



THE LINK
ACADEMY
Netherton

DREAM BIG

Learning
that *inspires*

Prospectus 2023–2024





Our 2022 Ofsted inspection report states that:

- **High ambitions are seen in all aspects of school life.**
- **The pupils are deservedly very proud of their work.**
- **High-quality teaching helps all pupils learn well.**
- **Pupils access a wide and rich set of experiences.**
- **Leaders have established strong routines for behaviour.**
- **A school that is on a journey to Outstanding.**

Judged 'Good' by Ofsted
February 2022



Welcome

Welcome from Emma Edwards-Morgan - Principal

As an ex-learner myself, it is a privilege and joy to be the Principal of this school. My mission is to regain the school's previous reputation for excellence and give every learner who comes here the best possible opportunities to progress.

I am immensely proud of what we have achieved at The Link Academy so far. The grades that our learners achieve at GCSE have improved for four successive years, with a rise in the proportion of learners achieving Grade 5 or higher in both English and Mathematics from 23% to 41%. The progress that learners make while they are at school is now well above national average!

Our amazing Ofsted report in 2022 demonstrated that we are well on the way to achieving our aims. The Link Academy has leapt two grades and is now rated as 'Good' across the board. Moving from 'Special Measures' to 'Good' in one go is an exceptional result only achieved by twelve other schools in the previous ten years.

This school made a huge difference in my life; I am extremely proud to be from the local area and I want every learner to reach their full potential under our guidance. The young people who attend The Link Academy are good enough to achieve the top university, apprenticeship and employment opportunities. We will teach them to dream big and will reward their efforts to realise their ambitions.

We have made a number of key teaching appointments over the last few years and now have a strong and highly capable team. This has significantly added to the performance of the school and the ability of your children to exceed their own expectations. We have introduced a rewards and behaviours system that has set new standards for our learners. We have also changed the curriculum, installed new computers and new software, increased support for learners who need it and introduced a new careers programme to open learners' eyes to the opportunities ahead of them.

When I joined the academy as Principal four years ago, I said that it was a fantastic opportunity to change lives among the young people of Netherton and the surrounding area. Now I can say that we are truly giving our learners the education and opportunities that they deserve. I invite you to come and see for yourselves.



Welcome to Dudley Academies Trust



Dudley Academies Trust was established to ensure a first rate education for the young people of Dudley and the surrounding areas. It is important to us that all our young people have a high-quality education that will give them the foundations they need for a fulfilling life and a rewarding future career.

Following three successive years in which our academies improved their GCSE results, they achieved their best set of results ever last year. All four of our secondary academies are significantly better places to learn than in 2019 and in two of them learners now achieve progress above the national average.

Our aim, for every child who joins one of our academies, is to see their potential, inspire their dreams for the future and make their ambitions possible. Each of our academies has been judged as 'Good' or 'Outstanding' for Personal Development by Ofsted, and we are determined to continue making a huge difference to the prospects for local youngsters.

We are able to accomplish these and many other advances because we have a large and experienced Central Team that supports each academy with its leadership, teaching, building programmes, sports and activities, financial management, staff training, IT and – most importantly – the progress and wellbeing of your children.

We have recruited numerous, excellent staff to our academies and made some outstanding appointments to their leadership teams. We have introduced a proven system of rewards and behaviour management that has changed the culture of our classrooms, accompanied by a raft of new approaches to teaching. An inspiring curriculum offers a rich variety of subjects with strong emphasis on basic skills in English and Mathematics and the digital technologies that are now so important. Many £millions have already been invested in improving the buildings, facilities and computing equipment of our academies, and much more is being spent this year.

I am confident that The Link Academy will continue to make great strides forward over the coming years and that your child will find every opportunity to thrive there and to develop as a rounded and confident young person. We want your child to 'Dream Big' and to know that many positive life choices are within their reach.

Our learners are a fantastic group of young people who tell us they feel happy, safe and well cared for in our schools. We are delighted that you have taken the time to read this prospectus and we encourage you to visit one of our open events and meet some of our learners, or book a personal tour of the academy, so you can see for yourselves what we have to offer.



Jo Higgins
Chief Executive

About our sponsor



The Trust's sponsor, Dudley College of Technology, is one of the most successful further education Colleges in the UK and a major contributor to the development of the economy in The Black Country and beyond. The transformational leadership that has propelled the development of the College is a driving force behind Dudley Academies Trust.

