



# WEST BROMWICH COLLEGIATE ACADEMY

PROUDLY PART OF  SHIRELAND  
COLLEGIATE ACADEMY TRUST



## Prospectus

# Introduction

West Bromwich Collegiate Academy is a brand new secondary school that opened its doors in September 2019. As the final phase of the build is now complete with brand new facilities, there is an exciting future of limitless possibilities for our Academy.

We are a non-selective state school welcoming children of all backgrounds and abilities, serving our local community.

We want to be part of that community and create opportunities for our students to make sure they can be the equal of any student anywhere in the world.

The last few years have been incredibly challenging for the country and for all communities but despite this we believe our Academy is a happy and safe place. We have been proud of all of our students and families rising to the challenges we have faced together through the COVID pandemic.

As we look forward to another new year we see new opportunities and are looking forward to a new cohort of students to step into a bright future.



WEST BROMWICH  
COLLEGIATE ACADEMY

**Innovate  
Inspire  
Collaborate**

# Welcome

It is rare to get an opportunity in life to create something truly new. Over the last few years, we have worked very hard every day to turn the vision of an outstanding Academy into reality. We believe we have delivered a fantastic new Academy for the community which continues to grow in size and strength.

West Bromwich Collegiate Academy continues to build on the outstanding traditions in our Trust but also seeks to work with the community to develop an outstanding Academy in its own right, true to the traditions of the area.

Students joining us in the coming years will have the opportunity to help define the ethos of the Academy and be part of an evolving community to provide a legacy in the area for years to come.

I look forward to meeting you all and to another year group of students who will make the Academy an extraordinary place to study and support one another.



Sir Mark Grundy, CEO of  
Shireland Collegiate Academy Trust



George Faux, Principal of  
West Bromwich Collegiate Academy

# Our Philosophy

Our philosophy is about inspiring students to be fantastic people as well as fantastic learners. At its core we believe in an inclusive education for local students at every ability level, a rigorous grounding in academic fundamentals and that every student should be equipped for the future through the acquisition of cutting-edge skills for the era in which they live.

Most importantly, we believe that every student should be safe, happy, ambitious for themselves and respectful of all. A great student is also a decent person and we put decency at the heart of our philosophy.

Furthermore, we want every student to have access to a 'Whole Education'. By this, we mean that we want every student to develop the range of skills, qualities and knowledge they will need to succeed and thrive in life, learning and in the workplace.

We want to help to make learning more relevant and engaging, with students taking ownership of what they learn, and we want to support learning across various settings (online, outside, at home, through volunteering and work) while engaging the wider community.

## Our Mission for staff

Leading Learning  
See Further  
Promoting Cohesion

## Our Mission for students

Aim Higher  
Changing Attitudes  
Be Concerned for all

## Our Values

We support aiming higher through innovation. Pushing the boundaries for learning particularly in the use of technology for an ever changing world.

We support changing attitudes through providing students and staff opportunities to widen their horizons, experience new things and learn in different ways.

We support being concerned for all through encouraging collaboration. We work hard to create environments where students and staff have opportunities to work together, sharing ideas and caring for each and every member of our community.



# Growing Academy

Each year, the Academy will recruit a further six classes of Year 7 students in our brand new build on Kelvin Way.

**There will be 156 places for Year 7 students each academic year.**

We are lucky to have six acres of space which is equipped with a brand new purpose built building providing outstanding opportunities for our students.





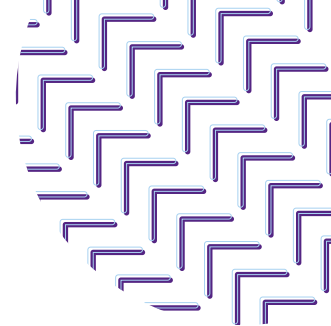
# Phase 2

Phase 2 of our build opened in September 2021. The new facilities here include a new sports hall, six Science laboratories, three fully equipped Design workshops, Music and Art facilities, large classrooms, an FA standard football pitch and exterior play areas.

This area of the Academy will accommodate more students as the Academy grows and will provide specialist accommodation for GCSE and Key Stage 4 studies.

This area will also have a room for immersive learning, a facility which will let us bring students fantastic experiences that we have developed. The room projects on three walls and even produces smells from the ceiling. We have an immersive experience for each of our themes such as turning the room into a WWI trench or an art gallery allowing us to take students all over the world from this facility.

# A Strong and Growing Trust



Starting at a brand new school has real benefits for students. There are brand new facilities, you can be sure there are no historical problems and you can be confident that 100% of the effort is going into the first students starting at the school.

It's also possible to have the best of both worlds; West Bromwich Collegiate Academy is supported by a strong and growing Trust led by a three times outstanding school. From here we draw support and work together to develop our curriculum and we share many of the characteristics which have made it so successful. We also share expertise and resources to provide benefits to the students of WBCA.

Shireland Collegiate Academy Trust was established in 2007 and founded by Shireland Collegiate Academy, an outstanding school located in the Smethwick area. We have a reputation both locally and nationally of being innovative in our teaching methods and using technology to enhance levels of progress, inspiring individuals within our care. We aim to maintain this reputation throughout all the schools within our Trust to provide the very best educational opportunities for all of our young people.



