



Executive Headteacher: Mrs J Fraser

William Morris Primary School
William Morris Way
Tadpole Garden Village
Swindon
Wiltshire
SN25 2PP

Date: 22nd October 2025

Newsletter

Dear Families,

Happy Diwali to all the families that have celebrated the special festival of lights this week. We hope you have had a lovely time making special memories.



We have had a fab fortnight with 3 year groups venturing out of school for their class trips which really enhanced and brings learning to life—photos of their adventures below.

When I mentioned Open House in assembly last Monday, there was an excited cheer, so thank you to everybody who was able to attend. We hope that this opportunity as well as parents evening has helped you gain a good understanding of the progress your child has made this term.

Thank you to everyone who has made donations for both the harvest collection and tombola for the PTA Laser Light Show. Your generosity is always greatly appreciated.

School Development Plan—please see our SDP on the next page, which is shared with parents each year, so that you know the areas we are working on improving.

Please remember that we have a TD day after half term so the first day back for children is Tuesday 4th November. Have a lovely half term,
Mrs Fraser

Moredon Sporting Hub

Please see the flyers at the end of this newsletter for more information about cycling sessions and a half term timetable for Moredon Sporting Hub.



William Morris Primary School Development Plan 2025-26

	Quality of Education	Leadership & Management	Behaviour & Attitudes	Personal Development	Premises & Finance
AIM	<i>Provide a creative curriculum aligned with WM curriculum vision which ensures children are ready for the next steps in their education</i>	<i>Further develop staff CPD for teaching & learning & to support our community</i>	<i>Behaviour and attitudes are outstanding and a strength at WM</i>	<i>Life Skills curriculum supports children to be ready for secondary school</i>	<i>Our budget & premises supports a full 2 FE school</i>
OBJECTIVES	Maths – To embed new Maths curriculum from Y1-5 History & Geography curriculum – To further develop WM History & Geography curriculum Assessment – To develop Y6 curriculum & assessment to support Y6 children with SATs & secondary learning EYFS – To deliver new EYFS framework embed & embed Little Wandle phonics curriculum in Nursery SEND – To further track children's progress & ensure interventions support assessment gaps	Staff team – To continue excellent teamwork to support WM staff, focussing on induction of new staff, CPD & wellbeing Staff CPD – To develop new CPD model to build knowledge & embed practise through CPD sessions Diversity – To ensure staff understand the importance of cultural diversity and to reflect this through the curriculum Attendance – To continue positive attendance strategy Safeguarding – To induct new DSL & use new recording forms categories to analyse trends & future safeguarding CPD Governors – To utilised new agenda & Governor questions to good effect	Behaviour – To utilise staff induction process to ensure consistency & use trauma informed practise to support behaviour management	Life Skills – To develop children's leadership roles at WM & support Y6 transition to secondary	Site – To further develop our site for a full school including group spaces, bike shed & embed critical incident plans







Charity Art & Craft Fair

Saturday 15th November

10 - 4.30

STEAM MUSEUM SN2 2EY

FREE CHILDREN'S CHRISTMAS
TREASURE HUNT WITH PRIZES



FUNDRAISING
FOR

**GAME RANGERS
INTERNATIONAL**





Gold Book

Well done to all of the children who were in the Gold Book — we are very proud of you and your achievements!



Black History Month

We had a lovely assembly today to sharing our work about inspirational British figures to mark Black History month. All of the year groups learnt about a significant figure and it was great to hear what the children had learnt them.



Mini Police Graduation and Initiation

On Tuesday, we held a special assembly for our Mini Police Officers. We were joined by PCSO Jason Dyer who shared all of the activities the Mini Police Officers participated in last year. The Year 6 children were awarded their graduation certificate and badge and also shared some of their memories from the year. The new recruits for this year were then given their uniforms before saying the Mini Police promise. We hope that they have a really successful year and enjoy the programme.





Two weeks ago, **William Morris Girls Football Team** played their first ever competitive match — a qualifying round for the Swindon Girls' Cup — against Mountford Manor. In a thrilling debut, the team emerged victorious, showcasing incredible determination, skill, and teamwork.

