



WEST BROMWICH
COLLEGIATE ACADEMY

Induction Pack



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Pack Overview

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- School Uniform
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- Equipment List
- Key Advice

Section 2 - Life at West Bromwich Collegiate Academy

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A Welcome from the Principal

Dear Families

It is with great pleasure that we write to welcome you to West Bromwich Collegiate Academy.

To our Parents and Carers, we would welcome you by saying that creating great students is a partnership: between the Academy, the student, and their families. Our Academy is not just a place where students come to learn, but a real community, supporting each other and helping each other along the journey.

Since opening in 2019 we have had a huge amount of support from our community and supportive parents of eager students, who are excited and proud of their new school.

We want to see an Academy filled with positivity as we strive to have students eager to come to school every day because they are having an amazing experience.

There will be challenges along the way, good days and bad, but working together we can make a fantastic Academy which is the equal of any other school in the country.

To our students, we would say that over the next five years, my hope for each one of you is that your time is happy and filled with exciting opportunities. I hope that each and every one of you is successful that you are proud of yourselves, and that your families and teachers are proud of you.

This Academy may stand for a hundred years, and in that time educate thousands of students, but when you come to us as a new cohort of students, it is working together that we create the history that all future students will look back on.

We look forward to meeting you all in the months ahead.

Kind regards



George Faux

**Executive Principal
Deputy CEO**



Mary Henderson

Associate Principal



Hannah Percival

Acting Associate Principal

A Message from the CEO, Sir Mark Grundy

I came to Shireland in 1997 and have had the pleasure of watching the school evolve into the Outstanding institution that it is today. It has given me even greater pleasure being able to take and share this outstanding practice across the Trust to schools like WBCA.

Shireland Collegiate Academy Trust is known nationally for its innovation and collaboration particularly around our use of technology and we have for some time supported schools in our region in terms of school improvement. Our work with the DfE provides us with an excellent mechanism to benchmark our achievements and hopefully in all that we undertake we act to inspire others.

We believe that every person who passes through our doors deserves the very best that we can offer. We understand that each Academy is unique, but our emphasis and expectations will remain the same. Nothing less than Outstanding is acceptable.

We want every single person that comes through the doors of one of our academies to leave having grown as an individual, in terms of their skill set and their respect for others. We hope that everyone will have participated in a “Whole Education” that prepares them both personally and professionally and that they are well-placed for a successful and happy life.

Everyone who works with and for the Shireland Collegiate Academy Trust does so because they believe in children and want their futures to be happy and successful.



Sir Mark Grundy

CEO, Shireland Collegiate Academy Trust

First Steps

We have put this pack together to try and answer as many practical questions as possible before you come to the Academy. We would encourage you to sit down and talk through it with your child.

This booklet is in three sections. The first section is about getting ready to come to the Academy, what you need to bring with you, uniform and other practical guidance to get you ready for arriving on the first day.

The second section gives you some idea of what you will experience throughout the year, especially focusing on the first term.

The third section talks about some of the opportunities which will be open to students, and we hope you will look forward to participating in these.

Finally, there are several forms in your welcome pack which we need you to complete and return to us, either by post or by bringing them into main reception at West Bromwich Collegiate Academy.

These forms must be returned to the Academy as soon as possible, but **no later than Friday 19th June 2026**.

Key Forms

The following forms should be included in your welcome pack, along with a stamped-addressed envelope to return forms to WBCA.

- Welcome Letter
- Data Collection Form
- Consent Form
- Student and Family Device Loan Agreement
- Family/Carer Acceptable Use of ICT Policy
- Biometrics Information and Privacy Notice
- Music Lessons Expression of Interest
- Free School Meals Application Form
- Careers Information and Questionnaire
- Arbor Information Sheet
- Term Dates
- Uniform and Equipment Lists

If you have a query and need telephone support, you can contact us on 0121 393 4850 or email info@wbca.shirelandcat.net

If your contact details change after you have submitted the forms, please let us know straight away by phone or email.

If you need assistance with completing the forms please speak to your child's primary school or ring the Academy office.



Getting Ready



Introduction

We know that moving from Primary to Secondary school is a big change for students.

In this section, we aim to assist you and your child as they prepare to make that step, knowing on day one they are ready to start their journey with us.

Induction Days

The journey to joining WBCA starts on our Induction Days. This is where students will meet their teachers and new classmates and learn more about the Academy.

The Sandwell Induction Days will be held on **Wednesday, 1st July and Thursday, 2nd July 2026**. On Wednesday 1st July your child must arrive at WBCA at 9am with a parent/carer to sign them in and ensure we have all the relevant contact details.



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Please arrive at 9am if your child has a medical condition, we need to be aware of. Everyone else to arrive at 9:15am. Your child will be dismissed at 3pm. On Thursday 2nd July your child must arrive at 9:15am and will be dismissed at 3pm.

We look forward to welcoming and meeting the children during these two days. **We are holding an additional induction day on the 24th June which will be for SEND pupils and singletons (students who are the only one coming from their primary school) only.**

Induction Session for Parents and Carers

On Wednesday, 1st July from 4pm to 5:30pm we will host a session for Parents and Carers to find out more about the Academy. There will also be an opportunity for you to meet your child's L4L teacher.

Summer School

Our Summer School will run on the **21st July (9:15am – 3pm)** which will be school-based activity day and the **22nd July (9am – 3pm)** will be a trip to Dudley Zoo.



We also will look to provide additional induction activities for some students with SEND to help ensure that they have a smooth transition into the Academy. This will be done on a case-by-case basis led by our SENCO Mrs Thomas.

Houses at West Bromwich Collegiate Academy

At West Bromwich Collegiate Academy we have five houses, each with their own identity, history and colour.

These are:

- Brindley – Red – Mr Mitchell (Head of House)
- Chance – Blue – Miss Yasmin (Head of House)
- Florence – Green – Miss Orman (Head of House)
- Kenrick – Yellow – Mrs Thind (Head of House)
- Telford – Purple – Miss Winsper (Head of House)

You will receive a letter before the end of term to tell you which house you will be in.

Why Have We Chosen these House Names?

All of these houses reflect important businesses or historical people from around the Sandwell area. We will put out more information about these as the year progresses and students will come to understand some of the area's local history through them.

As well as reflecting the area's heritage, these are the same houses as at our sister school, Shireland Collegiate Academy. We expect to have a number of events, competitions and opportunities throughout the year that we will do in conjunction with Shireland and students will be able to partner up with students in the same house.

What Does Being in a House Mean?

Each form will have a mix of all the houses, usually five or six students from each house, which will create ready-made teams in each form.

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

Houses act as second families for the students and give them a sense of identity within the Academy.



Your house also determines the colour of your tie. Students will be issued with their form group on the Induction Day. Siblings will be in the same house as each other.

