THE WINSFORD ACADEMY

16th November 2024



Ms Emma McLaren
Principal

Message from the Principal

Dear Winsford Families,

It has been a busy time at WA with teachers reviewing and marking key stage 4 assessments.

I was absolutely thrilled to see that Year 11 student attendance for the exam weeks was their best attendance for over 12 months. A huge thank you to all of our families for ensuring students were in and arrived to school on time; outcomes from both Year 10 and Year 11 assessments will be used to inform both curriculum and lesson planning. We have also recently invested in live assessment tracking software which both teachers and leaders are using to analyse pupil progress at subject, topic and skill level. Once the platform is fully up and running, we will also be able to share pupil progress reports with both students and families.

Assessments for Year 7 and Year 8 students will also take place later this term, as such we will be running a 'How to support your child with Key Stage 3 assessments' workshop and a meeting for KS3 parents of children with special educational needs. I feel incredibly proud that at WA, we now have 4 qualified SENCos who are working extremely hard to ensure that ***all*** of our students make strong progress through the curriculum.

Last weekend, myself and members of the student leadership team attended the Annual Service of Remembrance at Winsford Town Centre. We already felt enormously proud to represent the academy, however, to see some of our students take part in the parade, was both wonderful and humbling.

As always, thank you again for your continued support. The vast majority of students are wearing their full uniform with pride, with visitors to the academy remarking on how smart students look. As the weather gets colder, I would like to remind families, that we are a 'no hoodie school', and that students can wear a plain black logo free jumper under their blazer. Students can also get a free warm drink and hot breakfast items if they arrive to the academy before 8:30am.

Remembrance Art Installation

A huge thank you to both the Art department and students for producing the Remembrance Art



















KS3 SEND Information Evening – Wednesday 27th November, 4:15pm – 5pm

To further strengthen our parent partnership, we would like to invite our parents and carers of young people in KS3 with special educational needs to come and meet the Inclusion and Safeguarding Team.

If you haven't done so already, please follow the link below to secure a place.
https://forms.office.com/e/qqapJRzKNV

KS3 Assessment Information Evening – Wednesday 27th November, 5pm – 6pm

To ensure students are fully prepared for their assessments, we are hosting a Parent Information evening on **Wednesday 27th November 2024.**

Students or parents that attend the event will receive a revision pack containing resources on the evening.

If you haven't done so already, please follow the link below to secure a place.
https://forms.office.com/e/qqapJRzKNV

The U14 girls had another successful game in the English Schools FA Cup!

Despite being tense at times our girls fought hard and beat Sandbach High School 4-3.
There were goals from Eris (2) Ella and Ella-Louise.
A special mention goes to player of the match Eris.
Well done to all involved, the team will now play Hartford in the 4th round of the cup.



Dates for your Diary	
Wednesday 27th November 4:15pm – 5pm	**KS3 SEND Information Evening**
Wednesday 27th November 5pm - 6pm	**KS3 Assessment Information Evening**
Friday 29th November	**INSET Day: Academy closed for students** Staff training will be focus upon safeguarding, assessment at KS3 & KS4 and effective learning strategies.
Thursday 5th December 3:45pm – 6:45pm *(£5 reduction in Prom Ticket if families attend)*	**Year 11 Parents' Eve** Student will have received Mock Exam Results
Monday 9th December	**Dance GCSE Exam**
Term Break – Monday 23rd December – Friday 3rd January **INSET Day – Monday 6th January** ***All student return Tuesday 7th January, through gates for 8:40am***	
Thursday 16h January 4pm - 5:30pm	**KS4 Careers Event** Representatives from Local Businesses and Colleges will have stalls, offering advice and guidance to families.



MOMENTS MATTER, ATTENDANCE COUNTS.

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. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about INSTAGRAM

AGE RESTRICTION 13+

WHAT ARE THE RISKS?

Instagram is a highly popular social media platform with over 2 billion active monthly users. The app is continuously updating and adding new features to meet the wishes of its audience, allowing them to upload images and videos to their Instagram feed, create interactive 'stories', go live, exchange private messages or explore and follow other accounts that catch their eye.