From the first whistle, William Morris dominated possession and created numerous chances. Their attacking play was wonderful, with some beautiful passing moves and relentless pressure on the opposition's defence. Despite their dominance, the scoreline remained tight thanks to Mountford Manor's outstanding goalkeeper, who pulled off a string of impressive saves to keep her team in the game.

Mr Price and Mrs D were full of praise for the team's attitude and effort. The girls displayed excellent teamwork, with strong tackling in defence and intelligent movement going forward. Lydia stood out in defence, remaining calm under pressure and winning every challenge with confidence and composure.

The breakthrough came when Gracie converted a penalty, giving William Morris a deserved lead. As the clock ticked down, the team's persistence paid off once more — Gracie sealed the win with a second goal, scored with the final kick of the game. It was a fitting end to a brilliant performance from her.

This victory means William Morris have qualified for the Swindon Girls' Cup competition, which will take place in the New Year. A huge well done to all the players — your hard work and team spirit made history!

Last week, the **William Morris Mixed Football Team** played their second game of the season against a strong Westrop Primary side. Despite the result not going their way, the team put in a battling performance full of effort and determination from start to finish.

The boys created several chances throughout the match, but were denied time and again by Westrop's outstanding goalkeeper. Even so, the team never gave up and continued to push forward with some excellent passing moves.

A highlight of the first half was a well-worked goal finished confidently by Charlie — his first of the season. In defence, Amarii made his season debut and impressed with a solid performance, showing great effort and composure throughout the game.

Westrop's coach praised the William Morris team, noting that the scoreline didn't reflect how well they played. With such a positive attitude and team spirit, there's plenty to look forward to after half term as the team continues to grow and improve.



Parents and Friends of William Morris Newsletter

This week's news...

October

UPCOMING EVENTS

Nov 19th Laser Light Spectacular
Dec 3rd Christmas Panto in school
Dec 16th Christmas Disco
Dec 17th Santa Visit

Early Bird Tickets on
sale now!

**19TH
NOVEMBER
LASER LIGHT
SPECTACULAR**

<https://pta.events/uqh57xe8>

Bake Sale

A huge thank you to everyone who
donated bakes, bought treats, and
volunteered their time.

We couldn't do it without you!

The table was packed with delicious
goodies, and thanks to your support, we
raised over....

£400!



Brick Keyrings

Every keyring ordered raises £1



£3.25 each



**Don't
forget to
Order your
bricks
before the
28th Nov**

<https://forms.gle/F4vAJ1g6DtVuf9RF6>

Thank you for all your generous
donations for our Rainbow
Tombola! We hope the children
enjoyed their non-uniform day. If
you didn't get a chance to bring
your donation in, don't worry you
can still bring it after half term and
place in the pre loved uniform bin.
Wishing all our families a wonderful
break!

As always, thank you so much for your support. All proceeds from our events go straight back to the school to provide equipment and resources.

LIGHTHOUSE NEWSLETTER

OCTOBER
2025

Who We Are

We are an Early Intervention service supporting children and their families within the Blue Kite Academy Trust schools.

We are made up of Family Workers, Inclusion Workers, an Educational Psychologist, Educational Welfare Officer and a Trainee Play Therapist.

We work in many different ways—sometimes directly with children, sometimes with parents and carers. We also offer regular workshops, courses and 1:1 drop-in sessions for one off advice – please speak to your child's school for more information or if you feel you, or your child, may benefit from Lighthouse support.