**Our Academy Trust has a national reputation for innovation, collaboration and inspiring individuals within our care, and we aim to maintain this reputation throughout the Trust.**



# Our Curriculum

At KS3, students study the well-established Literacy for Life programme developed over the past 12 years and increasingly used in schools across the region.

Children can struggle to make the jump to secondary school: in many schools they find themselves in an unfamiliar environment with a large number of teachers who may see them only rarely.



*"We want successful students, ambitious for themselves and others who have strong aspirations and feel that they are capable of achieving them."*



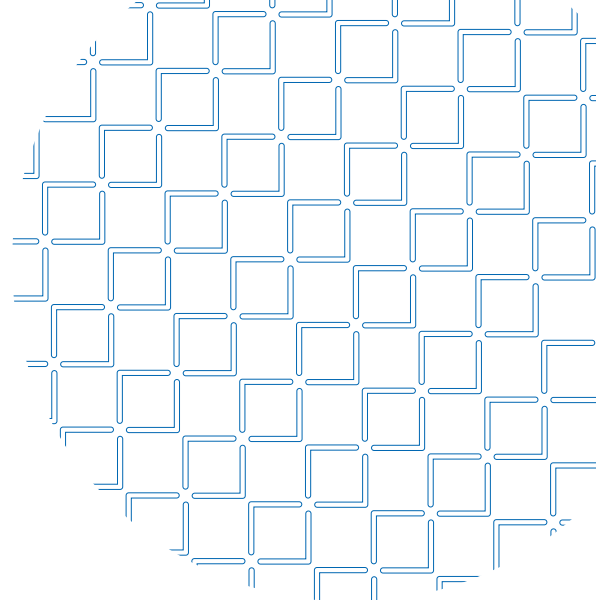
*"We want students who are equipped with the skills to be successful at the Academy and throughout their lives."*

The Literacy for Life model allows for a smooth transition from primary school, allows us to produce great outcomes and you can be sure your child has a teacher dedicated to their progress as their top priority.

More importantly, there is a link for you in the Academy who really knows how your child is progressing, that you can contact to know how your child is doing and who is looking after their pastoral and academic needs.

Students who have been through this KS3 programme have shown excellent results at GCSE and A-level over a sustained period of time and the curriculum has previously been judged outstanding by Ofsted.

# How is this Different to a 'Standard' Curriculum?



Students have 17 hours with the same teacher in Year 7, 13 hours in Year 8 and 5 hours in Year 9.

Instantly, students and families have a single point of contact within the Academy; a teacher who has a focus on making these Year 7 students their absolute priority.

This allows the same level of intense focus and intervention on students as those who have begun their GCSEs and reduces the 'dip' often seen in students transitioning from primary to secondary schools.

The National Curriculum is taught across a series of themes; subjects are combined to let students learn in context with more exciting experiences that allow them to see the links between subjects.

The themes are Technology-rich experiences. We will ensure that every student has their own device within the Academy to be able to take advantage of the latest resources and developments in learning.



# What is a Theme?

One of the most exciting parts of our Literacy for Life curriculum are the themes. A theme is a topic that is around three or four weeks long which the students use as a base for their learning.

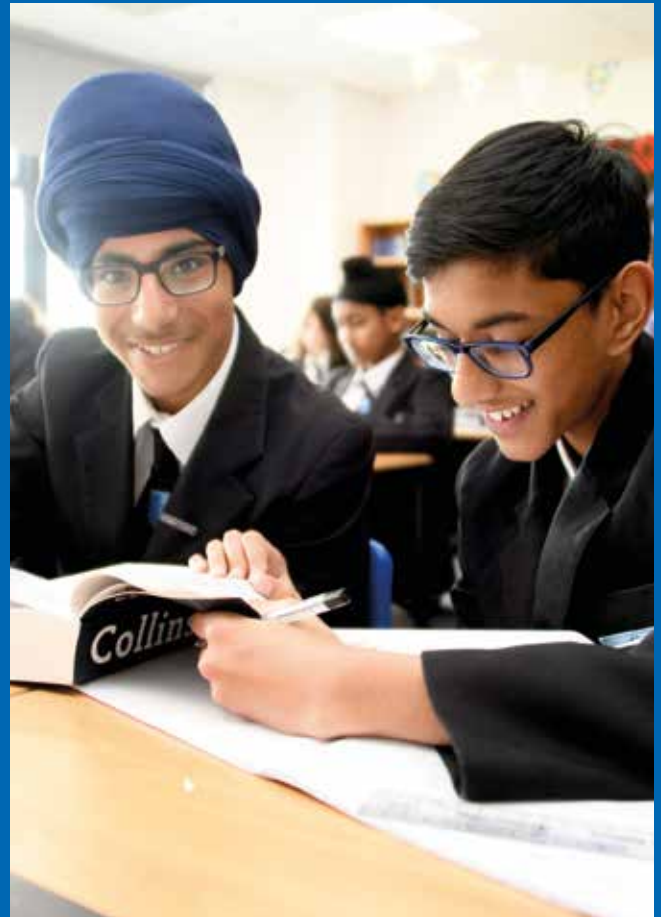
Overall, themes cover all of the areas of the National Curriculum, but not every theme contains a full balance of every subject. Some might be more Geography-based, while another may contain more Drama.

