EBOR GARDENS Primary Academy

Weekly News

FRIDAY 13TH NOVEMBER 2026 - ISSUE 10

A Message from Mr Spink and Mrs Wathen

Good afternoon everyone.

This week, we held our first Parent Consultation meetings. Across Monday (for 6LB), Tuesday and Wednesday, 364 parent appointments took place. A massive thank you to the parents who came to find out how their children are progressing. If you have not managed to make an appointment with your child's teacher and would still like to discuss their progress, please speak to the class teacher to make an appointment. Lets see if we can get 100% attendance to parents consultations in the Summer.

You will see on our Social Media and further down this newsletter, a poster detailling how we will be progressing with photographs of exciting events in school. We are being mindful of the developments in Artificial Intelligence when considering how we will share the wonderful things that go on in our school. In order to be able to share such lovely events, we will be "Changing the angle, keeping the story the same". Please take some time to read the information.

Next week is Anti-Bullying week in school. Miss Gallagher has shared information regarding what will be going on in school. The week starts with Odd Socks Day on Monday. Have a lovely weekend.

Mr Lee Spink & Mrs Natalie Wathen

Ebor Gardens
Primary Academy

Changing the angle, keeping the story the same.

Celebrating every moment. Protecting every child.

Adapting how we share, in response to evolving AI safeguarding concerns.



BACKS OF HEADS



SIDE FACING PHOTOS

With Permission



GROUP SHOTS FROM A DISTANCE

With Permission

We can still show the moments that matter.



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0113 248 2750

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Diary Dates 26/27

Wednesday 25th November 2026 - Parents Session - Mindmate
Thursday 26th November 2026 - Y4 Residential Meeting (3:15pm)
Tuesday 1st December 2026 - Y3 Panto trip
Wednesday 2nd December 2026 - Parents Session - SEND
Wednesday 2nd December 2026 - Winter Fair
Friday 4th December 2026 - **School Closed (INSET)**
Monday 7th December 2026 - Panto in school
Wednesday 9th December 2026 - Parents Session - Reading
Wednesday 9th December 2026 - Christmas Dinner & Jumper Day
Monday 14th december 2026 - Reception Nativity (9:00am)
Tuesday 15th December 2026 - Y1 Christmas Performance (9:00am)
Tuesday 15th December 2026 - Y2 Christmas Performance (2:15pm)
Wednesday 15th December 2026 - Y3/4 Christmas Performance (2:15pm)
Thursday 17th December 2026 - Y5/6 Christmas Performance (2:15pm)
Friday 18th December 2026 - School closes for Christmas (1pm)





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Please be sure to park very safely and sensibly around school at Breakfast Club, morning drop-off and afternoon pick-up. On some occasions, the main gate has been blocked by parents/carers cars. Parents/carers and visitors must not park in front of the main gate so that cars (including emergency service vehicles) can get in and out at all times.



PICKING-UP YOUR CHILD EARLY

IF YOU NEED TO PICK YOUR CHILD UP BEFORE THE END OF THE DAY (FOR AN APPOINTMENT ETC), PLEASE LET THE SCHOOL OFFICE KNOW IN THE MORNING SO THAT THEY ARE EXPECTING YOU - THANK YOU.



