



SKA HEADLINES

Friday 2nd May 2025

I was at a conference on Friday hence the delay to Week 2's newsletter – apologies! I hope you all had a lovely long weekend – please read the below information carefully.

IMPORTANT UNIFORM INFORMATION

Rather than write a separate letter, I thought I would write in this week's newsletter to clarify our expectations regarding the summer uniform, following some recent confusion and concerns raised by a number of families.

Firstly, I would like to extend thanks to the vast majority of our families who ensure their children are dressed in accordance with our uniform policy each day. Our uniform policy was revised in **July 2024** and has remained unchanged since. It has been available on the school website, and printed copies are accessible from the school reception. A reminder letter outlining the expectations for summer clothing was also sent to all families at the **start of this term**.

We are aware that some parents have expressed dissatisfaction, particularly around the style of shorts we ask children to wear. I want to reassure you we have acted reasonably, including offering to purchase appropriate shorts for some families. Despite this, concerns continue to be raised.

To be clear: if your child attends our school, we expect all families to adhere to our reasonable policies and procedures, including our Uniform Policy which has been designed to be both **cost-effective and comfortable** for children. We are proud of the financial support we already offer to families, including providing **every child with a jumper or cardigan at the start of the school year**, and additional help where needed.

Part of our responsibility as a junior school is to **prepare children for the expectations of secondary school**, where uniform policies are typically more formal and strictly enforced. Consistency now helps ensure a smoother transition later.

As such, I will **not be meeting individually with parents or carers to discuss uniform**, unless there are **exceptional circumstances** that prevent a child from wearing a particular item.

Thank you for your understanding and continued support in maintaining high and consistent standards for all our pupils.

IMPORTANT REMINDER: VE DAY LUNCHES

We have currently only had 38 orders for a lunch bag on VE Day (Thursday of this week). I have attached the letter I sent last week on the final page of this letter – please make sure you follow the instructions to ensure your child does not miss out on Thursday. Thank you if you have already made your order!

RHS Grey to Green Project

The children will see some exciting items arriving in our quad over this week and next! We have managed to achieve a grant to turn a grey area into a green one – watch as our quad turns into a space for children to learn and socialise with planters, extra seating, greenhouses and gardening tools. I will share pictures with you once the work is complete!

Stockingate, South Kirkby, Pontefract, West Yorkshire, WF9 3DP

Telephone: 01924 967615 Email: skaoffice@watertonacademytrust.org

Headteacher: Mr Adam Potter Website: www.southkirkbyacademy.org

 Facebook: Search for 'South Kirkby Academy'  X: @WatertonSKA

Attendance this week: **93%**



Whitby	98%
Knaresborough	97%
Harrogate	96%
York	95%
Richmond	94%
Ilkley	91%
Leeds	86%
Filey	84%
Whitby class may wear non uniform on Friday 9 th May 2025	

Rudi (Leeds)	For a huge improvement in his handwriting.
Joel (York)	For his excellent attitude to learning.
Mia L (Knaresborough)	For her fantastic work with her multiplication tables.
Cameron (Richmond)	For showing a really positive attitude to his learning.
Harrison (Filey)	For being a superstar and always doing the right thing.
Olivia (Whitby)	For taking ownership of improving her writing.
Osman (Harrogate)	For his improved attitude towards his learning.
Isabella (Ilkley)	For having an excellent first week back after Easter.

Congratulations to our Stars of the Week!

At National Online Safety we believe in empowering parents, carers and trusted adults with the information they need to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one platform of many which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What parents need to know about SOCIAL PRESSURES LINKED TO 'INFLUENCERS'

AN UNREALISTIC PERCEPTION OF BODY IMAGE
Some of the most popular social media influencers often display themselves as thin, young and beautiful and are said to promote body positivity and self-love. However, influencers can help them achieve the same look. What is not always realised is that these images can be heavily retouched and are not always a true-life representation. Your child may feel that they need to look like and in some cases become obsessed with their body image, which could contribute to a body image disorder or even become depressed if they can't achieve the same look.

BECOMING UNREALISTIC ROLE MODELS
As children become more and more involved with social media and online they may come to see social media influencers as role models, particularly if they are attracted by the lifestyle they see online. This could lead them into idealising potentially unrealistic aspects of life, and in some cases, using their role models as an excuse for bad behaviour, particularly if they feel like they're not 'fit in' very well.

ENCOURAGING BAD HABITS
Although many social media influencers will get paid to advertise brands and their products, they will also post their own lifestyle choices, usually depicting their daily life or an activity for example. This may even be drinking alcohol and smoking or using drugs, which could encourage children to adopt bad habits, such as drinking, smoking, swearing or even criminal behaviour, particularly if these are seen to be accepted by the influencer.

THE NEED TO HAVE EVERYTHING
Many social media influencers will take photos or videos of themselves wearing the latest fashion or driving a luxury car, or having a large house to promote. They may also be provided with the latest gadgets to promote. If your child sees influencers to play with in order to persuade their followers to purchase them, many children will be keen to buy these items in order to keep up with the latest trends. However, if they feel like they can't afford to buy these items, they could be made to feel inadequate or inferior to other children who can afford to buy them.