By writing the curriculum in this way it allows for stronger experiences and more extended blocks of time to produce high quality outcomes. A student can perform a piece of diary writing in a 'Great Fire of London'-based theme or create an instructional manual in a theme based on Robotics; they can learn shape, space and measure skills across architecture in our Grand Designs theme. Engaging topics focusing on real life experiences can help students to know more and remember more.

Themes have within them certain key characteristics: a large piece of extended writing, time set aside for developing reading, and a number of competencies that the students will develop.

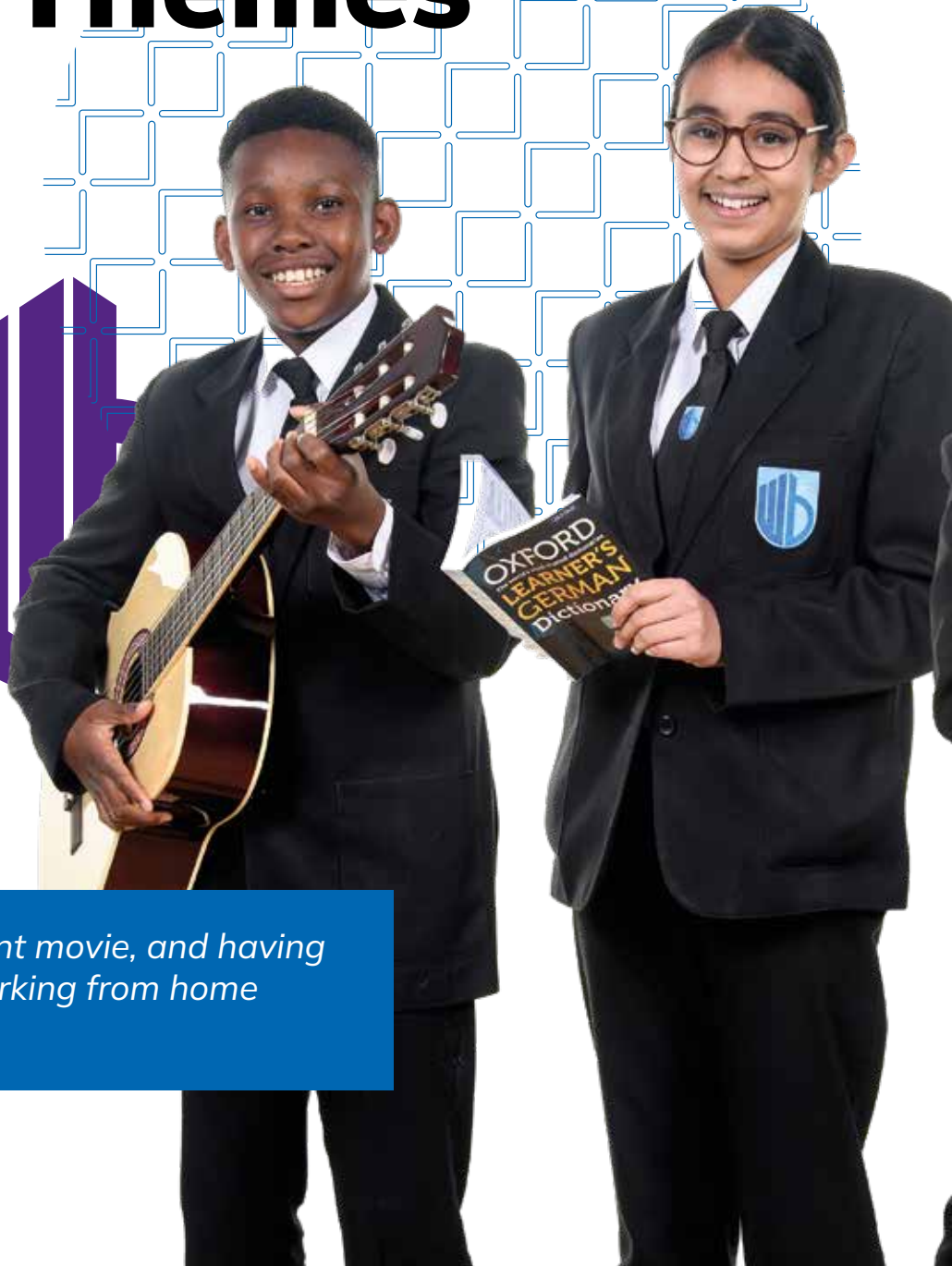
Within the themes there are trips and experiences, opportunities to produce outstanding pieces of work and to share them with each other and the outside world. There are also extended opportunities to embed and assess the knowledge and skills the students gain in the form of Review and Exam Weeks.

Art, Music, Languages, Physical Education, Dance, Practical Science and Design Technology are taught outside of the integrated curriculum though will occasionally have a presence in themes.



