

Atwood Primary School

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Newsletter 01/10

5 January 2010

Dear Parents/Carers

Filming at Atwood - urgent

I will be sending out another newsletter in a few days with various bits of information, but this particular item is urgent and requires an individual letter.

You will be aware that Atwood Primary School is a 'cashless' school and that we have been using ParentPay for three years. We introduced the linked till system for school lunches in October 2007, so this has also been running for over two years. Our school was the 'pilot' and the first to use this system anywhere in the country. Since then, Croydon Council has rolled out the system to the majority of its schools, and it has generated great interest from other local authorities nationwide.

On 20th January, Mrs Sachs and I will be presenting at a national conference about our experience with the cashless system. This is good for both Croydon Council and our school. ParentPay are producing a DVD that will be used at the conference and have asked to film at Atwood tomorrow (Wednesday). There will be two members of the film crew and they will spend the day at school. They will interview and film Mrs Sachs using the system from an administrative point of view, and will interview me. They will also film children in the lunch hall at lunchtime and the kitchen staff using the till.

No children's names will be visible in the film and I will be around at all times when they film. I have no concerns about this, or with how the DVD will be used at or after the event.

I am giving you this opportunity, **if you do not want your child included in the film**, to request that they are not included. If this is the case, we will need to know this by 9am tomorrow (Wednesday). Please email school@atwood.croydon.sch.uk or phone or visit our office in person. This is the only effective way of ensuring that those children who appear in the film have their parents' consent.

I am also asking for two parent volunteers to use ParentPay and be filmed in the process. Your chance to be famous too! Don't worry – no payment card details or names will be shown in the film. If you would be prepared to help, please email me or call me today if you can, or tomorrow morning by 8.30am at the latest. I hope someone volunteers, otherwise I'll be in the playground on Wednesday morning to catch someone!

I am sure you will agree that this is an exciting opportunity to promote our school nationally. Once the DVD is produced I will find a way of making it available on our website for a limited time in a protected area for you to view.

Yours faithfully

Mr A Clark
Head Teacher