The College provides education and training programmes across the West Midlands, enrolling some 12,000 learners each year on 4,000 academic and vocational programmes, including A Levels, T Levels, skills-based courses and apprenticeships.

Ofsted rated as "outstanding" in the most recent 2017 inspection, the College has success rates for learners across all programmes that are on or significantly above national benchmarks. A very high proportion of Trust learners go on to benefit from the College's high-quality education, inspiring facilities and access to world-leading technology.

On the College's technical and vocational programmes, over 95 per cent of 16-18 year-old full-time learners move on to higher/ further education or employment. Of those who study A levels at Dudley Sixth, 80 per cent choose to continue to university, with many more moving on to the College's own higher education courses.

Specialist centres at the College are equipped to provide a technical education unsurpassed in the region; they include Dudley Advance I, a state-of-the-art Centre for Advanced Manufacturing and Engineering & Technology, and Dudley Advance II, a Centre for Advanced Building Technologies.

Every year, the College supports thousands of apprentices, a very high percentage of whom progress to higher apprenticeships and degree level programmes.

Dudley College is the lead Further Education institution in the Black Country and Marches Institute of Technology (IoT), a major new development based at the heart of the Black Country. The IoT offers a wide range of high-quality technical education programmes with clear pathways to skilled jobs in Advanced Engineering & Manufacturing, Modern Methods of Construction and Medical Engineering & Healthcare.

In February 2020, the college was awarded the Queen's Anniversary Prize for Higher and Further Education in recognition of its contribution to the economy of the West Midlands through large-scale advanced vocational and technical education. Its Science, Technology, Engineering and Mathematics Assured (STEM) ® status is also recognition that they are delivering high-quality education and training in all of these areas.

The College sponsored the creation of Dudley Academies Trust and actively assists it with a variety of support services, sporting activities, careers events, facilities, management expertise and governance.

Ofsted rated as "outstanding", the college has significantly developed its curriculum offer and estate over the last decade.



Why The Link Academy?

As part of Dudley Academies Trust, we benefit from:

- Support from a team of subject directors and subject coaches – teachers who are experts in their subjects and who work with our teachers and your children.
- Help with recruiting exceptional teaching and support staff.
- Shared best practice in the classroom.
- Highly effective learner support, in and out of the classroom, with an emphasis on mental health and wellbeing.
- A focus on personal development as well as results, with an excellent Careers programme and a wide range of activities designed to develop learners' talents and to build self-belief.
- Large-scale investment in our buildings, IT and facilities.
- The latest available learning technologies.
- A tried and tested model of how to ensure positive behaviour and motivate learners through Values Driven Expectations.
- The resources and expertise of Dudley College of Technology.

In addition, The Link Academy offers:

- A successful leadership team who have a clear plan for moving forward and a passionate commitment to the school.
- A significant improvement in our GCSE results.
- Very strong roots in the local community and a welcome for the many learners who come from outside.
- A medium-sized school with plenty of resources and facilities, but retaining a friendly atmosphere.
- Collaborative Learning in the classrooms, so that every learner joins in, gains confidence and learns from the learners around them, as well as the teacher.
- Dance studios and performance spaces, dry-play pitches and indoor sports facilities (a whole leisure centre!) and a large and modern school hall and dining hall.
- A broad range of extra-curricular clubs, teams, activities and trips.
- A school that is absolutely determined to win back the 'excellent' grading that it previously boasted.

Our values are shared among all of the Trust's members. These were shaped by the student leaders from each of the academies and reflect the kind of ethos and culture they want to be a part of.

Our Values:

Dreaming big
Rewarding effort
Leading together
Respecting each other and our world
Learning that inspires



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Transition: settling in and getting set up for life

We ensure that the transition from primary to secondary school is as smooth as possible and an exciting and happy experience for your child.

During May and June, we will contact your child's primary school to learn all about their academic progress so far. Our staff then go out to all of our main feeder schools to say 'hello' to the learners, talk to their teachers and learn all about them and their abilities and needs. Any extra support that is needed will be noted so that it can be in place when your child comes to us. SEND staff will also make contact where appropriate.

Then, in July, all new learners will come to taster days, when they will attend lessons, make new friends, get to know their teachers, get used to the behaviour and rewards system, and begin to feel at home in the academy. There will also be a meeting for all new parents and carers which you are strongly encouraged to attend.