Academy Uniform

We are maintaining a simple yet consistent uniform policy. Research shows that school uniform plays a critical role in contributing to the ethos of a school and can also support positive behaviour and discipline. We want our students to be dressed for success and look smart. We want them to wear their uniform with a sense of pride and aspiration.

Main Uniform

Compulsory items – Clothing

- Blazer with Academy logo. This must be worn around the Academy.
- Tie in house colours with logo
- White blouse or shirt tucked into waistband with top button fastened
- Plain black tailored trousers or plain black pleated skirt (knee or ankle length skirt)
- Plain black, grey or white socks

Compulsory items – Footwear

- Plain black leather-type polishable shoes – NOT trainers

Optional uniform items

- Plain black jumper with or without sleeves (optional – but NO cardigans). A jumper must not be worn instead of a blazer. All students must wear blazers (though may remove them in classrooms with permission)
- Salwar Kameez, headscarves and turbans may be worn but should be a plain colour. Students are still required to wear the Academy blazer and white shirt and tie

Additional information

- Ties must be worn at all times
- Outdoor coats may be a variety of colours but should be smart, ideally waterproof and not covered in logos/lettering. They must fit over the blazer.
- Ankle boots may be worn underneath trousers but should be smart and polishable
- Shoes and boots must have a flat sole or low heel. These should be smart, NOT trainers or trainer-style. They should be plain and not have coloured trims

These items are not permitted as part of the Academy uniform

- Trainers. Plain black trainers are not permitted, students must wear shoes
- Trousers or skirts made from jersey or ribbed material
- Baseball caps
- Hats, hoods, balaclavas, du-rags or bonnets
- Hoodies, tracksuit tops, tech fleeces

- Small cross-body bags or pouches
- Brightly coloured nail varnish, false nails
- Extreme hairstyles (bright/unnatural colours (eg blue, green, purple), lines or patterns shaved in hair)

PE Kit

Compulsory items - Clothing

- WBCA branded short sleeved t-shirt
- WBCA branded long sleeved tracksuit top
- Plain black tracksuit bottoms, small logo permitted, no stripes down the legs

Or

- Plain black football shorts

Compulsory items - Footwear

- Trainers for activities in the Sport Hall and on the MUGA
- All boys require football boots from September through to January
- Girls require football boots in April and May. Astro trainers may be suitable if the weather permits

Optional PE kit

- Black base layers can be worn under the WBCA PE top

Not permitted

- Leggings
- Flared joggers or tracksuit bottoms
- Cycling shorts
- Coloured base layers
- Non-WBCA branded tracksuit tops

Uniform suppliers

We have two official uniform suppliers.

CC Uniforms	Gogna Uniforms
CC Uniforms Ltd 82 Kings Square, West Bromwich B70 7NW	Gogna Schoolwear and Sports Tat Bank Road, Oldbury B69 4NP

The Academy blazer, tie and PE sports tops must be purchased from one of these suppliers. Other items may be purchased from retailers of your choice, provided they meet the requirements on this list.

Support with Buying Uniform

You may be entitled to apply for a voucher worth £25 to support you in buying your child's Academy uniform. Applications must be made via the Sandwell website and you must have a [mySandwell account](#) to apply online. We cannot accept applications and do not issue vouchers from school – it is done as part of the Sandwell scheme.

Second hand uniform and uniform donations

We will be putting the following into place moving forwards:

- We will accept donations of clean items of uniform that are in good condition, including shoes and trainers.
- A list of second-hand items that are available can be requested by contacting main reception.
- Items can be reserved and collected from main reception.
- We will not require payment for items although we are happy to accept small donations that would be used to support student opportunities within the Academy.

If you would like to make a donation for an item of uniform, please inform the team at main reception who can add the item to your child's Arbor account.

Other Important Information

Jewellery and safety

For health and safety reasons, we have set the following rules:

- One pair of small stud earrings may be worn (one earring per ear) but should not be excessively large. If the Academy considers that earrings present a health and safety risk, the student will be instructed to remove them.
- One small nose stud may be worn. Multiple studs are not allowed. No other facial piercings.
- Earrings and nose studs must be removed for PE lessons.
- Long hair must be tied back for PE and practical Science lessons (please provide students with a bobble).
- Other jewellery should not be worn and students will be asked to remove it.

Not permitted – Banned Items

- Baseball caps are not allowed to be worn at any time while on the Academy site. Hats, hoods or other headwear such as du-rags, must not be worn inside the Academy. Balaclavas are not allowed.
- No hoodies, sports jackets, tracksuit tops or tech fleeces.
- No nail extensions, false nails and/or brightly coloured nail varnish.
- No extreme hairstyles (e.g. bright unnatural colours, patterns or lines shaved in hair).
- No small cross-body bags (pouches) – students must bring a school bag that is large enough to carry all of their equipment including an A4 sized folder.
- Chewing gum and energy drinks are not permitted, will be confiscated and a 1 hour detention issued.
- Other banned items include any item that is deemed underage or has the potential to cause harm to others. Please see our Behaviour Policy for further information.

Issues with Uniform Items

Failure to adhere to the uniform policy will result in contact home and students will be asked to rectify the issue. Trainers must not be worn around the Academy (apart from during Physical Education lessons and at break or lunchtime if taking part in sporting activities). Students must change back into shoes before entering the Academy building.

If there is a uniform issue at any time during the year, please ensure that your child brings a note (to their Form Teacher) to explain the problem. The note should also explain when you expect the problem to be resolved. We will provide the student with an item of uniform that they can borrow for the day. They will be asked to correct the item of uniform as soon as possible; the Form Teacher may speak to family to offer some assistance.

If students arrive at school wearing incorrect uniform without a valid reason, they will be provided with a school item to borrow where possible and issued with a short detention. We will contact you and ask for your support in resolving the situation. There will be space in the Student Planner to communicate with your child's Form Teacher.

Equipment

Part of being prepared is making sure you come to the Academy each day with the equipment you need to be able to get on with work quickly and keep items in good condition.

This starts with a sensibly sized bag which can accommodate an A4 folder. You need something which means that letters and homework can be taken to and from the Academy and not be crumpled upon their return.

Compulsory Equipment

It is expected that students will bring their own set of equipment that they need to use in lessons each day.

- School bag that is large enough to carry an A4 folder and PE kit.
- Pencil case containing:
 - Black or blue pens (black pen must be used in exams)
 - Pencil
 - Ruler
 - Rubber
 - Sharpener
 - Green pen
 - Glue stick
 - White board pen

Desirable Equipment

- Pencil crayons or felt pens
- Highlighter pens
- Safety scissors
- Geometry set including compass and protractor
- Scientific calculator (Casio model fx83GT is the preferred type that we use in school)
- Post-it notes
- Flash cards
- A4 folder containing dividers for each subject

Keeping Organised

Students will be provided with a Student Planner (diary/notebook) for recording homework and an A4 plastic popper folder for storing sheets.

