EVEN SWINDON SCHOOL

Believe, achieve, inspire



Even Swindon's Fortnightly Update

Friday 6th November 2026

Dear Parents/Carers,

Welcome Back to Term 2

Welcome back to Term 2! We hope you all enjoyed a restful break. We are looking forward to an exciting and busy term filled with learning, creativity and opportunities for the children to grow. Please see the school website for dates of events and important information.

Our Value of the Term: Kindness

Our value this term is **Kindness**. In school, this means being caring, thoughtful and respectful towards everyone. We are encouraging the children to use kind words, listen to others, include people in games and activities, and offer help when someone needs it. Kindness also extends beyond school: it means showing care and respect at home, in our communities and towards the wider world.

We look forward to welcoming you all into school on **20th November at 2:30pm**. This will be an opportunity to see what your child has been doing in the classroom and to celebrate their achievements together.

Staff News

We will be saying farewell to Ms Johnson, who will be leaving us later this month to embrace new opportunities and start her own business. We wish her every success for the future.

We will also be very sad to say goodbye to Miss Moloney at the end of Term 2, as she is relocating. She will miss all the staff and children but is excited to spend the Christmas term with

everybody in school. We will miss them both and thank them for all they have contributed to our school.

Becoming a Rights Respecting School
We are moving forward to becoming a **Rights Respecting School**. This means learning about children's rights, understanding the responsibilities that come with those rights, and ensuring that everyone is treated with dignity, fairness and respect. Please see the link for more information and share it with your family. https://www.unicef.org.uk/rights-respecting-schools/

Exploring Future Careers
We have been talking about future careers. The children had the opportunity to think about what they would like to be when they grow up; they aspire to be a footballer, police officer, doctor, nurse, firefighter, teacher, YouTuber, hairdresser and even a dinosaur! Many were unsure what they wanted to do when older, so we will explore careers this year and the opportunities in the big wide world. Do you have a career to share? We would love to hear from you.

I look forward to seeing lots of you at our Laser light show on Saturday 14th November - there are still ticket available. Thank you to the PTFA for organising this exciting event for our school families and local community.

Best Wishes,
Rachael Smith
Headteacher

TD days for 2027

School will be closed to pupils on the following days:
Monday 4th January 2027
Monday 22nd February 2027
Friday 25th June 2027
Monday 28th June 2027



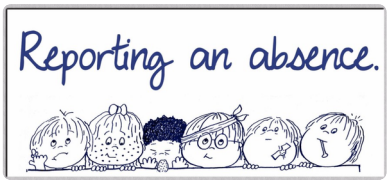
Please click to view our calendar on the school website

Safeguarding Information

Safeguarding Contact Information: safeguarding@evenswindon.bluekitetrust.org

Designated Safeguarding Lead: Rachael Smith
Deputy Designated Safeguarding Lead: Naomi Sly
Deputy Designated Safeguarding Lead: Carol Chard
Deputy Designated Safeguarding Lead: Natasha Holmes
Deputy Designated Safeguarding Lead: Zoe Pattenden

Absence reporting procedures



Please can we remind you to report **every day your child is absent by 8.30am** either by leaving a message on our absence line - **01793 523041** or by emailing admin@evenswindon.bluekitetrust.org with the **specific reason** for their absence**.**
Thank you for your co-operation.

In this newsletter...



Attendance
Poppy Merchandise
Awards Outside of School
Longevity Games
Reception Open Day
Children in Need
Anti bullying Week
Nursery Open Evening
Key Dates
Open Classrooms
Careers Work
Celebration Assembly
PTA Events
Nursery Enroll 2026-2027
Christmas Toy Appeal
Online safety
Santa v's Rudolph - Fun Run 3k / 5k
Adverts

Attendance

If your child is unable to attend school due to illness, please ensure you advise us by email or leave a telephone message, on the first day of absence, providing the following information:



• Child's full name
• Class and year group

• Reason for absence, including details of symptoms

You should also advise us on each subsequent day of absence.

Please note that emails notifying the school of a pupil's absence will no longer receive a response or acknowledgement. If we require any further information we will contact you.

Thank you for your cooperation.

Poppy Merchandise

Hi Everyone,
School Council will be selling Poppy merchandise on Friday 6th November at home time. Poppies and stickers will be available for any donation and the other merchandise will be a minimum £1 donation. Cash only.
Thanks,
School Council



Awards Outside of School

Football Achievement Congratulations to PJ - Paddington Class on being named **Abbeymeads Team Player of the Week** for scoring the winning goal and providing some fantastic assists. Well done, PJ!

