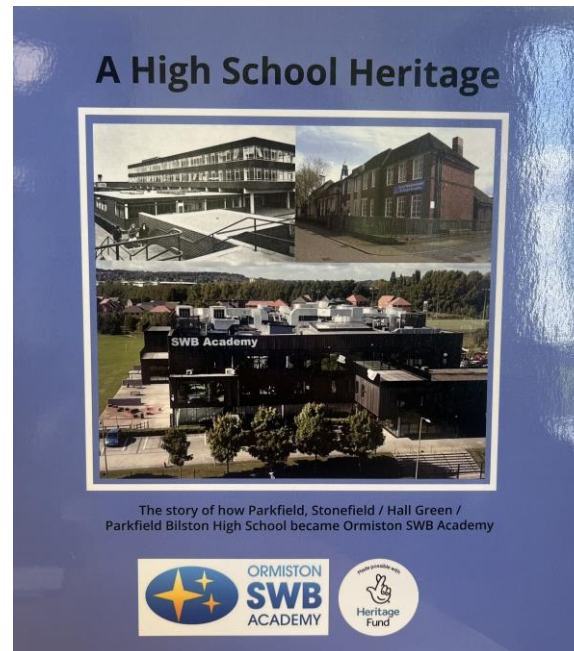


Welcome to Ormiston SWB Academy

Year 6 Induction Evening
July 2025

Please take one of our heritage books that shows the history of SWB Academy.



They can be collected from the table next to the uniform on Brindley Floor

New Build Update





Half Term 1



This was really successful with our Year 7 pupils this year. You will do this for the first half term only

Procedures and Sanctions to support students

If a student disturbs the learning in a classroom...
or does not meet our expectations

- Student will be given a reminder to change their behaviour or they will be given a sanction
- S1 - this will be recorded on Class Charts but students will not have to give back any time
- S2 - 30 minute detention
- ***Removed to REFLECT room + after school detention 60 minute detention***
- S3 – 60 minute detention
- Internal Exclusion (5 periods plus social times and 60 minute after school detention)
- Suspension

ALL SANCTIONS ARE THE SAME DAY

Procedures and Sanctions to support students

- Possession of an offensive weapon = **Permanent Exclusion**
- Possession of drugs = **Permanent Exclusion**
- Assaulting staff = **Permanent Exclusion**
- Persistent disruptive behaviour = **Permanent Exclusion**

Permanent Exclusion = Student loses their place at SWB permanently

Special Educational needs/disabilities

- We are fully aware that some students have additional needs.
 - There are 7 trained SENDCO's in this building (most schools have 1)
 - By law reasonable adjustments are applied in line with the additional needs a child has.

That does not mean a child with additional needs is exempt from sanctions though. The transparency of the rules makes it easier for children with needs to function

We are highly inclusive and SEND has a high priority within the academy where quality first teaching is expected for all. This is done through Provision mapping, curriculum reviews and quality assurance from our SEND team

How can you help?

- Ask questions about what they have done at the academy - Check on Class Charts. Make sure you are familiar with the policies and expectations - these will not be changed and are not negotiable.
- Expect your child to attend every day – encourage this expectation
- Homework – Check on Class Charts and ensure your child completes it within the time frame
- Read all text alerts immediately and check the website
- Follow us on Twitter, Facebook & Instagram

How can you help?

- Inform us of any concerns/changes regarding your child and communicate with us regularly - communication is an essential part of our partnership
- Keep us updated with any phone number or email changes
- Attend all meetings and parents evenings
- Appropriate conduct towards staff – we will seek to ban parents who abuse staff
- Positive relationships in front of your child – even if you do not agree

Uniform

- Academy trousers must be black, a tailored style and have a **zip / pockets**
- No leggings, jeggings, jeans or cords
- Official academy skirt with SWB logo
- Shoes must be plain black and those that can be polished (no trainers, no Nike Air Force, no plimsolls)

In the summer term only

- Optional Polo shirts with SWB logo can be purchased

Uniform

- No extreme haircuts (No tram lines or circles)
- ONLY natural hair colours – no non natural dyes or colouring
- No nails above the finger tips
- No extreme eyelashes
- One pair of small stud earrings (no lower than the ear lobe) – no other piercings
- No coats or hats inside (Lockers are available)

Uniform

“How does uniform affect learning”

- Parental support is essential
- You have opted to join us and be here tonight
- When your child becomes 13/14, it will become much tougher (social media, TikTok and other peer pressures, influencers, etc)
- Uniform is non negotiable and the academy reserves the right to determine what constitutes none natural, extreme, etc.

