



SHOBNALL PRIMARY & NURSERY SCHOOL NEWSLETTER



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11th July 2025

"Take rest; a field that has rested gives a beautiful crop."



Dear Parents/Carers,

With only a week to go until the end of the academic year, the newsletter remains as full and as action-packed as ever!



Final rehearsals have been taking place for the forthcoming junior production (Years 4 - 6 inclusive) of 'Oliver with a Twist.' It promises to be a great show! Seats are filling up fast so if you haven't yet booked your tickets, please do so via the box office at the Brewhouse by calling 01283 508100 or click the link [Oliver with a Twist | Brewhouse Arts Centre](#). **Tickets will be sold on a first come, first served basis** and families are now free to purchase any additional seats they require. Remember, there are two productions, 1.30pm and 6.00pm. Tickets for the **1.30pm performance** will cost **£7.00 each** and tickets for the **6pm performance** will cost **£8.00 each**.

You will have received your child's report this week, which explains the progress he/she has made this academic year. You are invited to add further details of your child's achievements and comment on the report reply form, which is enclosed with their report. Remember that on **Wednesday 16 July**, all children will spend the **entire day** in their new classroom with their new class teacher. This extended transition will allow for key routines and expectations to be introduced and discussed, helping to ensure a smoother and more confident start in September. Children will be required to go to their new classroom on entering the school at 8.45am. At the end of the day, from **3.30pm to 4.30pm**, parents are warmly invited to a 'Meet and Greet the Teacher' session in their child's new classroom. This informal drop-in replaces our traditional September 'Meet the Teacher' evenings and gives



you a chance to say hello to your child's new teacher, ask any questions and collect an **information booklet** containing everything you need to know ahead of the new school year. Please note that on the same day, our **current** Year 6 pupils will gather in the school hall at 8.45am before heading off for a day at Forest School (Miss Lord has already shared details).

Next week's newsletter will be the final one of the year and will be as full as ever with plenty of events happening in school, including the Nursery Graduation on Wednesday and the Year 6 Leavers' Assembly on Thursday.

As always, we wish you all a very relaxing and restful weekend and we look forward to seeing you on Monday! Enjoy!

School Assessment Results



As the year draws to a close, we are finally able to share with all stakeholders the incredible success that we have achieved with the results of all the statutory assessments our pupils have been required to complete. We are always proud of our pupils and celebrate their achievements both in and out of the classroom but the results that they have obtained this year truly are fabulous!

The full validated results and comparisons with local and national statistics will be published on our school website imminently, but the main headlines are tremendous.

Our reception pupils have scored a Good Level of Development (GLD) that showcases the quality of the provision they have experienced over the course of the year. The majority of our year 1 pupils successfully passed the Phonics Screening Check in June and are now ready to become fluent and competent readers.

Our year 4 pupils completed the Multiplication Tables Check (MTC) and achieved an average score of 24.2 out of 25!

And finally, the year 6 children have again blown us away with their SATs results! The majority of our children met the national standard in reading, grammar, punctuation and spelling, writing and mathematics.

All these results are amazing and are not only down to the children and staff at school, but you as well. From regular reading at home, spelling support, phonics practice, homework etc, the list goes on. On behalf of the school, I would like to pass on my sincerest thanks and gratitude to all of you, who play such a vital and significant role in the achievement of our wonderful children.

Year 2 Parents

When your child moves into Year 3 in September, they will no longer be eligible for Universal Infant Free School Meals. If you would like your child to continue having school dinners, please ensure you pay for meals via ParentPay. Our catering provider is launching a new menu in September and a school meal will be priced at £3.00. If you meet the [entitlement criteria](#), you may be eligible for free school meals. If you do, further information on how to apply can be found [here](#).



Story Garden – Summer Reading Challenge 2025

It's that time of year again when we are approaching the start of the **Summer Reading Challenge**. This year's Summer Reading Challenge produced by The Reading Agency and delivered in partnership with libraries is **Story Garden – Adventures in Nature and the Great Outdoors**. This exciting new theme will inspire children to tap into a world of imagination through reading, exploring the magical connection between storytelling and nature.



