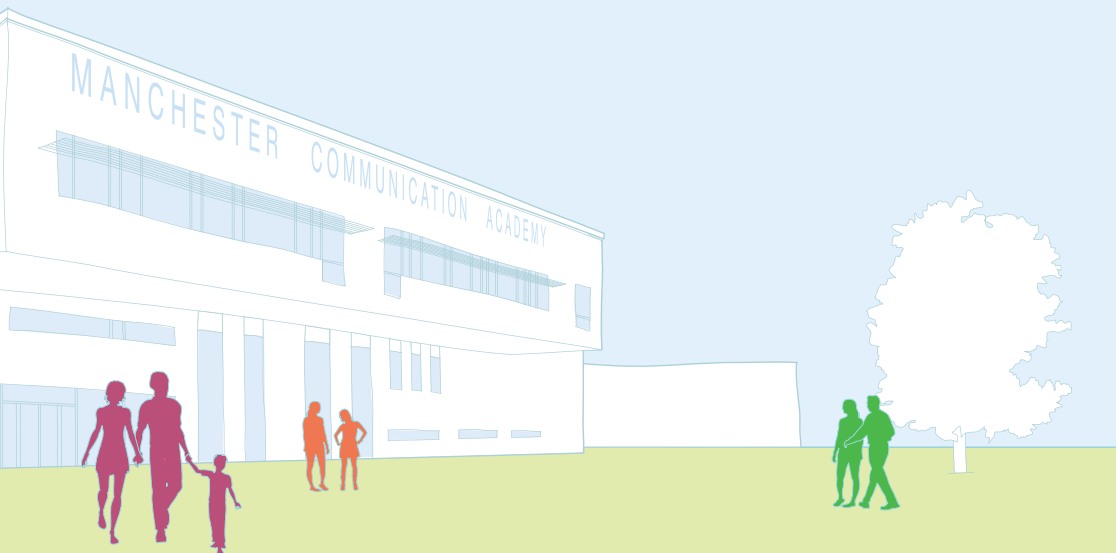




**Manchester**  
Communication  
Academy

*with you... for you... about you...*



**Your local high school  
in North Manchester**

# Contents

*with you...*

**Our staff bring out the best in all students, who are able to learn in the best way for them.**

*for you...*

**The school has fantastic sports facilities, the latest technology and a 150 seat drama studio.**

*about you...*

**Alongside learning, students take part in lots of clubs and activities including sports, arts, music, drama and dance.**

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# Welcome from the Principal

Welcome to Manchester Communication Academy, which opened its doors to the first Year 7 students in September 2010.

The Academy is a new, mixed, non-selective school with no religious affiliations, serving local children of all abilities. Our lead partner in the school is BT, which has a long and successful record of involvement in education. We also benefit from the expertise of our other partners - Manchester City Council and The Manchester College.

I believe passionately in the power of an excellent education to transform lives and provide new opportunities for young people. We are in the process of creating a very special Academy. We provide an exciting and challenging experience for our students in a supportive and caring environment.

You will see as you read on that **we are doing things differently**. We have houses within the Academy to ensure effective pastoral support and guidance; longer days and after school enrichment sessions; a distinctive curriculum that provides individualised learning routes; the engagement of business and commercial partners; a specialism in communication in all of its forms; and an emphasis on positive behaviour and accountability.



Lynne Heath,  
Principal

The proof of our success is demonstrated by the quality of the daily experience we provide for young people. We have the highest expectations in terms of teaching, learning and the standards our students achieve. We work on the principle that every child can be successful.

A key feature of our approach is working very closely with parents to ensure that they are an active partner in their child's learning. We have excellent relationships with our local primary schools and have gained the local community's confidence in their new Academy.

We have superb new buildings and facilities at the junction of Rochdale Road and Queens Road in Harpurhey. Our team of committed, experienced and talented staff will bring out the best in all our students.