Family Foundations

Our second course of the academic year will be held at Greenmeadow on Tuesday mornings from 9am–11am for 6 weeks. This free course covers many topics around understanding and supporting our children's behaviour. It begins on Tuesday 11th November and will run until Tuesday 16th December. Spaces are limited, to reserve one please email: vdavid@bluekitetrust.org.uk OR bbradley@bluekitetrust.org.uk

Useful Websites

- **[Saferinternet.org.uk](https://www.saferinternet.org.uk)** A really detailed insight into ensuring safety online for your child
- **[Thesleepcharity.org.uk](https://www.thesleepcharity.org.uk)** Advice from sleep experts with useful ideas to try
- **[Eric.org.uk](https://www.eric.org.uk)** Advice for children and young people with toileting or continence issues
- **[YoungMinds.org.uk](https://www.youngminds.org.uk)** A great parent/carer section on supporting children who are experiencing low mental health with tips on how to discuss and help
- **[BBC.co.uk/bitesize/parents](https://www.bbc.co.uk/bitesize/parents)** Covers a huge range of areas such as SEND, Mental Health, supporting academic development, family fun and more!

The page is decorated with various autumn-themed illustrations. At the top, there are large orange and yellow leaves and a central orange pumpkin. The bottom features more orange and yellow leaves, a pink flower, and a pumpkin. The central text is enclosed in a white box with an orange border. The 'Autumn Activities' section is in a white box with an orange header. The 'Follow Us' section is in a white box with an orange header and a social media icon.

Tantrums vs Meltdowns

Tantrums and meltdowns may look similar, but they come from very different places and need different kinds of support.

A **tantrum** is usually a behavioural outburst driven by a child perhaps wanting something they can't have or being frustrated by a boundary. During a tantrum a child may shout, cry or refuse to co-operate. The best support is to stay calm and to keep the boundary which you have set (if we give in to it to stop the tantrum then they learn that this is the way to get what they want and next time may tantrum longer, knowing that eventually it will work). Use empathy and acknowledge their feeling, give them time and support to calm down and wait until they are fully calm if you want to discuss it further. Distraction can also be a useful tool with tantrums.

A **meltdown** is an involuntary response to overwhelming sensory, emotional or cognitive input (too much of something for their brain to be able to process at once). Children experiencing meltdowns are not trying to meet an end goal or get something, but are reacting to distress and overload. Meltdowns may be common in children with neurodiverse profiles but can happen to any child experiencing high stress and overwhelm. To support a meltdown, we focus on helping the child to feel safe, reducing the input that has overwhelmed them where possible, such as moving to a quieter space, and provide support to regulate them again (lots of ideas on previous newsletters or our Instagram page- see below). Allow gentle reflection afterwards to help you both identify possible triggers and strategies to reduce possible future overwhelm.

Autumn Activities

- Collect conkers, leaves, acorns and other natural objects and set up a shop, using the acorns as pretend money to swap and sell!
- Collect different shaped leaves and stick them down into a leaf person.
- Find a good sized stick and then collect fallen leaves to poke a hole through and thread onto the stick like a leaf kebab! How many different colours can they find to add to their kebab?
- Go on a walk and look for accidental letters in nature or on manmade objects- a stick in the shape of a C, a bench leg in the shape of an S, a crack in ground in the shape of an F- the only rule is real letters don't count- only unintentional ones!

Follow Us



For regular family life tips, links to useful posts and dates for your diary please follow our instagram page: @lighthouse_bluekitetrust



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School Diary

October

Thurs 23th Half term holiday

Fri 31st Y6 Secondary school application deadline

November

Mon 3rd TD Day – School closed for children

Fri 7th 9:45 New YR Tour Sept 26

Thurs 13th 9:00 New YR Tour Sept 26

Weds 19th PTA Laser Light Spectacular

Weds 19th ASC closes at 5:00

Thurs 27th 9:00 New YR Tour Sept 26

December

Mon 1st KS2 Carol Concert 6pm-7pm

Weds 3rd Jack and the Beanstalk Pantomime performance
for children at school

Thurs 4th Lighthouse Drop in sessions (booking required)

Mon 8th 9:30 Reception nativity performance Bellflower
parents to watch

Wed 10th 9:30 Reception nativity performance Sunflower
parents to watch

Thurs 11th Christmas Jumper Day and Christmas lunch

Fri 12th 10:30 Nursery nativity performance

Fri 12th 2pm-3pm Open House

Tues 16th 9:30 KS1 nativity performance Year 1 parents

Tues 16th PTA Xmas Disco

Wed 17th 9:30 KS1 nativity performance Year 2 parents

Wed 17th PTA Santa visit

Fri 19th Last day of term

INSET TD DAYS—school closed to children:

- 3rd November 2025
- Mon 5th January 2026
- 23rd Feb 2026
- Fri 3rd July 2026

New dates

Nursery - Poppy and Daisy Classes

What have we been learning in Nursery?