Pastoral support is one of our strengths. Every learner who joins us will clearly know who to talk to if they have things on their mind. That support is with them throughout their school career.

Years 7 and 8

In Years 7 and 8, learners benefit from an engaging curriculum which is competency based. It's deliberately not too big a change from primary school teaching, so that learners can use methods that they already understand to start tackling new

subjects. There is a particular emphasis on literacy, numeracy and digital literacy – the foundations for highly effective learning in future years.

We place a lot of emphasis on Collaborative Learning. Learners will usually be seated in groups rather than rows, and ideas, thoughts and opinions will be discussed in a structured way followed across all lessons. This ensures that learning is active and thought-provoking. It also ensures that all learners are engaged in the learning process and not just a few who might be asked questions by the teacher.

The impact of collaborative approaches on learning is consistently positive. Learners sit in mixed-ability groups of four and work together to solve problems and work out answers. Effective Collaborative Learning requires much more than just sitting pupils together and asking them to work in a group; the lesson is carefully structured by the teacher, with well-designed tasks that lead to the greatest learning gains. Approaches which promote talk and interaction between learners are particularly important. Learners gain hugely from the other children who work with them, as well as from the teacher, who is constantly involved.

Collaborative Learning is just one of the factors that contributes to our emphasis on communication skills. In the classrooms, the learners have to constantly communicate with each other and the teacher; we ensure that there are many other communication challenges to develop their abilities, from poetry recitals to student leadership and mentoring roles at every level of the academy.



The Link Academy offers Leadership who have a clear plan for moving forward and a passionate commitment to the school



Helping your child to succeed

In Year 10, learners progress to study GCSE courses. They study the core subjects, English, Mathematics, Science and PE, plus others that they choose themselves. Our learners are supported by our highly-committed teachers who are themselves supported by subject directors and coaches from the Trust Central Team.

We aim to accelerate the progress of every single learner by:

- Building on areas of strength to improve outcomes for all learners.
- Quickly identifying and dealing with any areas of weakness.
- Accelerating learner attainment.
- Increasing the levels of outstanding teaching in the academy.
- Raising learner confidence, developing their future career aspirations and increasing their knowledge of career options.
- Ensuring that all learners, irrespective of their differing abilities, achieve their maximum potential.

We have a strong emphasis on English and Mathematics skills as the foundation for academic success and we have introduced exciting new ways of teaching these critical subjects. These teaching methods are focused on encouraging communication, getting every learner in a classroom to join in with the lesson and helping the learners to solve problems in teams and to learn from each other. The key to success is making learners want to

learn, giving them goals that motivate them (Dreaming Big) and approaches to teaching that keep them engaged, focused and making progress in every subject (Learning that Inspires).

