

CORE Education Trust, 55 St Paul's Square, Birmingham B3 1QS
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CEO Adrian Packer CBE



13th June 2018

Dear Parents/Carers,

Re: City Academy, 156-170 Newhall Street, Birmingham B3 1SJ

Firstly, I would like to state that it is an honour and I am extremely proud to have been given the opportunity to be Headteacher at City Academy. I am aware that over the past years several people have been in interim leadership positions and this has led to some inconsistency. I would therefore like to assure you all that I am keen to dedicate several years of my life to ensure your children are given the opportunity to succeed at the highest level academically and engage in opportunities to build the skills necessary to thrive in our global community:

"I am a value driven, transformational leader who believes passionately in making a difference and changing the lives of the young people whom I serve. I believe in 'achievement for all' and placing educational matters at the heart of community development."

During the interview process I had the opportunity to meet with several groups of students to discuss their thoughts about their school. It was clear that during the transition process last year, the students were not given the opportunity for their feelings and thoughts to be heard. Furthermore, you may be aware that initially the original vision for the school was to merge with what was previously Perry Beeches 3. This led to both schools having very similar names: City Academy and City Academy Birmingham.

Since CORE Education Trust became the sponsor in March, it has been confirmed that any potential merger is no longer under consideration. I believe it is extremely confusing having two schools with very similar names within the same Trust. The identical branding also raises concerns as it is very difficult identifying students outside of school. As the new Headteacher this is something that I am very keen to address and have been fully supported by our sponsor CORE Education Trust to review this as an immediate priority.

On Friday 8th June I met with a group of students from years 7 to 10 and the Chair of Governors - Jagwant Johal. I was given the opportunity to discuss the situation above and also share several ideas for potential new names for the school. These names were based on the history of the area, famous buildings nearby and location. I am pleased to share that all parties involved were unanimous in their preferred decision to adopt a new identity. The students have made the decision that they would like the school to change its name and to be called Central

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Academy from September 2018. This is a choice I am very happy to support. The students gave fantastic reasons for their decision which I would like to share:

1. Students felt that location was important and, as our school was most **CENTRAL** in relation to Birmingham city centre, the name should highlight this.
2. Students commented that our city has other ties to the word **CENTRAL** such as Central Library, Grand Central and Central Television.
3. Finally and most humbling to me personally, the students felt that their new Headteacher would place students at the centre of everything we do at the school.

The final part of this review process will involve students deciding upon the logo to go with our new name. The designers have been set the task to come up with ideas based around student comments from our last meeting. As a parent myself, I am aware that many of you will be concerned about new uniforms and the cost implications involved. Please rest assured, all students in current years 7 to 10 will be given a new blazer, new tie and a new PE top which will be funded by our sponsor CORE Education Trust.

I am incredibly excited about starting officially on the 2nd July. I will make sure we all have the opportunity to meet one another by welcoming parents/carers to attend a brief discussion about the school's next steps (dates will be shared shortly). I have a clear vision for the school and will wholeheartedly work to build a vibrant, high achieving and exciting learning environment giving your children the educational experience they deserve whilst developing a highly aspirational culture for us all.

With Best Wishes



David Bailey
Headteacher - City Academy