



## Parkview Primary School Spring 2 2026

Dear Parents/Carers,

What a busy half term it has been, filled with lots of brilliant learning! Some of the highlights include working with Derby County Community Trust to improve our understanding of dental care and learning about French figures, such as Henri Matisse, during an enrichment afternoon. Elm House also enjoyed their games afternoon in recognition of being the autumn term champions, while all classes deepened their understanding of digital responsibility on Internet Safety Day, celebrated on 10th March.

A huge thank you for the excellent turn-out to our Parent Consultations this week. The teachers are always appreciative of your support. Feedback from parents has been overwhelmingly positive, with many expressing appreciation for the insights gained during the evenings. For those who could not attend, we encourage you to reach out to your child's teacher to make an appointment.

We are excited to continue building strong partnerships with families, as we know that parental involvement is linked to improved student outcomes. We look forward to seeing you at future events and encourage you to share your thoughts on how we can make these gatherings even more successful.

I would like to take this opportunity to celebrate the attendance levels across school which is currently above national primary school averages—every day at school counts. The evidence is clear - even a few days of missed school can have a significant impact on a child's education and future prospects.

Recent research by the Department for Education shows just how closely attendance and attainment are linked. At primary school, children who attend nearly every day in Year 6 (95–100% attendance) have 30% higher odds of reaching the expected standard in reading, writing and maths compared to similar pupils who attend 90–95% of the time.

We ask that you only keep your child off school when they are genuinely too ill to attend, book medical appointments and holidays outside of school time whenever possible and finally, talk to us if you're having difficulties with attendance. We are always happy to support.

Miss Marie Jarvis—Headteacher

If you are worried about a child's safety, including online, please do not hesitate to talk to one of our safeguarding team or email us [safeguarding@parkview.derby.sch.uk](mailto:safeguarding@parkview.derby.sch.uk)



If a child is in immediate danger, please call 999.

# Key dates for your diary

Monday 2nd  
March

INSET DAY—School closed to pupils

Tuesday 3rd  
March—Friday  
6th March

Parkview Book Week

Please find further details later on in this newsletter

Monday 9th  
March—Friday  
13th March

Science Week

Children will be completing science activities in classes based on the theme of 'curiosity' and we will have a visit from a STEM ambassador.

Wednesday  
11th March  
8.50am—  
9.20am

Parents of children in Reception or Year 1

Come and see how phonics is taught in your child's group. Learn the session is delivered and sounds are taught. Once you have dropped your child off, please make your way to the hall.

Friday 20th  
March

Red Nose Day!

## Oral health workshops

Another thank you to Ben from Derby County Community Trust for delivering super workshops with our Nursery, Reception, Year 1 and Year 2 pupils. Ben talked all about the tips below, including the importance of brushing for 2 minutes!



## The Dangers of AI

AI videos are difficult to spot and easy to share. They can spread fake narratives and even generate harmful content from scratch. Understanding these dangers can protect children online. More information about how to do this can be found below:

# 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.

#### DEEPPAKE 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 'Icar'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.

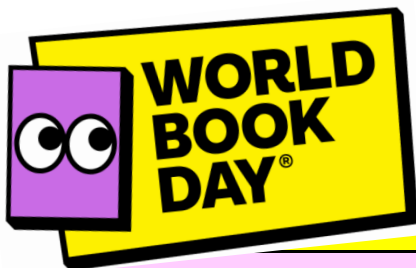
### Meet Our Expert

Brendan O'Keeffe 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



## Book Week

Tuesday 3<sup>rd</sup> March – Friday 6<sup>th</sup> March

A message from Mr Arshid...

### World Book Day

Friday 6<sup>th</sup> March

Children are encouraged to come into school dressed as their future career aspiration e.g. a doctor, dentist, builder, engineer, teacher, and bring along a book to share, relating to this.

### Book Swap

Wednesday 4<sup>th</sup> March

Send your child into school on Wednesday with a book, that they are happy to part with for a book swap. This will enable your child to come home with a different book. The book needs to be wrapped up, with a written sentence or two to give a brief summary about the book stuck to it - don't give away the name of the book! Only the children who bring a book in will be involved with the book swap.