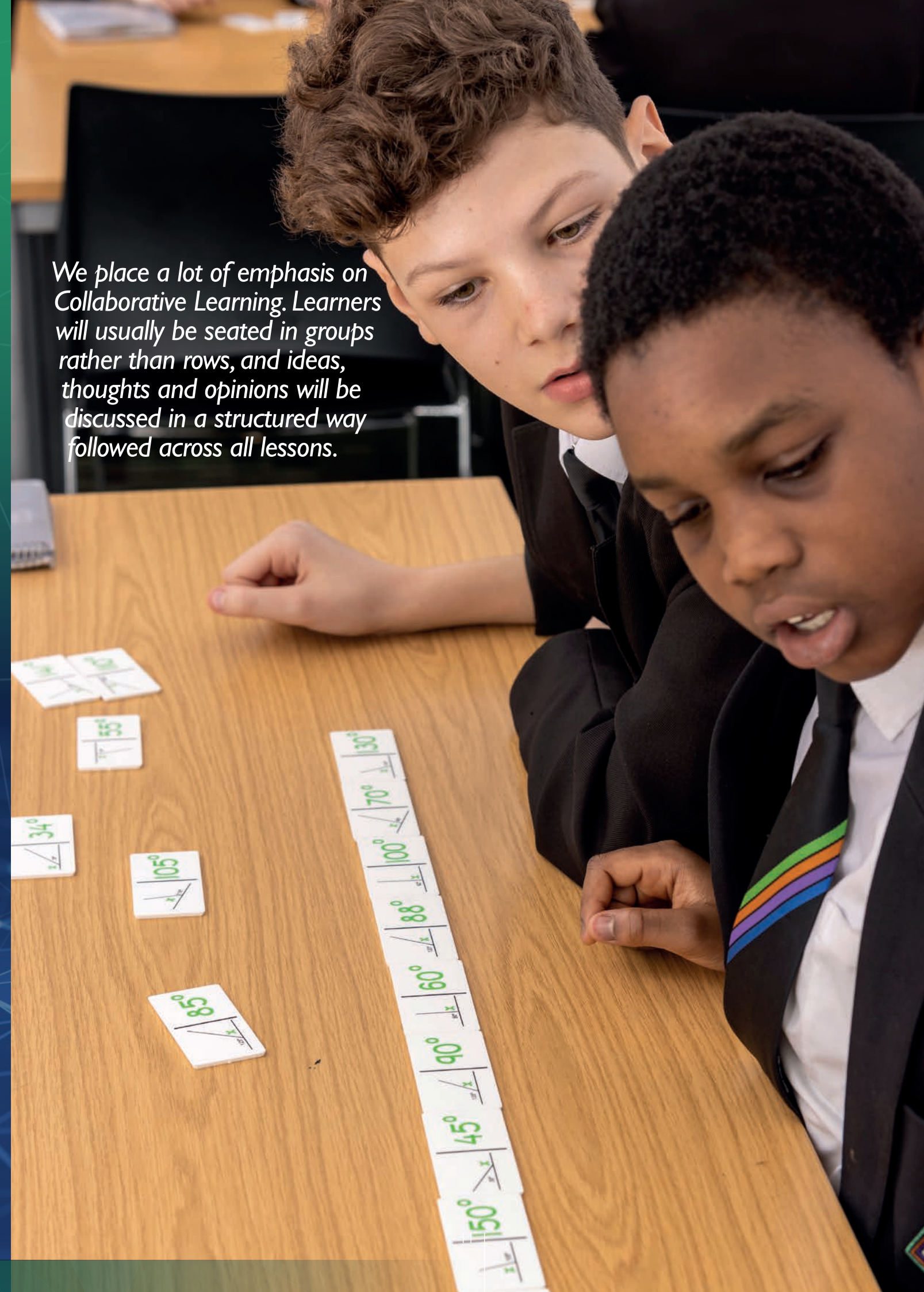
One area where the Trust has invested is in state-of-the art learning technologies which we use for Mathematics, English and a range of other subjects. These software programmes can be used at school or in the home.

Parents and Carers often think that the performance of their children is only reviewed once a term when Parents' Evenings are held. At all of the secondary academies within Dudley Academies Trust, the performance of each learner is recorded and actively monitored on a week-by-week basis. We know almost immediately which learners might need more support and which ones can be pushed on to a higher level of achievement. This is regularly reviewed and discussed by the Senior Leadership Team; every child is known, understood and helped to be the best that they can be.

Upgrade is an initiative that supports our Year 11 learners and prepares them for their GCSE exams. An extended school day gives learners the best chance of performing to the best of their ability. There are practice papers throughout the year, extra revision lessons, study skills kits and a wide range of rewards to ensure that everyone stays focused on their goals. All learners are encouraged to 'Dream big' and aim for the highest grades.



We place a lot of emphasis on Collaborative Learning. Learners will usually be seated in groups rather than rows, and ideas, thoughts and opinions will be discussed in a structured way followed across all lessons.



Confident and Caring Citizens

We want our learners to leave us after five years with great qualifications and a good idea of what careers they might progress to. We also want to give them the confidence to succeed in the world and the attitudes and behaviours to make positive contributions to our society.

In order to achieve this, we run a wide range of programmes focusing on careers, leadership, volunteering, personal and social responsibility, confidence building and personal development. The following pages tell you about these in greater detail. All of them are underpinned by our system of behaviours and rewards.

Values Driven Expectations

Every school has a behaviour model, but ours is different. It focuses on opportunities for learners to be rewarded.

Of course, there are sanctions for learners who break the rules. Values Driven Expectations cuts out the behaviour that stops learners from learning, that wastes time in the classroom and distracts attention from the subject being studied. In and out of the classroom, learners and teachers tell us that our behaviour model is a massive plus point for our academies.

Our emphasis is on rewarding good behaviour, attendance and punctuality, thoughtfulness and kindness, effort, achievement, participation in academy life and setting a good example.