# Year 7 Themes

Citizen Me  
Journey to the Centre of  
the Earth  
Days of Old  
Fairy Tales  
Journeys  
iRobot  
Water  
Growing  
Silent Movies  
Off with their Head



*"I enjoyed making the silent movie, and having the new experience of working from home over Microsoft Teams."*









# Year 8 Themes



Pudding Lane  
Grand Designs  
Coming and Going  
India  
Da Vinci

Freedom  
Coast  
Please Sir  
Over the Top  
Follow the Leader



*"I'm looking forward to learning about new topics and growing more into a good person. I am also excited to interact with other students and my new teacher."*

# A Whole Education

At KS3 students seek to master a series of competencies to improve themselves academically and as learners.

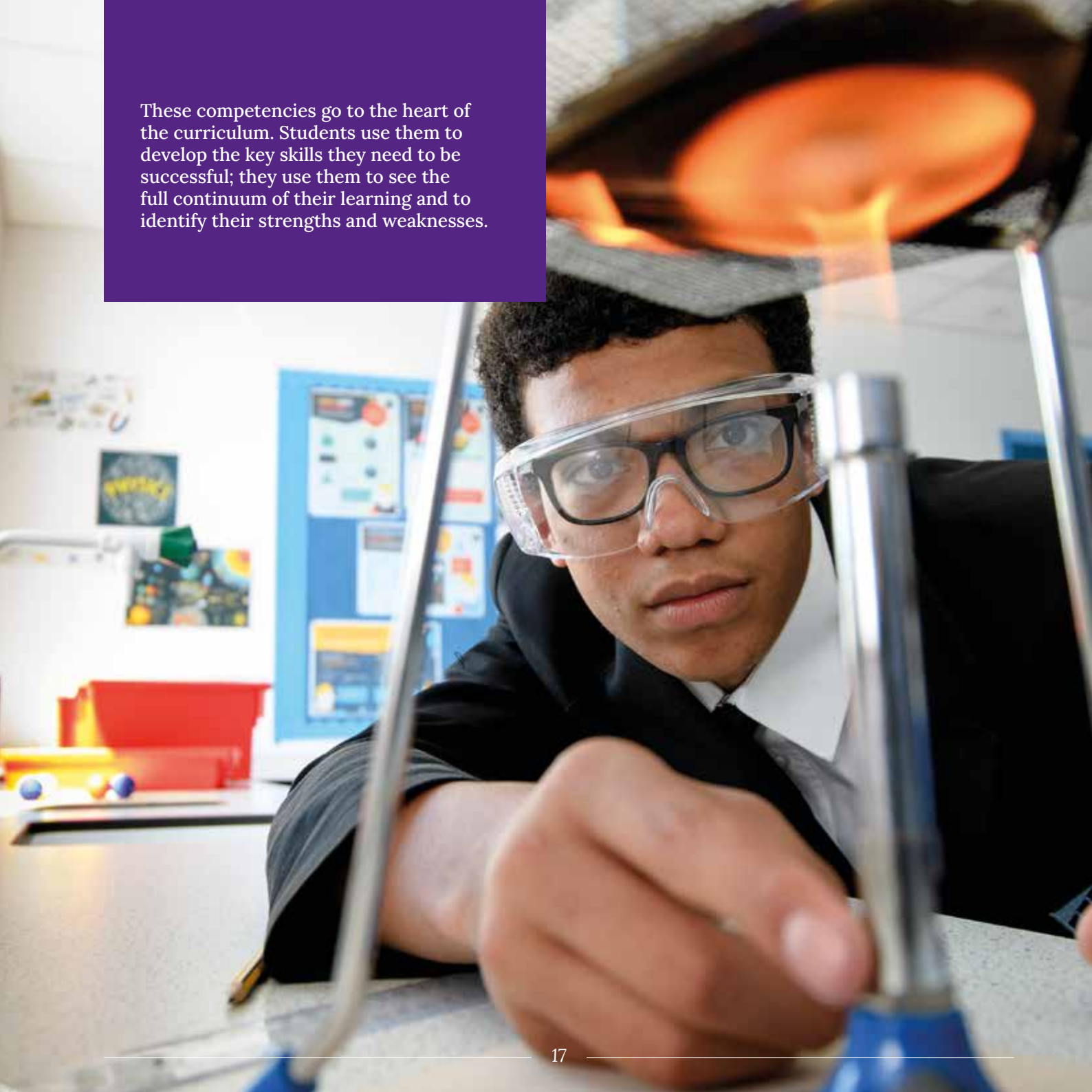
We aim to develop students who are not just successful but:

- Self motivated, inquisitive students, capable of independent study.
- Students who believe they can improve their skills and abilities through practise and hard work.
- Students who have strong and resilient coping mechanisms to deal with change.
- Students who are willing to take risks.
- Students who have a love of learning.

As part of this we have six areas of development which deal with students' academic progress and four which look at how students are developing as people, their ability to learn, their aspirations and that they are becoming decent people in society.