Poppy and Daisy classes have had an excellent fortnight, we have been learning about Autumn and the changes of the season, we talked about leaves changing colour and the weather getting colder. We have played with conkers and enjoyed rolling them down the guttering to see how fast they went!

In Maths, we have been comparing items by size and talking about small, bigger, biggest, the children have been working hard to notice what they see and talk in clear sentences! We have been comparing leaves and conkers sizes as well at everyday items in our classrooms.

In our topic we have been reading the book 'Oliver's Vegetables' it has been great fun! We have talked about where vegetables come from, tasted spinach, beetroot and cabbage and explored painting with carrots!

We hope you have a lovely half term break and look forward to seeing you all back on Tuesday 4th November.



Nursery - Poppy and Daisy Classes



LEAF MAN PICTURES AND CONKER ROLLING



Rugby tots



OLIVER'S VEGETABLES



Tasting vegetables
from our story -
spinach, beetroot and
cabbage

Nursery - Poppy and Daisy Classes



OLIVER'S VEGETABLES STORY MAP

PIC•COLLAGE



RUGBY TOTS

PIC•COLLAGE

Reception - Sunflower and Bellflower Classes

What have we been learning in Reception?



This week in Reception we have been learning all about the celebration of Diwali.

Together we have enjoyed many different activities helping us to find out about the different ways Diwali can be celebrated around the world. The children particularly enjoyed creating firework pictures using chalks and Rangoli patterns using a variety of mediums. We took our adult led writing outside this week, and the children drew large scale fireworks adding CVC word labels to them. We were so impressed at how confidently they applied their phonic knowledge.

In maths, we have been continuing to build our number knowledge making number collections for 4 and then 5 as well as practising our careful counting and using our sentence stems when we are counting collection of objects.

Finally, we had an exciting visit from the coaches who run Rugby Tots, who did a taster session, the children really enjoyed learning some new skills and demonstrated excellent listening skills for our visitors.

We are looking forward to enjoying the last few days of the term next week, before the children have a well deserved rest over half term!

How You Can Support at Home:

Celebrations: Across the year we will learn about a range of different celebrations. If you would like to share how you celebrate as a family, please speak to your child's class teacher.

- **Fine motor:** Activities such as playdough, pegging out the washing, drawing, building with Lego and small construction are great ways to support fine motor development.
- **Name writing:** Support your child to practise writing their name
- **Phonics home learning:** revise the sounds that have been taught at school.
- **Getting dressed:** practise dressing and undressing to support the children in being independent in PE.

Thank you so much for your continued support,

Reception Team

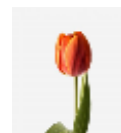


Reception—Sunflower and Bellflower Classes



Year 1 - Lily and Tulip Classes

What have we been learning in Year 1?



What a wonderful two weeks we have had in Year 1, continuing our learning all about the Enchanted Woodland!

This week has been especially exciting as we went on our trip to Westonbirt Arboretum! When we arrived, we enjoyed a delicious snack of biscuits and raisins before heading off on a beautiful forest walk. During our adventure, we learnt about the different types of trees and their leaves, listened carefully for woodland creatures, and even created stunning mandalas using natural materials we found on the forest floor.

The highlight for many of us was finding the Gruffalo and his friends hidden in the woods, it was so magical and exciting!

In English, we have been working hard to innovate our own stories. The children are becoming confident writers remembering to use capital letters, finger spaces and full stops. After our trip, we wrote a recount of our day and loved sharing our favourite moments.

In maths, we have started exploring numbers 0-20 — counting forwards and backwards and beginning to find one more and one less. The children have shown brilliant focus and number knowledge!

Our woodland learning has continued with the children designing and creating their own magical woodland maps. We also invented unique characters that live in our enchanted lands.