Pupil Premium Support

For students who are Pupil Premium, this is those who have had free school meals at any point in the past 6 years, the Academy will provide the following to be picked up at Summer School or in September.

- WBCA PE Long-Sleeved Tracksuit Top
- Calculator
- Pencil case of basic equipment
- Paint set for Art
- Lined and plain paper

There is also a grant accessible from the council of £25 towards uniform with details in the pack. To access this grant please search for **School Clothing Assistance Sandwell** and apply online.

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Mobile Phones

You will have seen in the news recently that the Government plans to introduce a legal ban on mobile phones in UK schools. This will not result in any changes to what we do at WBCA, as our policy is clear and simple.

Mobile phones and headphones are not allowed to be visible on site.

Mobile phones must be switched off and in student bags before they enter the school gates and stay this way until they leave the school gates at the end of the day.

It may be your instinct to want to send your child to the Academy with a mobile phone. We would encourage you not to do this. Mobile phones, especially modern smartphones have a number of features which can create severe safeguarding issues. These include:

- Unfiltered internet and social media access. Our internet onsite is managed, monitored and filtered to ensure students cannot access any inappropriate material.
- Having cameras and video cameras which can encourage cyberbullying and posting online photos of people without their permission.
- Distractions in lessons as young people struggle to control their desire to check social media.

If seen, mobile phones and headphones/earphones will be confiscated, and parents or carers will be asked to come and collect them.

In addition, some phones can cost more than £500. The Academy will accept no liability for phones which are brought in and broken, lost, borrowed or damaged in any way. Simply do not bring these items to the Academy.

If you need to contact your child during the Academy day you should phone or email Main Reception.

If your child needs to contact you during the Academy day, we will phone on their behalf or allow them to use the Academy phone to speak to you. We would never refuse a student calling their parents at the end of the day if they needed to get in touch.

If you feel you must send your child to the Academy with a phone so that you can contact them on their journey to and from the Academy, then we suggest the cheapest possible pay as you

go phone with £5 of credit to call you in an absolute emergency. This phone must be switched off before they enter the Academy gates, placed in their bag, remain switched off all day and not be seen by staff. It should not be taken out and switched on again until the student has exited the Academy gate at the end of the day.

Students are not permitted to use their mobile phone anywhere on the Academy site. This includes the toilets, PE changing rooms, the theatre, canteen, playground, during after school clubs. Sanctions will be issued in line with our Behaviour Procedures, in addition to the phone being confiscated if this is the case.

The S-CAT Policy on Mobile Phones can be found [here](#)

Further information can be read here: [Mobile phones in schools - GOV.UK](#)

We will also work with students to consider E-Safety and how to use social media responsibly and as a force for good. There have been many serious and tragic cyberbullying cases up and down the country which have led to the most severe consequences. At West Bromwich Collegiate Academy we are committed to developing decent young people and this includes accessing the online world. Students will be asked to abide by our E-Safety and Acceptable Use policies. We will inform students about various aspects of online safety, working with local organisations such as West Midlands Police.

We will hold several E-Safety Information Events for Parents throughout the year and it will be compulsory that you attend.

Some Key Advice to Get Ready

Starting a new school is a major event for both students and parents. It is natural to worry but remember, you are part of a community who are all experiencing the same feelings along with thousands of parents and students across the country.

A good piece of advice is that great parenting is about making your child completely independent of you. We want to be part of a partnership which helps students gain these essential life skills.

Below we have put together some top tips to make sure students have the best start.

Children's Top 10 Worries about Starting Secondary School

- Getting to school and back (especially if it involves a bus journey)
- Being bullied by older students
- Not making friends
- Getting lost
- Homework
- Not being able to do the work
- Not having the right books and equipment

- Not knowing what to do if there's a problem
- Not getting on with the teachers
- Getting into trouble

At WBCA we have taken away some of the top worries. We are a small Academy built in two phases so it should be hard to get lost, students have their main teacher they can always turn to, and students will have 4 or 5 teachers rather than 12 or 13. Here are a few tips and there are more throughout this booklet.

Travel

One major difference is travel. Your child may be travelling further, on their own for the first time or on public transport.

- Make sure you have tested the journey beforehand, several times if needed
- Note the differences between traffic in the holidays and at peak drop off times
- If you are coming by car or bus, often there are traffic jams near school – please leave the house in plenty of time. We are very close to the M5 and traffic incidents can impact traffic near to the Academy.
- If your child is walking, is there a friend from the same primary school they can walk with?
- If taking the bus, are you going to use a bus pass or cash?
- What time does your child need to leave home in the morning?
- How is your child getting home and do they need a key to your house?
- Smartphones are banned at the Academy: if you are worried about the journey, invest in the cheapest pay as you go phone with £5 of credit for an emergency

Experience shows large numbers of parents dropping students off in the first week or so and this tends to tail off as students find friends they want to travel to school with. Do not be surprised if you get a request to drop your child off round the corner!

Morning Routine

- Plan backwards from the latest time to leave the house
- What time do they need to get up?
- Think about the morning: shower now or at night, make the lunch now or beforehand? When will your child be responsible for making their own lunch?
- Make sure your child has enough sleep, especially when moving back to term time from the holidays. As puberty hits it is not uncommon for children to want to sleep more and it may be harder for them to get up in the morning
- Make sure that consoles and phones are not in bedrooms overnight to ensure a good night's sleep. No one wants to see a student about to fall asleep in class because they were up at 2:00am on phones or the latest games.

Encourage Independence

- Make sure your child can tie their shoes laces and put on their tie
- Make sure they know and understand the uniform expectations
- Make it their job to know when they need their PE kit or musical instrument
- If necessary, make a plan and put it on the fridge for your child to follow. Better still, get them to make the plan
- Have your child pack their own school bag the night before

Be Organised

- Get a copy of your child's timetable; we will provide a spare. Keep this on display so that you and your child can refer to it
- Encourage your child to learn what lessons they have on which days so that they can become independent
- Persuade your child to wear a watch for timekeeping. **Note: smartwatches are not permitted**

Name Things

Losing uniform, PE kit, pencil cases and bags can be an expensive business, so invest in a marker pen and some name tags and make sure that everything your child is taking to the Academy is named. Writing your child's name in their blazer, PE kit and tie is essential.

Communicate with Us

Most importantly, communicate with us. Let us know if there is a problem and ask if you a question. We want the best for your child and all the students at the Academy and will plan, mediate, counsel and work to find solutions.

If your child is struggling, is getting too much / not enough homework, is unhappy or confused, has an issue with another child or any other issue, you can communicate with us via a phone call to Reception, a note in the Student Planner or by email. Your first point of contact should be your child's Form Teacher as they will know your child best. For specific issues such as SEND, Safeguarding etc our Reception Team will be able to put you in touch with the relevant member of staff who will be able to assist.

