

ALEC REED ACADEMY

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Principal and CEO: Phil Cosby - BSc (Hons), MA



3rd September 2025

Dear Parent/Carer

I would like to begin by congratulating all pupils across every phase who sat examinations this year. There were some truly impressive outcomes, and every student should be proud of their achievements. We are especially pleased with the progress made by children in Early Years, many of whom reached age-appropriate developmental milestones, and with our GCSE results, which were among the best we have ever achieved. We wish all our pupils continued success in the next stage of their journey.



New Communication System – Bromcom

In the coming days, we will be transitioning our school communication system to **Bromcom**.

You will receive separate instructions on how to set up the **My Child at School** app on your phone. Initially, the app will provide updates on behaviour and attendance, replacing the ClassCharts app we have used in recent years.

Over the course of the year, we will gradually move other features to the new app, including access to reports, assessments, and parent evening appointments — making it a one-stop shop for all school-related information. If you have more than one child at the school, you'll be able to view each of them within the same app. Please ensure we have your most up-to-date email address to support this transition.

Uniform Updates

We expect all pupils to return in full school uniform on their first day. If you are experiencing difficulties obtaining uniform, please contact your child's SaFE Worker. We also operate a **pre-loved uniform shop**, and we encourage families to donate any outgrown uniform or school shoes to help others in our community.

Parental Meetings – Autumn Term

We will be holding a series of **'Year Ahead' meetings** to support you this academic year. Below are the dates for High School meetings. Primary phase meetings will be communicated separately by year leads.

- 10th September – Year 11
- 16th September – Year 8
- 18th September – Year 12
- 2nd October – Year 7
- 14th October – Year 11 into 12 Options/Transition Evening

'The Collins PiXL Award for Outstanding Progress' National Award Winners 2014



- 16th October – Year 10
- 22nd October – Year 9

Topics will include Artificial Intelligence (AI), mobile phone use, the Equality Act, and homework support. Homework remains a key factor in consolidating learning and supporting pupil progress. Children that do not complete homework are at a disadvantage compared to their peers that do complete homework.

Please also note that our **High School Open Evening** will take place on **Tuesday 23rd September**. The Secondary Phase will close early on this day. We look forward to welcoming all Year 6 pupils and their families.

Mobile Phones

Concerns around mobile phone use in school continue to grow. The UK Government now advises schools to prohibit phone use throughout the school day. At ARA, we have taken a trust-based approach, but this is becoming increasingly difficult due to rising levels of phone dependency.

From this term:

- **No warnings** will be issued for phone use.
- Phones used during the school day will be **confiscated for 24 hours**.
- **Primary and Year 7 pupils** may only bring **brick phones** to school.

We encourage you to visit Smartphone Free Childhood to better understand the impact of smartphones on young people. [Smartphone Free Childhood](#)

Energy Drinks

The Health Secretary, Wes Streeting, has announced a forthcoming ban on the sale of high-caffeine energy drinks to under-16s. These drinks can negatively affect sleep, concentration, and wellbeing, and contribute to dental issues and obesity. We ask for your support in ensuring these are not brought into school.

Thank you for your continued support. We look forward to working in partnership with you to ensure the best possible educational experience for your child. I remind you that the last day before October half term is **Thursday 23rd October**. The school will be closed on Friday 24th October for staff training.

Yours sincerely

Phil Cosby
Principal & CEO