The aim of the Challenge is to help encourage children to read during the summer holidays so that they maintain and improve their reading levels and interest in reading for pleasure. The Summer Reading Challenge can:

- Help to prevent the summer reading 'dip' for pupils.
- Ensure pupils are ready for their return to school in the autumn.
- Support the transition between year groups and key stages.
- Improve language skills, especially for those for whom English is a second language.

The Challenge starts on **Saturday 5 July** and ends on **Monday 15 September**.

Children can visit the library to sign up to the Challenge and receive their starter pack. Taking part in the Challenge is completely free. If children cannot visit the library, they can also take part online here www.summerreadingchallenge.org.uk and collect virtual badges and prizes. There is a Mini Challenge for 0-4s and the main Challenge for children aged 5-12. Older children are welcome to take part too!

The aim of the Challenge is that children borrow and read 6 books (or as many as they are comfortable to read even if this is less than 6) during the summer holidays. Children will receive stickers and other incentives when they visit the library and, when they complete the Challenge, they will receive a medal and a certificate. Children can borrow any fiction and non-fiction as books or audio books and can also make use of the e-library to borrow ebooks, e-audio books and e-comics . . .all of which count! Here is the link to the e-library [eLibrary - Staffordshire County Council](#)



Activities will be running in libraries linked to the Challenge during the summer holidays. The majority of these will be free to attend although booking through the library may be required. If children do not have a library card, joining the library is free and they can do it by visiting a library with a parent or carer or their parent / carer can join online [here](#).

National Year of Reading 2026: Creating a Nation of Readers

National Year of Reading 2026

On Monday 7 July, the Secretary of State announced 2026 as [The National Year of Reading](#), a nationwide campaign which aims to reverse the decline in reading for pleasure among children, young people and adults.

The National Year of Reading is a DfE initiative, in partnership with their delivery partner, The National Literacy Trust (NLT). This summer, the NLT will distribute over 72,000 new books to children in areas with high poverty rates to support positive reading habits at home. Books will be distributed via the [National Literacy Trust's community hubs](#).



Earrings in PE Lessons – Policy Change

We wanted to inform parents of new guidance that we will be implementing in September, in relation to earrings being worn during PE lessons.

It has always been the case that for health and safety reasons all jewellery needs to be removed for PE lessons. The exception to this had been pierced earrings. Previous guidance had stated that children wearing pierced earrings could participate in the PE lessons providing that the earrings were covered with micro-pore tape, or a plaster and that the child was able to apply the plaster themselves.

Staffordshire County Council's guidance on this has changed based on national advice issued by the British Association of Advisers and Lecturers in Physical Education (BAALPE) and The Association of Physical Education (AfPE). It is now felt that the taping of earrings 'creates a perception of safety and is not recommended', as there have been several incidences within the local authority where children's ears have been injured from earrings being pulled out from under the tape.



The most recent guidelines state: *"All jewellery should be removed prior to a physical education lesson due to the increased risk of it becoming caught or causing injury to the wearer or fellow learner. The wearing of any jewellery increases the risk of injury significantly."*

Therefore, we ask parents and carers to be aware that:

- Children or adults are not permitted to wear jewellery, including pierced earrings, during PE lessons.
- Staff are not allowed to take out or replace children's earrings if they are unable to do so themselves – it would be helpful if earrings could be taken out at home on PE days.

- If a child has recently had their ears pierced and is unable to remove their earrings, they will not be permitted to take part in PE lessons for 6 weeks, after which time they will be expected to remove their earrings in order to participate in PE lessons. Children who are not able or permitted to take part in the physical element of lessons will be required to take on a coaching role and take part in theory-based activities.

We wish for parents and carers to actively work with us in helping to minimise disruption to the physical education curriculum. You can help by ensuring that school guidance on jewellery is adhered to and that ears are pierced at the start of the summer holidays to allow maximum healing time. Pupils who cannot remove earrings (as they may be newly pierced) will not actively participate in physical activities for their own and others safety. In these circumstances a pupil will be asked to undertake different roles within the lesson.

We want all our children to be active as much as possible, so we ask for your support in ensuring this guidance is followed. Many thanks in advance for your understanding.