If you arrive at the Academy without an appointment it is unlikely that a member of staff will be available to meet with you immediately as they have teaching commitments and full diaries. We advise you to call or email in advance to arrange to speak to someone, or to make an appointment.



Please remember, we will always do what we can to support your child. If we are not made aware of an issue, there is nothing we can do; you are best placed to tell us about your child's needs.

Life at WBCA



Arriving at the Academy

The day begins at 8:40 am for Form Time. Students can come onto the Academy site from 8:25 am and wait in the playground.

We aim to offer a Breakfast Club from 8:25 am in the canteen where cereal is available for free and students can purchase other breakfast items.

Students will gather in the playground until the bell rings at 8.40am for Form Time. Parents are not allowed into the Academy with students, though if you wish to speak to any of our staff you can make an appointment by contacting Reception. There will always be a member of staff on the gates to greet students as they arrive.



Walking

We have three main pedestrian entrances to the Academy, one on Kelvin Way and the others accessible by Maud Road/Dawes Avenue. These gates will open at 8:25am each day and staff will be present to welcome students. You can see these entrances on the Academy map. The student entrances will be locked from 8:45am and all visitors or late students must come through Reception from this time.

By Car

If you are arriving by car, use the vehicle entrance on Kelvin Way that will bring you to our drop off zone. The area outside the Academy is a red route though there is a small drop off area on the road. Parents can come into the car park to use the designated drop-off area as opposed to dropping students off on the road. We have 34 spaces in this zone with the option to overflow onto the main car park. There is one way in and one way out to aid traffic flow. The gates are clearly signposted, the gate nearest the Academy building is the entrance, the gate to the right of this is the exit. The drop off area can get very busy so we recommend that your child walks to school as soon as possible, or that you drop them off in a nearby street to avoid queuing and reduce congestion.

Important

- There is a 5mph speed limit on the carpark, you must drive slowly.
- There are areas that are clearly designated as 'No Stopping' areas.

- You must pull into a parking space in the drop-off zone or the main car park before your child gets out of the car. Stopping suddenly may lead to an accident and will cause cars behind to back up.
- The Disabled spaces are for use by Blue Badge holders only, and Electric Car spaces are for use by electric cars only.
- We aim to have staff supervising the car park at busy times – please follow their direction in order to keep the flow of vehicles moving and to ensure children enter the Academy safely.

Pick Up

Students can be collected from 3:25pm, though there will often be extended activities and clubs which students may attend. Reception will be staffed until at least 4.30pm each day.

The pedestrian gates will open again in the afternoon to release students. The gate will be staffed and you can wait outside to collect students. These gates will close at 3:40pm; after this time students will be released from the main Reception entrance. If you are collecting by car, students will wait outside in the car park/drop off area and come and meet you as you arrive. If you are coming to collect a student during the Academy day, please come to Reception where they will wait for you.

The Academy Day

The day consists of:

- 1 x 40 minute morning Form Period, where our Personal Development Programme is delivered
- 5 x one hour lessons
- 1 x 35 minute lunch break
- 1 x 15 minute break
- 1 x 10 minute end of day form period

The day begins with Form Time at 8:45am, when students will go to their main classroom. Their Form Teacher is their Literacy for Life teacher. During this 40 minute daily period, students will be registered and prepare for the day ahead. They will explore a series of Form Time activities.

The Form Time Programme

- PSHE, RSE, Citizenship and Careers
- Reading and Literacy
- House activities and competitions
- Numeracy skills and activities

- A weekly assembly

Structure of the Day

Students will receive a timetable on the first day which will tell them if they have Literacy for Life or one of the lessons outside of this programme.

- Gates open at 8:25am and Breakfast Club is available. Free cereal is available every day along with other items that students can purchase.
- Students should be on site no later than 8:40am.
- Gates will be closed at 8:45am by which time students should be in form.
- If students are late, they must enter through main reception to be signed in.

Sanctions at the End of the Day

If your child has not met the Academy expectations, they may be issued with a detention. Further details can be found in our Behaviour Procedures document on the WBCA website.

If necessary, we will hold students back at the end of the day for 10 minutes without informing you first. If a detention is to be longer than 10 minutes you will be informed either earlier that day, or in advance of the date of the detention. We aim to set sanctions (if necessary) that give an opportunity for a child to put right what has gone wrong yet will not cause an issue with a child's safety on the way home from the Academy. The Academy is a positive place and we give out 100 times as many rewards as sanctions.

From <https://www.gov.uk/school-discipline-exclusions>:

Schools don't have to give parents notice of after-school detentions or tell them why a detention has been given. However, for detentions that are longer than 10 minutes, we will inform you in advance by text or phone call and explain the reason for the detention.

Lunch Arrangements

Students have two options for lunch. They can either bring a packed lunch or they can purchase hot or cold food from the Canteen. All students will be expected to sit and eat in the Canteen or seated canopy area where there will be teachers present to supervise them, before being allowed outside for their lunch break.

The Academy is cash free, with students using a fingerprint system to buy their lunch using credit added by parents to Parent Pay. If students are eligible for Free School Meals, then funds of £2.80 (subject to national change) will be added daily to their accounts. Funds are

credited at 12 pm each day and cannot be used to purchase food at break time. The Free School Meals allocation is intended to ensure that students access a healthy and balanced lunch. Students will not be permitted to only buy drinks/snacks with their allocation; they will be encouraged to purchase one of the Daily Hot or Cold Meal Deals. Details of our menus including allergen information will be updated on our website.

If students are bringing a packed lunch, we ask parents to be mindful of the Academy's commitment to healthy eating. A chocolate bar as part of a balanced lunch is fine, a family pack of Doritos and a can of Monster energy is not (we have certainly seen this, especially if students are making their own lunch).

Energy drinks are not permitted and will be confiscated. If we are aware that students are purchasing and drinking energy drinks on the way to the Academy, we will inform you. Students must be 16 or over to purchase energy drinks and shops must not sell them to young people. We discourage fizzy drinks in general but if students wish to bring a water bottle and refill it during break times, they are permitted to drink water in non-practical lessons.

We are a Nut Aware Academy

We are aware of the risk in relation to severe nut allergies. We operate a policy of restricting where possible all types of nuts and foods containing nuts to be brought onto the premises. However, while our catering departments will not actively purchase food items with nuts in them, we cannot guarantee that they are totally nut free (i.e. some products may contain nuts due to contamination in the production process). We will be clear about this in our allergen matrices.

We insist that students and staff do not bring items containing nuts into the academy.

A Cashless Academy

As well as viewing information about your child, you can use Arbor to make payments for meals in the Canteen and any other payments such as for school trips or music lessons. Students do not need to bring cash into the Academy except in rare circumstances such as charity events.