Nursery and Reception will join together for a book swap.  
 Year 1 and Year 2 will join together for a book swap.  
 Year 3 and Year 4 will join together for a book swap.  
 Year 5 and Year 6 will join together for a book swap.

### Competition

We love a good World Book Day Competition! Previously, this has been wooden stick story characters and shoe box stories. This year we are bringing 2 of Mr Arshid's favourite things together...reading and CAKES! We would like you to create a book inspired cake. This can be cupcakes, biscuits, full cakes or cake pops. The cake must be inspired by a book. It might illustrate the characters or a scene from the book. Unleash your creativity...

It will be £1 to enter the competition and there will be a winner from each class. When you bring your cake in on Tuesday morning, please pay your pound and submit an ingredient list. **Please do not use nuts.**

The cakes will be sold at the end of the day to raise money for the school.

<u>Monday 2<sup>nd</sup> March</u> <b>INSET DAY</b>	<u>Tuesday 3<sup>th</sup> March</u>	<u>Wednesday 4<sup>th</sup> March</u>	<u>Thursday 5<sup>th</sup> March</u>	<u>Friday 6<sup>th</sup> March</u>
The perfect time to decorate your cake for the competition.	Bring your cakes in for the competition.  Cake sale at 3.30pm in the school hall.	Book Swap – read above for more info.  Teacher Swap to share a book with a different class. 2.50 – 3.10	Buddy Reading. Children will share stories with their peers in other year groups.	World Book Day – Dress up as future career/profession



## INSET DAYS 2026-2027

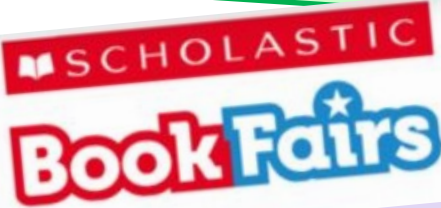
Friday 4<sup>th</sup> September 2026

Friday 27<sup>th</sup> November 2026

Monday 22<sup>nd</sup> February 2027

Monday 12<sup>th</sup> April 2027

Monday 21<sup>st</sup> June 2027

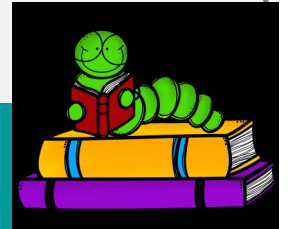


A huge THANK YOU to everyone who visited our book fair last week. Your support with this has helped to raise a massive £667.16 for school to spend on books. Every child in school will benefit from this.

### Reading

Please have a look on the link below—lots of lovely book suggestions for every age range in school!

[GreatBooksGuide-2025-digital.pdf](#)



## How reading benefits children's wellbeing

The benefits of reading are extensive and varied and can be a powerful tool for children's wellbeing.

Children can experience these benefits both internally and externally:



### Internal

- Self-regulation
- Self-awareness
- Perspective and insight



### External

- Empathy and social skills
- Fostering relationships
- Navigating social contexts

To find out more visit our website [booktrust.org.uk/benefits-of-reading](http://booktrust.org.uk/benefits-of-reading)

## R-TIME



Parkview is proud to be an R-Time school. R-Time sessions are delivered on a weekly basis in each class

The emphasis of these sessions is upon creating effective, respectful relationships. The programme has been shown to improve behaviour, reduce bullying, raise self-esteem and accelerate learning.

Want to know more about R-Time?

Have a look on our website here [Parkview Primary School - R-Time](#) for videos about how each of the parts of R-time work.

### Careers week 8th Junes 2026

Calling all parents and family members!

We are excited to announce our upcoming Careers Week, during which we invite children to engage with professionals from various fields. This initiative aims to provide them with insights into the diverse career paths available and to inspire positive aspirations for their futures.

If you are available to share your experiences and knowledge with the children at any point during this week, we would greatly appreciate your participation. Your involvement can make a significant impact on their understanding of the world of work.



Please let us know if you can join us for this!