



Churchfield C.E. Primary Academy

www.churchfield.staffs.sch.uk

Sandy Lane, Rugeley, Staffs.WS15 2LB

Tel: 01889 224520

Email: admin@churchfield.staffs.sch.uk

Executive Principal: Mr C. Dobson

Head of School: Mr G. Lloyd

Friday 21st November 2025

Next Week

Dates of future events are at the end of the letter

| | |
|-----------|--|
| Monday | |
| Tuesday | Swimming for Year 4 and Year 5 |
| Wednesday | Young Voices Choir - lunchtime with Miss Hall |
| Thursday | TT RockStars Club for Year 4, 5 and 6 - lunchtime with Mr. Ansell |
| Friday | Christmas Hamper non-uniform day Celebration Assembly for invited parents 3pm |

Dear Parents and Carers

Only a very short letter this week. As there was last week, there are lots of posters at the end about upcoming Christmas events at school and elsewhere.

Scholastic Book Fair

Thanks to everyone who was able to come to the book fair this week. The commission we earn on sales has enabled us to select more books for our classrooms, library and reading scheme.

Punctuality

There seems to be an increasing number of children being brought to school late in the mornings. Learning starts from the very start of the day and children are missing out. For example, Key Stage 1 phonics lessons begin at 9am every day and children who are brought to school late end up missing this vital part of developing their reading skills.



Please make every effort to ensure children are in school on time. The gates open at 8:40am and close at 8:55am. If there are any problems that you feel school can support with, then please do let us know.

Non-Uniform day

As you will have seen from previous letters, we are holding a non-uniform day on Friday next week. We are asking that children bring in a donation that can be put in to Christmas Hampers (if you decide to donate any alcohol this needs to be handed to the office by parents). Details on how you can buy raffle tickets to win a hamper will follow soon. Thanks in advance for your support with this.

Learning at Churchfield



There has been lots going on inside and outside the classrooms this week. Scientists in Year 3 have made and used periscopes. Year 5 and 6 have designed built and tested water-wheels as they have been learning about renewable energy in Geography. Reception enjoyed the autumn leaves when they were out in the forest. Year 1 have been showing off their acting skills, role-playing the story of *Stickman* by Julia Donaldson. And Year 4 have created these beautiful Rangoli patterns as part of their RE learning.



If you have anything you would like to discuss further, please do not hesitate to get in touch.

Yours Faithfully

A handwritten signature in black ink that reads "G Lloyd".

Mr G Lloyd
Head of School

Value of the Month: Service

Jesus said that he 'came not to be served, but to serve, and to give his life as a ransom for many.' Serving God means serving others. It also means that we cannot serve other masters as well - such as money. However, the Christian message is equally clear that service is not all about restrictions. It is precisely in a life of service that we become most truly free.

Mark 10:45

For even the Son of Man did not come to be served, but to serve, and to give his life as a ransom for many.

Upcoming dates

| | |
|-------------------------------------|---|
| Wednesday 3 rd December | Panto at Rose Theatre |
| Thursday 4 th December | Christmas Discos |
| Tuesday 9 th December | Early Years Nativity Performance |
| Thursday 11 th December | Christmas Jumper Day School Christmas Dinner |
| Wednesday 17 th December | KS1 Christmas Performance |
| Thursday 18 th December | Carol Service at St Augustine's |
| Friday 19 th December | Break up for Christmas holiday |
| Monday 5 th January 2026 | Children return to school |



CHRISTMAS HAMPERs

This year we are hosting a non uniform day in return for Christmas themed donations for us to create Christmas Hampers.

Friday 28th November 2025

Hampers will then be raffled off - text reminder to follow once tickets are available.

Christmas chocolates, sweets, biscuits, nuts, socks, drinks, bath bombs, books, toys, gifts, colouring books, mugs and gift sets etc.

(If you are donating alcohol please bring straight to the school office or hand to teachers)

Christmas

DISCO!



THURSDAY 4TH DECEMBER 2025

Nursery, Reception & Y1 - 3.30pm - 4.15pm
Year 2 to Y6 - 4.30pm - 5.30pm

Tickets are £2 each and includes a drink
and snack.

Please purchase your ticket from the
school office in cash.

Many Thanks



INFAMOUS ARTS PRESENT

THE TOYMAKER



**A Family Festive Show of Traditional Stories
from Around the World!
Free! Suitable for ages 5+, duration 45 mins.**



**Show times: 11am & 1.30pm
Saturday 6th December, Rugeley Library**

Book your free place

rugeley.library@staffordshire.gov.uk | Tel 01889 869063



DEvised & CReated By
MATT LLOYD JACK TROW

WWW.INFAMOUSARTS.GO.UK

**YOUR
LIBRARY**
 Staffordshire
County Council



Toy Maker Workshop



Make your own
toy car or soldier
from cardboard!