THE BURTON CARIBBEAN CARNIVAL

CARNIVAL

SHOBNALL LEISURE COMPLEX
BURTON ON TRENT DE14 2BB
SATURDAY 9TH AUGUST 2025
11AM - 6PM
donations ££ accepted on entry

SCAN HERE

Charity No: 1106194

THE BURTON CARIBBEAN CARNIVAL

SATURDAY 9TH AUGUST 2025 11AM - 6PM

WHAT TO EXPECT:

DJ NICO, THE SAKATELLA BAND, DJ CHAKKA FINCHO & DJ RORY, GENESIS SOUND SYSTEM, COMPETITIONS, AXE THROWING SALSA & BACHATA IN THE PARK, BOUNCY CASTLES, VARIOUS FOOD STALLS, LOOPY LOU, CHILDRENS PLAY AREA, SAMBA BAND, DWICA STEEL BAND AND MUCH MORE!!

CARNIVAL PROCESSION ROUTE

10.30AM: LEAVE BURTON CARIBBEAN CENTRE. NEW STREET, UNION STREET, STATION STREET, WELLINGTON ROAD, SHOBNALL ROAD, 12.30PM: ARRIVE AT SHOBNALL.

East Staffordshire
DISCOVER EAST STAFFORDSHIRE
Shobnall
sarac
anglesey
A.S. TAYLOR TRANSPORT

Eco Tips to Beat the Heat!

As the temperature rises, let's ensure we stay cool while being kind to the planet. Here are some quick sustainability tips for the scorching summer days:

- Harness the power of the sun by drying your clothes outside instead of using a dryer.
- Conserve water by taking shorter showers and watering plants during cooler hours. You can even reuse water from paddling pools for your garden plants.
- Save energy by switching off fans or cooling devices when not in use or when going to sleep. Close curtains to keep the house cooler.
- Keep hydrated with a reusable water bottle, minimizing single-use plastic waste.



Together, we can enjoy the summer while making sustainable choices.

Online Safety Tips



AI can be an amazing tool for education and creativity – sadly, it's also become a tool for online scammers.

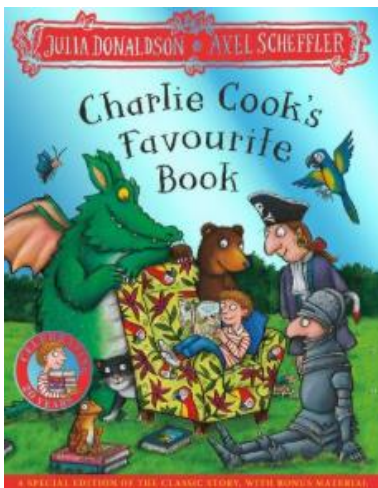
This week's guide shines a light on the dark side of using AI, including phishing emails, fake voice calls, and influencer-based frauds targeting younger users.

From deepfake videos to romance scams powered by chat bots, the tactics are getting more convincing – and the consequences more serious.

If you're looking to help children and young people navigate the online world with confidence and caution, this guide offers key insights and practical advice to keep them safe.

FREE Uniform!

We continue to accept donations of old uniform via the box situated outside the school office for any parents who wish to donate. Please could we ask that these are cleaned and in good condition before placing in the box outside the school office. If you need any uniform, you will need to pop down to the **Family Hub** on Waterloo Street, DE14 2NJ. The Family Hub do not have the capacity to reply to emails but do have uniform on site all year round and are open Monday to Friday, 8.30am to 4.00pm.



Reading Corner

This week's recommended read is for children aged 3+...

Charlie Cook's Favourite Book

Written by Julia Donaldson

Another gem from the prize-winning creators of The Gruffalo...

There are lots of reading jokes in this book within a book, within a book: pirates and robbers settle down with their favourite stories and the Three Bears discover Goldilocks reading their favourite book (after having eaten their porridge, of course). It's all written in bubbly rhyming verse matched with vigorous illustrations which make extensive play of the central joke.

Attendance

Please read the [NHS 'Is my child too ill for school?' guidance](#) which has further information if you are unsure whether to send your child to school or not. We are always happy to advise in line with this guidance, so if you are still in doubt, please contact the school office if your child develops any symptoms and we can discuss this further with you.



Children can come to school with mild respiratory illnesses. This includes general cold symptoms: a minor cough, runny nose, or sore throat. However, children should not be sent to school if they have a temperature of 38°C or above.

