



Ellingham CE Primary School

Friday Flyer

25.9.2026

Executive Headteacher's Update

What another fantastic week we have had at Ellingham! It is hard to believe that we have already reached the end of Week 4 and are now halfway through our first half term. The weeks really are flying by! The lovely September weather has allowed us to make the most of being outside and it has been wonderful to see the children enjoying their learning, playing together and making the most of the fantastic atmosphere around school.

This week has been particularly exciting for our Key Stage 2 children, who have been away on their residential at Robinwood. It has been fantastic to see how much fun they have had and how brilliantly they have worked together as a team. The reports coming back from Robinwood have been fantastic, with our children being described as absolutely amazing! A huge well done to our Key Stage 2 children for representing Ellingham so brilliantly and a very big thank you to the staff who gave up their time to accompany the trip and care for the children so wonderfully.

We have now added our Parents' Evenings on Wednesday 21st and Thursday 22nd October. Please make sure you sign up for a time to come in, meet with your child's teacher and hear about their progress. We have been incredibly impressed with the children since the start of the year, so this will be a lovely opportunity to celebrate their achievements and find out more about their learning.

We finished the week with our Friday celebration assembly. A huge well done to all of this week's award winners — it is always a pleasure to celebrate the wonderful achievements and contributions of our children.

Have a wonderful weekend and enjoy the sunshine while it lasts!

Mr Shaw

Next week I am planning to be in school on Thursday and Friday.

A Little Message from Kathy

Congratulations to our Brilliant Brenda, who has been awarded runner-up in the Lady Rose Crossman Achievement Award in recognition of more than 20 years of dedicated voluntary service to our school. This well-deserved recognition celebrates the many years Brenda has spent running our library, supporting school events and giving countless hours to enriching the lives of our children and some of their parents too! We really would be lost without you, Brenda, and we are incredibly grateful for everything you do for our school community.





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Safeguarding

Ellingham is committed to keeping all children safe. Our staff regularly participate in safeguarding training and are fully aware of how to keep our pupils safe and what signs to look out for. Our pupils know they can share any concerns and we have robust policies and procedures in place which underpin safeguarding. It is our paramount priority to keep all children healthy and safe.

Remember our Designated Safeguarding Leads (DSL) in school are **Mrs Senior and Mr Shaw**

What Parents & Educators Need to Know about WHAT'S REAL ONLINE

Children are growing up in a digital world where seeing and hearing no longer mean they can always believe. One major emerging concern is what UNESCO describes as 'synthetic media': AI-generated audio, images or video, including deepfakes, that can convincingly imitate a person's voice or likeness. As these tools become easier to access, children may encounter manipulated content, cloned voices, and fabricated messages that appear or sound real. Parents and educators therefore need to help them question what they experience online, which can often feel harder when we're experiencing it for the first time, too.

WHAT ARE THE RISKS?

AI-GENERATED CONTENT

Artificial intelligence can now create realistic images, audio, video, and text in a very short time. Online, children may encounter fabricated news clips, AI 'influencers', fake screenshots, or entirely invented events without even realising they are fake. The real challenge is that this content often looks polished and convincing. Parents and educators need to help children understand that professional-looking content is not automatically reliable and that all digital material should be questioned before it is trusted or shared.

DEEPFAKES LOOK CONVINCING

'Deepfakes' use AI to alter or create images and videos that appear to show a real person doing or saying something that never happened. They are sometimes used to spread false information, embarrass someone, or target people through bullying and image-based abuse. Even when others know the content is fake, the emotional and reputational impact can still be significant – and, in some cases, potentially life threatening. Deepfakes therefore need to be treated as both a digital literacy and safeguarding concern.

FALSE INFORMATION SPREADS

Misinformation is false or misleading information shared without necessarily intending harm, while disinformation is deliberately created to deceive others. Both types can spread quickly through social media, messaging apps, and video platforms. Their popularity, repetition, and confident presentation can make it hard for children to tell true from false. Children may also be more likely to trust content shared by friends, influencers, or familiar accounts, making source-checking and verification essential parts of developing their digital literacy.

