



## NEWSLETTER

Friday 17th December 2021

Dear Parents, Carers and Children,

As I write the final newsletter of this calendar year it is the perfect time to reflect upon all things 2021 and what another year it has been! This continues to be a period of time which will go down in history, and for the children who attend the school it is something which they will be able to tell their children, grandchildren and great grandchildren all about in years to come.

I could not be prouder of the way that our whole school community has continued to pull together throughout the year. Despite the continued challenges which have come our way, we have faced them together and I know that we will all continue to do so. Your support and encouragement, and your kind and thoughtful messages and words throughout the whole pandemic have really kept myself and the staff team going. They have meant the absolute world and we will be forever grateful.

All of the children have continued to show incredible determination and resilience this year. These are qualities which we often talk about being so important, not just in school but in life, and our children are certainly becoming well equipped to deal with the 'curve balls' which come along in life. I have also seen examples of real maturity and compassion from children throughout the school as they have supported each other and the staff this year. We pride ourselves on ensuring that all the children feel safe and valued in school, and that they have a voice which will be heard by others so it has been reassuring to know that children have been able to share any concerns that they have had during this year with others, and that staff and other children have been able to offer them support throughout.

To the amazing Nelson staff team, who have worked tirelessly to ensure that everyone is safe and well, and that every child is provided with an ongoing education, I cannot say thank you enough. The world of education and school has changed and they have embraced everything which has been asked of them, this hasn't always been easy but they have always done their absolute best. I know I am bias, but the individuals who make up the Nelson staff team are all pretty awesome as far as I am concerned, and I couldn't do my job without each and every one of them 😊

As school closes for the Christmas holiday, I would like to take this opportunity to wish you all a very MERRY CHRISTMAS and a HAPPY NEW YEAR. I hope that you all have the chance to rest and relax, and to enjoy the Christmas break. I also hope that everyone continues to stay safe and well throughout the festive season and into the new year. We look forward to seeing everyone back at school on Wednesday 5th January 2022.

Thank you for your continued support. Best wishes - Mrs Sarah Wilson (Principal)



This year we raised an  
amazing amount of

**£462.33**

A Big Thank you to  
you all.

### School Attendance Percentage

Week Ending: 3/12/2021

Goodall 99%

Week Ending: 10/12/2021

Banks, Goodall, Cromwell & Fleming 95%

Well Done

## Spring Term Clubs 2022

Some clubs will continue and have spaces available to book. New clubs will be added onto Pupil Asset App at the beginning of the new term for booking. All clubs will run until Easter. Details are as follows:

### Monday 3-4pm

Years 1 & 2 Drawing Club with 20 places – New

### Monday 3-4pm

Years 1 & 2 Stories & Drama Club with 20 places – New

### Monday 3:15-4:15pm

Year 5 & 6 Multi Sport Club will continue

### Tuesday 3-3:30pm

Reception Class Colouring Club will continue, we have 6 spaces available

### Tuesday 3-4pm

Year 2 Maths & Games Club will continue, we have 5 spaces available

### Tuesday 3:15 to 4:15pm

Years 3 & 4 Computing Club 20 places - New

### Tuesday 3:15-4:15pm

Year 3 & 4 Multi Sport Club will continue

### Tuesday 3:15 to 4:15pm

Year 5 Print Club will continue, we have 9 spaces available

### Wednesday 3:15 to 4:15pm

Year 6 Football Club will continue

### Thursday 3pm to 4pm

Year 6 Dance Club 25 places - New

### Thursday 3pm 4:pm

Year 4, 5 & 6 Singing Club will continue

### Friday 8 am to 8:55am

Year 5 & 6 Knitting & Cross Stitch Club will continue, we have 6 spaces available

### Friday 3:15 to 4:30pm

Year 4, 5 & 6 Theatre Club will continue, we have 14 spaces available

### Friday 3:15 to 4:15pm

Year 5 Football Club will continue



**Congratulations to:**



Year 1 Pupils who attended Alive Leisure at Lynnsport for the Dodgeball Festival



Sisters Elija & Avia who switched on the Downham Market Christmas Lights this year.