Please note, we can only accept and administer **prescribed medicines** that are in-date, labelled, provided in the original container as dispensed by a pharmacist and include instructions for administration and dosage.

If your child arrives late, it is the responsibility of the adult to report to the school office and sign the "Late Book", giving a reason for lateness. This is important so that the school office knows your child is in school and can mark your child in in the class register. The class registers in the classrooms close at 8.55am when lessons start.

When reporting an absence, please could we ask that parents contact the school office before 9.30am and state clearly reasons for absence. Let's keep working together to ensure attendance is as good as it can be! Remember, every pupil, every day! Thank you for your support. This week's Attendance Champions are **Year 5! Here are the latest figures...**

Reception	96.7%	Target
Year 1	95.8%	97%
Year 2	98.3%	
Year 3	92.2%	
Year 4	98.0%	Overall (to date)
Year 5	98.8%	95.8%
Year 6	96.1%	
Overall	96.5%	

Head Teacher's Awards

Reception	EVERYONE!	
Year 1	Kinza S	Gibriel D
Year 2	EVERYONE!	
Year 3	Hassnain Q	Dahlia L
Year 4	Layla N	Ethan G
Year 5	Hadi K	Safa Q
Year 6	Flora P	Deivids K






OPAL Play Awards


Reception	Kiara T
Year 1	Millie G
Year 2	Mariam S
Year 3	Evie T
Year 4	Ben S
Year 5	Hadi K
Year 6	Fatimah A

Team Points

Team Points	Claymills	Rosliston	Sinai	Trent
Points (Week Ending 11.07.25)	42	15	22	17
Position	1 st – 4 Points	4 th – 1 point	2 nd – 3 Points	3 rd – 2 Points
Running Total	20	12	8	10

Hot Lunch Options 14.07.25 – 18.07.25

WEEK 1	 MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Main dish	Margherita pizza with baked potato wedges	Pork sausage with creamy mash potato & gravy	Roast beef, with Yorkshire pudding, roast potatoes & gravy	Chicken burger with crispy diced potato	Crispy fish fingers with chunky chips
Vegetarian Main dish	Roasted vegetable pizza	 Vegan sausage & mash potato with gravy	 Quorn™ fillet with roast potatoes & gravy	Vegetarian burger with crispy diced potato	 Crispy vegetable fingers with chunky chips
Accompaniments	Peas & baked beans Salad bar	Peas & carrots Salad bar	Carrots & cauliflower Salad bar	Green beans & sweetcorn Salad bar	Peas & baked beans Salad bar
Desserts	Apple & cinnamon muffin	Shortbread	 Flapjack	Jam & coconut sponge	Ice cream
Fresh fruit or yoghurt	Fresh fruit or Yoghurt	Fresh fruit or Yoghurt	Fresh fruit or Yoghurt	Fresh fruit or Yoghurt	Fresh fruit or Yoghurt
Jacket potato and sandwich selection	Jacket potato and sandwich selection	Jacket potato and sandwich selection	Jacket potato and sandwich selection	Jacket potato and sandwich selection	Jacket potato and sandwich selection



SHOBNALL SHOWCASE!

Let's have a sneaky peek as to what has been going on in our classrooms this week...

Nursery

In Nursery Adventures this week...

It has been another busy fun filled week in Nursery!

On Monday, the children had a fantastic time learning different ways to balance and had fun playing a game of freeze dance.

Later in the week, the children enjoyed hosting their own picnics in the 'Acting Avenue,' practicing their subitising skills when collecting plates, cups and items of food.

On Friday, we had a wonderful time, celebrating our wonderful year we've had. We had lots of excited children and had a brilliant time together looking through our learning journeys and reflected upon all the wonderful memories we have made!

Reception

We have had lots of fun searching for minibests this week as we completed the last week of our 30 days wild challenge! The most popular was the ladybird, Dawoud even found a 'poisonous' black and orange one.



During maths we have practiced our grouping skills using gingerbread men and animals. We have used our vocabulary brilliantly to discuss our adventures including, 'share,' 'unfair,' 'equal,' 'double,' and 'groups.'

We completed some super 'I spy' challenges finding hidden objects and using our phonics knowledge to write about them.

It has been great carrying out our learning outdoors, making the most of the glorious weather and showing our gratitude to nature.