VOICES CAN BE CLONED

AI tools can copy someone's voice using only a short audio sample. A child may receive a call or voice note that appears to come from a parent, friend, teacher, or trusted adult, but the audio is not genuine. These messages can be used to create panic, request money, obtain information, or pressure a child into secrecy. Hearing a familiar voice is no longer enough to confirm someone's identity, especially when a message is urgent or unusual.

ACCOUNTS MAY BE FAKE

Not every online profile represents the person it claims to be. Fake accounts may impersonate other people, a teacher, a family member, or someone connected to the school. They can be used for acts such as bullying, scams, grooming, or manipulation. A convincing photograph, username, or message history does not prove that an account is genuine. Children should be cautious when someone asks for their or someone else's personal information, images, passwords, money, or access to private conversations.

ALGORITHMS INFLUENCE REALITY

Many online platforms, such as social media, are shaped by algorithms that recommend content based on what users view, like, search for, and share. This means children do not see a neutral or balanced version of the world. They may repeatedly encounter similar opinions, misleading claims, or increasingly extreme content. Over time, this repetition can make an opinion feel more common or realistic than it really is, because the child may never see this opinion opposed or countered.

Advice for Parents & Educators

PAUSE, CHECK, COMPARE

Teach children not to accept content as true simply because it looks professional, sounds confident, or has been widely shared. Encourage them to pause, identify the original source, check the date, and compare the claim with another reliable source. Ask questions such as: who created this? What evidence is provided? Could anything have been altered? What is the real motive? Regular, age-appropriate practice helps children develop the critical thinking needed to navigate their online world.

VERIFY ANOTHER WAY

A familiar face, voice, or account is no longer enough to confirm someone's identity. If a message is unusual, urgent, or asks for secrecy, money, personal information, or immediate action, children should verify it through a separate route. They should be encouraged to call the person directly using a known number, speak to them face-to-face, or check with another trusted adult. Families can also agree a private 'code' phrase to help them identify genuine emergency messages from each other; this should be something random, non-personal, and known only to the family.

KEEP TALKING OPENLY

Create regular, non-judgemental conversations about what children see, hear, and experience online. Make sure you are potential controls where appropriate and understand each platform's age restrictions. Asking children about new platforms, influencers, unusual messages, or content they are unsure about can help open up valuable conversations. Avoid immediately blaming the child or removing their device, as this may discourage them from discussing their concerns in the future.

SAVE, REPORT, SUPPORT

When fake content, impersonation, or manipulation targets a child, take it seriously, even if the material is fabricated. Save relevant messages, screenshots, links, and screenshots without sharing the content any further. Report it through the platform, follow safeguarding procedures, and escalate concerns involving threats, grooming, sexual content, coercion, or extortion. Remind children that creating or sharing this content, even as a so-called 'joke', can have serious consequences for them and others, and may be difficult to remove once shared online.



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Attendance

As parents and carers we want to share our attendance figures because it is you who can make the big difference. Our children are entitled to a full and balanced education and at Belsay we feel we provide one of the best experiences possible.

Current Whole School attendance is 97.1% Our target for Whole School Attendance is 97%

Class	Weekly attendance	Annual attendance
Splash	100	99.6
Space Base	93.3	95.1
Earth Works	100	98.1
Time Zone	98.3	97.7

Did you know? Each pupil has 175 non-school days a year to spend however they like. The table below shows the significant impact of absence over time.

Days of school add up to lost learning						
Days in school	190	186	180	175	171	170
Percentage attendance	100%	98%	95%	92%	90%	<90%
	Excellent	Excellent	Good	Caution	Cause for concern	Serious concern

Absence Procedures If your child is ill, please keep them at home until they are well enough to return to school. Please notify us by phone call or email before 9.15am if your child is to be absent, and continue to inform us on a daily basis if they continue to be ill.