AUTHENTICITY OF ENDORSEMENTS
Social media influencers hold a lot of power with their audience and are often looked up to by younger followers. Many children will see them as credible, authentic and trust what they see online. However, some influencers may not always believe in the products they are promoting and therefore can mislead their followers about the level of confidence in them. Your child may therefore find themselves looking up to people who are dishonest or who have interests in activities that they themselves do not actually care about.

Safety Tips for Parents

FOLLOW WHO THEY FOLLOW
A good way to see first-hand who may be influencing your child is to create your own social media account and follow the same people they do. This will give you a strong indication of what is shaping how your child behaves, what they like and what they are taking an interest in.

TALK ABOUT ROLE MODELS
Role models can play an important part of your child's life, but it's important to talk to them about who they look up to and why. Remind them that not everybody is online to show their best and if you do have concerns that your child is being negatively influenced, work with them in finding more positive alternatives.

BUILD THEIR SELF-ESTEEM
It's important that your child is aware of how unrealistic perceptions of life can be depicted on social media and that it is easy to be deceived. Discuss with your child how images can be heavily edited, cropped or manipulated to create artificial scenarios and that often the lifestyle that people display on social media isn't always realistic or the full truth.

DISCUSS REALISTIC VS UNREALISTIC EXPECTATIONS
If your child has a social media account, talk to them about the way they look, the way they act and the way they live. They may be tempted to look like the influencers they follow, but it's important to discuss with them about the dangers of looking like influencers and how to be realistic. Encourage them to always question people's motives online, especially when they see influencers who are promoting a product which they are likely to have been paid to advertise but may not necessarily personally endorse.

ENCOURAGE INDEPENDENT THINKING
Social media influencers can be quite powerful individuals who hold a lot of power over how we see the world and what we think. It's important to encourage your child to think independently about everything they see and engage with online. Talk to them about the dangers of looking like influencers and how to be realistic. Encourage them to always question people's motives online, especially when they see influencers who are promoting a product which they are likely to have been paid to advertise but may not necessarily personally endorse.

Meet our expert
Pete Badi is a writer with over 10 years in research and analysis. Working within a specialist area for West Yorkshire Police, Pete has contributed work which has been pivotal in successfully winning high profile cases in court as well as writing as a subject matter expert for industry handbooks.

www.nationalonlinesafety.com Twitter: @nationalonlinesafety Facebook: NationalOnlineSafety
Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 11.03.2019

Value of the week: Be respectful

Molly (Year 6) Oscar (Year 6)
Ella (Year 5) Carter (Year 5)
Layla (Year 4) Evie J (Year 4)
Ebony (Year 3) Indie (Year 3)



Lunchtime Awards

Carson & Ella



DON'T MISS OUT ON IMPORTANT SKA INFORMATION!

Please ensure you have the MCAS App downloaded with notifications turned **ON**. Please follow our social media feeds for more information and reminders.

We send out paper letters but by request

Reminders & Key Dates

VE Day – Thursday 8th May 2025
Please make lunch choices (see letter on next page).
Children may wear red, white and blue.

Stockingate, South Kirkby, Pontefract, West Yorkshire, WF9 3DP

Telephone: 01924 967615 Email: skaoffice@watertonacademytrust.org

Headteacher: Mr Adam Potter

Website: www.southkirkbyacademy.org

Facebook: Search for 'South Kirkby Academy' X: @WatertonSKA





Stockingate, South Kirkby, Pontefract, West Yorkshire, WF9 3DP

Telephone: 01924 967615

Email: skaoffice@watertonacademytrust.org

Website: www.southkirkbyacademy.org

Headteacher: Mr Adam Potter

Proud to be part of  Waterton Academy Trust

Tuesday 29th April 2025



VE DAY 80 – THURSDAY 8TH MAY 2025

Dear families,

To mark 80 years since VE day we will be holding a VE Party Day in school on **Thursday 8th May 2025**. VE stands for Victory in Europe Day, which signified the end of World War 2 in Europe in 1945.

Children are invited to wear red, white and blue clothing – full non-uniform.

We will have a whole school assembly, individual teachers will plan a day of VE Day learning and we will also have a street party at dinner time – please have your fingers crossed for good weather!

There will only be **one lunch option on this day** which will be a picnic bag – see menu.

If you do not want to order a picnic bag, your child will need to bring their packed lunch as normal.

If you would like your child to have a picnic bag, please follow these instructions to order. **This must be filled out by 6pm on Monday 5th May 2025.**

**1. FILL OUT THE FOLLOWING FORM TO
MAKE YOUR CHOICES – [LINK HERE](#)**

**2. PAY ON THE MCAS APP IF YOUR CHILD
DOES NOT RECEIVE FREE SCHOOL MEALS**

(If your child receives free school meals, you only need to complete step 1)



We are looking forward to learning more about VE Day and paying tribute to the Second World War generation.

If you have any questions, please ask Mrs Studd in the office.

A Potter
Headteacher