



# West Drayton Academy Newsletter

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12th December 2025  
Edition 14

## Principal's update

As we move through the academic year, I want to take a moment to celebrate the wonderful energy and engagement we see in our classrooms every day. This consistency is thanks, in large part, to the excellent attendance records many of our pupils maintain.

I want to emphasize that good school attendance is about much more than just following the rules; it is the foundation of your child's success, happiness, and overall development. Every day your child is in school, they are building vital cornerstones for their future.

Our curriculum is carefully planned, with each lesson building upon the last. Missing even a few days can create 'gaps' in knowledge, making subsequent topics harder to grasp. Regular attendance ensures your child stays on track, understands key concepts, and avoids the stress of catching up.

School is a crucial place for developing social skills. Attending consistently means your child is present for shared activities, collaborative projects, and daily breaktime interactions. This strengthens friendships, teaches compromise, and helps them feel a strong sense of belonging within our school community.

Our school target for attendance is 96%—which means your child should ideally miss no more than eight school days in an entire year. Every percentage point below this is a missed opportunity for learning and connection.

We know that genuine illness is unavoidable. However, we encourage you to schedule appointments (including dental and medical check-ups) outside of school hours wherever possible. If your child is well enough to be in school, they should be in school. Thank you for partnering with us to ensure your child receives the full benefit of their primary education.

Richard Yates  
Principal

## Dates for your diary

### 15th December

EYFS Panto: Beauty and the Beast

Y2 Visit to Church

Christmas Fair 3:30 pm

### 16th December

Nursery Christmas Show

### 17th December

Christmas Lunch &

Christmas Jumper Day

### 18th December

Y1 Nativity Performance

9:30am & 2:00pm

### 19th December

End of Term

### 6th January

School reopens for children

## Attendance

The class with the best attendance this academic year is:

1st place: 3A with 98.93%

2nd place: 4L with 96.9%

3rd place: 5S with 96.84%

**It will be a non-uniform day for 3A on Friday 19th December. Well done!**



## BOOKS & WORKBOOKS FOR SALE

We are excited to share that CGP books and workbooks are available to buy from school from Monday 15th December. You can meet us outside the Paddington Library throughout this week at drop off and pick up time.



Piota App\*



Instagram

@WestDraytonAcademy

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*Unlocking children's potential by knowing them, believing in them and providing opportunities to succeed*

## Musical Performance

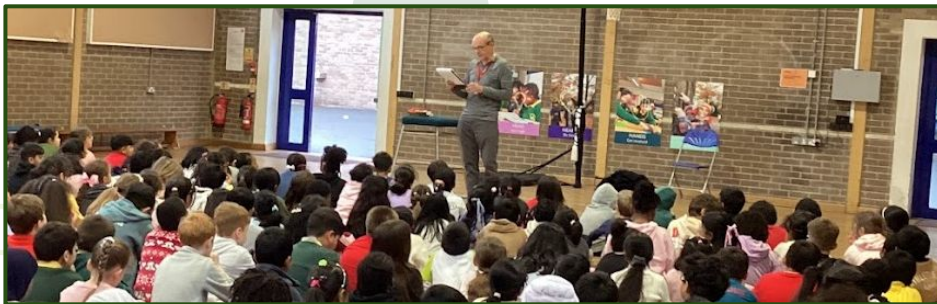
A huge thank you to all the students who took part in our Christmas Musical Showcase, your piano playing and singing were fantastic. Special thanks to Miss Mutsunge from Teach Major and Mr Smith, music teacher for their hard work in rehearsals and performance. Congratulations to all the participants, you made our school very proud.



## Author's Visit

Our KS2 children attended a special assembly today, where they were visited by Alan Barbara. Alan is a children's author and is famous for writing hilarious Lottie Baxter stories.

Alan read excerpts from his book, which was thoroughly enjoyed by the children. The assembly included an interesting Q&A session where they learnt about creative process of writing and discussed importance of reading books. We hope Alan would have sparked imagination of our young readers and perhaps inspired a few future authors.



HEAD



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HEALTH

## What Parents & Educators Need to Know about

# TOY SCALPING, FAKES & SCAMS

Online scalping is when individuals or groups use automated software (bots) to bulk-buy high-demand items – such as gaming consoles, concert tickets, limited-edition trainers, or exclusive merchandise – with the intention of reselling them at vastly inflated prices. It's a fast-moving online trend that can frustrate young consumers and expose them to misleading practices or financial harm. As this unethical tactic grows, it's important to help children and young people understand how scalping works and how to navigate it responsibly.

### WHAT ARE THE RISKS?

#### FINANCIAL PRESSURE AND MANIPULATION

Scalpers create artificial scarcity by buying up large quantities of stock before the public has a fair chance to purchase. This drives up demand and pushes prices to extreme levels. Young people may feel intense pressure to spend more than they can afford for fear of missing out entirely.

