



5th September 2025

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Hannah Rowlands, Headteacher

Dear Parent/Carer

As we embark upon this new academic year, we want to share with you some steps we are taking to increase our focus on celebrating all of the wonderful behavioural and cultural successes of our students. As well as continuing with the character rewards scheme (Resilience & Excellence; Community; Kindness; Above & Beyond) and their recognition via earning of points on ClassCharts and the bronze, silver, gold & platinum badges, we are also introducing:

1. Regular year group and key stage celebration assemblies where the successes of students will be recognised, including more “formal” rewarding of the badges;
2. A new postcard scheme for those students that display particularly exceptional attributes within one of our four character areas;
3. Three celebration evenings across the academic year where we will invite parents and carers to school to celebrate the successes of students in particular areas. Our first of these will be our Academic Awards Evening where we will celebrate the academic achievements of students from last year who worked hard to make progress and achieve their potential. Our second will be our Community Awards Evening where students who have contributed to our school, local, national or international community, will be recognised. And thirdly we will hold our Character Awards evening, where we will celebrate those students who have fully embraced our TDA character rewards. We will share the dates of these with you in due course.

In addition to ensuring we celebrate all of the wonderful successes of our students, we also wish to build a clear focus and understanding of our 3 core values with our students – We are Respectful; We are Responsible; We are Ready – so that all members of our school community are embodying these fully. Considering this, I wanted to share with you some updates and adaptations that we have made to our behaviour procedures for this academic year to secure a positive, disruption free learning environment that supports all students to achieve their potential:

1. We are introducing a new behaviour curriculum that is being led via tutor sessions in term 1, alongside assemblies and key marker events across the year. The purpose of this behaviour curriculum is to ensure that all students understand what it means to be respectful, responsible and ready to support them in displaying these values consistently and be the very best version of themselves. The behaviour curriculum will be uploaded to our website by next week so please do feel free to read through it and we would welcome any feedback.



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2. We have successfully launched our new mobile phone procedures, and I would like to say a big thank you to all parents and carers for your support with this. As shared at the end of last academic year, we considered all of the current research on the damaging effects of excessive mobile phone use and particular apps on young people and following parent, student and staff voice, the decision was made to ask Year 7 & 8 students to hand their phones in at the start of the school day. I have been so incredibly impressed with the way in which students have approached this. Currently Years 9-11 are able to keep their phone on their person, although they must be on silent/turned off and either in their bag or their blazer or coat pocket out of sight and students are not permitted to use them during the course of the day (with the exception of those with medical exemption). If students are seen with a mobile phone it will be confiscated and if this happens a 2nd time we will ask parents/carers to collect the confiscated phone from reception (it won't be handed back to students) and we will ask the student from then on to hand their phone in to reception at the start of the day for collection at the end;

3. For that very small minority of students who are asked to attend an H60 detention for a serious breach of our school behavioural expectations (including refusal to attend an A30 detention), and the even smaller minority who then refuse to attend the H60, we will be writing to parents/carers to let you know that your child will be suspended for 0.5 days for non-attendance at the H60. This is not a decision that will be taken lightly – we appreciate and understand the significant disruption this will cause to parents and carers, particularly those who work during the school day, and we want all of our students at The Dean Academy to be in their lessons, working hard alongside their teachers and their peers and making good progress. We thank you in advance for your support and understanding with this.

4. A polite reminder that students are not permitted to bring hooded jumpers (including those with a zip) to school and that if they are wearing them, they will be confiscated and parents/carers will be asked to collect them.

Through maintaining our unapologetically high expectations for behaviour and conduct and celebrating all of the wonderful successes of our students we aim to sustain a happy, positive and ambitious school community at TDA where everyone is working together to achieve their potential.

Many thanks for supporting us to support your child.

Yours sincerely

Hannah Rowlands
Headteacher

[HR/TW – behaviour&rewards-050925](#)



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