Another Man of the Match for Swaffham Town ,  
Aaron who stepped in to replace the goalkeeper at short notice and  
saved more than he let in.

Well done!





**Eastern Multi-Academy Trust**  
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19<sup>th</sup> November 2021

Dear Colleague,

*Eastern Multi Academy Trust Admissions Consultation*

We are writing to inform you that we are holding a consultation on our admissions arrangements for all academies within Eastern Multi Academy Trust in line with the Admissions Code 2021. We want to know what you think about our admissions arrangements for schools in Eastern Multi Academy Trust for the academic year starting September 2023 onwards. The proposed admission arrangements can be found below or on our website at [www.eastern-mat.co.uk](http://www.eastern-mat.co.uk).

The admission arrangements outline:

- how our academies will manage applications for Reception, Year 3 (Eastgate, Admirals and Diamond) and Year 7 (KLA). This is known as “*the schemes of coordination*”;
- the admission numbers for schools within Eastern Multi Academy Trust, often referred to as the PAN or *Published Admissions Number*, which relates to the number of places each academy will offer
- how academies decide which pupils obtain priority for school places. This is known as “*the oversubscription criteria*”.

*When does the consultation run from and to?*

This consultation will run from Monday 22<sup>nd</sup> November 2021 until Sunday 9<sup>th</sup> January 2022. If you wish to submit your views, you must do so during this period.

*Who is involved in the consultation?*

We intend to consult with the following groups:

- Parents of children between ages 2 and 16
- Other persons in the area who may have an interest in the proposed arrangements
- All other admission authorities within the local area
- The Local Authority (Norfolk LA)
- Adjoining Local Authorities as we work with schools in both Norfolk and Suffolk

*Why are we consulting?*

The Admissions Code (2021) places a duty on admissions authorities to consult on their admissions arrangements either every 7 years or prior to any changes being made to the admissions criteria. Although Eastern Multi Academy Trust as an entity has only been in place

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Company Registration No 07338780





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since June 2017 a full consultation on the admissions arrangements for some academies is now due. Even if no material changes are proposed, a consultation process must be undertaken.

### *How do we propose to manage applications?*

Applications for a place at an Eastern Multi Academy Trust school to start in September (including Reception, Y3 and Y7), should be made to either Norfolk Local Authority or Suffolk Local Authority (Glade and West Row). For in-year transfers applications, these will be made directly to Norfolk Local Authority or in the case of Glade and West Row directly to the individual academies.

### *Published Admissions Number (PAN)*

The admissions criteria proposed by Eastern Multi Academy Trust covers all of its academies. There are no proposed changes to the Published Admissions Number for any EMAT academy. The Published Admissions Number (PAN) is the number for every normal point of entry year group, for Infant and Primary schools this is Reception, Junior schools Year 3 and for High Schools Year 7. Eastgate has two intakes to accommodate children transferring from a local Infant School at Y3.

The PAN for each academy is outlined in the table below.

Academy	Phase	PAN
King's Lynn Academy	Secondary	180 (Year 7)
North Wootton	Primary	45
Eastgate	Primary	30 at Reception 15 at Year 3
Emneth	Primary	30
Upwell	Primary	30
Nelson	Primary	60
Southery	Primary	14
Admirals	Junior	90 (Year 3)
Raleigh	Infant	90
Norwich Road	Primary	60
Queensway	Infant	60
Diamond	Junior	60 (Year 3)
Glade	Primary	60
West Row	Primary	45



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*Will Eastern Multi Academy Trust academies use selection or banding?*

Eastern Multi Academy Trust *does not* propose using selection or banding as part of its admissions arrangements. If the number of pupils requesting a place at an academy does not exceed the PAN then all pupils will be admitted to that school.