These competencies go to the heart of the curriculum. Students use them to develop the key skills they need to be successful; they use them to see the full continuum of their learning and to identify their strengths and weaknesses.





# Key Stage 4

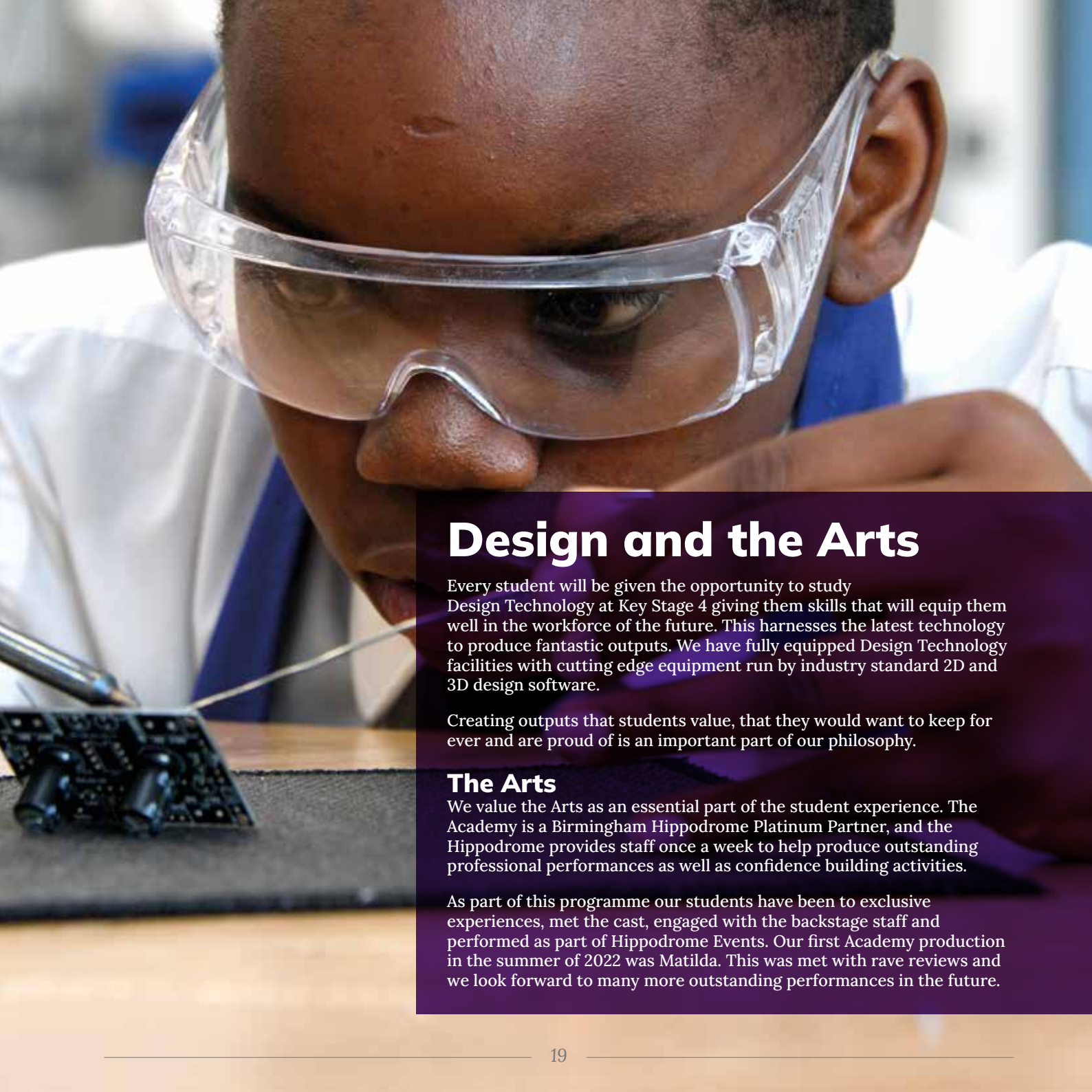
As the students move through to GCSE we will be offering a full range of GCSE option subjects as well as a core of English and English Literature, Mathematics and at least two Science qualifications for every student.

We believe that students should have the opportunity to study a wide breadth of courses so each of our students will take nine qualifications. This ensures we do not lose the richness provided by subjects such as the Arts.

Students will be helped to make their choices during our options experience by advice and guidance interviews with every student which families are encouraged to attend. Throughout Key Stage 3 we ensure students are constantly engaged with careers advice to help them make good choices.







## Design and the Arts

Every student will be given the opportunity to study Design Technology at Key Stage 4 giving them skills that will equip them well in the workforce of the future. This harnesses the latest technology to produce fantastic outputs. We have fully equipped Design Technology facilities with cutting edge equipment run by industry standard 2D and 3D design software.

Creating outputs that students value, that they would want to keep for ever and are proud of is an important part of our philosophy.

## The Arts

We value the Arts as an essential part of the student experience. The Academy is a Birmingham Hippodrome Platinum Partner, and the Hippodrome provides staff once a week to help produce outstanding professional performances as well as confidence building activities.

