



WEST BROMWICH
COLLEGIATE ACADEMY

WBCA

OPEN EVENT GUIDE



wbca.school

WELCOME



We're looking forward to meeting you!

We are pleased to invite you and your family to visit our school and find out more about life here. This event is designed to give you a chance to explore the school, meet staff and students, and get a sense of what daily life is like for our students. We hope it helps you feel informed and comfortable as you consider your secondary school options.

Mrs Mary Henderson
Principal



BEFORE YOU ARRIVE

Do I need to book a place?

There is no need to book, you can turn up at any time during the event and stay for as long as you like up until the end of the event.

Who should attend?

We always encourage parents and guardians to come to the event along with their child. This means that everyone involved in choosing a secondary school can see the school and get a feel for whether it is the right place for your family.

We know that childcare can often be a challenge, so we welcome younger children too, however please be aware we have no separate provision or facilities for them.

Which entrance should I use?

Our school address is Kelvin Way, West Bromwich B70 7LE. The entrance to our car park and main building are situated on the road between the Bethel Church and Dawes Avenue.



BEFORE YOU ARRIVE

What time should I arrive?

We always recommend that families arrive early in order to make the most of the event, however we know that this is not always possible.

You're welcome to arrive at any time during the event and stay for as long as you like, right up until the event ends and the site needs to close. We just ask that you don't arrive in the last 10 minutes, so you have plenty of time to look around.

There will be several Principal talks scheduled during the event, and staff and students will be available throughout.

How long will the event last?

The school site is open and staff and students will be available from 4.30pm to 8pm. You may stay for as long as you wish.



GETTING HERE

Where is the school?

Our school address is Kelvin Way, West Bromwich, B70 7LE, between the Bethel Church and Dawes Avenue.

Is parking available?

Yes, we have a large onsite car park for visitors to use free of charge.

Can I travel by public transport?

National Express West Midlands buses 4, 3, 3A, 4H and 4M run down Bromford Lane with an 8-minute walk to the school.

National Express West Midlands buses 48, 49 and 80 run down Spon Lane, with a 13-minute walk to the school.

Trinity Way is the closest West Midlands Metro stop to West Bromwich Collegiate Academy (18 minutes' walk).



Accessibility and Support

Is the event accessible?

Yes, we have a lift and accessible toilets throughout the building.

Can you support visitors with additional needs?

Our SENCO and/or SEN staff will be available during the event to discuss any specific needs with you.

If you wish to contact us in advance to make us aware of any specific needs of anyone visiting, please contact the school office: 0121 393 4850 or info@wbca.shirelandcat.net.



The Event

What will happen during the event?

There will be plenty going on for you to see and do during the event. This includes:

- Talks by the Principal
- Tours of the school
- Subject demonstrations
- Current students
- Activities and displays on life at our school
- Scavenger hunt

Will I be able to meet teachers?

Yes, lots of our teachers will be available during the event for you to talk to and ask questions of. This includes SEND and pastoral staff.

Can we ask questions?

Yes! This is your best opportunity to ask questions of our students and staff so please take the opportunity to ask as many as you like.

Will current students be there?

Yes, there will be plenty of current students around the school for you to speak to and ask questions of.



The Event

What questions might my child like to ask?

Please make the most of the event and ask as many questions as you need to.

We also encourage your children (our prospective new students!) to chat and get involved. Here are some questions they might like to ask our staff and students:

- What clubs can I join?
- How do I make friends?
- What trips do you go on?
- What happens at lunchtime?
- How do I get help if I'm worried?

Will refreshments be available?

Yes! Each member of your group will be provided with a token to exchange for some of the delicious menu samples from our canteen. Self-service hot and cold drinks will also be available – refreshments are all free of charge.



The Event

When do applications open?

Admissions for entry in 2027 open in July 2026 for Sandwell and 1 September 2026 for Dudley.

How do I apply for a Year 7 place?

You must apply for a year 7 place through your local authority (the council that you pay your council tax to). They will usually have an online form that you fill in with your details and choose which schools you wish to apply for, in order of preference.

When will I find out which school my child has been offered a place at?

If you provided an email address during the application process, you will find out by email on national offer day which will be early March 2027 (exact date to be confirmed).

If you did not include an email address, you will find out by post a few days after national offer day.

Where can I find admissions information?

- [Our admissions webpage](#)
- [Sandwell admissions](#)



The Event

Will there be more opportunities for us to visit you?

We hold our main open event(s) in September. However, if you feel you need to revisit us later in the year, please get in touch with the school and we will be happy to arrange an additional visit.

Who do I speak to if I have a question after the open event?

Please contact the school office and we will be happy to answer your questions - 0121 393 4850 or info@wbca.shirelandcat.net

We can't wait to meet you!

We know choosing a secondary school is an important decision. Our open event is a chance to explore the school, meet our community and ask any questions you may have.

We look forward to welcoming you and your family.

Mrs Mary Henderson
Principal

