Marlborough Infant School
Aldershot Est.1897

Make Every Minute Meaningful

Spring is here, and we're all feeling the warmth and energy it brings. It's been an incredible term so far and the whole Marlborough team are so proud of how much the children have grown. This term, the children have been sharing a whole school text called 'The Midnight Fair'. They have loved diving into the exciting story in English lessons and the creativity we've seen has been amazing.

With exciting school trips just around the corner, there's so much to look forward to. It's truly an exciting time at school!

Best wishes,
Mrs Webb and Mrs Pinto

March

W/C 3rd March - Extra-curricular clubs begin

Thursday 6th March - World Book Day

Monday 10th March - Binfluencers in to see year 2

Thursday 20th March - Year 2 Military Museum Trip

Wednesday 26th March - Year R Stay and Play 2-3pm

Thursday 27th March - Year 1 Wisley Gardens Trip

2025
MARCH

Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

EASTER BREAK

Please note: the last day of term will be **Friday 4th April** and school will open for the summer term on **Tuesday 22nd April.**


WORLD BOOK DAY
6 MARCH 2025

You will have received a letter about world book day and how we are celebrating this year.

This is a reminder that we are inviting the children to wear their **pyjamas** to school and bring their **favourite book** in keeping with our '**Tuck in Tales'** theme. They must wear suitable **shoes** (not slippers) for the occasion.

If you would like to share a photo of you and your child reading a bedtime story, we would love to share it with their class!

The Quiet Castle is still a hit with the children and is being utilised every lunchtime. We would like to give a special shout out to Martin from Selco Builders Warehouse in Wimbledon who kindly donated a number of resources to the school to help create this environment for the children.

selco BUILDERS WAREHOUSE
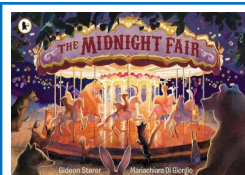
The animals from the midnight fair made a mess in the Year 2 classroom that the children discovered one morning!

Year 1 and Year R set up their own fair that they all got to experience - they played hook a duck, bowling, tin can alley and popcorn tasting!

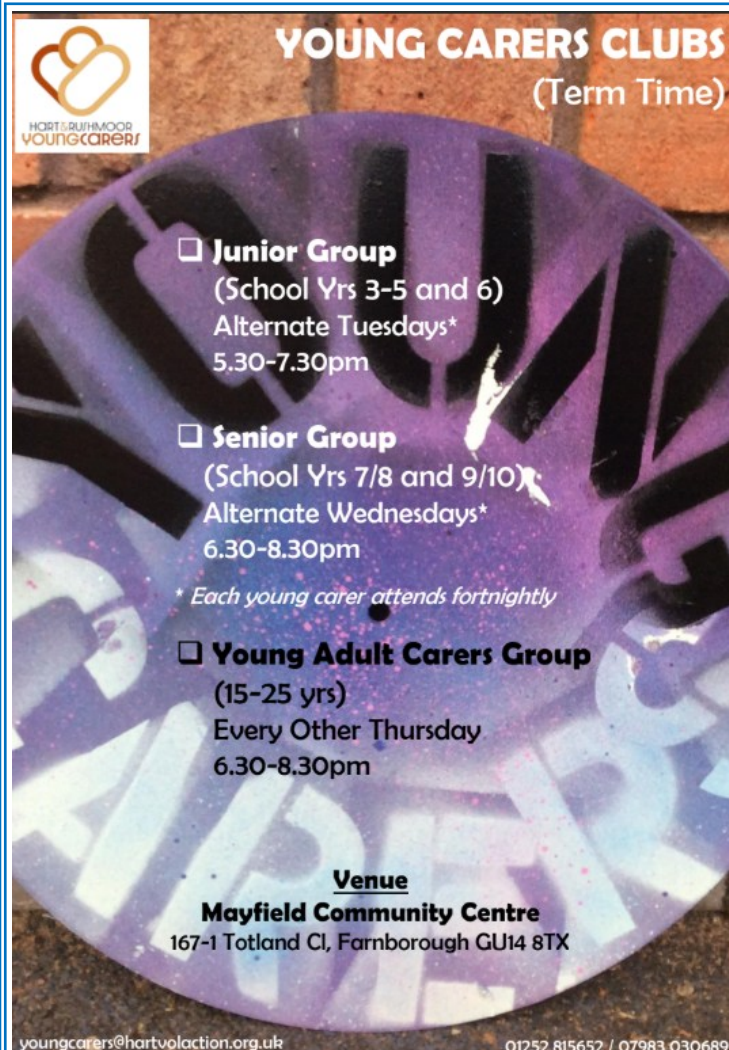|	Technique		Description
1	Variable reward	a	Using bright colours on buttons and game features to make them stand out more or draw your attention. For example, making the icon for the in-game shop larger and more colourful than other icons.
2	Notifications	b	Spending money on a game of chance, with no guarantee of what rewards you might get. A common example in online games are loot boxes – buying a box with a very low chance of receiving a rare item.
3	Use of colour and size	c	Currency that can be bought in a game with real money. This currency is only valid in the game, and all items must be purchased using the currency. This can make it harder for a user to know if something is good value for money.
4	Nudge techniques	d	Selling in-game items/features that give a player an advantage over other players. The more you spend, the likely you are to win.
5	Autoplay	e	Encourage users to repeat behaviours for the chance of receiving a special item. For example, opening a daily free treasure chest in a game.
6	Fear of Missing Out (FOMO)	f	Automatically starting another video to keep users watching for longer. Some games might automatically play adverts after a certain amount of time.
7	Gambling mechanics	g	Locking unique items and features behind a pass that costs real money to unlock. A player must still work to earn the battle pass rewards or can pay more money to speed up their progress.
8	Pay-to-win	h	Sending notification messages or reminders to get you to come back to the game. For example, "Your lives have refilled – play again now!"
9	Battle pass	i	Offering discounts or rare in-game items for a limited period of time and using terms like 'limited edition' or 'one-time only'. This encourages players to buy it immediately for fear that they might miss out.
10	In-game currency	j	Making 'Buy now' or 'Okay' buttons larger than other options to 'nudge' a user to press them. The cancel button will appear much smaller or even be hard to find.

This guidance has been shared with us to show how companies use **persuasive marketing.** Can you match the tactic to the definition?

What is also important is to consider the **hidden costs** to your child. This includes **physical health, mental health and privacy.**

Physical health: there is growing evidence that prolonged use of technology impacts eyesight, posture, sleep & obesity.

Mental health: anxiety and worry are common impacts of excessive screen use.

Privacy: data can be shared that children aren't aware exists. It can lead to situations such as content being advertised to your child for which they haven't searched and with which you are not comfortable.

A special thank you to Mr. Winning and his colleagues who kindly volunteered their time showing the children in Oak Class a training camp for military police officers. The children learned how to dial 999 in an emergency, how to take fingerprints, spent time in the emergency vehicle and even got to chase down the baddie and arrest him! The children thoroughly enjoyed their 'People Who Help Us' topic!