"The sun for making the plants grow." (Ali)

"Bees make honey for us." (Mustafa)

"Laying on the grass because it is soft." (Zaynab)

"Lots of different leaves on the trees." (Gianna)

"I love all of the flowers that are so many different colours." (Lakhsmi)



Year 1

We've had a fantastic penultimate week in Year 1, full of exciting learning, special moments, and brilliant achievements! In maths this week, we've continued our work on telling the time to the nearest hour and half hour. The children have shown great perseverance with this tricky concept and are making excellent progress. In English, we've been busy drafting, editing, and publishing our own versions of *The Gingerbread Man*. Miss Barker is

incredibly impressed with the creativity, effort, and progress shown in each child's work. Their stories are fantastic! In History, we've been learning about the inventor Jethro Tull and exploring how his inventions changed farming forever. The children have enjoyed discovering how equipment from the past has shaped the way we farm today. We had a lovely afternoon at the park yesterday to celebrate both Miss Smith, who will sadly be leaving us although she will be returning in September, and what has been a fantastic year in Year 1. It was a joyful time filled with fun, laughter, and shared memories. We're looking forward to a great final week in Year 1!

Year 2

What a fab week we've had in Year 2! Even though it's been super-hot, the children have been absolute stars and kept their focus. We had two amazing Art Days where we turned last week's paintings into brilliant collages – the creativity has been off the charts! In Maths, we've been working through our 'Ready to Progress' bits, and (even though we don't want to admit it) ... we might actually be ready for Year 3! 😊 To top it all off, we had a lovely trip to the park yesterday – the children had the best time and definitely deserved the treat after all their hard work.

Year 3

This week in Year 3, the children have been exploring poetry in English. They read the powerful poem "*I Am a Volcano*" and used it as inspiration to plan their own creative poems, drawing on vivid imagery and strong



emotions. In Maths, they have been working hard to recap their understanding of column addition and subtraction, as well as practising how to multiply 2-digit numbers by 1-digit numbers. In Art, the classroom has been full of imagination as the children designed and created their own 3D abstract sculptures using a variety of materials. It's been a fantastic week of creativity and learning!

Year 4

What a busy and exciting week it's been in Year 4! We've wrapped up our final Maths unit, exploring geometry, position and direction – the children have really impressed us with their understanding and effort. In English, we've been working hard on our final writing piece: a letter to a friend, all about an exciting visit to



a different country – full of creativity and detail! We were also thrilled to welcome Miss Allen into class this week. The children were so excited to meet her and enjoyed having her around. On top of all that, rehearsals for our Brewhouse performance are in full swing – we're almost ready for the big stage next week! Just one more week to go, Year 4 – let's make it a great one!

Year 5



Year 5 have had an exciting week this week. They had a fantastic time at John Taylor High school to carry out forensic activities and represented the school beautifully. Additionally, all children took part in 'Bikeability' which they thoroughly enjoyed. They learnt about bike safety, appropriate equipment and how to ride their bike safely. In Art, children created amazing self-portraits using mixed media. Well done Year 5!

Year 6

It's been another exciting and creative week in Year 6! We've now completed all our rehearsals for Oliver with a Twist and are so excited to perform at the Brewhouse next week. We've also been busy practising for our Leavers' Assembly, learning songs and sharing lots of wonderful memories. On Tuesday, we created PowerPoint presentations about Charles Dickens, the author of Oliver Twist. Did you know the story was inspired by his own experiences and his observations of poverty and injustice in 19th-century England? The rest of the week has been full of creativity! We designed our own music covers using photography and bold colour contrasts, then created detailed sketches of our designs. We also had a go at playing the ukulele as part of our music unit. This week, the children also received their SATs results, and I am incredibly proud of every single one of them. Well done, Year 6!

