



Headteacher's Newsletter



As we head into the final few weeks of the autumn term, it is a real privilege to share with you the continued growth, strength and spirit of our school. This week has been another reminder of the ambition shown by our school community and I am proud to see students making the most of their education.

From our ever-improving attendance to the unity of our Remembrance Service, to the maturity of our Year 11 students and our shared commitment to creating a calm and focused learning environment, this week has reflected our school's progress and our pride in our students.

Remembrance: Showing Our Unity and Respect

On Tuesday 11th November, our school community came together for our annual Remembrance Day Service, a solemn and poignant event that reflected our shared values of respect, compassion and community.

Almost 900 students and staff gathered in silence to honour the sacrifices of the Armed Forces. We were honoured to welcome representatives from the Royal British Legion, the Armed Forces, local councillors, academy governors, and Rt Hon Wendy Morton MP. We were also pleased to be joined by former Brownhills staff: Mrs Tomlinson, Mrs Twist, Mr Twist, Mrs Geldard-Williams, Mrs Morgans and Mrs Carlidge. Our connection with our community is extremely important for us as a true community school.

We were delighted to welcome students from Watling Street Primary School, whose presence added to the sense of community across generations.

Miss Taylor, Head of History, delivered a moving address that helped students connect with the legacy of the fallen. Student readings of poetry prompted reflection and deeper remembrance. The Last Post was beautifully performed by Mr Stevens, and the two-minute silence was observed with complete reverence.

The service concluded with wreaths laid in our Remembrance Quad, where the names of former Brownhills boys who died in the First World War are permanently honoured. Our students' perfect behaviour and deep respect were a credit to families and to our academy.



Attendance: Every Day Counts

I am delighted to share that our whole-school attendance has improved rapidly since September and now sits above the median for similar schools, with persistent absence rates lower than the median. This is a huge achievement and one we should all celebrate.

I want to publicly commend Mrs White, our brilliant Attendance Officer, for her relentless focus on ensuring students are in school. She works tirelessly alongside our Pastoral and Operations teams, led by Mr McGlynn, Deputy Headteacher, who consistently reminds students in assemblies and PT that attendance equals opportunity.

We are completely clear on the direct link between excellent attendance and excellent outcomes. Although we absolutely understand that absence due to illness is sometimes unavoidable, the efforts made by students and families to be in school every day are paying off.

Hundreds of Brownhills students currently have 100% attendance, and many more are proudly sitting above 96%. These figures matter. Recent student voice was extremely appreciative of the changes made in September to lower the attendance targets for rewards to 96% rather than 100% meaning that students remain 'in the running' for prize drawers and celebration rewards even if they have been unavoidably absent due to illness. This was an important change to our strategy in direct response to student and parent voice.

The message is clear across our community: every day counts. Thank you for your continued support in ensuring our students are in school and making the most of every opportunity.



Focused and Ready: The Introduction of Phone Pouches

This week, we introduced signal-blocking mobile phone pouches for all students, marking another important step in our commitment to ensure a calm, focused and distraction-free learning environment.

We are proud to align with Ormiston Academies Trust's national commitment to making schools mobile phone-free environments. The decision is rooted in robust research that highlights the harmful impact of mobile phone use on learning, wellbeing, behaviour and social interaction.

Phones are valuable tools, but only at the right time and in the right context. During the school day, they can contribute to distraction, poor focus and negative online experiences. Removing that distraction helps our students to focus fully on what matters most, their learning, friendships and personal growth.

The response from students has been outstanding. They have embraced this change with maturity, and the transition has been smooth, with benefits already being felt across the school.

Thank you to families for your support. We know that a shared ambition for excellent will drive success for all students at Brownhills.



Year 11: Making the Most of Every Opportunity

Year 11 mock examinations continued this week, and I could not be prouder of how our senior year have conducted themselves.

There is a real buzz of ambition around our senior students. They are working hard in lessons, revising with purpose and approaching their exams with a resilience and determination that will serve them well over the coming months.

Our staff have already begun the process of marking, analysing and feeding back, ensuring that every student gets the guidance they need to take the next step forward. The next six months are critical, and Year 11 are showing that they understand the importance of this time.

Thank you to all families who are supporting at home: with organisation, attendance, revision routines and words of encouragement. It makes a huge difference.



Looking Ahead

This has been another week that shows the growth and development of our school, not just in exam outcomes or attendance figures, but in the depth of our values and the strength of our community.

We are proud of the young people we serve. As well as making curriculum progress, they are learning what it means to belong, to work hard, and to make the most of every moment.

Thank you to our entire community for being part of this journey. As always, I look forward to the week ahead, full of opportunity and high standards.

With very best wishes,
Mr R T Doodson
Headteacher