Dance Success Congratulations to **Elodie in Didcot Class** on her amazing success in dance, earning a number of trophies and medals. Keep up the fantastic work!

Football Achievement Congratulations to **Jack** on receiving both the **Coaches' Player of the Month** and **Parents' Player of the Month** awards at Stratton Juniors. This is a fantastic achievement and a testament to his hard work, dedication, and teamwork. Well done, Jack!

Martial Arts Congratulations to **Zahra** for gaining her **Green Belt in Martial Arts**. What an amazing achievement and a wonderful reward for all her effort and commitment. Keep up the great work!



Longevity Games - What a year! Are you joining us for the finale?

Hi everyone,
What an incredible year for The Longevity Games!
218 people joined us in September, the BBC came along, and now **ITV will be filming our final event of 2026!**
We're back at Delta Tennis Centre on **Sunday 22nd November**, and we'd love you to be part of it.

Three fitness levels. All ages and abilities. One incredible atmosphere.
If you've taken part before, why not come back and bring someone new?
You could be the reason someone changes their future.
🎟 £26 entry | £36 with finisher's T-shirt
👉 www.thelongevitygames.co.uk
Entries close 8th November at 9pm.
Tim
The Longevity Games
Your Fitness. Your Future.

Reception Open Evening



BBC Children in Need - Friday 13th November 2026



Non Uniform Day - wear something yellow £1 donation

Odd Socks - Monday 16th November

Anti bullying week



Anti-Bullying Week 2026 will take place from Monday 16th to Friday 20th November with the theme: Break the Silence. The week will kick off with an Odd Socks Day on Monday 16th, with adults and children being encouraged to wear odd socks to celebrate what makes us all unique. This year's campaign - Break the Silence - will encourage children, young people and adults across the UK to start conversations about bullying, speak up, listen and take action together.

Nursery Open Evening



Key Dates for your Diary

WHOLE SCHOOL KEY DATES THIS TERM

DATE	EVENT
Friday 13th November	Wear yellow for Children in Need.
week commencing 16th November	Anti-bullying and Road Safety Week
Tuesday 17th November	Flu Vaccinations
Wednesday 18th November	Last date to return filled shoeboxes for the Christmas Shoebox Appeal
Friday 20th November	Open Classroom event from 2.30pm
Friday 27th November	Non-uniform day in exchange for donations for Chirstmas hampers.

CHRISTMAS KEY DATES

DATE	EVENT
7th & 8th December	Year 2 Nativity performances. Parents invited.
9th December	Reception Christmas performance at 2pm. Parents invited.
10th December	Year 1 Christmas peformance at 9am. Parents invited.
10th December	Year 3 and 4 Carols by Candelight 5-6pm. Parents Invited.
week commencing 7th December	Year 5 and 6 Carols at Church. Parents are not invited for this event.
15th December	Nursery nativities at 11am and 2.15pm. Parents invited.
week commencing 14th December	Christmas Dinners and Christmas Parties.
18th December	School finishes at 1.30pm. Happy Holidays!

Open Classrooms



Careers Work

This year, as part of our careers work, we will be exploring a range of different occupations and challenging gender stereotypes. We want to help our children understand that careers are open to everyone, regardless of gender.
As part of this work, we would love to invite parents and carers who work in fields that have traditionally been dominated by the opposite gender to come into school and share their experiences with the children.
If this applies to you, and you would be willing to give a short 20-minute assembly talk, please let the school office know by emailing admin@evenswindon.bluekitetrust.org We would be very grateful to hear from you and would love to celebrate the wide variety of careers within our school community.
Thank you for your support.

Celebration Assembly Dates

Celebration Assembly dates for November are as follows:
Term 2
Friday 13th November 2026 - Year 5 - Brunel Hall
Friday 20th November 2026 - Year 3 & Year 4 - Brunel Hall
Friday 27th November 2026 - Year 1, Year 2 & Signal Box



Shop Online & Support your School

💝 SHOP ONLINE & SUPPORT OUR SCHOOL! 🛍
Did you know you can raise money for Friends of Even Swindon Primary School without spending an extra penny?
Simply sign up to easyfundraising and shop online as normal. A percentage of your purchases comes back to our school! 🎉
Every little bit helps us raise funds for the children. 💝
👉 Join us today:
https://www.easyfundraising.org.uk/causes/even-swindon-primary-school
Thank you for your support! 😇



Light Show - Saturday 14th November



October Disco - Thank you


OCTOBER
DISCO
We made an incredible
£944.16
A huge thank you from
Friends of Even Swindon
for everyone that came along
and a huge thank you to all of our
incredible volunteers.



