



Brownhills Ormiston Academy

Deakin Avenue, Brownhills, Walsall,
West Midlands, WS8 7QG

Tel: 01543 452886

Email: postbox@brownhillsoa.co.uk

Web: www.brownhillsoa.co.uk

Principal: Mr R T Doodson

RDO/SY/PLET119J

10th July 2026

End of Year Letter

Dear families,

I hope this letter finds you well. As we reach the end of another successful year at Brownhills Ormiston Academy, I would like to thank you for your continued support and partnership. Together, we are committed to ensuring every student makes the most of every opportunity and takes their one chance at their education very seriously.

There is much to celebrate from the past academic year, and I continue to be extremely proud of our entire school community. It is a privilege to lead a school that is so respected in its community and that richly deserves its strong reputation as a good school.

It is essential that we continue to raise standards in every aspect of the school's work and that we elevate Brownhills Ormiston Academy even further throughout the next academic year. Your children deserve the very best and the staff and governors at Brownhills are determined to ensure the highest standards in all areas of school life, which allows us to put our focus where it matters most: on providing the very best education for your children.

We are all looking forward to welcoming students back in September and starting another fantastic year together. This letter sets out everything you need to know to help your child start the new year confidently, smoothly, and in a calm, focused way. Please take some time to read it carefully and keep it handy for reference over the summer.

Keeping safe this summer

Above all, we want our students to enjoy a safe, happy and respectful summer break, so they return refreshed and ready to learn. Please support us by reminding your child to:

- Stay safe near roads, railways, and quarries.
- Be very aware of safety and the dangers of open water, especially as they live so close to Chasewater and to the canals.
- Make thoughtful, respectful decisions online.
- Keep parents/carers informed of their whereabouts.
- Be cautious around strangers and new places.
- Always make lawful, considerate choices.

Students represent our academy even outside term time, so thank you for encouraging them to uphold our values all year round.



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End of summer term

The last day of term is Friday 17th July, and we will finish at 11.55am. The coaches depart around 12 noon.

Start of the new academic year

Tuesday 1st September: **INSET day – school is not open to students.**

Wednesday 2nd September: **INSET day – school is not open to students.**

Thursday 3rd September: **Year 7 students only.** Please ensure your child arrives by 8:30am at the latest.

Friday 4th September: **All students return.** Please ensure your child arrives by 8:30am at the latest.

New coach pick-up times for September will be sent to the relevant families over the holidays after coach routes are confirmed.

Farewells and thank you

Throughout this academic year, we have previously said farewell to Mrs Lappage (Senior Science Technician), Miss Lindon (Pastoral Support), Miss Brookes (Admin Support), Mrs Hayes (Catering Support) and Mr Casey (Teaching Assistant). We thank them all for their service to the school and their support for our students.

Mrs Murphy has been the Careers Advisor at Brownhills for many years and has supported hundreds of students to consider their next steps in life. Her advice and guidance have been vital to our students in determining their future college, sixth form and apprenticeships plans, guiding students to appropriate Work Experience and ensuring they understand the qualifications they need to enjoy a life of choice and opportunity. We are grateful to Mrs Murphy for her hard work and dedication and wish her all the best for her retirement.

Miss Moya-Pugh has been a Cover Supervisor with us for the past year. We are grateful to her for the support of all our students. We are pleased that Miss Moya-Pugh will be progressing onto a teacher training programme from September and wish her good luck in the future.

Key reminders for September

We know students thrive when expectations are clear. Your support ensures that we spend our time focused on teaching and learning, not addressing preventable issues.



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School Day Times

Monday - Friday

8:25	8:40	Breakfast - strongly encouraged for all students
8:40	9:10	Registration and PT time – pupils must be seated and beginning work at 8:40am
9:10	10:10	Lesson 1
10:10	11:10	Lesson 2
11:10	11:30	Break
11:30	12:30	Lesson 3
12:30	1:30	Lesson 4
1:30	2:10	Lunch / Enrichment
2:10	3:10	Lesson 5
3:10	Finish	Enrichment - strongly encouraged for all students

Uniform and appearance

Please ensure your child is fully prepared each morning and has full uniform that complies with our expectations. All the information about our website is in our home/school agreement that is signed by families when their child joins our school. Your daily checks help us focus on learning from day one.