Toilets

- Students are expected to go to the toilet during movement time (5 minutes at each change over), break or lunchtime.
- Students are not allowed to go to the toilet during lessons (unless they have a medical/ physical condition that evidences this need)
- Toilet areas are supervised to ensure student safety and appropriate use of toilets

The rules are non negotiable



- **I won't apologise for having high expectations for your children**
- **These will be a key driver in your child leaving SWB with the outcomes and skills to transition to the next chapter of their life**

Pupil drop off and collection

There is very limited parking on Prosser Street, so parents may wish to look at alternatives when dropping off their children. The car park gates open at 8.10 each morning, with pupils able to enter at 8.20. These are then shut for the day at 8.40.

At the end of the day, the gates will not open until 3.05 so parents should not arrive before this time. We also ask parents/carers to be respectful to the nearby residents in ensuring they are not blocking any access



Parental expectations

Entrance and exit



Pinfold Street car park

- 400 yds from the gate
- Staff supervision at gates, top of the ramp/flyover
- Huge reduction in congestion for the community

Parental expectations

When a parental meeting occurs, the pupil will wait outside initially. This is the point to raise your concern with the staff. When the child is in attendance, their needs to be a united front in trying to bring about the best for the child.

‘Belittling’ or being ‘oppositional’ towards our staff completely undermines the authority a school has.

As human beings, we will make mistakes. If/when this happens, sharing these over social media doesn’t help anyone, especially before they have been looked into. Please ensure you contact us and discuss through the correct channels.

Anyone making defamatory remarks will be asked to remove them.

Expected conduct – explicit not extreme

We ‘show’ not ‘tell’.

The expectations are made very clear to our students.

These are done through videos and through practice each term as well as regular reminders throughout the year.

You will soon be able to see a document called **‘A day in the life of an SWB student’**, which will be sent to you over the holidays. This shows the expected conduct both in and outside of the academy, such as when at the bus station, crossing the road, riding bikes to school, etc

Please be aware that the law means the **school rules apply outside of the school gates** too, whether students have uniform on or not. In they are identifiable as academy students – they will be sanctioned.

This is something that Year 7 students struggle to comprehend each year when informed.

Mobile phones

Mobile Phones are a prohibited item at Ormiston SWB Academy. Pupils will be given a mobile phone pouch which is yours to keep. If you decide to bring a phone to school, it is placed in the pouch on entry to the academy and locked. This will be checked by tutors each morning as it is placed on the equipment mat

Upon leaving the academy, you can use any of the multiple unlocking devices we have at the academy exit point (shown below)



Rewards

Weekly Ice Cream rewards regarding attendance

Termly golden ticket draws

Termly achievement ceremonies to reward and recognise pupil efforts

Our CORE offer

We have the following value at SWB:

C - Character

O - Organisation

R - Resilience

E - Excellence

To support these, all of our pupils have a CORE lesson, where they are taught about issues outside of the National Curriculum subjects. This could be matters such as:

- E safety
- Sex Education
- Knowing the dangers of exploitation
- Financial management
- Careers education

Our CORE offer

In addition to this, we have 5 CORE days per year, with some being off site.



Full information on our website under curriculum

If you were to be with us for 7 years, you would visit some of the following places during the school day:

- London
- A beach
- A museum
- A university
- A castle
- Travel on Public Transport to Birmingham

Essential Equipment Needed

- Bag (large enough for an A4 folder)
- Pencil case
- Black pen and green pen
- Pencil
- Ruler
- Reading book (Available from our library)
- Knowledge Organiser
- Phone pouch



How can you help?

Energy drinks are banned and will be disposed of



Biometric system and Parent Pay

- Students do not need to bring cash into the academy
- They can pay with their 'finger' which you can 'load' up online (Parent Pay) or with a money loader in the academy.



Online Admission forms

To date we are 38 admissions forms outstanding

The admission forms need to be completed as a matter of urgency. We need these forms to be completed prior to students starting.

This evening, we have staff in B9 on hand to help parents complete the forms this evening.

Rank Order

This is a new initiative that was launched this year – most successful schools do this

It is completely anonymous. The only way anyone can see your pupils performance is if they share their unique code

There is a **monthly reveal** for attendance, behaviour ratio, homework completion – in control

Half yearly reveal – academic performance is added (weighted against the monthly).

By doing this, we can really focus in on the area of development for the child

Rank Order

One of our CORE values is '**Resilience**'. Our pupils need to be aware that they will and already are being 'ranked' in numerous ways in their lives:

- whether this be in a college application
- Job interview
- Playing for a sports team

I appreciate that some of you may not be in favour of this. If this is the case, you can opt out of this process and your child's unique code will not be displayed. To do this, you need to contact us via the email below stating your child's name and DOB.

rankorder@oswba.co.uk



Sam Strickland @Strickomaster · 13h



The pupils who seem to succeed in their exams by & large:

Work hard

Revise

Attend school

Listen

Behave

Follow instructions

Hardly rocket science



Thank you for listening

**Have a wonderful and
safe summer!**

First day back for Year 7

Wednesday 3rd September 2025

Arrival - 0820