Students use their fingerprints to pay for food, this speeds up the process, is completely secure and allows you to control the amount you send your child to school with.

There is a form in this pack for you to complete to allow students to access the canteen with their fingerprint. This is certainly the most efficient way to pay as students never forget their fingers.

Payments are made through your Arbor account and there will be more details following about how you can access this and make payments securely for any items at the Academy such as trips or music lessons.

If your child receives Free School Meals, there will be a daily amount credited to your account which can be spent at lunchtime. Free School Meal students receive subsidies to some trips and to Instrumental lessons.

We will never turn away a hungry student but do ask that parents do not keep their accounts in arrears.

Social Activities at Lunchtime

Students are not allowed off-site during lunchtimes. The MUGA will be reserved for those playing ball games – football and basketball, small ball games eg cricket, rounders, baseball are not permitted for health and safety reasons. The playground is for socialising and other games. We encourage students to bring trainers to play on the MUGA, but they must not be worn anywhere else in the Academy. Students should store them in a plastic bag inside their school bag to keep other items clean and tidy.

If students bring footballs to use at lunch time they must be stored in a bag and not carried freely around the Academy. If students are seen throwing or bouncing footballs or basketballs outside of the MUGA or PE lessons they will be confiscated.

The Library is available every day at break and lunchtime for students to read, change their library books and complete homework. There is also a programme of clubs and activities that students can join in with. The Library is extremely popular so make sure you visit early during the break to get a seat.



Term Dates

We will follow the Sandwell Term Dates as outlined below.

Here are the school term dates and holidays for Sandwell's primary, secondary and special schools for 2026/2027.

We **strongly recommend** that you double check the dates - especially before you book a holiday.

Autumn term 2026

- Term starts: Tuesday 1 September 2026
- Half-term holiday: Monday 26 October to Friday 30 October 2026
- Term ends: Friday 18 December 2026
- Christmas holiday: Monday 21 December 2026 to Friday 1 January 2027

Spring term 2027

- Term starts: Monday 4 January 2027
- Half-term holiday: Monday 15 February to Friday 19 February 2027
- Term ends: Thursday 25 March 2027
- Bank Holiday: Friday 26 March 2027
- Easter Holiday: Monday 29 March to Friday 9 April 2027

Summer term 2027

- Term starts: Monday 12 April 2027
- Half-term holiday: Monday 31 May to Friday 4 June 2027
- Term ends: Friday 21 July 2027

Key Staff

Below are a number of the senior staff responsible for the running of the Academy.
You can meet the rest of the team on our Academy website.



Mr G Faux
Executive Principal



Mrs M Henderson
Associate Principal



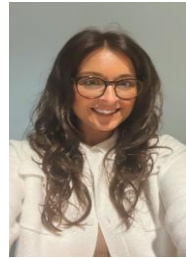
Mrs H Percival
Vice Principal
Teaching and Learning



Miss E Lewis
Assistant Principal
DSL



Mr M Jennings
Vice Principal
Behaviour and
Attendance



Ms L Thomas
Assistant Principal
SENDCo

The most important contacts for you will be your child's Literacy for Life Teacher.



Mrs S Hughes



Mrs S Walji



Mrs S Thorp



Ms L Wibberley



Miss K Ebanks



Mrs N Richards



Mrs N Faris



Mrs U Newby



Mr R Mitchell



Miss S Noak



Mrs Z Maisey

What Will I Study?

At West Bromwich Collegiate Academy we do not run a traditional curriculum. Instead, we deliver the Literacy for Life curriculum which has been developed within the Shireland Collegiate Academy Trust over the past 15 years.

Literacy for Life has been judged outstanding twice by Ofsted and students following the scheme have consistently made more progress than students at any other school in Sandwell.

At its heart, Literacy for Life involves students spending 14 hours with the same teacher in Year 7 and 13 hours with the same teacher in Year 8. Subjects are drawn together and taught through themes.

Why Do We Do This?

It has been nationally recognised that most students who come into secondary education experience a drop in their progress. This is because in most schools, the strongest staff are placed with Year 11 and Year 7 students are not seen as a priority. Starting a new school can be difficult for some students and if they are seeing 14 or 15 teachers per week it can be hard to settle.

This is not the case at WBCA where we have a dedicated team of Literacy for Life teachers. Each teacher has a direct focus on the students in their class, not just from an academic perspective but also getting to know the students and their families really well and forming a partnership which will really help students to progress.

Students have a dedicated classroom where they can store their work and feel comfortable as well as someone they can go to with any issues and who knows how they are performing across their subjects.

About Literacy for Life

Literacy for Life is taught through a series of themes in mixed ability classes, with different levels of support within the classroom for students who require stretch and challenge or those who need more support. We encourage and expect students to produce work of real quality and will provide opportunities for parents to see the work produced.

The curriculum is technology-rich with each student having their own device and ICT skills are embedded throughout the themes. We have a balance of written work and work on the devices as we are aware that students still need to be able to write fluently and accurately.

We assess students through a series of competencies, looking at both their academic progress and their development as people; equally important tracks to ensuring a well-rounded education.



Themes

A theme runs for around three weeks and has elements of all curriculum subjects taught through it. Themes will differ in their subject content; some may be more History or Science focused, but we cover the National Curriculum over the year. Here are some example themes students will study.

Citizen Me

In this theme students consider what it means to be part of a community. This is explored at a family, religious, academy and national level.

Students will collaborate to produce a Class Charter that outlines their rights and responsibilities to the Academy and each other. Students will develop ICT skills and explore the issue of E-Safety.



As the idea of community is brought into focus, students will also consider how politics is a tool for change and how MPs are an integral part of this. A family heritage project underlines the whole theme connecting family life with concepts learned in the classroom. The central theme of identity is discussed in the contexts of religion and nationality and students are encouraged to view diversity as an important strength of the United Kingdom.

Silent Movies

This Theme blends scriptwriting, ICT skills, storytelling, groupwork and key aspects of Drama. Students study the history of film making, comedy and develop their skills with a project of creating their own Silent Movie.

The theme culminates in the Silent Movies Oscars, the red carpet is laid out, the students and staff dress in their finery and awards are handed to students who deliver their acceptance speeches.



Journeys

The Journeys theme aims to investigate how both religious and non-religious journeys may impact on a person's life experience.

Students must consider the reasons why people undertake a journey both in the past and in the present.

There is a significant Humanities focus in this theme. From a historical perspective, using primary and secondary sources, students will study the terrible conditions on board a slave ship, how the Roman Empire grew and the monumental journey undertaken by Hannibal and his troops across the Alps.

Students will also explore the purpose and value of religious pilgrimages from an Islamic, Sikh and Christian perspective. Furthermore, students will look at the key geographical skill of map reading and symbols. In Numeracy students look at time zones and currency culminating in a 'trip around the world' experience using the skills learned during the theme.