*How will Eastern Multi Academy Trust academies prioritise admissions if they receive more requests than places available?*

In the event that an academy receives more applications than the number of places it has available, we propose that places will be given to those children who meet any of the criteria set out below, in order until all places are filled. We have clarified that where a parent is applying for a place based on the fact that they are an employee this criterion can only be applied for the school in which the parent works.

*All children whose education, health and care (EHC) plans name the school will be admitted before any other places are allocated.*

1. Highest priority will be given to looked after children *and* all previously looked after children who apply for a place at the school.
2. Priority will next be given to children of staff at the school, in either of the following circumstances:
  - a) The member of staff has been employed at the school for 2 or more years at the time at which the application for admission to the school is made, or
  - b) The member of staff is recruited to fill a vacant post for which there is a *demonstrable* skill shortage

Please note: this criterion can only be applied for admission to the school in which the parent works

3. Priority will next be given to children who attend named feeder schools for each academy (King's Lynn Academy, Diamond, Admirals and Eastgate)
4. Priority will next be given to children with siblings at the school. Siblings include step siblings, foster siblings, adopted siblings and other children living permanently at the same address. Priority will not be given to children with siblings who are former pupils of the school.
5. Other children living inside the catchment area.

There are *no material or significant changes to the admissions arrangements proposed* and we do not envisage any detrimental impact to other local schools or trusts. The amendment proposed is the clarification around the admission of children of staff. *This point only applies to children of staff at the school in which the parent(s) works and cannot be applied to other schools within the trust.* The parent must meet at least *one* of the criteria outlined.

Eastern Multi Academy Trust is seeking your views on the proposed admissions arrangements outlined in this document.

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In line with the Admissions Code, Eastern Multi Academy Trust invites your comments regarding the attached admissions arrangements and proposed clarification amendment to Point 2 of the oversubscription criteria. The proposed arrangements will come into effect from *1<sup>st</sup> September 2023*.

This consultation will be open for a period of 6 weeks between Monday 22<sup>nd</sup> November and Sunday 9<sup>th</sup> January 2021. Please email any comments to Mrs. Rebecca Schrooder (Trust Operations Manager) at [rebecca.schrooder@eastern-mat.co.uk](mailto:rebecca.schrooder@eastern-mat.co.uk) for consideration or in writing to:

Mrs. R. Schrooder  
Operations Manager  
Eastern Multi Academy Trust  
Queen Mary Road  
King's Lynn  
Norfolk  
PE30 4QG

Yours sincerely,

Paul Shanks  
Chief Executive Officer



AGE RESTRICTION  
**13+**



Snapchat is a photo sharing app for mobile phones and tablets. The app allows users to share images, videos and chat with friends. Users can share images and videos directly to specific friends, or through a 'story' shared with their entire friend list, which documents the previous 24 hours. In a study, Snapchat was ranked the 4th most negative app in terms of having an impact on young people's health and wellbeing, with children feeling that they can use the app Snapchat to "make you look pretty."



# What parents need to know about **SNAPCHAT**

## EXPOSING YOUR CHILD'S EXACT LOCATION

The 'Snap Map' lets you share your EXACT location in real-time through a map on the app. The user's location updates when the app has been opened on the device. There is a warning on the Snapchat website about uploading images and videos to 'Our Story', stating that "snaps you submit to 'Our Story' can still show up on the Map, no matter which location setting you choose!" When uploading to 'Our Story', your child's image or video could appear in 'Search results and Stories on or off Snapchat - today or in the future."

## LENS EXPLORER

The 'Lens Studio' on Snapchat gives users the freedom to use their imagination to design their own filters for themselves and others to use. Snapchat states that the lenses users create "must comply with our Lens Studio Submission Guidelines and Community Guidelines and must be appropriate for Snapchatters ages 13+." The 'Lens Explorer' in the app now enables users to choose from thousands of these creations to alter their snaps. Anyone can create a lens for Snapchat, which gives opportunities for age-inappropriate content to be uploaded.