We have a continual focus on attendance and punctuality and this is of the utmost importance in your child's education. Please remember that our school gate closes at 8.55am as this is when our lessons begin. Anyone arriving after this time is classed as late and will miss valuable learning opportunities which take place immediately after registration, such as phonics.



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Wellies & Wonder

This week we harvested our apples, made dragonflies from forest items and had lots of fun in the polycrub and in our big forest. We had fun in the hall using the gymnastics equipment, we practised our balancing and our jumping skills! Today we are cooking apples on our campfire!





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Splash and Space Base

This week, Splash have been creating their own people using natural objects from outside, such as twigs and leaves. The children loved this activity and created their people in lots of unique and creative ways. The Splash children have also been thinking about where they belong. They came up with some great ideas, including the different clubs they attend and places they enjoy visiting. Space Base have been looking at the history of farming and how machinery has played a key role in its progression. The children stood up in front of the class and each presented a modern machine that is used in farming. They then enjoyed debating the positives and negatives of using these machines. We also had the opportunity to go to the forest with Splash. The children made dragonflies using sticks, string and sycamore seeds with Mrs Swinbank and had an amazing time!

Preparation for our Harvest festival also began this week with Mrs Senior.





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Earth Zone

What a busy week it has been for Key Stage 2! We started our Harvest Festival preparations, wrote some excellent character and setting descriptions as our assessed piece of writing for our first unit based on our book *'The Lost Happy Endings'*, and last but not least, we had an amazing time at Robinwood! The children were excellent—they were brave, resilient, and worked together to complete all of the challenges they faced. Whether it was the heights of the giant swing, flying through the sky on the zipline, or trusting each other on the night line activity, they have been fantastic!



Archery



Crate Challenge

The Giant Swing

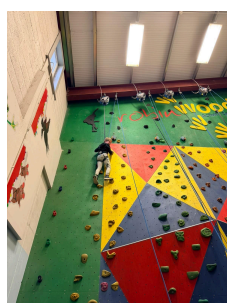
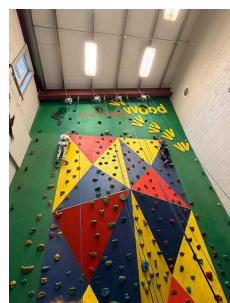
Challenge Course



Night Line



There will be more pictures posted on the Facebook page.



Climbing Wall



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Dates for your Diary

Monday 5th October School photographs	Nursery and Wellies & Wonder children are welcome. Please bring younger siblings for 8.30am
Thursday 15th October	Harvest Festival
Wednesday 21st October	Parents Evening
Wednesday 21st October	Touch Rugby Festival in Alnwick Y3 and 4
Thursday 22nd October	Parents Evening
Thursday 22nd October	Whole school flu immunisation. If you haven't already registered your child, please speak to Kathy.
Friday 23rd October	TEACHER TRAINING DAY
Monday 26th October - 30th October	HALF TERM
Monday 2nd November	TEACHER TRAINING DAY
Friday 13th November	Pudsey Bear Day! Wear your spots and bring a donation
Weds 9th December	Morning Nativity performance for Grandparents and younger siblings
Thursday 10th December	Evening Nativity performance for parents
Tuesday 15th December	Whole school N-Y6 to Alnwick Playhouse

Please remember, Breakfast club is available from 8.15am if anyone needs to drop off a child earlier.

Please book in advance if possible. £2.50 includes cereal or toast.

Nursery fees and After School Club fees will show up in your ParentMail accounts next week. Please make sure we have your reference number if you are paying Nursery fees through your HMRC accounts.



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Stars of the Week



Splash: Wilf, for drawing a detailed picture of where he belongs.



Space Base: Etta, for taking great care in her presentation.



Earth Zone: EVERYONE for their bravery, resilience and teamwork skills while being away at Robin Wood!