From September 2026, we return to our full school uniform with no summer adaptations. Please be aware of the following uniform requirements:

- Knee-length skirts (no lycra), trousers that are not jeans/jeggings/leggings.
- All-black, sturdy school shoes (no trainers, pumps or canvas).
- No make-up, nail varnish, false nails or eyelashes, hair extensions, unnatural hair colours.
- Only one pair of small earrings and one plain ring per hand. These may need to be removed for practical subjects such as PE, Technology, and Science, if required.
- No facial or cartilage piercings.
- No chewing gum, large bows, hair patterns, or other non-uniform accessories.

We will support students arriving in the incorrect uniform by providing them with the correct uniform if available, with the cost added to ParentPay.

The school does not stock uniforms for purchase. Crested Schoolwear, Clive Marks and Uniforms Plus stock our named items. Other items can be purchased from most stores, including supermarkets.

Please note that our academy PE kit is compulsory, even if not participating as students will still officiate, coach and contribute, so need to be dressed professionally and appropriately.



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Please be aware that we are currently reviewing the summer uniform in direct response to student voice. You will receive clear communication about the acceptable summer uniform items.

Essential equipment

Every day, students must bring:

- A suitable school bag (students will be required to bring some exercise books, revision materials and home learning home)
- 2 black pens, 1 green pen, pencil, ruler, rubber, highlighter, glue stick
- A scientific calculator (recommended model either Casio FX-85GTCW or Casio FX-991CW) and a protractor
- A personal reading book
- A refillable water bottle
- PE kit (on required days)

Personal Tutors will check equipment daily. Missing items twice in a week will result in a 10-minute detention.

Arbor

Our platform for all data and communication is now Arbor. Thank you for your patience as we migrated to this new system after Easter. We have come a long way with the introduction of this system, but we will continue to refine its use and ensure that it is fit for purpose.

Arbor will be used to communicate all information with you. This has replaced the text message system for most communication. This includes rewards, praise, behaviour, home learning, timetable, detentions, absence, permission for events and trips, letters, events, and other important information. It is essential that every parent has installed the app and has enabled notifications.

Communication between the academy and parents/guardians is an important tool in helping us to support your child together. Students must download the app to see their own information that will help them manage their timetable and home learning.

Please ensure that the notifications are enabled so that you stay up to date. This year, children have missed out on trips and other opportunities because families have not used Arbor so have not seen the information sent out and I would like us to avoid that next year.

Home learning

We are committed to home learning because it plays a crucial role in reinforcing and extending the learning that takes place in the classroom. It is an opportunity for students to practice and apply their knowledge, develop essential skills, and prepare for assessments and examinations. As all



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students will sit external GCSE examinations, they must be in the habit of working hard at home, regularly revising and learning key knowledge from each of their subjects.

There is a clear link between students who work hard at home and academic achievement, so we are asking for family support to ensure that all work is completed and that we work in partnership to allow all students to achieve their potential.

KS3 (Years 7-9) Home Learning:

- Maths and English home learning is set once a week.
- Maths homework will be set on Sparx Maths.
- All other subjects set home learning according to the home learning timetable.
- All subjects will set work that will take at least 30 minutes to complete.
- All students should read for at least 20 minutes, five nights per week.
- As students approach assessments home learning will increase to reflect the preparation required,

KS4 (Years 10 & 11) Home Learning:

- Maths, English and Science home learning is set once a week.
- Maths home learning will be a mixture of Sparx and paper-based homework.
- All other subjects set home learning according to the home learning timetable.
- All subjects will set work that will take at least 60 minutes to complete.
- As students approach assessments, assignments and mock examinations, this will increase to reflect the preparation required.
- All students should read for at least 20 minutes every evening.

Completion: students are expected to complete all home learning to the best of their ability and submit work on time.

Responsibility: students are responsible for managing their time effectively, planning ahead, and seeking clarification from teachers when needed.

Quality: home learning should reflect students' best effort and should be completed with an excellent standard of presentation.



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Rewards

Students at Brownhills Ormiston Academy will be rewarded for good attendance, hard work, completion of home learning, upholding our academy values, contribution to school life and attendance at clubs and enrichment activities.

Students will earn House Points that will contribute to regular celebration of student achievement and teamwork. Houses will compete to earn trophies and prizes. We will hold whole school assemblies to find out whether Phineas, Holland, Coppice or Knaves house are victorious.

