games and Fun | Raffles | Face Painting | Dance & Music performances | Much much more!**



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