As part of this programme our students have been to exclusive experiences, met the cast, engaged with the backstage staff and performed as part of Hippodrome Events. Our first Academy production in the summer of 2022 was Matilda. This was met with rave reviews and we look forward to many more outstanding performances in the future.

A man with curly hair and a beard, wearing a white shirt and a blue tie, is pointing his right index finger upwards. He is standing in front of a large screen displaying German text. The text on the screen includes: "nie. Ich bin", "alt und ich", "e in", "orden von", "d. In meine", "gibt es", "meine Elter", "Schwester", "d mich.", "urtstag ist", "le meine", "m". The overall image has a blue tint.

**Aim Higher  
with a Whole  
Education**

# Pastoral Support

Starting secondary school can be a daunting prospect for students coming from primary. At some schools students can struggle as they have so many different teachers but no one to really look after their welfare.

This is not the case at WBCA. Our pastoral support starts with the close ties families and students make with their L4L teacher who is the first point of contact for any issues or concerns you may have.

## **We want to create:**

Happy, healthy students, both mentally and physically who feel their school and peers support them and want to come to school.

Students who know how to stay safe outside of the Academy.

Students with a sense of decency, respectful of others both within and without the Academy.

We want to do this in partnership with parents safe in the knowledge that all of us are looking out for the best interest of the student. Parents can be involved in the life of the Academy in lots of ways, including our Family forum.

At the same time we know that students do not always get it right in terms of behaviour. When this is the case the Academy will remove students from lessons to reflect upon the reasons for their removal and where necessary, work with professionals to improve their behaviour.

We believe that teachers should be able to teach and that those that want to learn should never have their learning disrupted by a minority. We show zero tolerance to bullying.

Having said this we also know that students behave best when they enjoy their learning, when they feel it has purpose and when they feel celebrated and successful by staff who believe in them. We will always strive to bring this positivity to each student at West Bromwich Collegiate Academy.



# A Strong and Supportive House System

Our five Houses act as second families for the students and give them a sense of identity within the Academy. It gives them opportunities to showcase their talents through our programme of house competitions. They can then go on to compete against students across the Trust.



Students will have opportunities to come together with the rest of their houses on a regular basis to do joint projects, compete, raise money for charity and show the strength of their house throughout the year.

From individual, team or whole house activities there is something for every student to provide valued contributions.





## Awards and Competitions

We also have a selection of House, Academy, Trust and national competitions.

This includes our internal competitions to name our Poet of the Year, Mathematician of the Year and many more.

It will also see students entering national competitions such as the Apps for Good awards, Debate Mate or F1 for Schools. This year, a team of Year 8 students won the national Apps for Good competition and one of our teachers, Mrs Percival, was named Apps for Good Teacher of the Year.

Students also receive rewards through our Epraise system which they can spend on items from the student led rewards shop.

### WBCA Awards

Musician of the Year

Entrepreneur of the Year

Battle of the Bands / WBCA got Talent

Mathematician of the Year

Artist / Photographer of the Year

Poet of the Year

Sports Person of the Year

Scientist of the Year

Philanthropists of the Year

Designer of the Year

Performer of the Year

Dancer of the Year

Academy Contribution Award

Writer of the Year

Principal's Award



# Opportunities, Clubs and Societies

We want our Academy to be somewhere where every student can showcase their talents and find joy in their learning. Part of this is making students feel that they are really part of Academy life. We offer a rich selection of extracurricular activities including:

## Sports

We value both participation for fun and fitness as well as opportunities to be part of clubs and teams across various sports which will compete with other schools in the region.

## Arts

We have both Drama for fun as well as opportunities to be part of the Arts opportunities we have in partnership with the Birmingham Hippodrome and to be part of shows put on at the Academy.

## Music

We have partnered with Sandwell Music Services for students to have the opportunity to learn any instrument and subsidise these lessons to be free for students on free school meals.

## STEM

We have opportunities for students to take part in competitions and opportunities to showcase their talents in Science, Technology, Engineering and Mathematics, including opportunities for coding. The Young Engineers Society has been extremely popular so far, with projects including making a full sized, functional hovercraft and producing the set and props for our production of Matilda.



*"We want students who take joy in their learning and a wish to learn."*



## Getting Involved

We want students to feel empowered as part of Academy, through opportunities to feed back and make decisions for the Academy.

We want to create student journalists who can report on the

activities of the Academy and run the student newsletter.

We want students to be involved in creating the Academy environment, joining the School Council, leading assemblies, feeding back to us to

make the Academy somewhere they feel connected and proud.

We want students with a sense of pride in their Academy, who want to be involved in all aspects of Academy life.

# Additional Support

The Academy is committed to serving students of all abilities. Some students will need additional support provided by the Inclusion Department and supported by the Trust's Safeguarding Team.

The Inclusion Department has two key roles. The first is to enable students identified with Special Educational Needs or Disabilities (SEND) or recently arrived students with English as an Additional Language (EAL) to develop their basic skills.

The second role is to provide in-class support, working with teachers across a number of subjects so that SEND and EAL students can, with additional help, develop subject based skills and understanding and make as many levels of progress as their peers.

