Lytham Church of England Primary Newsletter

Thankfulness

This half term, our collective worships have focused on the Christian value of Thankfulness. We have explored why it is important to recognise and appreciate the many blessings in our lives, from our families and friends to the opportunities we enjoy each day.

Through Bible stories, reflection and discussion, the children have considered how showing gratitude can help us develop a positive attitude and strengthen our relationships with others. We have encouraged everyone to take time to notice the good things around them and to express thanks through their words and actions.

As a school community, we are thankful for the kindness, support and encouragement shown by our children, families, staff and governors each day.

Stars of the Week

Reception -Zara
Year 1 - Rupert
Year 2 - Joseph
Year 3 - Ethan
Year 4 - Luca
Year 5- Frankie
Year 6 - Theo

Parable of the Talents

Music

Reception - Rory
Year 1 - Winnie
Year 2 - Isabelle
Year 3 - Summer
Year 4 - Billy
Year 5- Ava H
Year 6 - Teddy

Attendance

Reception - 90.4%
Year 1 - 100%
Year 2 - 98.9%
Year 3 - 81.7%
Year 4 - 95%
Year 5- 98.5%
Year 6 - 92.7%
A huge well done to Year 1!

Before half term, a group of our Year 6 children enjoyed an amazing trip to London. During their visit, they explored Parliament, watched the fantastic Matilda the Musical, and took in some of London's most famous sights, including Buckingham Palace.
While all of these experiences were incredibly exciting, the best part of the trip was, without a doubt, our children. They were absolutely fantastic from start to finish. Their manners, kindness, resilience and enthusiasm shone through wherever we went. Whether travelling on the Tube, visiting attractions or walking around the city, they represented our school brilliantly and received compliments from members of the public and staff at several venues. A huge thank you also goes to Mrs Croughan, who gave up her time to make the visit possible.

Since returning from half term, the busy start to the term has continued. Our Year 3 children enjoyed a fantastic visit to Beach School as part of their Geography learning, exploring our local coastline and bringing their classroom learning to life.

We have also had a group of children representing the school at a football competition. They showed great teamwork, determination and sportsmanship, and were excellent ambassadors for our school.

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.



#WakeUpWednesday®

The National College®

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NHS
Lancashire & South Cumbria
NHS Foundation Trust

DROP IN SESSIONS

With our Primary Mental Health Worker Team

- Aimed at Parents, Children and Young people and professionals seeking advice around Mental Health
- Including information around signposting and best services that meet your Mental Health needs

Where?

St Annes Library
FY8 1NR

- Thursday 12th November 2026
10.00am to 12.00noon.

LYTHAM ST ANNES PRIMARY SCHOOL SPORTS CLUSTER ASSOCIATION

As a groupofprimary schools in Lytham St Annes, we work together to promote physicalactivityforall young people in our schools. Through our work, we encourage the participation of all children in both competitive and non-competitive events. Primary school sport should be fun and the focus is placed on participation rather than competition.

Primary school sport goes beyond performance because its purpose is not just to produce winning athletes. We believe that it is a powerful tool for children's overall development.

WE ARE ALL REPRESENTATIVES OF OUR SCHOOL

CHILDREN - STAFF - PARENTS

EACH ONE OF US HAS A RESPONSIBILITY TO BE ROLE MODELS AND WEAR OUR SCHOOL BADGES WITH PRIDE.

As a team of schools, the following points will be adopted by all:

- SCHOOL SPORT SHOULD BE FUN AND ALL CHILDREN SHOULD WANT TO TAKE PART.
- THE DECISION FOR TEAM SELECTION LIES WITH THE SCHOOL STAFF. THEY WILL SELECT TEAMS BASED ON THEIR KNOWLEDGE OF THE WHOLE CHILD.
- NOT EVERY CHILD WILL BE SELECTED FOR EVERYTHING. PART OF SCHOOL SPORT IS TO BUILD RESILIENCE IN EACH CHILD AND REPLICATE WHAT THEY WILL ENCOUNTER AS THEY JOURNEY THROUGH LIFE.
- WE WILL WIN GRACIOUSLY AND LOSE GRACIOUSLY - ALWAYS SHAKING HANDS POST MATCH AND THANKING THE MATCH OFFICIALS.
- THERE WILL BE FULL RESPECT AT ALL FIXTURES AND COMPETITIONS - ENCOURAGEMENT AND KINDNESS TO BE SHOWN BY ALL CHILDREN, STAFF AND PARENTS.
- SCHOOL STAFF ARE VOLUNTEERING THEIR OWN TIME TO FACILITATE SCHOOL SPORT