news from

King's Lynn Academy

Friday 6th November 2026

Dates for your diary:

Wednesday 18th November – ADT trip to the Excel Centre & Tate Modern
Friday 20th November – Non-uniform day
Thursday 10th December – Christmas jumper day
Friday 18th December – Last day of term

Communication Chart:

	Who should I contact?	When will I get a response	What should I do if I don't hear back?
My child will be absent from the academy	**studentabsence@kla.eastern-mat.co.uk** **01553602874**	The absence will be added to Arbor, no response is needed	
My child has an upcoming appointment	Head of Year **Firstname.surname@kla.eastern-mat.co.uk**	The appointment will be added to Arbor, no response is needed	
There is an issue that I would like to discuss	Head of Year KLA reception – **01553 774671**	Within 48 hours	Contact the Pastoral Manager **Debbie.germaney@kla.eastern-mat.co.uk** and KLA reception
I need to speak to the school urgently (same day)	KLA reception – stating that a response if required on the same day. This request will be passed on to the most relevant team member 01553 774671	Within 24 hours	KLA reception **Kla.safeguarding@kla.eastern-mat.co.uk**

Please be aware that we are not able to see you if you arrive at the academy without an appointment

Requesting time off in term time:

In the exceptional circumstance you need to request time off in term time, please complete an application for pupil leave of absence from school during term time, as soon as possible and return it to the attendance department or email it to **studentabsence@kla.eastern-mat.co.uk** The form can be downloaded from our school website or collected from the school reception. Requests can only be actioned if submitted on this form, you will be notified via email of the decision. Please note requests will only be authorised in exceptional circumstances.

Grab & Go food ordering:

From Wednesday 4th November, students can pre-order before 8.30am a cold lunch from the canteen. Each student who wishes to place an order will need a Grab and Go order form from the canteen counter and once completed will then place the order form in the Grab and Go ordering box. A variety of sandwiches, wraps, rolls, drinks and cookies can be pre-ordered. Students will then collect their order from reception at lunchtime.
All other food options will still be available.

We are recruiting:

We have some fantastic opportunities to become a member of our esteemed team here at KLA. Please follow the link below to see our latest vacancies.

Eastern Academy Trust - Vacancies ad Careers (eastern-mat.co.uk)



Online Safety:

At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. For further guides, hints and tips, please visit nationalcollege.com.

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

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P.E. Department:

PE CLUBS THIS WEEK

MONDAY

Staff Meetings

TUESDAY

Year 10/11 Girls County Cup
against Wymondham High School

All Years Table Tennis

WEDNESDAY

All Years Football Club

Fitness Suite Club – Years 8-11

THURSDAY

All Years Netball Club

All Years Rugby Club



GET INVOLVED!

Year 7 Round Up – Compiled by Mrs Laws:



Welcome back to the run up to dare I say it.... Christmas.

It's been lovely to see you all back in school looking refreshed and ready for the half term ahead. Some of the assessments start soon for year 7, please do not panic, this is nothing out of the ordinary. Just do your best in them, they will be on what you have learned over this last half term to see how much information you have retained and if anything needs more teaching going forward.

Year 7 muster area has moved going forward to central upper floor due to the weather conditions. The same rules apply; muster in your class lines and wait quietly with teachers to be dismissed after equipment checks and any messages have been delivered by myself.

Attendance in year 7 was 90.18 % this week. Congratulations to those of you who were here all week, and to those of you who have 100% attendance so far, this academic year, that is an amazing achievement! If your child has to have some time off school, please ensure that you call the absence line on **01553 602874** or email us on **studentabsence@kla.eastern-mat.co.uk.** If we send you a text message and you are unable to respond, please send a note in with your child explaining why they have been away. If your child is late without a valid reason time will be made up and they will work in the late room on arrival. Please bear in mind Heads of Year will be calling you daily when your child is absent from school and on the third day of absence, one of us will be doing a home visit to check in with you and your child and see if there is anything we help or support you with.

As a group we have achieved nearly 2800 reward points which is amazing! Our highest achiever this week was **Molly-Rose M** congratulations to her!



If you are off to Fawkes in the Walks this weekend or any other firework displays, make sure you stay safe, sensible, and most importantly, enjoy them!

If any students are in cadets, guides, scouts or anything like that after school and taking part in Remembrance parades at the weekend I hope things go brilliantly for you, and you should be so proud of yourselves.



See you all on Monday.

Mrs Laws.

Year 8 Round Up – Compiled by Mrs Mann:



I hope you all had a great half term! How lucky were we with the weather, overall bright and sunny so we can't complain really. It was lovely to see everyone back on Monday, refreshed and ready to start the new half term.

My year 8's have started well with their assessments and I hope this continues over the next few weeks. As a year group, we have achieved over 1750 points from Monday to Wednesday at 3pm! That is an incredible amount in just 3 DAYS!!! Well done my crew, super impressed by you all. Our highest achiever this week is **Rebeka N**, well done Rebeka, great to see you working super hard.

A massive thank you for your continued support with our uniform expectations. However, just a gentle reminder, black socks only and no fluffy socks to be worn. Jewellery reminder: one set of studs only please per lower lobe, any other ear piercings should have plastic retainers and for nose piercings also please. Bracelets are not to be worn and best to be left at home, so they do not get lost or tangled. No acrylic nails are permitted or nail varnish of any colour. Please let me know if you need any additional support with any elements of uniform.

Please remind your child of the Grab and Go lunches that we now offer, it really will save time for them by not queuing and obviously means that they get their lunch a bit quicker too. We know they are all ravenous by 1pm!