#### EXPLOITATION OF FANDOMS

Scalping often targets popular releases with strong fan bases, knowing that loyal followers are emotionally invested. Children and young people may place huge value on owning certain items linked to their favourite artists, sports teams or games, making them more likely to accept unfair prices or questionable sellers.

#### ACCESSING UNSAFE WEBSITES

In the rush to secure rare items, young people might click through to unverified sellers, online marketplaces with little consumer protection, or even sites designed specifically to harvest personal and financial data. This can expose them to fraud, malware, and identity theft.

#### NORMALISING UNETHICAL BEHAVIOUR

Some influencers and online communities present scalping as a clever money-making scheme rather than an exploitative one. This can normalise dishonest behaviour and blur the line between legitimate business and opportunistic profiteering for younger audiences.

#### RISK OF SCAMS OR COUNTERFEIT GOODS

Not every high-priced resale is legitimate. Fraudulent sellers may take payment for goods they never send, or ship counterfeit versions of branded items. In some cases, the product may look authentic in photos but turn out to be of poor quality or completely different from what was advertised.

#### REINFORCING INEQUALITY

Scalping makes already expensive items even less accessible, particularly for lower-income families. Children may feel excluded from trends or shared experiences with friends if their family cannot meet the inflated prices, which can lead to feelings of isolation and disappointment.

## Advice for Parents & Educators

#### TALK ABOUT ONLINE FAIRNESS

Use scalping as an opportunity to discuss fairness, consumer ethics, and how some people exploit markets for profit. Encouraging children to think critically about whether they truly need an item – and at what cost – can help them make more considered decisions.

#### ENCOURAGE PATIENCE OVER IMPULSE

Teach young people to wait for official restocks or future releases instead of paying over the odds. Many products come back into circulation, and patience can save significant amounts of money while reducing the likelihood of falling victim to scams.

#### SUPPORT INFORMED PURCHASING

Show children how to check seller credentials, read independent reviews, and verify whether a site is secure before making any payment. Knowing how to spot red flags, such as unrealistic promises or missing contact details, can prevent costly mistakes.

#### SET SPENDING BOUNDARIES

Establish clear rules for online spending, including limits on prepaid cards, gaming gift cards, and online wallets. Discuss the real-world value of money spent on digital or collector's items so children understand the long-term impact of their purchases.

# Christmas Fair

Monday 15<sup>th</sup> December  
3:30pm - 5:00pm

Join us for a fun-filled  
family evening!

Enjoy Raffles, Festive Food,  
Games & Music

See you at the Fair!



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## Christmas Lunch & Christmas Jumper Day

WEDNESDAY  
17<sup>TH</sup> DECEMBER



**Special Menu**  
**Christmas**

**Wednesday 17<sup>th</sup> December**

- Roast Turkey with Sage & Onion Stuffing
- Halal Roast Turkey with Sage & Onion Stuffing
- Vegan Cranberry & Roasted Vegetable Wellington

Served with Roasted Potatoes,  
Brussel Sprouts, Peas, Carrots & Gravy

**Dessert**  
Gingerbread Brownie

BM3HalalNon West Drayton



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## CHAMPION OF THE WEEK

THE FOUR PILLARS ARE WEST DRAYTON'S VALUES THAT THREAD THROUGH THE CURRICULUM. EVERY DAY, WE ASPIRE TO DEMONSTRATE AND APPLY THESE VALUES IN EVERYTHING THAT WE DO. WE BELIEVE THAT THE PILLARS WILL HELP TO PREPARE OUR CHILDREN FOR TODAY, THE NEXT STAGE OF THEIR EDUCATION AND BEYOND.

EACH WEEK, FROM EACH CLASS, ONE CHILD WILL BE SELECTED AS THE WEEKLY CHAMPION. THE CHAMPION IS SOMEBODY WHO HAS CONSISTENTLY EXHIBITED THEIR CLASS VALUE OF THE WEEK.

### Year 1

- Farhan H
- Iqra H
- Josie-May O

### Year 2

- Hudson L
- Anass S

### Year 3

- Anna S
- Ayoub D
- Amayra K

### Year 4

- Devanshi U
- Jegath V

### Year 5

- Kishan T
- Ananya N
- Freddie S

### Year 6

- Raoni B
- Ilias A
- Julius N



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**MULTI-SPORTS CAMP**

## **SPORTS PLUS HOLIDAY CAMP**

**BASKETBALL, FOOTBALL, NETBALL,  
TENNIS, DODGEBALL, STREET DANCE  
AND MANY MORE!!**

**9AM - 3PM**

**WEST DRAYTON ACADEMY**

**MON 22ND AND TUES 23RD DECEMBER**



[sports.plus.scheme](https://www.tiktok.com/@sports.plus.scheme)



[sportsplus\\_westlondon](https://www.instagram.com/sportsplus_westlondon)

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