Fairy Tales

In this theme students will have an in-depth study of Shakespeare's A Midsummer Night's Dream.

Students will participate in individual, paired and group tasks which allow them to explore this theme through Literacy, ICT, Creativity and Drama.

Studying a variety of existing fairy tales and fables will assist students to produce work that will demonstrate their ability to write in a persuasive manner, with the aid of an age-appropriate film, as well as storytelling using their own creativity when fracturing a variety of fairy tales to produce one story.

The year group will experience a pantomime experience either through web cam (live link to theatre), DVD, theatre experience or touring company which will enable students to visualise typical stock characters which will have been studied within a Drama lesson.

All students will be expected to demonstrate their understanding of stock characters through a short performance to the class; this should include audience participation, clear characterisation, typical stock characters and a simple moral to their story.

Other Subjects

As well as the Literacy for Life curriculum, students will also study the following:

- Physical Education
- Practical Science
- Languages (German)
- Art
- Music
- Design Technology
- Drama

These lessons are taught by subject specialists and we have brand new fully equipped specialist spaces. All of these subjects sit outside the Literacy for Life curriculum as they require specialist facilities or tuition.

PE will be taught in a variety of spaces: the outdoor MUGA, the Sports Hall, and the field which acts as athletics track and football pitch,

Mathematics

We break out into discrete Mathematics lessons where a theme would not be an appropriate setting. At these times we may choose to set students by ability to ensure that we are stretching the most able and ensuring that those who need support have that support.

Timetables

Students will receive a timetable on their first day which indicates when they will be undertaking these subjects. Timetables can also be viewed on Arbor.

Homework

Homework at WBCA comes in a few different forms. These include:

Online Homework

Homework may be set using Class Sites or Microsoft Teams. Your child will receive full guidance before being set any online homework. Online homework may also include quizzes or Flipped Learning.

Extended Homework

Extended homework is issued before or after a theme and is a larger piece of work over an extended period of time; for example, making a model of the solar system or questions on a full book. This type of homework is often issued across holidays or across a unit of work. Students will be given clear guidance and success criteria and expected to spend several hours on extended homework.

Class Based Homework

This is standard homework issued by class teachers that is relevant to the lessons the students have undertaken to practise their skills and knowledge.

Flipped Homework

These are tasks which are issued to students before the lesson or topic. It may be to watch a video, read a passage of a book, contribute to a discussion online or complete a short quiz. These tasks are used to assess students' prior knowledge of subjects, to ensure they come to lessons prepared and to spend as much time in lessons as possible focusing on student progress.

Homework Club

A homework club will be held on at least two occasions per week. All students are welcome to attend and can use an ICT based device if needed. Students will be able to receive support from staff during this time. It is recommended that any students who may struggle to access the internet or IT at home attend Homework Club to complete online homework. If your child struggles with organisation we will recommend they attend homework club to support them and to ensure that they meet homework deadlines.

Top Tips for Homework

- You can find out about what your child has been set for homework by their planners as the primary mechanism and through the Assignments tab on your child's class sites on Microsoft Teams. You will have more information about Teams in September.
- Agree a routine for homework with your child. Life can become a constant nag if you don't start this from the beginning. Homework becomes an increasingly important part of the curriculum as your child progresses through the Academy.
- A good time for homework is after a short break when your child returns from the Academy; the worst time is 8:00pm when they suddenly 'remember they have this and it's due tomorrow'.
- Have a quiet space away from the TV and a phone where homework can be completed. If students say that they need their phone for music or study, it's probably more of a distraction. The exception would be if the homework must be completed online and a smartphone is the only internet-enabled device they have access to.
- Spend time with your child in the first few weeks, establishing a routine.
- Don't let children struggle for longer than the recommended time. If they cannot do the work, please mark it in their planner and let us know how long they tried and ideally what they found hard.



Students with Additional Needs

At West Bromwich Collegiate Academy we are dedicated to unlocking the potential of all of our students and we recognise that some students have additional needs and require support.

Our Inclusion/SEND (Special Educational Needs and Disabilities) Department is led by our SENDCo Mrs Thomas and has two key roles: supporting students with EAL (English as an Additional Language) and supporting students with SEND.

Some students may receive specialist support where required through our Inclusion Department. Where this is the case, they may be withdrawn from some lessons to receive this support. In class support is also provided where appropriate and possible for children who have an Education and Health Care Plan (EHCP) or who are in the process of obtaining an EHCP.

Meet the SENDCo

To make sure we are ready to support students from day one we will be inviting parents of students who are currently on their schools SEND register who have an EHCP to speak with the SENDCo. If you are concerned that your child has an unidentified need, please email senco@wbca.shirelandcat.net and our SENDCo will do their best to support you.

Inclusion

Our Inclusion Department focuses on the 4 key areas of need. The spaces and the interventions that run within them are led by our full time SENDCo and team of Learning Support Staff. Students identified with SEND will, wherever possible, access the general curriculum within the Academy, achieved by using a range of strategies designed to meet the needs of individual students.

We are a small and growing Academy and our SEND services will grow over time. More information about our SEND policy can be found on our website.

SEND Provision

Provision will include a range of 1:1 interventions and small group interventions; these will include direct teaching and the use of computer software.

The SEND department will also provide some in-class support, working with teachers across a number of subjects. Our Literacy for Life model also helps SEND students as the teachers quickly become aware of students' needs and the support they require.



Making Friends

Students will be coming to WBCA from at least 34 different primary schools across Sandwell. From many of these schools there are 5 or fewer students. We recognise this and hope to put on the following activities across the Induction Days and first few weeks to help students make friends with each other.

- A Buddy Club where students which attend at lunch or after school to meet each other, supervised by a member of staff.
- A full line up of clubs which students can join to find like-minded friends.
- House meetings and competitions for students to participate in.
- Social events such as the Christmas Fayre.

Students also naturally make friends in their Literacy for Life groups where they spend a large amount of their time. If you are concerned about your child struggling to make friends, make an appointment to speak to their Literacy for Life teacher.

Friendships and Falling Out

Starting a new school can be daunting and you may worry about your child making friends. Remember, everyone is going through the same experience and teachers are monitoring students carefully, encouraging them and making sure that no students are left out.

It is inevitable that at some point that children may fall out with each other and this usually blows over quickly. If you feel that things have gone too far, please contact the Academy to speak to your child's Literacy for Life / Form Teacher. You must speak to them if there is any hint of bullying or your child is unhappy about coming to the Academy.



One of the differences in today's schooling is social media. Things which used to calm down can be rapidly escalated by comments being made online and images shared. Whatsapp, Facebook, Instagram, Snapchat and TikTok are just a few apps that we discourage the use of and will outline further in our E-Safety information. Your child is not currently old enough to have their own account on these applications and any use must be supervised by a parent or carer. Please make sure that you closely monitor your child's social media activity and where appropriate, have time without phones and screens.

