



8 May 2026

Dear Parents and Carers,

I would like to take this opportunity to thank you for your continued support of Iceni Secondary Academy. Your partnership is vital, and it plays a crucial role in helping us maintain high standards and strong expectations for all our students.

At the start of this term, we introduced revised line-up and punctuality procedures. These systems are already having a real and positive impact. The start to the school day has improved even further, and lateness to lessons has dropped significantly. This is another important step forward in our school's improvement journey and in strengthening our positive learning culture for all students.

These systems are designed to support and promote our core values: **Aim High, Work Hard, Be Kind**. At Iceni, we genuinely care about our students' education and outcomes. As a result, we will continue to maintain high expectations so that every student is supported and challenged to achieve their very best.

Our approach can be summed up clearly through **C . A . R . E**, which underpins everything we do:

Challenge

We challenge our students when they are not meeting expectations. This challenge is always about helping them to improve and achieve their best. We do this in a *warm-strict* way – we are firm, consistent and fair.

Action

Where necessary, we apply sanctions when students get things wrong. As per our lines in the sand. Actions must have consequences. In the same way, we strongly and consistently recognise success. This is reflected in the significant increase in achievement points our students are receiving.

Report

We keep you informed as parents and carers so that you are aware and can work with us to support your child to become the best version of themselves. That shared goal is what we all want. The My Child at School app will show all behaviours both positive and negative and give details of these. When reporting concerns or responding to communication, I would like

to remind families that our staff team are here to work with you and to help your child succeed. Please always be courteous and respectful when speaking to staff. Working with over 600 students brings challenges, and abuse towards staff will not be tolerated.

Educate

We take time to explain to students how they may have got something wrong and, crucially, what they need to do to get it right next time. Student voice is always listened to. While students may sometimes feel an injustice has occurred, our policies are clear, well communicated, fair and reasonable. We will not allow the behaviour of any individual to disrupt the learning of others.

We regularly review our systems and processes to ensure they remain effective and to identify where we can improve further. Over the past two and a half years, the academy has improved considerably. We are also honest that there is still work to do, and we are working tirelessly to continue that improvement.

Finally, I would like to remind parents and carers of the correct process for raising concerns:

- In the first instance, please contact your child's **Form Tutor**
- If needed, this should then be escalated to the **Student Support Officer (SSO)**
- Followed by the **Head of Year**, if required

If, after raising a concern or complaint, you do not receive a response within 48 working hours, please email ics-response@attrust.org.uk. When doing so, please reference that the issue has already been raised with staff and where possible include the original correspondence.

Thank you once again for your continued support and partnership. Together, we can ensure that Icenii remains a calm, purposeful and respectful environment where all students can succeed.

Yours sincerely

Richard Rushton
Principal
Icenii Secondary Academy