All adults in school actively seek opportunities to praise and to hand out merit stamps and commendations. Learners who earn a certain number of merits and commendations are rewarded at special celebration events throughout the academic year.

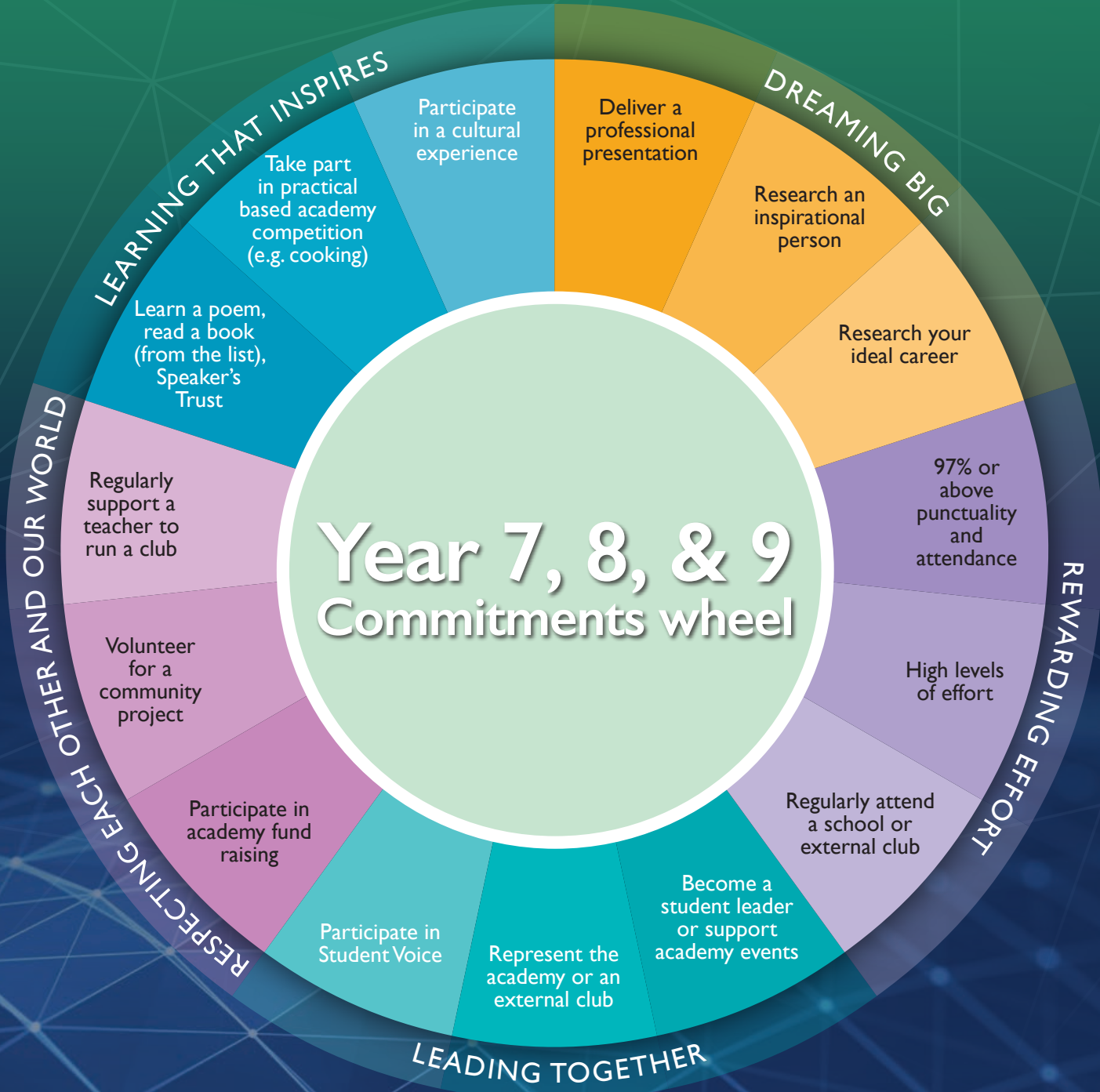
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Commitments

Commitments is a fantastic programme that brings our values to life. It challenges learners to display our values in their behaviour, to think about their futures, to participate in student leadership and to get involved in all sorts of extracurricular

activities. There are rewards for learners who achieve the commitments that they make, but the real reward is that our young people grow in their attitudes, abilities and responsibilities.