We will continue with our highly successful and popular series of inter-house competitions, such as House Cross Country, House Sport, House Music and House Drama to build our school culture and give more opportunities for students to contribute to school life and succeed.

The newly introduced Golden Tickets and Headteacher's Brunch will continue next year. There will also be brand new Achievement Director Awards issued weekly to students who exceed expectations and commit fully to their academic studies.

We will continue to run trips, celebrations events for students who meet and exceed expectations at Brownhills.

Attendance

Excellent attendance at school is critical so that your child benefits from our carefully planned curriculum and makes good progress in their lessons. Please note the following key points:

Attendance and resilience:

- Please encourage your child to attend even if they feel slightly unwell.
- Please encourage your child to develop resilience with attendance; consider whether they would be well enough to attend something with their friends or something they really liked doing
- Personal Tutors will work with families and students to develop resilience to overcome barriers that may stop students from coming to school.
- Pastoral staff at the academy will offer a range of support to students so that they can always access their education and maintain good attendance



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Holidays:

- Please note that holidays in term time cannot and will not be authorised.
Exceptional circumstances:
- Only absences due to exceptional circumstances for which evidence must be provided can be authorised.
- Any exceptional leave forms must be submitted six weeks prior to the intended absence, otherwise it will not be authorised. The Government guidelines are very strict, and exceptional leave does not allow for situations such as restricted holiday dates from employers.

Unauthorised absences:

- No absence of any kind will be authorized for a child whose attendance is below 95%, unless there are significant mitigating circumstances, e.g. a serious long term medical condition.

Educational Welfare Service:

- The school works in partnership with the Educational Welfare Service (EWS) to closely monitor any student whose attendance is less than 95%.
- The aim of the EWS is to drive up student attendance through a balance of support and challenge.
- Please note the EWS has acted by issuing fixed penalty notices for continued persistent absence without medical evidence.

Attendance leadership:

- The School Attendance Officer, Mrs. White, leads on all aspects of attendance and works with Mr. McGlynn, the Deputy Headteacher, to improve attendance for all year groups.
- The attendance legal framework regarding fixed penalty notices will be consistently applied to students and families at the academy.
- Personal Tutors, Heads of Year and Achievement Directors will work together to ensure that students' attendance is managed, and communication with families is regular.

Legal framework:

- There is a national threshold for when a Penalty Notice (fine) will be considered following unauthorised absence.
- Any student that has 10 sessions of absence (there are 2 sessions each day, so this could be 5 full days' absence), over any 10-school week period will be considered for a fine.



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- These sessions do not need to be consecutive and can be made up of any combination of unauthorised absence, including holidays and lates to school, U marks (late to school after 9.10am).
- The 10-week period can span different school terms and years.
- Fines can range from £160 per parent, per child (reduced to £80 if paid within 28 days) to £1000 for repeated unauthorised absence.

Punctuality

It is essential that students attend school on time every day. Students that are late to the academy miss key information and learning that is shared during PT time, line ups and assemblies. The academy will continue to issue detentions for students that are late.

Students must be on site by 8:30am at the latest, ready to move to PT rooms at 8:35am so that PT time starts promptly at 8:40am.

Parents must be aware of the different late codes and their impact on student attendance:

- L code – this will be applied to students that arrive after 8.40am but before 9.10am.
- U code – this will be applied when students arrive after registers close, 9.10am.

Parents should understand that when students arrive after 9.10am, although they are present in school, the **U mark is classed as an unauthorised absence**, so this will have a negative impact on your child's overall attendance mark. In light of the legal framework, parents should know that all unauthorised absence will be considered by the EWO when parents are issued a fixed penalty notice.

INSET days

A school calendar will be published in September with all key dates. To help you with planning and your own family calendars, here is a list of the INSET days at Brownhills Ormiston Academy during the next academic year:

- Tuesday 1st September, Wednesday 3rd September, Monday 4th January, Monday 22nd February, Monday 8th March and Monday 12th April.
- Please note that school is only open to Year 7 on Thursday 4th September.

Mobile phones

After the highly successful launch of our mobile phone pouches earlier this academic year, this is now 'business as usual' at Brownhills.