Christmas Toy Appeal 2026



Swindon Christmas Toy Appeal 2026

The **Swindon Christmas Toy Appeal**, a partnership of churches across the town, is now entering its **10th year**. As Christmas approaches, many families across Swindon are facing difficult choices as they balance rising living costs with the desire to provide a joyful Christmas for their children. For many parents and carers, providing Christmas presents would be extremely difficult without additional support.

Last year more than **420 families** were able to choose 3 presents, 2 stocking fillers, a book and soft for over **1,050 children** thanks to the incredible generosity of local churches, schools, businesses, community groups and individuals. This year, families will again be referred by local agencies, schools and churches, and will receive personalised vouchers that can be redeemed at host churches throughout December.

If you would like to get involved in making Christmas 2026 a bit easier for families in Swindon this year, you can help in any of the following ways:-

- Purchasing a new gift and taking it to one of the donation points across Swindon between **02 November and 30 November 2026**. A list of all the donation points and gift suggestions are available on our website and Facebook page @Swindontoyappeal.
- Buying a gift online and having it delivered directly to our central sorting hub: **Bible Society** Stonehill Green Westlea Swindon SN5 7DG. We are grateful to Bible Society for once again supporting the appeal and providing vital administrative and logistical support.
- Making a financial donation - these help us ensure that every child receives at least one age-appropriate gift. Financial donations can be made here.
- Sharing information about the appeal to friends on your social media channels.

Together, we can help make Christmas 2026 a little brighter and less stressful for hundreds of local children and their parents.

With thanks and best wishes,

DMProsser

Dawn Prosser
Swindon Christmas Toy Appeal Co-ordinator
07544 540476

Address: (Admin and postal donations): Bible Society, Stonehill Green, Westlea, Swindon SN5 7DG
Email address: toyappeal@gcswindon.org.uk
Tel: 07544 540476
Website link: https://gatewaychurchswindon.org.uk/toy-appeal
Facebook: @Swindontoyappeal

Online Safety

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®

@wake_up_weds /wuw.thenationalcollege @wake.up.wednesday @wake.up.weds

Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 30.10.2026


BRANCHES
SUPPORT GROUP
EVERYONE WELCOME
Tel: 07486 873405
Email: swindonsendfamiliesvoice@outlook.com
BRANCHES
BRANCHES is a support group open to all parents and carers of children and young people with any Special Educational Need or Disability, aged 0-25 years
When?
Tuesday 17th November
Where?
Punjabi Community Centre
Swindon
SN2 7BB
Time:
7pm -8:30pm
Working Together
Strengthening Support
Reaching Out
Guest Speaker:
Nicola Ponton - Head of SEND & Inclusion, a discussion about the Banding review and the SEND Reform Plan for Swindon
Swindon SEND Families Voice
BRANCHES is a free support group, however voluntary donations for refreshments are welcomed

---

Fun Run - 3K & 5K



Hati Yoga

As the days get shorter, take some time to enjoy an afternoon of deep relaxation and self-care. We'll begin with gentle, floor-based yoga, supported by props for comfort. This will be followed by a guided relaxation with heated eye masks and an optional aromatherapy mist. We'll finish with time for a herbal tea and sweet treat or simply more time for stillness. Leave feeling relaxed, refreshed and ready for the week ahead.

If this sounds like just what you need, then I'd love to see you there!

Scan the QR code for more information or to book.

Instagram - @hati.yoga.uk

Facebook - Hati Yoga

Hati Yoga

UNWIND



An autumn afternoon of gentle yin yoga, guided relaxation and self care. This is an invitation to slow down and recharge.

SUNDAY 15TH NOVEMBER
3:15 - 4:45PM
EVEN SWINDON PRIMARY SCHOOL

BOOK HERE:

Every month on the 3rd Saturday @ 11am

Messy Church is a relaxed, family-friendly time of crafts, story & song, and we usually end with a simple lunch together. All are welcome to come along, and it's free.

Messy Church

Dates for 2026

January 17th	July 18th
February 21st	August – No Session
March 21st	September 19th
April 18th	October 17th
May 16th	November 21st
June 20th	December 19th

The Parish Church of St Augustine of Canterbury Even Swindon
Celebrating Jesus Loving Rodbourne

The Blue Kite Academy Trust, a charitable company limited by guarantee registered in England and Wales,
c/o Ferndale Primary and Nursery School, Wiltshire Avenue,
Swindon SN2 1NX Company Number 09889819

The Blue Kite Academy Trust

Even Swindon Primary School
www.evenswindon.co.uk