Diary Dates 2024-2025

Event	Date/Time
School Closes for Summer	Friday 18 th July 2025, 2.00pm
INSET Day	Monday 21 st July 2025

Diary Dates 2025-2026

Event	Date/Time
INSET Day	Monday 1 st September 2025
INSET Day	Tuesday 2 nd September 2025
School Reopens for Pupils	Wednesday 3 rd September 2025
School Closes for Half-Term	Friday 24 th October 2025
School Reopens for Pupils	Monday 3 rd November 2025
Year 5 Whitemoor Lakes	Wednesday 26 th November to Friday 28 th November 2025
Whole School Trip to Pantomime – Cinderella, Lichfield Garrick	Tuesday 9 th December 2025, 10.00am
School Closes for Christmas	Friday 19 th December 2025, 2.00pm
School Reopens for Pupils	Monday 5 th January 2026
Young Voices 2026	Thursday 15 th January 2026
Year 6 Laches Wood	Monday 26 th January to Friday 30 th January 2026
School Closes for Half-Term	Friday 13 th February 2026
School Reopens for Pupils	Monday 23 rd February 2026
School Closes for Easter	Friday 27 th March 2026, 2.00pm
School Reopens for Pupils	Monday 13 th April 2026
May Day Bank Holiday – School Closed	Monday 4 th May 2026
Key Stage 2 SATs Week	Monday 11 th May 2025 to Friday 15 th May 2026
School Closes for Half-Term	Friday 22 nd May 2026
INSET Day	Monday 1 st June 2026
School Reopens for Pupils	Tuesday 2 nd June 2026
Year 4 Multiplication Check	Tuesday 2 nd June 2026 to Friday 5 th June 2026
Year 1 Phonics Screening Check	Monday 8 th June 2026 to Friday 12 th June 2026
JTMAT INSET Day	Friday 3 rd July 2026
School Closes for Summer	Friday 17 th July 2026, 2.00pm
INSET Day	Monday 20 th July 2026

Summer Term Diary Dates

Event	Date/Time
Year 6 Leavers' Disco	Friday 11 th July 2025, 6.00pm – 7.30pm
Year 4, 5 & 6 Brewhouse Performance – Oliver with a Twist	Tuesday 15 th July 2025, 1.30pm and 6.00pm
Nursery Graduation	Wednesday 16 th July 2025, 9.00am
Year 6 Leavers' Assembly	Thursday 17 th July 2025, 9.00am
School Closes for Summer	Friday 18 th July 2025, 2.00pm
INSET Day	Monday 21 st July 2025



Train to Teach
in Local Schools

Primary (3-7) · Primary (5-11) · Secondary (11-16)

The John Taylor SCITT
jtscitt.co.uk

- Funding for Selected Routes
- Full or Part-Time Routes
- Gain School Experience



FREE SUMMER KIDS CLUB

AGES
5-12

*FOR CHILDREN FROM FAMILIES IN RECEIPT OF FREE SCHOOL MEALS

IF YOUR CHILD IS ELIGIBLE, YOU'LL RECEIVE A HAF CODE. TO ENROL, JUST
SCAN THE QR CODE FOR YOUR PREFERRED LOCATION BELOW AND
COMPLETE A QUICK REGISTRATION FORM.

EACH CHILD WILL
RECEIVE A HALAL HOT
LUNCH, ALONG WITH
NUTRITIOUS SNACKS
& BEVERAGES

22ND JULY - 14TH AUGUST
MONDAY - THURSDAY
10.AM TILL 2.PM

ACTIVITIES
FUN SPORTS
ADVENTURES
OUTDOOR GAMES
AND MORE



ETON PARK JUNIOR
SCHOOL

FOR FURTHER DETAILS CALL OR EMAIL:
07958 958 551
INFO@BURTONUNITY.ORG.UK



SAMUEL ALLSOPP
PRIMARY SCHOOL



Department
for Education



Staffordshire
County Council





ATTENDANCE

WHY IT MATTERS



Persistent absence means pupils who miss more than **10% of school** every year.

-£7,500

For each additional day of absence between years 7 to 11, the typical pupil could miss out on an average of **£750** in future lifetime earnings

-£10,000

Persistently absent pupils in year 10 and 11 could earn **£10,000 less** on average at age 28, compared to pupils with near perfect attendance

This **rises to almost £20k less** on average at age 28 for those who are **severely absent**

-£20k

For **employability over a sustained period**, people age 28 were around:



Less likely to be employed when **persistently absent***



Less likely to be employed when **severely absent***

*Compared to their peers with near perfect attendance

What Parents & Educators Need to Know about AI-ENABLED SCAMS

WHAT ARE THE RISKS?