We are so proud of all the children for their enthusiasm, creativity and hard work these past two weeks. Well done Tulip and Lily Class, you have been amazing!

Have a lovely, restful half term, The Year 1 Team :)

WE ENJOYED
SOME OUTDOOR
LEARNING



Year 1 - Lily and Tulip Classes



Year 2 - Clover and Willow Classes

What have we been learning in Year 2?



We've had a fantastic week full of fun learning and creativity in Year 2.

Everyone has been working hard, showing great enthusiasm and curiosity across all our subjects.

This week in maths, we explored addition in more depth by learning how to add three addends. We discovered that addition is commutative, which means we can add numbers in any order and still get the same answer! We practised this through games and challenges that helped us build confidence with different number combinations.

In English, we have been looking at riddles and acrostic poems. We enjoyed listening to some creative riddles and solving them. We also wrote wonderful acrostic poems all about ourselves, using our names to describe our personalities, interests, and what makes us unique. The poems were full of imagination and really showed how well we can play with words!

Art was full of colour this week! We used watercolours to design beautiful patterns as part of our Muck, Mess and Mixtures topic. We experimented with blending and layering colours to create exciting effects. We are all wonderful artists in Willow and Clover class!

In PE, we focused on team-building races. We worked together to communicate, encourage one another, and complete different challenges. It was great to see teamwork and enthusiasm shining through!

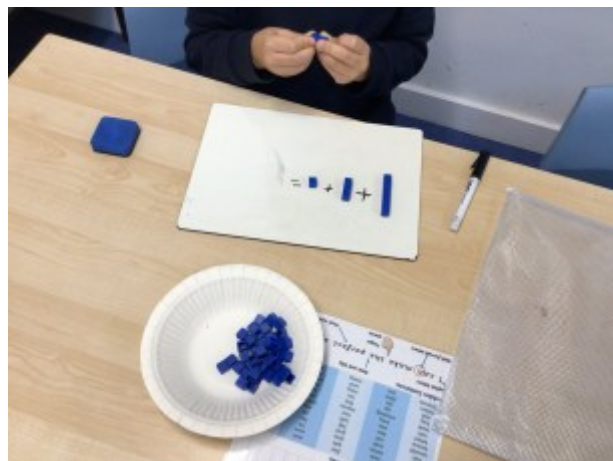
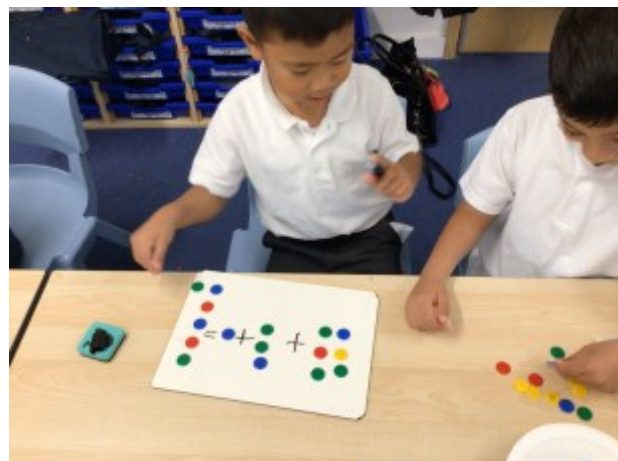
It's been a busy and exciting term of learning — we can't wait to see what next term brings!

We hope you have a lovely half term break,

The Year 2 Team :)



Year 2 - Clover and Willow Classes



Year 3 - Honeysuckle and Rose Classes

What have we been learning in Year 3?



We have had an amazing couple of weeks in Year 3, finishing off our projects, our trip to Oxenwood and also making and using our charcoal pencils to create some amazing cave painting style art!

In Maths, we have been working on addition and subtraction using multiples of 10 and using the methods we have learned to solve problems. Please do encourage the children to continue to practice the methods learned over break wherever you can as this will really support a strong start to next term! We completed our first end of unit assessment, and the children have all done really well. There are some key areas for us to focus on next term but the children have responded incredibly well to our new approach in Maths.