## SCREENSHOTS & SAVED MESSAGES

While Snapchat's gimmick is that all photos, videos and text disappear eventually, users still have the capability to screenshot or record anything which has been sent to them. Users may sometimes forget that screenshotting is possible and send a compromising image or message to somebody who they think they trust. They may also accidentally send an image or message to somebody who they do not trust. Simply by pressing and holding a message, the user is able to save a message they have received, which can be screenshotted or used against them at a later date.

## SNAPSTREAKS & ADDICTION

'Snap Streaks' are gained when snaps have been sent back and forth consecutively between friends. The longer that snaps are sent between users, the longer the streak becomes. Furthermore, Snapchat rewards users who have achieved high Snap Streaks, by gifting emojis, adding incentives for users to keep the streaks. Children invest time into making their streaks as long as possible, which can put an incredible amount of pressure on both themselves and their friendships.

## SEXTING

Due to 'Snaps' disappearing, (users can even send a one-second photo or video), Snapchat has become the chosen platform for children and young people to send sexually explicit images or 'selfies'. Once a photo/video has been screenshotted, or recorded using another device or software, this can lead to further dangers, such as blackmail and cyberbullying. It is illegal to make, possess, download, store and share sexual images, photos and videos of a person under the age of 18. This also includes any sexual images, photos and videos that a child may have taken of themselves. However, if a young person is found creating or sharing images, the police can choose to record that a crime has been committed, but taking formal action isn't in the public interest.

## SNAP ORIGINALS

Through 'Snap Originals', users can watch content which has been created by Snapchat on the app, including comedy shows, drama, news and more. Additionally, there are new lenses and filters available, inspired by the 'snap originals' shows. This is another feature to encourage addiction.

# Top Tips for Parents

## THE RISKS OF SEXTING

It can be slightly awkward talking about this topic with your child, but if it helps them protect themselves, it is worth it. Talk to them about the consequences of sexting and make sure that they're aware of the risks. Ensure your child knows that 'Snaps' can be screenshotted. Teach them that if they post anything potentially embarrassing or harmful (either of themselves or someone else) it can have severe consequences as the message, image or video can be shared further.

## REPORTING A STORY, LENS, FILTER, SNAP OR MESSAGE

If your child comes across inappropriate Snapchat content sent directly to them or in another person's story, advise them to report it immediately. This may include an inappropriate lens, filter, message or snap. To report an offensive lens, they should open the app and select the lens they want to report. An info button will appear above the lens. Click this, followed by the flag icon. This will send a report to Snapchat for further investigation. Reports can also be made on the Snapchat support website: [support.snapchat.com](https://support.snapchat.com).

## USE 'GHOST MODE'

We highly recommend enabling 'Ghost Mode' on the app so that your child's location will no longer be visible to anyone on the 'Snap Map'. To enable this, go onto the Snap Map and tap the cog in the top-right corner. Here, change the setting to 'Ghost Mode'.

## HOW TO DELETE A MESSAGE

Advise your child never to send any negative messages (or images through gallery in the chat on the app) as screenshots can still be taken. You should also advise your child to screenshot any negative comments they receive as the sender can also delete them. To delete a message, simply press and hold the sent message and press delete.

## TURN OFF 'QUICK ADD'

'Quick Add' helps friends find each other on the app. This is based on mutual friends or if their number is in their phone book. Explain to your child that this feature can open up their profile to strangers. We highly recommend that your child turns off the 'Quick Add' feature. This can be done in the settings.

## RESTRICT STORY VIEWS

Your child can add videos and images to their 'Story' throughout the day which will last for 24 hours. By default, anyone in a user's friends list can see their story. We recommend checking the privacy settings to ensure that this has not been edited. This can simply be done in the app's settings under the 'Who Can View My Story' section. The options to choose from are 'My Friends', 'Everyone' or 'Custom' - we suggest that it is set to 'My Friends'.



**National Online Safety**

A whole school community approach to online safety  
[www.nationalonlinesafety.com](http://www.nationalonlinesafety.com)

Email us at [hello@nationalonlinesafety.com](mailto:hello@nationalonlinesafety.com) or call us on 0800 368 8061