How Students Should Act at WBCA

When we think about how students act at WBCA we want them to ask themselves a question.

This is really simple: “Am I acting in a way which is decent?”

What do we mean by this? We mean am I being:

- Kind?
- Respectful?
- Polite?
- Helpful?

Do I:

- Understand about physical boundaries?
- Understand that words can hurt others?
- Realise that people have different backgrounds, talents, opinions, beliefs and respect these?

Am I:

- Showing a positive attitude to my work, trying my best, even if I am not succeeding?
- Being organised, independent and resilient?
- A credit to my Academy and the community?

If students are doing these things, then they are being the decent people that we want to develop at WBCA. Every student attending the Academy has a fresh start regardless of their previous education and every student is capable of meeting these expectations.

We believe these expectations are not being met when:

- Students are late
- Students are not trying their best in lessons or do not complete homework
- Students wear incorrect uniform with no valid reason
- Students bring items into the Academy that they know are not allowed
- Students fail to respect the physical boundaries of others
- Students act in a way which is not polite, helpful and decent but in a way intended to be rude or hurtful to any other member of the Academy, staff or students
- Students fail to follow staff instructions or disrupt the learning of others

This list is not intended to be exhaustive. Any member of staff, or even student might question whether behaviours shown are meeting the standards we expect.



Where students do not meet our expectations, a sanction will be applied. Students will be removed from class if they are disturbing the learning of others. They may have items confiscated and parents asked to retrieve them. Break, lunchtime or afterschool detentions may be issued. In rare circumstances, a serious event could lead to a fixed term suspension or permanent exclusion from the Academy.

Getting Involved



Opportunities at WBCA

At WBCA we believe that our students can be the equal of any other student in the world provided they are given the right opportunities. This section of the Welcome Pack deals with the opportunities we are looking to offer our students in their first year. It also provides opportunities for parents to get involved and help to shape the Academy into a real community.

Participation is really important to us. We would hope that every student is active in at least one extra-curricular activity. We would want each student to try and participate in at least one House or Trust competition.

Extra-Curricular Activities

At WBCA we are proud of the variety of extra-curricular clubs that are offered. We will be tweaking our offer as we get feedback from students regarding the types of clubs and activities they would like to take part in.

Sign Up

Places at clubs will be limited and we will not be starting sign up until September. In some cases, students will be asked to audition for clubs and in some cases it will be by selection. Staff will consider the total number of clubs that students are participating in when places are limited to attempt to make sure all students have opportunities. It may be that students attend a club for a term and then move to another activity, to allow more students to access the opportunities. Attendance to clubs will be kept through Arbor.

Drama and Performance

The Trust has a fantastic reputation for Drama and Dance and we want that to be no different at WBCA. We are looking to put on shows and performances throughout the year. Mr Ward will be leading the programme with a Theatre School club leading up to these performances. We have a Theatre at WBCA which can seat 200 people and we hope you will enjoy coming to support the students by watching the shows.

Hippodrome Platinum Partner

As part of the Trust we are Birmingham Hippodrome's Platinum partner. This means we have a Hippodrome Learning Officer who joins us one day per week at the Academy. It also means we have:

- Show rights and launch workshop for our performances
- Three free workshops
- Free tickets to some Hippodrome Performances
- Performance opportunities at festivals and events
- Young Peoples Ambassador Leadership
- Careers Events

As part of this programme we have had amazing workshops and shows based around We Will Rock You, Blood Brothers, Hairspray, The Curious Incident of the Dog in the Night Time, & Juliet, Moulin Rouge, Stranger Things, as well as visits from cast members to the Academy. Students have also taken part in online masterclasses including Hip-Hop, West End Performance, Bhangra Workshops and more.

There is there will be high demand for these opportunities and students will have to audition for some parts. Having said this, there will also be opportunities to learn lighting, sound, set design and other skills for students throughout the theatre school programme.

Music at the Academy

Music is an exciting and important part of life at the Academy. We work in partnership with SIPS Education to offer instrumental and vocal lessons to students who would like to learn a musical instrument or develop their singing skills. Learning an instrument is a great way to build confidence, develop teamwork and express creativity.

If your child would like to take lessons, parents and carers can complete an application form. There is a charge for lessons; however, costs are subsidised for students eligible for Pupil Premium.

As students progress, there will be opportunities to take part in choirs, bands and ensembles, allowing them to perform, develop confidence and share their musical talents with others.

Instruments Available to Learn

Instrument Family	Instruments Available
Brass	Baritone, Cornet, Euphonium, Tenor Horn, French Horn, Trombone, Trumpet, Tuba
Guitar	Acoustic Guitar, Bass Guitar, Classical Guitar, Electric Guitar, Ukulele
Keyboard	Electronic Keyboard, Piano
Percussion	Drum Kit, Timpani, Tuned Percussion, Untuned Percussion

Strings	Violin, Viola, Cello, Double Bass
Voice	Classical Singing, Musical Theatre, Pop
Woodwind	Alto Saxophone, Tenor Saxophone, Bassoon, Clarinet, Flute, Oboe, Recorder
Traditional Instruments	Dhol, Tabla

What Music Lessons Include

- A shared 20-minute lesson each week across 38 teaching weeks
- Free loan of an instrument, where appropriate, for practice at home
- Support and preparation for academy performances and music examinations, where appropriate
- Opportunities to take part in SIPS Education ensemble groups at no extra cost

House Competitions

In our first few years there are going to be a lot of records broken, especially at our sports days in the summer. There, students will be competing for their House. We may also have the opportunities for some of the champions of different Academies within the Trust to compete against each other.

We want these House competitions to be varied with every student having the opportunity to feel they can compete in one of them and we are currently planning a series of events across the year which will allow students to showcase their talents.

There will also be an Awards Evening at the end of each academic year where students' achievements will be celebrated.

Some of these are individual opportunities, some of these are individual awards. Some will be presented throughout the year and some at our Awards Evening at the end of the year.

Trust Competitions

We are also part of a Trust and from time to time we will look to compete against the other Academies in the Trust. There may be Trust-wide competitions, opportunities for students to collaborate on projects as all Academies in the Trust are following the same Literacy for

Life programme and even opportunities to be part of a Trust-wide House team at some events.

Student Leadership

One of the ways we can promote pride in the Academy to our students is by letting them be part of the decision-making process, constructing their environment and being leaders to each other. This will include:

- WBCA Student Council: Two representatives from each form helping to shape the Academy community. Using the technology we have, we will also look to put some decisions to a whole Academy vote
- Wellbeing Ambassadors, the opportunity to promote wellbeing throughout the Academy.
- Student-led assemblies
- Making students more responsible for the environment, helping WBCA to ensure it is as environmentally sustainable as possible
- Being our representatives out in the community. We would like our students to be our ambassadors, capable of meeting parents, showing visitors around the Academy and presenting at our open evenings
- Various departmental opportunities such as Art Technicians, Young Engineers and Junior Librarians.

