

COLLABORATION · OPPORTUNITY · RESPECT · EXCELLENCE

## WELCOME TO CORE

CORE Education Trust was set up with a straightforward commitment to provide local solutions for schools in need of a fresh start. Our approach involves developing strong, deep-rooted and meaningful partnerships with local stakeholders. Children are at the centre of everything we do; they always come first.

We are excited to confirm that, after a period of managing your school since September 2017, we will now become its formal sponsor from March 2018. We made sure we took care of major practical changes such as the school name and uniform back in September. This was to avoid any inconvenience during the school year and so I am pleased to confirm that there will be no further changes of this nature. The day to day running of the school will remain as it is for the rest of the school year. We will keep you informed and will seek your views of any proposed changes beyond that time. A local governing body will also remain in place and provide a very similar function to the one before.

It is a great privilege for me to lead an exceptional team at CORE and to welcome you all to it. We are supported by inspirational local and national partners and a group of trustees already hugely invested in your school and your community. Our collective pledge to you is that we will work tirelessly to give you and the children you care about a school to be proud of.

**Adrian Packer CBE**

Founder and CEO of CORE Education Trust

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***“The Chief Executive Officer and Directors of CORE Education Trust are innovative in their approach to school improvement. They are dynamic individuals who believe passionately in helping pupils to secure the best educational outcomes and to become citizens of the world.”*** Ofsted 2016

# OUR VISION FOR CITY ACADEMY

The vision for City Academy is inspired by CORE Education Trust's emphasis on the value of collaboration, in which local partner organisations have a strong input into the running of the Academy.

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## COLLABORATION

CORE Education Trust was founded on the principles of collaborative leadership, valuing the potential of the collective, rather than any one individual. This approach has already supported the development of the Trust's outward facing ethos which will now allow City Academy to connect to CORE's extensive network of partners. These partnerships facilitate innovation and are brought to life in the day to day running of the schools in the Trust.

## OPPORTUNITY

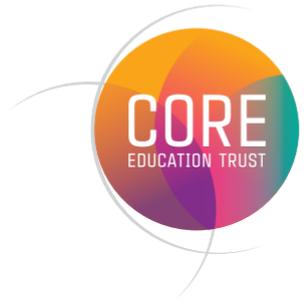
Children will have regular access to rehearsal facilities at the Birmingham REP. They will also benefit from access to a wider range of trust partners to inspire and motivate the best quality learning experiences. We will also develop a pioneering international cultural exchange programme designed to foster wider international links between Birmingham and other cities around the world.

## RESPECT

Based in the heart of Birmingham, City Academy will be closely connected and associated with its local environment and community. The Academy will promote itself as a proud symbol of the rich and diverse culture and heritage of Birmingham. It will focus on developing strong collaborative relationships with local communities, schools, businesses and community groups.

## EXCELLENCE

The strong sports, arts and cultural opportunities at City Academy will be supported by a robust emphasis on academic achievement. This approach will contribute to high academic standards but not at the expense of a broad curriculum model. The school day will be flexible and the extended curriculum will be rich and diverse.



# OUR PARTNERS

## LEAD TRUST PARTNER



### **Lawn Tennis Association/The Tennis Foundation**

The Tennis Foundation manages British tennis' education programme, with support from the Lawn Tennis Association and other key partners. The Tennis Foundation has supported over 20,000 schools, 80 colleges and 55 universities with free training, advice and equipment since 2009.



## LEAD SCHOOL PARTNER



Since September, we have been working with the school to develop a major new partnership arrangement with the REP. This has already involved a series of exceptional opportunities and experiences for the students and we aim to continue developing these as part of the long term development of the school. The REP's Learning & Participation team have a wide range of experience and expertise, allowing them to introduce students to particular topics or strengthen their understanding of a particular area of drama or theatre. Along with academic excellence, City Academy has a strong tradition of promoting and celebrating the arts, and this will continue to be a major feature of its future identity, working with the REP and other creative partners.



# WHO ARE WE?

Hundreds of people and organisations contribute to making CORE Education Trust what it is. We benefit from the expertise and experience from national leaders in their respective fields. We have particularly strong links with the worlds of the arts, sport and business.

Some key individuals who will personally interact with your school include:



## **Adrian Packer CBE, Trust Founder and CEO**

Before setting up CORE Education Trust, Adrian took over as Executive Principal of Park View Educational Trust (PVET) in September 2014 and guided the schools in that Trust to a successful turnaround by March 2016. In 2012, Adrian was the founding Principal of Everton Alternative Provision Free School and 6th Form College, the first Free School set up by a Premier League football club. From 2010, Adrian was an Executive Director and part of the founding team of Birmingham Ormiston Academy (BOA), an arts academy partnered with The BRIT School. Adrian was a senior Artistic Director at the BRIT School for 12 years and taught some of the country's highest profile, award-winning talent in the music, theatre and television industries.

Adrian is a Member of the LIPA (Liverpool Institute for Performing Arts) Council and Director and Governor of the LIPA 6th Form. He is Governor of the City of Birmingham School. Nationally, he is an independent non-executive Director of ukactive and a member of the UK Advisory Council of the Creative Industries Federation.



## **Ammo Talwar MBE, Trust Co-founder and Chair of Board of Trustees**

Ammo Talwar MBE is the CEO and founder of PUNCH, a global award-winning music and arts development agency based in Birmingham.

Born and brought up in Aston, Ammo has become a nationally-recognised champion of the potential for the creative industries to transform young lives. Receiving his MBE in 2008 (for services to music and young people), in 2016 he was named the Institute of Directors' regional Director of the Year for corporate social responsibility.

Ammo sits at board level on a number of regional and national bodies leading to major interventions with government agencies, schools and the Third sector. He is currently chair of BLACK ROUTES - the national touring network for contemporary music. He is also co-founding Member, Trustee and Chair of the Board of Trustees of CORE Education Trust.



**Jo Tyler**  
**Trust Co-founder and Chief Operating Officer**



**Emma Leaman**  
**Director of Education**



**Cathy O'Driscoll**  
**Head of Development**



**Tony Wilson**  
**Headteacher**