Respecting each other and our world

Student Leadership and Learner Voice

All learners in every year group have the opportunity to participate in student leadership activities, at the heart of which is our Student Leadership team. This highly impressive group of young people supports key school events across the Trust and works with the entire student body to ensure that our core values are put into practice. Members of this team regularly report to our Principals' Board, the Local Advisory Committees and our Trust Board.

Our young leaders genuinely play a central role in shaping the direction of the Trust and putting learner voice at the heart of our decision-making processes.

In the academies, young leaders help to organise school events, guide people on tours, speak in assemblies, work on 'staying safe' initiatives, discuss issues and suggestions with the Principal, organise sports teams, run charity events and contribute to the recruitment of staff.



We have a strong emphasis on English and Mathematics skills as the foundation for academic success, and we have introduced exciting new ways of teaching these critical subjects.

Learning that inspires

Character education is at the heart of our learners' experience

As part of Dudley Academies Trust, we can offer a very wide range of sporting and extra-curricular activities.

Sports include cricket, rounders, netball, football, basketball, tag rugby, rugby football, athletics, gymnastics and many more. Dudley College of Technology has hosted and supported tournaments and sports coaching, while the Trust is putting a plan for sports development in place for the future.

Recently, our learners have participated in public speaking and poetry recitation competitions, full-scale dramas, musicals, dance, STEM competitions, entrepreneurship competitions, business networking, public debates, foreign trips, field trips, charity events, community activities and many other interesting and worthwhile additions to their studies.



A Mind to be Kind

The 'Mind to be Kind' programme develops a culture where kindness, without an expectation of reward, becomes a way of life. Rather than focusing on performing acts of kindness for a reward, we focus on how it feels when we are kind. The aim is that giving and receiving kindness becomes natural and normal. This programme is central to ensuring that our academies are safe, happy and calm places where everyone is respected.

The 'Mind to be Kind' programme is delivered to all learners as a series of short 'Stop and Think' sessions where kindness is explored through three main themes:

- **Acts of Kindness**
- **Living without Harming Others**
- **Respect.**

Confidence: Voice 21

Voice 21 is a structured programme to transform teaching and learning through talk ('oracy'). Oracy develops learners' confidence, articulacy and capacity to learn. It boosts their ability to articulate ideas, develop understanding and engage with others through spoken language.

Confidence: Speak Out

Speak Out is a public speaking challenge in which learners compete to persuade other people and hold their interest. It is run by the Speakers Trust, which helps young people to gain the confidence and skills to communicate with clarity, conviction and impact.

Confidence: Poetry by Heart

Poetry by Heart, an initiative supported by the Department for Education, is another confidence-building challenge based around speaking skills. Learners get used to memorising and reciting poems in front of a range of different audiences and compete with each other to enter a national poetry reciting competition. Learners from our schools have reached regional and national finals, with the national finalists having performed in front of famous poets at the Globe Theatre.



Dreaming Big: a careers programme that fits your child's ambitions

We all know that if learners are 'Dreaming Big' about what they want to do in life, they will work harder, achieve more and be happier.

This is why Dudley Academies Trust has launched CareerFit, a best-in-class careers programme across our four secondary academies.

Starting in Year 7, every learner will have inspiring careers advice and experiences that motivate them to plan for their future. Learners will have a careers passport in which they will record all of the careers advice and experience that they gain during their time with us. That will include:

- At least one activity in every term of every year.
- High-quality, impartial careers advice and guidance.

- Workplace visits, work shadowing and work experience with leading businesses such as Thomas Dudley.
- Taking part in business events and entering entrepreneurial competitions.
- Outside speakers from business and industry.
- Interview practice with experienced interviewers.
- Taster courses at Dudley College of Technology in their industry-standard studios, salons, IT suites and advanced engineering and building technology facilities.
- Visits to top universities.

By the end of Year 11, our learners will be equipped to understand and take advantage of the opportunities ahead of them. Whether they choose A Levels or college courses and apprenticeships, learners will leave us with a map of where they want to go in life and a passport of knowledge and experience that will help them to get there.