For students with Education, Health and Care Plans we will seek to

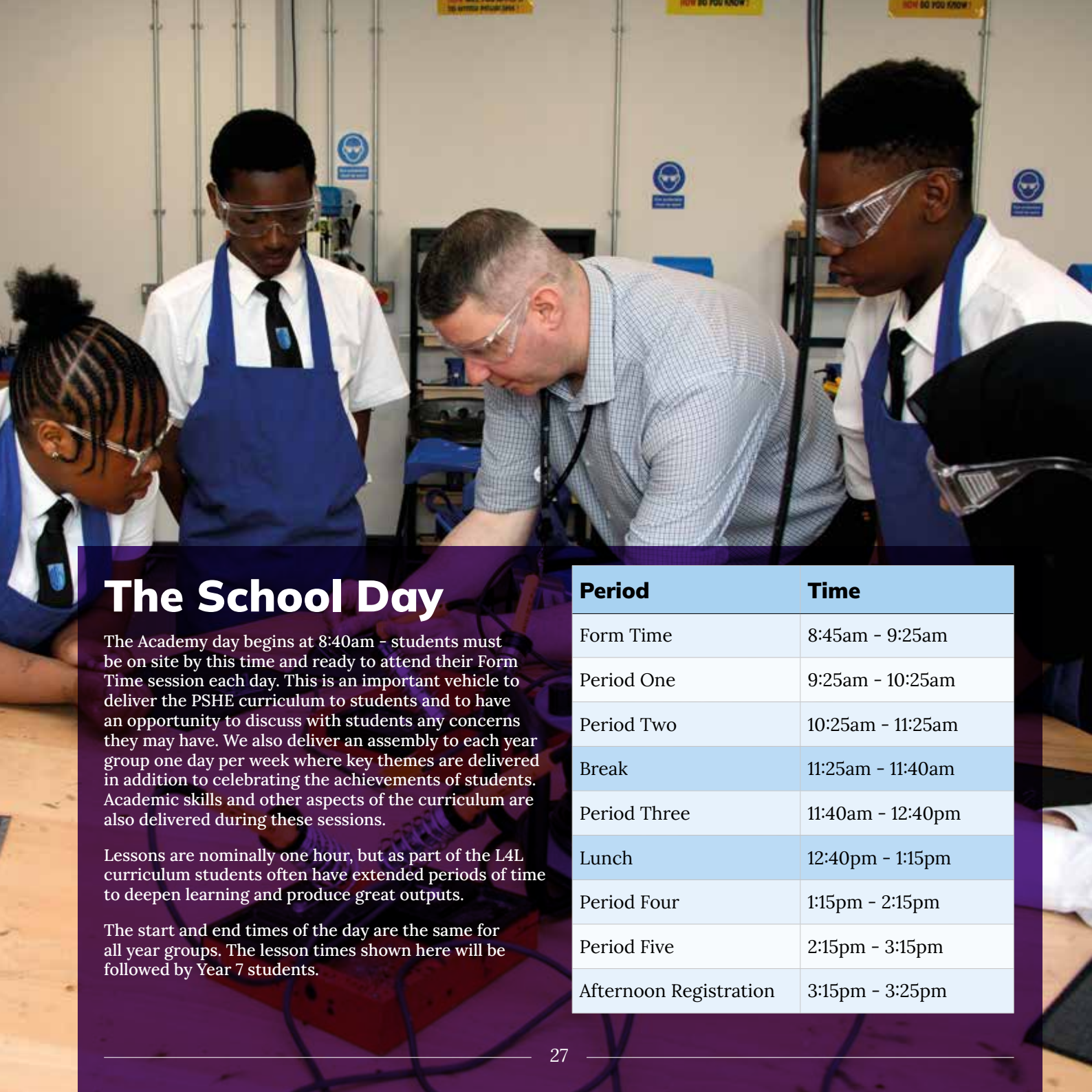
provide the support detailed within these plans to ensure students are happy and successful.

Staff within the department will also assess, monitor and review students' skills, offer advice on students with particular SEND or EAL needs and liaise with outside agencies who provide specialist assessment and support.

The Academy has no formal specialist provision for SEN. Our building is fully DDA compliant. Please contact us and ask to speak to our SENCO if you have a child with an EHCP for whom you are considering applying to the Academy to seek advice about our available support.







# The School Day

The Academy day begins at 8:40am – students must be on site by this time and ready to attend their Form Time session each day. This is an important vehicle to deliver the PSHE curriculum to students and to have an opportunity to discuss with students any concerns they may have. We also deliver an assembly to each year group one day per week where key themes are delivered in addition to celebrating the achievements of students. Academic skills and other aspects of the curriculum are also delivered during these sessions.

Lessons are nominally one hour, but as part of the L4L curriculum students often have extended periods of time to deepen learning and produce great outputs.

The start and end times of the day are the same for all year groups. The lesson times shown here will be followed by Year 7 students.

