



**PIMLICO
ACADEMY**
LIBERTAS PER CULTUM

16th July 2020

Dear Parent/Carer,

It is with a sense of privilege and excitement that I write to introduce myself as the new Principal of Pimlico Academy from September 2020. In the coming months and years, I look forward to working with you closely to ensure that your child flourishes academically and develops the good character and cultural capital that are prerequisite to leading a successful life.

Under my leadership, the academy will be characterised by the highest expectations of conduct and achievement for all. It will be a happy and caring community, but one in which academic achievement remains an unrelenting focus. Students will make excellent academic progress and achieve impressive exam results as a direct result of the excellent teaching that they receive. Through both the formal and informal curriculum, students will accumulate cultural capital and develop good character. They will become thoughtful and polite young people, interested in the world around them, in the arts, in culture, in travel and in politics. They will relish their time at the academy and, when the time comes, they will leave ready and eager to lead their lives as effective, well-rounded and responsible citizens.

To achieve this vision, we must all 'row together'. As parents and carers, you have a vital role to play in ensuring your child's success. It is your responsibility to ensure that your child attends school every day, on time and in full academy uniform. It is your responsibility to ensure that your child completes all homework tasks and reads regularly and widely. It is your responsibility to support the academy – its ethos, its policies and its decisions. It is only by supporting the academy that you can truly support your child's education.

Across the country, every child's education has been affected by the coronavirus. It is a regrettable fact of life that some schools and some families will have been better placed than others to support their children in continuing to learn at home. Nationally, this is likely to result in a widening achievement gap that will disproportionately affect some of the most disadvantaged and vulnerable children in society. I am absolutely determined that Pimlico Academy will buck this trend. When our students return in September, they will be supported in accelerating their learning and every one of them will be expected to achieve their full potential. We will adopt a mantra of 'every day, every child, no excuses' and this will apply to academic and pastoral matters alike.

In early August, the academy will be launching a brand-new website. This will contain all the information that you need to know about the academy, including key announcements, academy policies and details of the September start. I will write to you again once the website is live. You should then acquaint yourself with the academy's behaviour policy and uniform policy, take time to explain these to your child and ensure that s/he has all the uniform and equipment that will be required for September. By getting these basics right, we can then focus on the most important things, namely learning, academic progress and character development.

The academy's motto is 'Libertas per cultum', 'Freedom through education'. I look forward to working with you to make this a reality for your child.

Yours faithfully,

Daniel Smith
Principal Designate

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