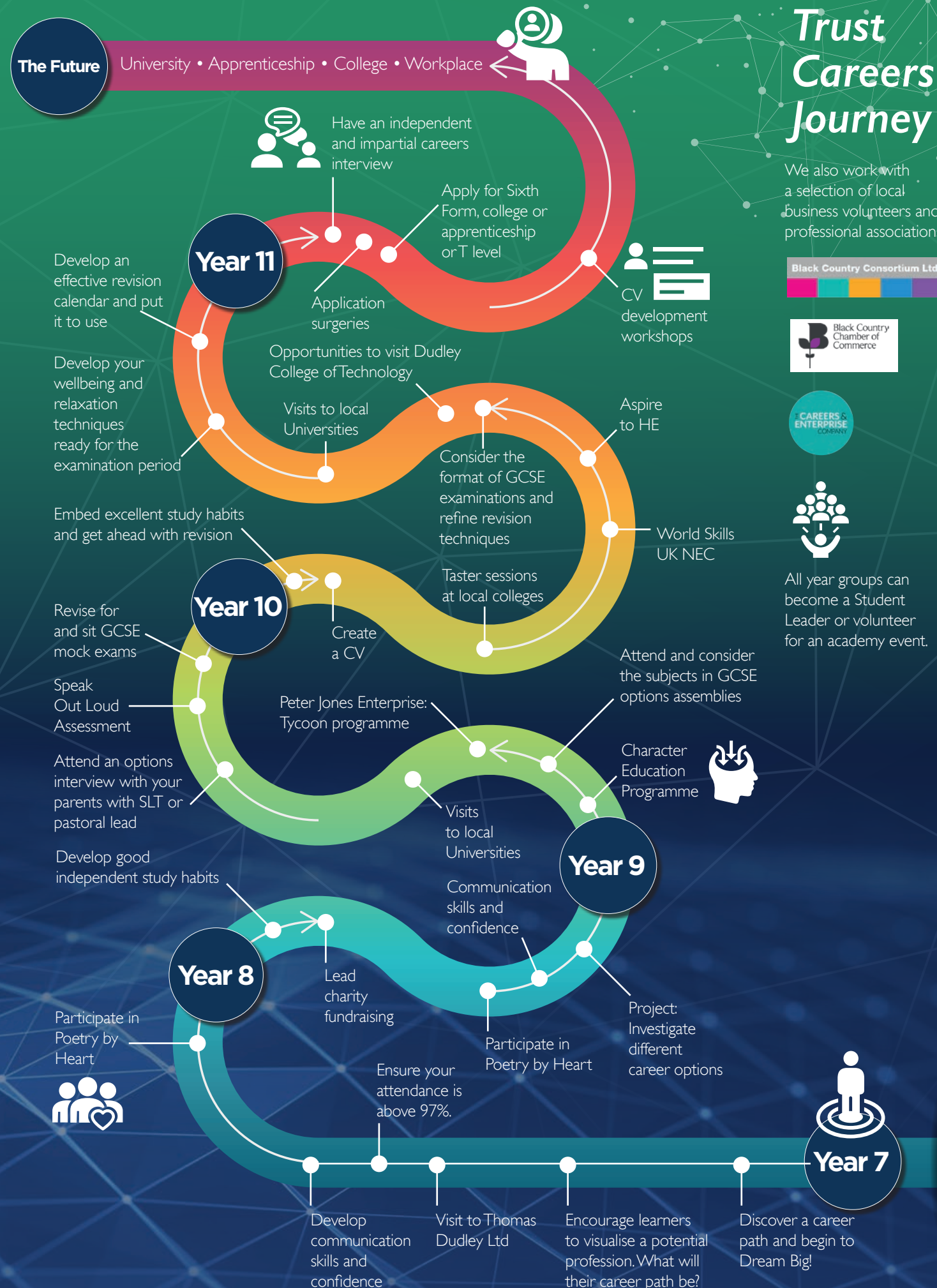


Trust Careers Journey

We also work with a selection of local business volunteers and professional associations.



All year groups can become a Student Leader or volunteer for an academy event.





**THE LINK
ACADEMY**
Netherton

Key Contacts

Main school switchboard

01384 986550

USEFUL WEBSITES

**The Link Academy
Dudley Academies Trust
Dudley College of Technology
Dudley MBC (Admissions)**

**www.thelinkacademy.org.uk
www.dudleyacademiestrust.org.uk
www.dudleycol.ac.uk
www.dudley.gov.uk/resident/learning-school/schools-and-colleges/school-admissions/**

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