With our local 'Fawkes in the Walks' firework display taking place this evening, along with many other firework displays across this weekend, PLEASE be safe, PLEASE be sensible and PLEASE come back to me Monday in one piece. Enjoy the fireworks, the hot dogs and toasting marshmallows on bonfires.

Have a lovely weekend.

Mrs Mann.

Year 9 Round Up – Compiled by Mrs Lockey:

Happy Friday!



Just a gentle reminder from me about uniform, thanks to you all have been fantastic supporting us with this if there are any issues, please feel free to let me know if we can help in anyway. We always endeavour to support all the children. Some parents have been contacted regarding their child not wearing blazers and ties; these are not optional I'm afraid, they need to be worn every day. Please remember **black socks** only and no **fluffy socks** to be worn. **Jewellery reminder: studs only please, including retainers in nose piercings please & bracelets to be left at home.**

We have also had a small number of students forgetting their PE kits if they could be reminded to check their Arbor for their PE days be much appreciated. PE kits are part of KLA uniform and are expected to be brought in for the lessons needed. We do have spares but not always enough to go round.

If your child is unable to take part in PE for medical reasons, we kindly ask that they bring a written note from a parent or guardian, or medical evidence if the issue is ongoing.

Attendance this past week has been **91.19% this is slightly higher than last week of term.** Can we please attend each and every day wherever possible. I totally appreciate there are some illnesses that cannot be prevented. If your child has to have some time off school, please ensure that you call the absence line on **01553 602874** or email us on **studentabsence@kla.eastern-mat.co.uk** If your child is late without a valid reason time will be made up and they will work in the late room on arrival. Please bear in mind Heads of Year will be calling you daily when your child is absent from school and on the third day of absence, one of us will be doing a home visit to check in with you and your child to see if there is anything we help or support you with.

As a year group we have achieved **3,316** points this past week up to yesterday! **Well done year 9.**

Our **highest achiever** this week in the year group was **Laila W** a massive well done to her. Keep up the hard work and effort in your lessons.

Student of the week this week goes to **Lexi F** she has been trying really hard this week. Well done, keep up the amazing work you have been fabulous. ☺

Shout out section

If your child does any activities outside of school, please let me know, I'm so happy to share; please email me, I always love to know what the students are doing in their own time. ☺ **Hayley.Lockey@kla.eastern-mat.co.uk**

Dates for diary

Last day of term Friday 18th December 2026

Have a wonderful weekend, take care and stay safe ☺

Mrs Lockey.

Year 10 Round Up compiled by Mrs West:

It has certainly been a cold welcome back. My winter jacket is out to stay! I hope you all had a lovely half term. I hardly dare say it out loud but we are now on the countdown to Christmas!

It is a very busy half term within the school. We once again have had to adjust locations available at social times during the school day to enable the new canteen build to enter its next phase. As always, the students have all taken this in their stride and have adapted amazingly. We can now see a sneak peek of the new canteen through a few of the windows and the space it is going to create looks absolutely amazing.

Could I please remind you all that contact is required each day when a student is off unwell. You may also get a call from me just to check in and make sure there is nothing we can do to help or support. I do not mean to pry just simply want to make sure there is nothing we have missed that is stopping your children from attending school.

Year 11 have started their mock exams this week. Incredibly, as a year group, we only have one year left until this will be us. Students are working so hard to prepare themselves for when it is our turn.

Congratulations to the students below who have made a great start with achievement points this half term

Student	Mon - Wed
M, Martha	54
C, Wesley	50
G, Martynas	40
T-S, Ebony	39
Z, Sienna-Rose	32

⭐ ⭐ Student of the week goes to **Florence G**. Flo you always work so hard, you are such a supportive and kind member of the year group. Thank you!! ⭐ ⭐

Have a great weekend. It will be a cold Fawkes in the Walks for me with my children but worth it for the memories.

Mrs West.

Year 11 Round Up compiled by Miss Fountain:

Happy Friday all and welcome back (sorry to mention the "C" word but) it's the Christmas term.

Uniform

Just a gentle reminder that is such a help when we have everyone on the same page regarding how our young people come into school and how their uniform is. **Can I please stress nothing has changed!** The policy has always been KLA policy however we are just reinforcing it to ensure everyone is safe in school.

- Blazer
- Tie
- White shirt
- Skirts - Knee length! No tight, clingy material allowed.
- Trousers **no leggings allowed at all**, if these are worn, they will be asked to change straightaway as these have never been allowed.

Jewellery:

Nothing other than 1 stud per ear - no smart watches

Any other piercings need to have retainers.

Homework Matter:

I know homework can sometimes feel like a battle, but it really does make a difference. There is a strong link between regular homework completion and academic success, and we are continuing to reinforce this message with our young people. We would be incredibly grateful for your support at home in encouraging good homework habits. Whether it is helping them organise their time, providing a quiet space to work, or simply asking about what homework they have, these small conversations can have a big impact.

Period 5:

Could I ask you encourage all students to make the most of every opportunity available to them. Regular revision, attending period 5 sessions, completing homework and maintaining strong attendance are all key ingredients for success in GCSE's which are in around 6 months! The effort our young people put in now will help them feel more confident and prepared when the exams arrive. As always, thank you for your continued support. **Together, we can help them achieve their very best.**

Attendance Matters!

We all know that some mornings can be more challenging than others, but being in school every day really does make huge difference. Good attendance is about so much more than just lessons. It helps students build confidence, strengthen friendships, develop positive routines and feel fully connected to school life.

Thank you for your continued support with attendance. By working together and encouraging our young people to be in school, on time, and ready to learn each day. We can give them the very best opportunity to succeed and reach their full potential.

If you need to contact me at all the best way is via email at: lucy.fountain@kla.eastern-mat.co.uk

Have a lovely weekend.

Miss Fountain.