All students will continue to show a member of staff that they are placing their phones in their secure signal-blocking pouches before they are allowed on site. Phones are strictly prohibited and must be



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switched off and in pouches at all times. There is no time in school when mobile phones are to be used.

If found in school, mobile phones will be confiscated until collected by a parent at a time convenient to the academy, which may not always be the same day. If students are found to be dishonest about this, they will receive a sanction commensurate with a serious breach of conduct.

Please speak with your child about these expectations and readjusting to this after six weeks with their mobile phone over the summer holiday. Our phone policy is completely non-negotiable.

Social media

Please monitor your child's online activity carefully. The misuse of social media continues to cause distress to students and parents. Crucially, this disrupts learning. Any online behaviour involving the academy, staff or students will be treated very seriously. Please check to make sure your child is keeping themselves safe and not viewing inappropriate materials.

It is always time-consuming and stressful for staff when dealing with pastoral issues which relate to the use of phones and social media platforms, especially when issues occur out of hours and at weekends/during holidays. Please remember that we cannot control or police what is posted on social media platforms. Please remember that the platforms themselves own what your child puts on them, whether your child deletes content or not, it is stored by online organisations. Please also be aware that what your child posts now could come back to affect them later in their life, especially if a future employer does a search on them, which is common workplace practice now for job interviews, including in schools.

Please note that I am directing staff not to deal with social media issues in school. Staff must be focused on teaching and learning and the quality of education that our students receive. Social media issues between children must be dealt with by parents outside of school. The simplest way forward is not to allow your child to have social media accounts.

Any child found using the academy name, academy logo, staff photos, student photos, names of staff or fellow students to mock, harass, humiliate, or intimidate others will receive a serious sanction. Using a Tik Tok or another social media platform account to bring the academy into disrepute will be dealt with as a serious breach of school rules. Any illegal activity will be reported to the police. Staff and students have a right to go about their daily work without being recorded, filmed, or photographed, or for existing images produced by the academy to be edited or manipulated.

Detentions

Students will receive detentions as a sanction for lateness, poor behaviour and failure to complete sufficient work. **Detentions will take place during the school day and after school.** The focus of any detention will be to catch up on any work missed because of poor behaviour or lateness to a lesson and to build positive relationships between staff and students with restorative conversations.



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Wherever possible, we wish to avoid detentions, so please help us by checking your child is getting your child to school on time, dressed correctly, making sure they have their bag and equipment organised the night before and keeping us informed of any issues which might impact on their progress or welfare in school.

Students and families are informed about all detentions issued on Arbor. Please be aware that this is not communicated in any other way, so you must check this platform to be fully informed about detentions. There will be no text messages, so it is expected that students and parents will check their Arbor app. **Students who catch the school coaches will have to make their own arrangements to get home from school if they have been put in detention.**

Detentions, including after school detentions, are completely non-negotiable and will not be re-arranged. If you do not want your child to have detention, please help them to be on time and behave appropriately. Please also check their uniform and equipment daily so that they can stay focused on their learning. Year 7 students will particularly need these checks to help them get used to the secondary school timetable.

The Senior Leadership detention takes place for one hour on a Friday after school each week. Students that are placed in a Senior Leadership Team detention on a Friday will have missed previous detentions.

If a student does not attend their SLT detention, they will lose all free time until the after-school detention is completed. Students that do not attend detentions, will be upscaled in the following ways:

- Class teacher detention (10-20mins at break or lunch time). Failure to attend, will be upscaled to the next level.
- Head of Department detention (30min at lunch time)
- Head of Year detention (30 mins after school every Thursday)
- Senior Leadership Team detention (60 mins after school)

Car Safety

Parents are advised to use other safe areas near the school as pick-up points as Deakin Avenue is extremely narrow and is not suitable for the traffic generated by almost 800 people.

Please note the following:

- Please do not park on the double yellow lines on Deakin Avenue at any time
- Please do not stop on the bend of Deakin Avenue or use either of the school entrances as a turning circle.
- Please do not use King's Deer Road, which is an extremely narrow residential street. Residents in King's Deer Road have cameras on their drives and will report offenders to the police.



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- Academy staff will be on duty and will move cars on if they are parked illegally to safeguard our students.
- We currently have four school coaches arriving and departing in a very narrow road, so we need everyone to be considerate to keep everyone safe.
- We value the local residents' goodwill, so please always park and behave courteously.
- Visitors to the site for appointments during the school day can request access to the site through an intercom system.