FREE

10am - 12 noon

★ Saturday 29th November, Rugeley Library ★

Book your free place Tel 01889 869063



A Free Family Creative Workshop
Suitable for ages 5+
Places are limited





Department
for Education



Staffordshire
County Council

HOLIDAY
ACTIVITIES
AND FOOD

HAF fun **this winter**

Holiday Activities and Food funded for children and young people aged 5-16 who get free school meals*. Paid places also available.

SCAN ME!



staffordshire.gov.uk/holidayactivities



What Parents & Educators Need to Know about AI-GENERATED VIDEOS

WHAT ARE THE RISKS?

AI-generated videos are increasingly difficult to spot and easy to share. From fake news clips to deepfake abuse, children and young people face new risks every day online. These videos can imitate real people, spread false narratives or even generate harmful content from scratch. Understanding these dangers is crucial for schools and families who want to protect children in a fast-evolving digital world.

DEEPIAKE ABUSE CONTENT

Shockingly, artificial intelligence is now being exploited to create child sexual abuse material (CSAM). These synthetic images and videos are a form of digital abuse, often generated by manipulating real children's photos, including ones shared innocently online. Worryingly, the Internet Watch Foundation (IWF) has identified a sharp rise in this disturbing trend. Whether real or AI-generated, this content causes lasting trauma – and its creation or possession remains a criminal offence under UK law.

BLURRED REALITY

Regular exposure to fake content can erode a child's trust in real-world evidence. If everything can be faked, they may begin to question genuine videos – including actual abuse or injustice. This is known as the 'liar's dividend', where real harm is dismissed as fake news. It can discourage victims from coming forward or speaking up.

USED FOR BULLYING

Deepfake technology is already being used by peers to create embarrassing or explicit clips of classmates. These videos can be edited to appear as though a child said or did something they never did. Once shared, they are almost impossible to delete completely. AI-generated bullying adds a new layer of harm that is deeply personal and difficult to prove.

EMOTIONAL MANIPULATION

AI-generated videos can be used to provoke strong emotions, including fear, anger or guilt. False footage of crying children, injured animals or burning buildings may be created purely for clicks, donations or political influence. Children may feel upset or powerless, unaware that what they are watching has been digitally invented to manipulate their reaction.

DISINFORMATION

AI-generated videos can spread fake news, making it harder for children to separate fact from fiction. False clips may include deepfake interviews, hoax disasters or fabricated health claims. AI is already being used to produce misleading or persuasive material that appears authentic. If they don't develop media literacy, children may accept false content as truth.

IMPERSONATION AND SCAMS

With just a few photos or voice clips, AI tools can imitate someone's appearance or speech. This makes it easier for scammers or bullies to create fake videos of children, teachers or celebrities. These impersonations can be used for fraud, harassment or humiliation – and can spread quickly through social media or group chats, due to the viral potential of video, in particular, on social media.

Advice for Parents & Educators

TEACH HOW IT WORKS

Explain to children that videos can be faked – and show them how. Demonstrating side-by-side examples of real vs AI-generated clips helps to build awareness. Discuss how faces, voices and even movements can be copied by machines. Understanding the technology reduces fear and builds confidence in navigating digital content safely.

TALK ABOUT TRUST

Always keep lines of communication open. If a child sees something upsetting or unbelievable, they should feel safe discussing it without judgement. Create an environment where they know they will not get in trouble for asking questions. This also helps you step in quickly if harmful content has been shared; trust is vital and needs to be nurtured.

ENCOURAGE CRITICAL QUESTIONS

Help children question what they watch. Who made this? Why was it made? Is it trying to persuade me? These habits encourage digital thinking, especially when videos seem too shocking or convenient. Reinforce that not everything shared by friends or influencers is true, even if it looks convincing at first, and that the initial approach should always be one of speculation.

STRENGTHEN PRIVACY SETTINGS

Advise children not to share voice notes, selfies or personal videos on public platforms. AI tools often scrape content from social media to create deepfakes. Use privacy controls to limit who can see their content and turn off facial recognition where possible. Fewer public images means fewer opportunities for misuse.

Meet Our Expert

Brendan O'Keefe is a headteacher and digital education consultant with over a decade of experience in education. As Director of Digital Strategy across multiple schools and an advisor to The National College, he specialises in digital safety, PREVENT, and pastoral care.



#WakeUpWednesday

The National College