In English, we have been writing our own setting descriptions based on entering a cave! The children have created some excellent pieces and we also had a thesaurus session where they all showed great maturity and skill in 'uplevelling' their vocabulary. We hope you enjoyed reading them during our Open House on Friday. We will continue to focus on the basics including spelling and punctuation, but again, any support you can give the children at home will be greatly appreciated and does have a huge impact so thank you.

Our trip to Oxenwood was an amazing success and we must say again a huge thank you to our parent volunteers. It was great opportunity for the children to see and experience not only artifacts from the stone age, but also what it was like to live in it, thanks to our real-life stone age person who we found in the woods! The children all seemed to have really enjoyed our topic this term and have already put the experience to good use when designing their own prehistoric tools!

In science, we shifted our focus to muscles and bones this week and challenged the children to label the different bones and muscles in the body. We also looked at how muscles help our bones move. We talked about how a nutritious diet can lead to healthy bone and muscle development.

It has been a great term, and it has gone by so fast! Thank you to all of you at home for your continued support with reading, times tables and spelling and everything else you do. We all hope you have a lovely half term and look forward to Term 2 and our Volcanoes topic!

Many thanks,

Year 3 Team

Year 3 - Honeysuckle and Rose Classes



Year 4 - Apple and Blackberry Classes

What have we been learning in Year 4?



It's coming to the end of term and we'll be sad to say goodbye to our topic 'I am a Warrior'. After lots of hard work and patience, we finished our mosaics and completed posters about life as a Roman child. On Friday, we had our trip to the Corinium museum which the children thoroughly enjoyed - we'd like to thank those of you who volunteered to help us with this trip.

In English, we have been writing our own innovated warning stories. We were really impressed with how the children included most, if not all, of the grammar features taught, including correct speech punctuation and fronted adverbials of time. Next week the children will have the chance to show off all of their skills in their own warning story as a 'hot write' task.

In Maths, we have been learning about multiples of one hundred and one thousand. We have compared and ordered numbers, used our knowledge for questions about mass, capacity and length and have also begun to round numbers to the nearest hundred or thousand.

In Science, we have been finishing our unit on The Digestive System! The children have been looking at healthy teeth and the importance of oral hygiene. They have learnt lots of new knowledge during this term and we have been amazed at how well they have remembered the content.

We hope you all have a happy and restful half term!

The Year 4 team

Year 4 - Apple and Blackberry Classes



Year 4 - Apple and Blackberry Classes



Year 5 - Thistle and Acorn Classes



Science – Water Resistance:

Last week, Year 5 explored the fascinating force of water resistance through a hands-on experiment using plasticine. Each group had two pieces—one kept as a control and the other shaped into different designs. They dropped both into a tub of water to see which would reach the bottom first. Through their investigations, they discovered that shapes with a larger surface area experience more water resistance, meaning they sink more slowly. It was a brilliant way to see science in action and understand how shape affects movement through water!



Year 5 Thistle and Acorn Classes

English – Instructions

Over the past few weeks, Year 5 have been mastering the art of writing clear and effective instructions. Linking their learning to our exciting Pharaohs topic, they carefully planned, edited, and published a detailed set of instructions on how to build an ancient Egyptian pyramid. From choosing powerful imperative verbs to organising their steps logically, the children showed great focus and creativity. Their final pieces were beautifully presented and full of historical flair.

PE:

During Term One, our outdoor PE lessons have focused on netball!! We've developed a wide range of skills—from passing and shooting to teamwork and strategy. This week, we put our learning into action by playing matches, and it was so much fun! The energy, enthusiasm, and sportsmanship were fantastic to see.



Year 5 Thistle and Acorn Classes

Topic

This week in Topic, we stepped into the shoes of archaeologists and unlocked the secrets of ancient Egyptian hieroglyphics! Using our newfound knowledge, we wrote fascinating facts we've learned this term in our books - using hieroglyphic codes!



Year 6 - Meadow and Brook Classes

What have we been learning in Year 6?