I must inform parents that I receive near daily communication from local residents complaining about parents' driving, parking and behaviour on Deakin Avenue and particularly King's Deer Road. Many residents find this very distressing, so I am appealing to you to support us in respecting our neighbours and ensuring that complaints about this do not take up staff time that should be spent with your children.

There is clear guidance on our academy website about site traffic management. I advise all parents and carers to be familiar with this to avoid issues and unsafe road use around the academy.

Working together

Parent, carer and visitor information

You will find a copy of the Home School Agreement on the academy website which all parents signed when their child joined the academy. Please read this carefully and note the part which says that parents will communicate with staff in a respectful manner.

If you are a Year 7 parent, please remember that we are a much bigger school than you have been used to in the primary phase, so we have Personal Tutors, Class Teachers, Heads of Year, Heads of Department, Achievement Directors and a Senior Leadership Team to deal with concerns and complaints before they reach the Headteacher.

These staff most often know your child very well and will have a good understanding of any issues that may occur, so they are the most appropriate person to respond. They are all well trained staff who will treat your issue seriously and do their best to manage it to a resolution.

With almost 800 students it would be impossible for one person to manage all issues efficiently, so please follow the systems in place if there is anything you are concerned about. It is important for the health and wellbeing of all concerned that conversations and meetings are conducted calmly and without aggression or abusive language and set a positive example for our young people of how to deal with conflict and resolve problems.

Please visit our website to read our Communication Guidance which makes our systems and expectations clear. **Please note that we cannot and will not accommodate unarranged appointments.** Therefore, if a parent/carers comes into the academy and asks to see a member of staff, it is most likely that this member of staff will be following their work schedule and will be supporting the pupils of the



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academy. Parents and carers who arrive to the academy requesting an unarranged appointment will be directed to leave the site and book an appointment for a mutually convenient time.

Please be aware that we have a Parent and Visitor Conduct Policy, which can be located on our website in the policy section.

Thank you for your ongoing support with ensuring productive communication between home and the academy.

Useful contacts

For 2026-2027, the key staffing arrangements are as follows:

Heads of Year:

Head of Year 7	Mr A Cox
Head of Year 8	Mr K Watson
Head of Year 9	Miss J Glover
Head of Year 10	Mrs R Rathbone
Head of Year 11	Miss V Hobday

Achievement Directors:

Achievement Director – Year 7	Mr A Reed
Achievement Director – Year 8 & 9	Mr A Queensborough
Achievement Director – Year 10 & 11	Mrs J Adams

Senior Leadership Team:

Headteacher	Mr R T Doodson
Senior Deputy Headteacher	Mrs R Chaplin
Deputy Headteacher	Mr J McGlynn
Assistant Headteacher	Mr M Yates
Assistant Headteacher	Mrs J Huskisson
Assistant Headteacher	Miss J Greenhough
Associate Assistant Headteacher	Mrs J Mitchell
Associate Assistant Headteacher	Mr J Pierce
Associate Assistant Headteacher	Mr A Reed
Director of Safeguarding & Wellbeing (DSL)	Mr J Shaw
Business Manager / Finance Director	Mrs T Harriman
Senior Leader: Careers & KS4	Mrs J Adams



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Useful email addresses:

General Enquiries	postbox@brownhillsoa.co.uk
Attendance	attendance@brownhillsoa.co.uk
Safeguarding	safeguarding@brownhillsoa.co.uk
SEND	SEND@brownhillsoa.co.uk
Finance / Coaches	finance@brownhillsoa.co.uk

Please allow at least 48 hours for the initial acknowledgement of your email. Staff teach during the day, so they are very unlikely to read any emails during the time that children are on site. Please also be aware that communication sent out of work time will not be accessed by staff.

Please contact your child's Head of Year with any queries about information contained in this letter.

Thank you

On behalf of all the staff at Brownhills Ormiston Academy, thank you for your continued support, trust and partnership. Together, we will make sure every student makes their one chance at education truly count.

Have a wonderful, safe, and relaxing summer. We look forward to welcoming everyone back in September.

Yours sincerely,

Mr R T Doodson

Headteacher