Artificial intelligence (AI) is quickly becoming a widely used tool, with lots of positive applications being discussed and developed. Sadly, however, as with most technology tools, there are those who will seek to use it for malicious and dishonest practices, with children and other vulnerable groups particularly at risk.

PHISHING EMAILS: BETTER & QUICKER

Phishing scams – emails designed to trick people into handing over login details or money – are not new, and do not rely on AI; however, AI has made them far more dangerous. Criminals can now generate highly convincing emails at speed, mimicking an organisation's tone, branding and language with ease. This makes phishing attempts harder to spot, especially for young people who may not yet know what to look out for.

ONLINE MARKETPLACE FRAUD

Online marketplaces are now a common way to buy and sell everything, from second-hand clothes to cars. Criminals are exploiting this by using AI to enhance or completely fake product photos and videos, and pressure buyers into paying deposits or full amounts upfront. These tactics are becoming more advanced, making it vital to pause, check, and verify the sale before parting with any money.

VOICE IMPERSONATION

AI can now realistically impersonate a person's voice when given a small sample of someone's speech patterns. This is especially concerning where voice has been enabled as an alternative to password-based logins. One such example was the use of AI deepfake audio as part of a fake kidnapping scam: the criminals used an AI voice clone of a 15-year-old to convince her parents she had been kidnapped and elicit a ransom.

EMPLOYMENT SCAMS

Using AI, criminals can create fake online profiles that seem completely real. These synthetic identities can chat with young people about fake job offers, asking for money to secure a visa or paperwork. In 2025, The Guardian reported a scam targeting young people with promises of quick cash, posing as TikTok staff.

INFLUENCER & INVESTMENT SCAMS

AI tools now make it easy to manipulate video and audio, with technology available that can generate entirely fake content using the likeness of celebrities or influencers. Criminals are using this to create convincing videos of well-known figures promoting fake products or services, which young people can be particularly susceptible to. Cryptocurrency scams are a common tactic, luring people into investing in schemes that do not exist. Once payment is made, the criminal simply disappears with the money.

ROMANCE SCAMS & SEXTORTION

AI chat bots can now mimic real conversations, often accompanied with realistic fake photos and videos, which makes it easier for criminals to build trust with young people – among other things, this can lead to fraud or sextortion. In 2024, the NCA's CEOP Safety Centre received 380 reports of sextortion. Alarmingly, in the first five months alone, police received an average of 117 monthly reports involving under-18s, showing how serious and targeted this threat has become.

Advice for Parents & Educators

THINK CRITICALLY

The key to addressing the increasing growth of AI-enabled scams is to think critically and show caution. Inform children that if something is too good to be true, then it probably is. Encourage them to stop and carefully consider what they are seeing and reading before taking any action. For example, if a social media post expresses urgency, proceed with caution; if content seems unusual, even from a known person, it may be that their account has been hacked.



USE TRUSTWORTHY SITES AND SERVICES

Online marketplaces are useful when buying and selling items; however, where possible, encourage children to use reputable companies and their online shopping sites. These companies are likely to have more sophisticated cyber-security safeguards in place, underpinned by consumer legislation, enabling them to control how products and services are displayed and traded on their sites.



SEEK TO VERIFY

Criminals may breach an influencer's account or spread misinformation and fake content; however, their approach will generally be limited to a single account, site or service. Where possible, show children how to verify information to check its legitimacy before proceeding. Small actions, such as phoning the person who is the subject of a suspicious email, or checking content via an individual or company website or social media sites can make the difference. The greater the risk, the more effort we should expend to confirm whether the information presented is true or false.



REPORT IT

As the sophistication of scams increases, the likelihood of being tricked by them also increases, especially when not paying attention or acting quickly. It is important that young people know how to report incidents as they happen. Show children how to report their concerns to the social media site, Action Fraud, banks, and other individuals or organisations linked or involved. If you are unsure of the most effective reporting channel, contact Action Fraud.



Meet Our Expert

Gary Henderson is the Director of IT at Millfield, a large independent boarding school in Somerset, as well as a member of the Digital Futures Group, Vice Chair of the ISC Digital Advisory Group and an Association of Network Managers in Education (ANME) Ambassador.



#WakeUpWednesday

The National College