Rewards

We recognise and reward positive contributions to the Academy. These can include:

- Excellent efforts within their lessons.
- Working hard to improve their learning
- High quality work being produced
- Contributing to a whole-school event such as a performance, sport fixture, House competitions, Poetry events, and many more.
- Demonstrating kindness and decency towards others.

Students will be given Rewards points for their positive contributions. Throughout the year, this contributes to their "Strive for 5" score. This is where student's positive rewards points are divided by any negative points they have accrued. They need to achieve a score of 5 or more to access Rewards activities that take place mainly towards the end of the school year within our Rewards week.

For example; if they have achieved 20 rewards points, and 2 negative points, their Strive for 5 score equals 10, so they would be able to take part in the Rewards activities.

In addition to this, we nominate Stars of the Week from each class and subject. These students are celebrated in assembly each week, students are issued with a certificate and they achieve additional rewards points for this achievement. There are also lots of regular prize draws alongside Rewards Week taking place in the summer term.

Students will receive more details on rewards during the Induction Days and in September.

Mental Health and Wellbeing

Supporting the Wellbeing of students and staff in our Academy continues to be a top priority. We have a large range of mentoring and counselling support we can offer students who are struggling. In addition, we have Student Wellbeing Ambassadors and Staff Wellbeing Champions who offer peer support.

Our Pastoral and SEND teams also have staff with an enhanced level of safeguarding training. There is always at least one person available for children or families to speak to if they are worried or have concerns about the welfare of a child.

The Academy **Designated Safeguarding Lead is Miss Emma Lewis.**

Deputy Designated Safeguarding Leads are:

- Mrs Emma Jones
- Mrs Rebecca Perry
- Mr Marcus Smith
- Mrs Sarah Hughes

Trips and Visits

At WBCA we are committed to making sure students have as many positive experiences as possible to extend their learning. This includes taking students to both local and national locations on trips and visits.

Previously this has included the Space Centre, ski trips to Italy, a trip to see Manchester United at Old Trafford, Bushcraft Camping for Year 7, Revision Residential for Year 11, Duke of Edinburgh expeditions, trips to numerous universities, sporting tournaments, debating leagues and much more.

We hope to offer a residential trip for Year 7 at a point in the year based on demand. In addition, we hope there will be local trips to Birmingham Library and local museums and theatres, as well as Rewards trips in the Summer term.

Social Events for Families

There will be several events during the academic year where we will invite students and their families to be involved so that we can have fun while strengthening our community. As December approaches the Academy will be getting into the festive spirit with a Christmas Fayre, featuring a range of stalls, games, competitions and seasonal refreshments. Christmas Fayre 2025 was a huge success. We'll be looking to our Parents, Teachers and Friends Association (see next section) for some assistance with creating more opportunities in the future.

We also have SEND Coffee Mornings, Key Worker meetings and supportive parenting workshops. There are certain events that we insist that you attend as they are crucial to us sharing information with you.

We hope to hold several opportunities each year, and they will be advertised in advance on our website and social media platforms, as well as letters home.



How Can Parents Get Involved?

We look to involve parents as a third full partner in the work of the Academy with opportunities for students to showcase their work, for parents to participate in a Parents Teachers and Friends Association (PTFA) and a suite of social and student-based events.

Supporting Student Events

Parents can be involved by coming to student events and seeing the work they have produced. We will make sure there are a number of events throughout the year for you to come and view a showcase of students work. For example, our Silent Movies Oscars Evening or Academy performances.

PTFA and Family Forum

We are looking to expand our Parents Teachers and Friends Association who will support the Academy by helping to put on events and to fundraise. This can be a great way to meet other parents and to make sure the Academy is at the heart of the community. If you are interested in this, please email PTFA@wbca.shirelandcat.net

Once a term we will have a Family Forum where parents can speak to senior staff and governors about ideas to improve the Academy, or any concerns they may have that they would like brought to the attention of the Governors. This is meant to be a strong interface between students and parents and is public and open to all. Please note that issues with individual students cannot be discussed in a public forum.

Supporting Learning

Supporting learning is very important. You can do this through helping students with homework, reading with your child and we will look to have some joint parent / student activities and challenges later in the year. Simple things like ensuring there is a time and place for homework can make a big difference.

We ask that you attend all Parents Evenings and information evenings that you are invited to – your support here is crucial. You will be invited with plenty of time to make appointments to speak to teachers.

We also ask that you support your child in making sure they have the correct uniform, arrive at the Academy on time, attend each day and are properly equipped. These steps ensure that your child's learning is not disrupted and is a really positive experience for them. No one likes to start the day being told they are late and need to sort their uniform out.

Throughout the year we will provide documentation on how parents can support their child's learning as we start to approach different topics. There are a number of apps and websites which can support students to ensure they are fulfilling their potential and we will highlight some of these as we go.

In October we will hold a 'Settling In' evening where you will be able to discuss the start that your child has made at the Academy with their L4L teacher, see their early work and discuss any concerns. We will also deliver a presentation at this evening about further ways that you can support your child.

We hope this pack has answered many of the questions you may have. More information can be gained by attending the induction presentation or if you have any specific questions please contact the Academy.

At a Glance Information

Deadline for Induction Pack Forms to be returned to the Academy:

- Friday 19th June 2026

Commented [IK4]: New dates

Contact Details

- Phone: 0121 393 4850
- Email:
 - General enquiries: info@wbca.shirelandcat.net
 - SENDCO: senco@wbca.shirelandcat.net

Year 6 Induction Days

- Wednesday 24th June, 9:30am – 3pm: Singletons and SEND students ONLY
- Wednesday 1st July, 9:15am – 3pm: All Year 6 students (9am if your child has medical needs/care plan)
- Thursday 2nd July, 9:15am – 3pm: All Year 6 students

Commented [IK5]: New dates and time req

Induction Evening for Parents and Carers

- Wednesday 1st July, 4:00pm – 5:30pm

Summer School

- Tuesday 21st July – School-based activity day, 9:15am – 3pm
- Wednesday 22nd July – Trip to Dudley Zoo, 9am – 3pm

Commented [IK6]: New Dates and time req

Uniform Suppliers

- CC Uniforms
- Gogna

First Day of Term

- Wednesday, 2nd September 2026, gates will open from 8:25am.
- Students must be on site by 8:40am.

Commented [M(7)]: Check dates due to inset days

E-Safety and Safeguarding Briefing for Parents and Carers

- Date TBC

Year 7 Settling In Evening October – Save the Date

- Date TBC