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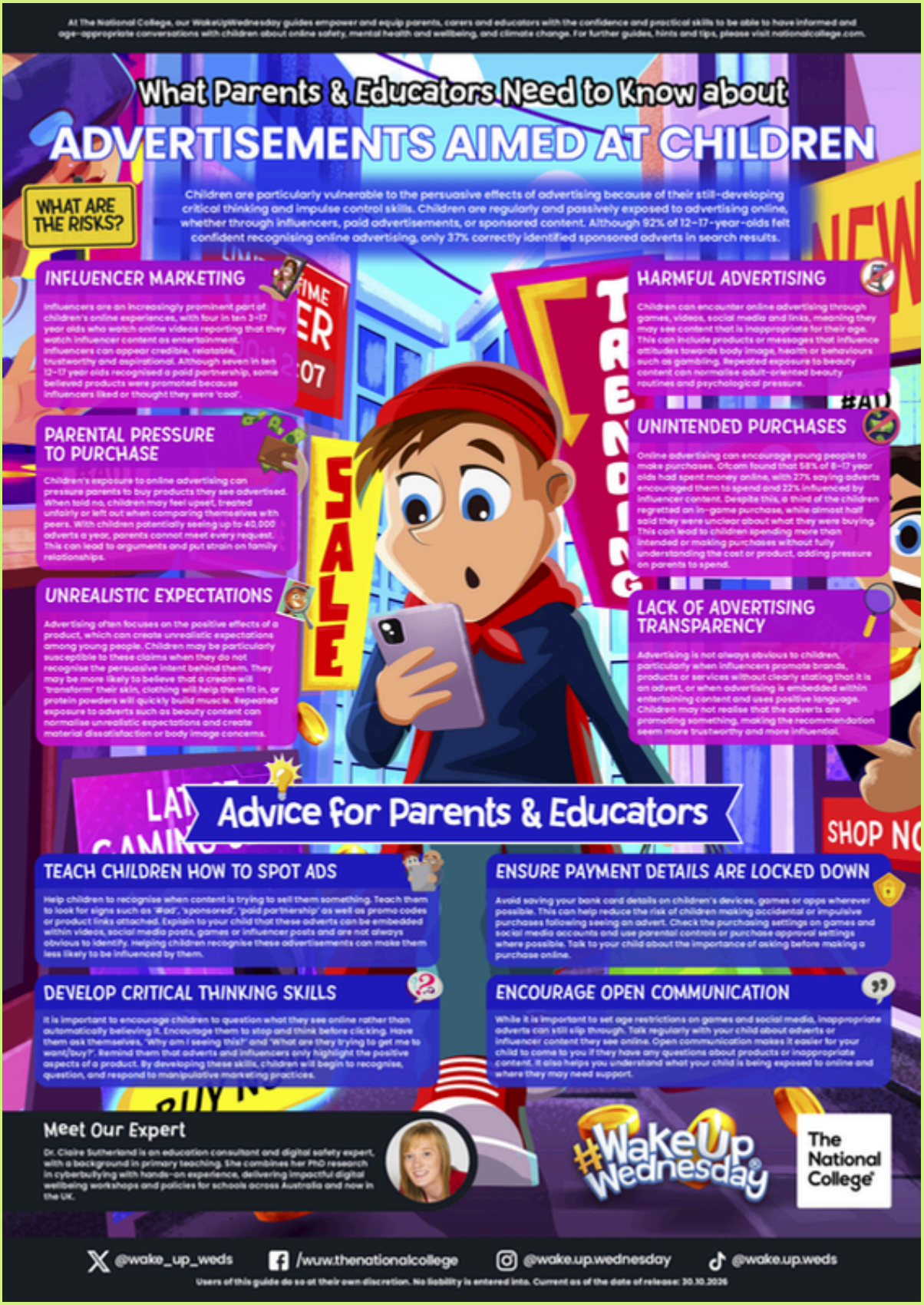
At The National College, our #WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. For further guides, hints and tips, please visit nationalcollege.com.
What Parents & Educators Need to Know about
ADVERTISEMENTS AIMED AT CHILDREN
WHAT ARE THE RISKS?
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.
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NUTS ARE NOT ALLOWED IN SCHOOL

DUE TO NUT ALLERGIES



Please do not bring any nuts or snacks containing nuts into the school.
Thank you for your cooperation.

PLEASE HELP KEEP OUR STUDENTS SAFE!

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Healthy Snacks at Ebor Gardens

Lots of children bring snacks for break times.

These should be healthy snacks consisting of fruit and vegetables.





Children should also have lots of water throughout the day. Please send a water bottle into school with your child.





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