We have had a wonderful end to our first term in Year 6!

In English, we have been exploring the features of flashback narratives, identifying how writers use time shifts to reveal key moments in a character's past. The children have been working hard to include personification, similes and the technique of 'show, don't tell' to create vivid, emotional descriptions. Their imaginative ideas and attention to detail have made for some truly engaging storytelling!

In Maths, Year 6 have been developing their confidence with formal written methods for multiplication and division, tackling problems involving 2- by 4-digit numbers. We have been focusing on accuracy, clear presentation and explaining our reasoning — fantastic preparation for the challenges ahead!

Our Science lessons have continued to be wonderfully hands-on. We've been investigating hypotheses and setting up our own investigations. Pupils worked scientifically to identify the most reliable ways to measure their resting heart rates before completing a 100m sprint. After collecting their data, they used tables and graphs to look for patterns and possible correlations.

Last week, Year 6 put all their sporting skills and knowledge to the test by designing their own games and activities. Working in teams, they chose the skills they wanted to develop and led sessions for their classmates. We were so impressed by their teamwork, creativity and leadership, as well as the focus on key skills such as agility, coordination, problem-solving and sportsmanship. It was great fun to watch (and take part in!) their innovative ideas come to life.

Next term, our P.E. days will change to Tuesday (hockey outside) and Friday (dance inside). Please ensure your child has suitable P.E. kit in school with them every day and as we get into the cooler months, that their outside kit is fit for all weather!

We hope you have a wonderful half term!

The Year 6 team



Year 6 - Meadow and Brook Classes



Year 6 - Meadow and Brook Classes



What Parents & Educators Need to Know about MEMES

WHAT ARE THE RISKS?

Memes may look like simple jokes, but, for many teenagers, they form a shared cultural language. Quickly created and reworked, they spread across social media platforms as images with text or short videos. Nearly eight in ten teenagers share memes (79%, YPulse), making them part of daily life. While memes encourage creativity and participation, they can also spread misinformation or reinforce harmful stereotypes.

SPREADING MISINFORMATION

While memes help to communicate complex topics, they can also spread misinformation. Memes may sometimes include content presenting false facts or biased viewpoints, especially around health, politics, or current events and, as they're designed to be shared quickly, young people may not question their accuracy.

EXPOSURE TO INAPPROPRIATE CONTENT

Memes are widely circulated, and not always age-appropriate, meaning young people may encounter explicit language, sexual content, or graphic imagery, even without searching for it. As memes spread fast on platforms like Instagram, TikTok, or WhatsApp, it's nearly impossible to filter them completely.

MASKED MESSAGES

Some memes are designed to be confusing or layered with hidden meanings, making them hard for parents, and, sometimes, other young people to understand. Online groups often create these memes to look like inside jokes, but they can sometimes conceal offensive, harmful, or misleading content.

HIDDEN HARMS & LOSING SENSITIVITY

When serious topics like violence, racism, or mental health are turned into jokes, children and young people may become less sensitive to these issues over time. While a funny meme may seem light-hearted, it can carry messages that belittle certain groups, encourage risky behaviour, or mock personal struggles. Repeated exposure through memes can make harmful behaviour seem normal or less important. Over time, this can blur their understanding of what is funny versus what is discriminatory, harmful, or damaging to themselves and others.

PERMANENT DIGITAL FOOTPRINT

Unlike spoken jokes, memes leave a trail. Created or shared memes can resurface later and be misunderstood, even if intended as harmless. Once online, memes may be copied, saved, or spread beyond a young person's control - digital actions can follow them into their future, shaping how they are perceived by peers, teachers, or even employers long after the original meme has been shared.

Advice for Parents & Educators

ENCOURAGE OPEN CONVERSATIONS

Talk regularly with young people and try to understand their online world - discuss what they find funny about the memes, and why. By listening without judgement, you build trust, making it easier for them to come to you if they see something harmful. Open conversations also help children and teens think critically about the messages behind memes rather than simply accepting them at face value.