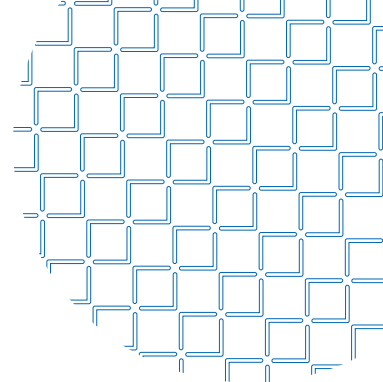
Period	Time
Form Time	8:45am - 9:25am
Period One	9:25am - 10:25am
Period Two	10:25am - 11:25am
Break	11:25am - 11:40am
Period Three	11:40am - 12:40pm
Lunch	12:40pm - 1:15pm
Period Four	1:15pm - 2:15pm
Period Five	2:15pm - 3:15pm
Afternoon Registration	3:15pm - 3:25pm



# National Reputation for Technology



# Forming a Community



You are welcome to contact the Academy at any time if you have concerns about your child. Your first port of call would be the Form Teacher who sees your child every day. Our Administration Team will be more than happy to assist you with your queries.

Within the Trust we have always had a national reputation for technology and some of this can be seen in the way our students work and the way we can communicate this to you.

Our Edulink service will allow you to access key data about your child and to communicate with us.

Every class has a Microsoft Class and Teams site where teachers will upload resources and students can access them from anywhere as well as complete the assignments they are given.

We promise to report back on your child's progress at least three times per year, one of these times as a full end of year report, in addition to formal Parents' Evenings.

Finally, this is a new Academy and we want to work in partnership with you to create parent and family groups who have a real impact on the life of the Academy, the students and its future.

Throughout the year we offer a number of events that families are welcome to attend, such as our Christmas Fair. If you want to get more involved, you can apply to join our PTA or stand for election to our governing body.



# Safeguarding

West Bromwich Collegiate Academy is committed to safeguarding and promoting the welfare of all children and young people both within the school environment and outside.

Safeguarding and promoting the welfare of children is everyone's responsibility. In order to fulfil the responsibility effectively, WBCA will ensure that its approach is child-centred. This means that we will consider, at all times, what is in the best interests of the child.

## We are an Operation Encompass Academy.

The Operation Encompass website offers support for victims of domestic abuse.



A poster for Operation Encompass featuring a group of children in a school setting. The text on the poster reads: "We are an Operation Encompass School" and "For further information, please come and see us." The poster includes the Operation Encompass logo, the West Bromwich Collegiate Academy logo, and the Staffordshire County Council logo. The website address [www.operationencompass.org](http://www.operationencompass.org) is written vertically on the right side of the poster.

**OPERATION ENCOMPASS**  
In every force. In every school. For every child.

**WEST BROMWICH COLLEGIATE ACADEMY**

**STAFFORDSHIRE COUNCIL**

[www.operationencompass.org](http://www.operationencompass.org)



# How to Apply

## Admissions Process

Our inclusive admissions process will, at all times, be open, transparent and fair, and will meet the requirements of the national Schools Admissions Code, the Appeals Code and Admissions Legislation.

West Bromwich Collegiate Academy will process applications inside the normal Local Authority process for co-coordinating school offers. The Academy undertakes Fair Banding Testing and more information on the dates of these tests will be provided in letters to all applicants.

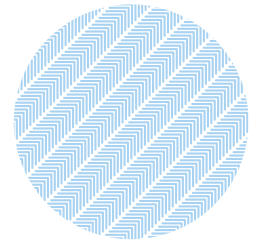
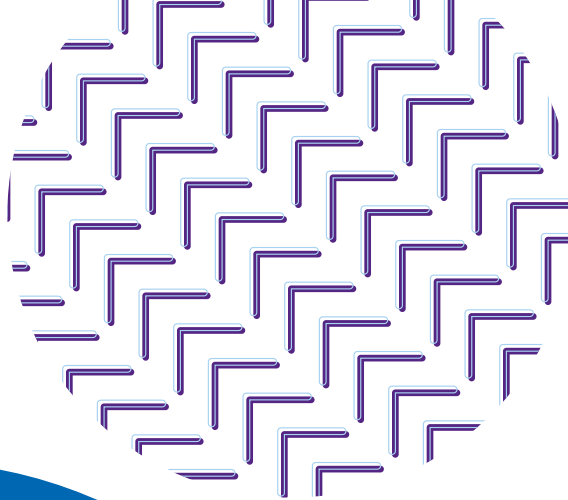
Our admissions process will open in the July and close on 31st October each year.

We will have 156 Year 7 places in each academic year.

The admissions policy and application form, detailing how you can apply, how places will be allocated and how you can appeal can be found on our website: **[wbca.school](http://wbca.school)**



*"My favourite moments at WBCA have been meeting new teachers, making new friends, the huge amount of facilities available for students and fun clubs after school."*



**WEST BROMWICH**  
COLLEGIATE ACADEMY

**West Bromwich Collegiate Academy**

Kelvin Way, West Bromwich B70 7LE

**Visit:** [wbca.school](http://wbca.school)

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**Call:** 0121 393 4850

**Twitter:** @WestBromCA

**Facebook:** @WestBromCA