

19th February 2024

Dear Parents/Carers

I want to start by thanking you for your support during what has been a very busy last half term, which included a full reset on important aspects of school life. I am grateful to everyone and pleased with the resilience and maturity students displayed in remaining focused on their learning. During the term, we have already seen a significant improvement in punctuality to school and to lessons and our uniform standards remained high, highlighting the importance of looking smart. All of these priorities were shared on our school website via a video link. We remain focussed on these aspects during the period ahead. Over the break, I was pleased to be able to offer every parent £20 supermarket voucher courtesy of Birmingham Council – this link was sent via email for security reasons. If you had any problems accessing the fund, please email c.hugill@corerockwood.academy

It will be lovely to welcome back our students from half-term. We would like to take this opportunity to reinforce important messages so that our 'Rockstars' are ready to learn, and we can prepare them for life beyond their secondary school education. I am pleased to announce that during the half term, Mr Singh was promoted to Assistant Headteacher and will be continuing to lead on Behaviour and Attitudes at the Academy. Importantly, Mr Singh has added important messages to this letter to remind parents of key aspects of school life and the role we all play in maintaining high standards.

A particular highlight of the term was our activity to mark Holocaust Memorial through our education programme Echo Eternal. Some of our students were fortunate enough to visit London as part of the programme and witness the memorable performance.

Echo Eternal is just one of the ways we demonstrate our CORE values, that underpin everything we do at school. Over the term we have been pleased to reward a number of students for displaying our values and for their good behaviour and conduct. Parents can see this progress on a daily basis via Class Charts.

It is important students and parents once again are reminded of our expectations – we have highlighted these below:

Excellence at Rockwood

Parent/carers play a vital role in ensuring consistent good behaviour, but also in making sure students take responsibility for their actions. We are all role models and we set the standards and model how we want students to achieve excellence in school and beyond. At Rockwood Academy, we have a clear code of conduct which is centered around: Ready, Respectful and Safe. Therefore, we expect all students to have equipment with them, so they are ready to learn. We expect all students to be respectful and considerate to their fellow peers and their teachers. Finally, we expect all our students to be in the right place, at the right time, doing the right thing.

At Rockwood, we provide a high level of support to students so that they can improve their behaviour and "reach for the stars". I have been delighted to be able to strengthen our pastoral team which will ensure our students make excellent progress both academically and personally.

- We expect all students to arrive in full school **uniform with full equipment**, ready to “reach for the stars”. Our ‘Uniform and Equipment Policy’ is clear and is available here: <https://www.corerockwood.academy/school-life/uniform-equipment>. Full Rockwood PE kit should be worn on PE days, together with lanyards and blazers. Trainers are not to be worn at the Academy unless a PE day. We have purchased some spare school shoes that will be provided to any student who fails to meet our expectation and have introduced the removal of outer coats in the building. This means that during the day the standard of uniform can be recognised more freely- we are keen to reward students who are demonstrating excellence. If you have any queries or require support with any aspects of uniform or PE kit, please drop into reception and we will be happy to help. We have reminded all students that corrections are in place for any student who fails to meet our uniform expectations. Please can I ask that parents pay close attention to uniform and equipment each morning so that all students are ready to learn and start the day in the most positive way.
- I have reminded all students about the importance of **Attendance and Punctuality** to every lesson. We are now only accepting **3 minutes** to travel to lessons. Please could all parents remind their children that we do not want any lost learning time and our aim is to ensure excellent academic progress.
- We will continue to use the Class Charts app to communicate key data about your child’s performance at school, including rewards, attendance, and behaviour.
- **Class Charts**
It is vital that you are up to date and are regularly engaging with your child’s Class Charts data. On this app, you will be able to see all the positive points and any negative points they have accumulated daily. This tool is key in keeping you up to date on child’s progress and will allow you to provide the necessary intervention so your child can make rapid progress. We will be sending out Class Charts data to those parents who have not yet accessed the app and clear instructions of how to set this up on your phone. We will also be sending out key messages on Class Charts, so you are kept up to date on the many opportunities and key messages we send out to students. This app is therefore vital for you as parents to really engage with school life.
- School **attendance** is a key focus for us all during the year ahead. Please ensure that your child attends school regularly – we aim for 100% attendance. We have included really good advice on school attendance on our school website. I would urge all parents to read this important addition as we strive for excellence. Please can I ask all parents to check Class Charts on a daily basis so that any sanctions are well communicated, and children are safe when returning home later than usual.
- As a reminder to parents, our gates open at **8:25am each day**, with the school day starting at 8:35am. Students arriving after 8:35am are considered late and will be issued a 60-minute correction to be served after school on the same day. To avoid this, please ensure that your child arrives early ready for the start of our school day. Unfortunately, I have had to write to some parents personally regarding the issues around punctuality, which can become a legal matter.
- We have clubs before school, **starting at 8:15am**. All students are welcome to attend. Our library is open for students to read or use the computers, plus our Breakfast Club, offers free tea and toast to all students; we believe that no student should start the school day with an empty stomach. Further details about school clubs can be found on our school website: <https://www.corerockwood.academy/school-life/clubs-activities>
- During our “reset” assemblies, we have also discussed the schools **code of conduct**- Ready, Respectful and Safe. In these sessions, we have developed a common understanding regarding social time conduct and how to move around the building in a same and orderly manner. I am sure that parents would welcome this initiative and will support us in communicating to your child the

importance of sensible and safe conduct. We have shared this with students and rewarded those students who have demonstrated the value of “respect”. As with all aspects of school life there are consequences in place for any student that does not adhere to our code of conduct. This term, we will be focussing on being a “good citizen” and actively demonstrating the value of respect – this is essential as we prepare students for a bright future.

- **Mobile phone: out of sight policy**

We have a clear out of sight mobile phone policy. Therefore, when a child is on school premises, no mobile phone should be seen or heard from any member of staff. The phone should be turned off and kept in their school bag. If a child is seen with a phone on school grounds, they will receive a 60-minute correction. Also, the phone will be confiscated, taken off the child and handed to reception. Parents/carers will be contacted to collect the phone from school.

Please also be mindful of how your child is using technology whether that is a phone, laptop or any other device. It is very difficult for us as a school to regulate how your child uses their technology outside of school hours. Please ensure your child is using a technology in a safe, respectful, and mature manner. We are constantly reviewing our mobile phone policy and with new guidance regarding Mobile Phones, we will be regularly communicating this aspect with all parents/ guardians.

Together stronger

At Rockwood Academy, we pride ourselves on ensuring our students are given the tools to achieve the best possible outcomes and provide vast opportunities which enable them to become cultured citizens. We want our students to be reflective leaders and take accountability for their actions and become role models for future generations. We know you also want the best for your child, and it is very important that our message of excellence is consistently echoed by us as a collective. Together, we can have a real long-lasting influence on our students and make, not only us but the wider community proud of our students. Your continued support and contribution to our vision of excellence is a key part of our future success.

We wish everyone a successful term ahead.



David Cooke
Head Of School



Mr G Singh
Assistant Headteacher - Behaviour