MODEL HEALTHY BOUNDARIES

Show children and teens positive online behaviours, such as taking breaks from screens, avoiding late-night scrolling, and engaging in offline activities. Setting clear routines around screen time at home can help to reinforce healthy boundaries and reduce the risks of overuse. By modelling balanced technology use, adults can help children and young people see that digital entertainment, including memes, should be just one part of life.

TEACH DIGITAL LITERACY

Help children and young people learn to question where information comes from and whether it's reliable - developing media literacy skills prepares young people to understand and navigate through their future online lives. Show them how memes can sometimes exaggerate or misrepresent facts for laughs, and encourage them to check credible sources when memes claim to present truth.

FOSTER EMPATHY ONLINE

Remind children and young people that memes should never come at someone else's expense. Encourage them to think about how a meme might make another person feel before sharing or creating it. Highlight examples of positive memes that celebrate creativity without hurting others. Fostering empathy, respect, and kindness in digital spaces will help them become more aware of promoting a safer, more supportive online culture.

Meet Our Expert

Dr Cristina Moreno-Almeida is a Senior Lecturer in Digital Culture at Queen Mary University of London. She specialises in memes, online networks, and youth culture, examining how digital spaces shape identity and everyday life.



See full reference list on our website



The National College



@wake_up_weds



/www.thenationalcollege



@wake.up.wednesday



@wake.up.weds

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KIDS' LEARN TO CYCLE & NEXT STEPS SKILLS SESSIONS

Moredon Sporting Hub, Swindon, SN2 2QJ

After school sessions on:

15th, 20th & 22nd October

Half Term sessions on:

23rd, 24th, 28th October

& 1st November

£5.00 per child, bikes & helmets available

Booking Link: <https://www.eventbrite.co.uk/o/swindon-cycle-campaign-61575400583>



CYCLING AT MOREDON

Main Cycle Track Half Term

	9:00	9:30	10:00	10:30	11:00	11:30	12:30	12:35	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30	19:00	19:30							
Thu 23rd	Cycle 4 Fitness	Limitless Adults	Limitless Family	Kid's Learn to Cycle & Skills sessions	Cycle 4 Fitness	First Gear	Cycle 4 Fitness																						
Fri 24th	Kid's Learn to Cycle & Skills sessions													Cycle 4 Fitness															
	FREE Family Cycling			Private booking	FREE Hubsworn Family Cycling - balance bikes, crafts & bike repairs																								
Sat 25th	Private Booking			Family Cycling			Limitless Family			Cycle 4 Fitness																			
Sun 26th	Wessex Cyclocross League Race																												
Mon 27th	Cycle 4 Fitness	Limitless Adults	Limitless Family	Family Cycling			Cycle 4 Fitness																						
Tue 28th	Kid's Learn to Cycle & Skills sessions													Cycle 4 Fitness	First Gear	Cycle 4 Fitness													
Wed 29th	Cycle 4 Fitness	Pedal & Pastries			Cycle 4 Fitness										Adult Club Night - Palmer Park														
Thu 30th	Cycle 4 Fitness	Limitless Adults	Limitless Family	Private Community Bookings			First Gear	Cycle 4 Fitness																					
Fri 31st	Cycle 4 Fitness	Private booking	Limitless Cycle 4 Fitness			Family Cycling			Cycle 4 Fitness																				
Sat 1st	Kid's Learn to Cycle & Skills Sessions			Family Cycling			Limitless Family			Cycle 4 Fitness																			
Sun 2nd	First Gear	Cycle Improvers		Cycle 4 Fitness																									
	Bring your own bike																												
	Facilitated or coached session - bikes available																												
	Private group session																												

Cyclocross Area

FREE to use anytime

MSH Mini Roads

CycleTots
Tuesdays 9.30 - 10.15am
Sundays 9 - 9.45am
Friday 24th -
FREE Come and Try

Pump Track

FREE to use anytime



For more information or to book a session see our website:
www.centrawindonnorth-pc.gov.uk/moredon-sporting-hub

Alternatively email via moredon@centrawindonnorth-pc.gov.uk
or call us on 01793 466499