ADDICTION

Many social media platforms, Instagram included, are designed to keep us engaged on them for as long as possible. They encourage scrolling often and scrolling more in case we miss something important – in essence, a fear of missing out. On Instagram, young people can lose track of time when aimlessly scrolling and watching videos posted by friends, acquaintances, influencers and possibly strangers.

UNREALISTIC IDEALS

Children sometimes compare themselves to what they see online: how they look, how they dress, and the way their life is going in comparison to others on social media. However, most people only share the positives about their lives online and many use filters when sharing pictures of themselves. A constant comparison with unrealistic ideals can lead to insecurity over one's own appearance and lifestyle.

GOING LIVE

Livestreaming on Instagram allows users to connect with friends and followers in real time. Risks increase if the account is public, because that means anyone can watch the broadcast, which could result in further contact from strangers. Additional dangers of going live include an impulse to act inappropriately to draw more viewers, as well as being exposed to harmful content or offensive language.

INFLUENCER CULTURE

Social media influencers are sometimes paid thousands of pounds to promote products, services, apps and more. When celebrities or influencers post such content, it often says 'paid partnership' above the post. In April 2024, Ofcom found that over a quarter of children (27%) believed in influencer marketing, accepting their endorsement of products wholeheartedly. So it's perfectly possible for young people to be taken in by this kind of content.

PRODUCT TAGGING

Product tags allow users to tag a product or business in their post. This tag will take viewers directly to the product detail page on the shop where the item can be purchased. Children may also be encouraged by influencers to purchase products that they advertise.

EXCLUSION & OSTRACISM

Youngsters are highly sensitive to feeling excluded, which comes in many forms: not receiving as many 'likes' as expected; not being tagged in a friend's photo; being unfriended; not receiving a comment on their post or a reply to a message they sent. Being excluded online hurts just as much as offline. Young people have reported lower moods and self-esteem when excluded in this way, feeling as if they don't belong and aren't valued.

Advice for Parents & Educators

AVOID GOING PUBLIC

If a young user wants to share their clothing style, make up or similar and use product tagging to show off the items in their post, they may be tempted to change their settings to public. This leaves their profile visible to everyone, which carries the risk of strangers getting in touch with them. Set a child's account to private and explain the importance of keeping it this way.

HAVE AN OPEN DIALOGUE

Talk to children about the positives and negatives of social media, including the risks involved and how they can view or create content safely with family and friends. Explain how safety settings will ensure only followers can view them, and why this is so important. Also, if you find a child continuously uses filters on their photos, ask them why and impress on them that they don't need it.

MANAGE LIKE COUNTS

Due to the potential impact on mental wellbeing, Instagram allows users to hide the total likes on their posts, to prevent people from obsessing over that number in the corner. Users can hide like counts on all the posts in their feed as well as on their own posts. This means others can't see how many likes a person gets. This can be done by going into Settings > Notifications > Posts > Likes > Off.

USE MODERATORS

Instagram Live has implemented a mechanic called 'Moderators', meaning that creators can assign a moderator and give them the power to report comments, remove viewers and remove the ability for certain viewers to comment at all. Consider this if a child in your care wants to go live on the platform. It's also recommended to keep devices in communal spaces so you're aware if a child does go live or watch a livestream.

FOLLOW INFLUENCERS

Following influencers will allow you to monitor what they're sharing as well as being able to discuss anything which you deem inappropriate. Talk to children about who they follow and help them to develop critical thinking skills about what the influencer is trying to do. For example, encourage the child to ask themselves if an influencer is trying to sell them a product when they make a video endorsing it.

BALANCE YOUR TIME

Instagram has a built-in activity dashboard that lets you control how much time is spent on the app. Make sure children sign in to the platform with the correct age, as Instagram's 'Teen Accounts' afford much more control for parents and carers over how long they can use the app each day. Talk with young users about how much time they spend on Instagram and work together to set a healthy time limit.

Meet Our Expert

Dr. Claire Sutherland is an online safety consultant at BCyberAware. She has developed and implemented anti-bullying and cyber safety workshops and policies for schools in Australia and the UK. Claire has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviours of young people in the UK, USA and Australia.



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Source: See full reference list on guide page at: https://nationalcollege.com/guides/instagram-2022