*Lynne Heath, Principal*

BT is proud to be lead partner in the Manchester Communication Academy, helping to create a local high school that will provide young people with an exciting and unique learning environment.

We are looking forward to using **our knowledge and real world business experience to bring the Academy's specialism of communication to life.**

Communication is an important skill and we will help all our students learn about speaking and listening, languages and drama, and digital communication.

## Manchester City Council

Manchester City Council is a co-partner in the Manchester Communication Academy, which will provide a new kind of education, linked to the city's employers and business.

Manchester is fast becoming a world class city, with its economic growth expected to create another 120,000 new jobs over the next 10 years alone. We want everyone who lives and works in Manchester to benefit from the city's continued growth. We must ensure that our children and young people gain the skills and qualifications demanded by employers.

## The Manchester College

The Manchester College has extensive experience of providing training for 14-19 year olds, helping to ensure that young people reach their potential.

We provide specialist support and resources for the education and training of 14-19 year olds. With our involvement, academies can offer more opportunities than traditional secondary schools, and our approach allows students to choose the kind of qualifications that suit their needs.

# A message from our partners



# What is an academy?

Academies are local high schools for all local children. They are not private schools and will provide first class, free education. They are different to other high schools as they will draw on the skills of business partners to help shape the way the school is run and the way that children learn.

Manchester Communication Academy is one of several new academies in Manchester, as part of wider plans to improve how well children do at school.



## Our Vision

**An innovative and supportive learning education environment where all individuals are encouraged to contribute to the creation of a better world.**

## Our Values

Our Academy values are:

- **trustworthy**
- **helpful**
- **inspiring**
- **straightforward**
- **heart**

These are the core values that will underpin all of our day to day work and they will be demonstrated in all aspects of Academy life.

# Our Aims

Manchester Communication Academy will be a centre for excellence in its communication specialism and for teaching and learning. It will provide young people from all backgrounds with an exciting opportunity to learn new skills and gain important and relevant knowledge for the next stage of their lives.

The academic curriculum will be matched with an engaging and personalised vocational and social curriculum, to ensure all students have the opportunity to go onto further or higher education, or get good jobs.

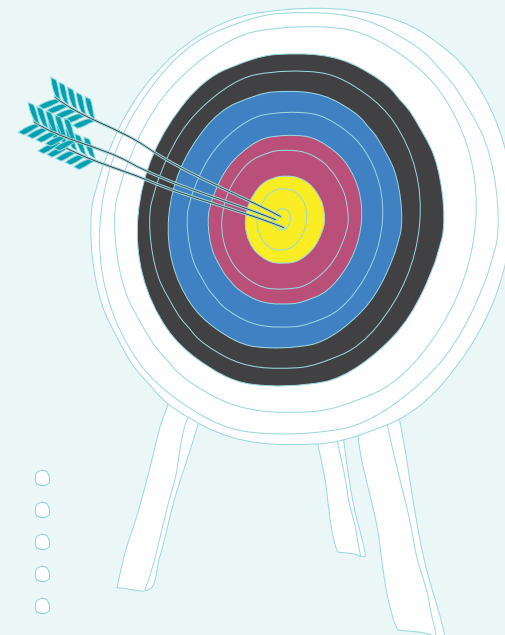
We aim to enable every student to achieve the highest standards in Mathematics and English and a wide range of other subjects and we will expect the highest standards of behaviour, dress and attendance from all students, at all times.

Learning and teaching within the Academy will ensure that all learners are not only confident individuals, but:

- **can use technology effectively with an emphasis on collaboration tools**
- **have acquired the necessary communication skills to enable them to work in teams and get their ideas conveyed, heard and understood**
- **have an excellent knowledge and understanding of the use of processes to enable them to generate new ideas, solve problems and make sense of data collection.**

The opportunity will be given to all students to gain the necessary skills and be motivated to contribute to an exciting future for themselves and their community. We believe that all of us will learn and that every student can achieve excellence.

Manchester Communication Academy opened in September 2010 to 240 Year 7 students and taking new students every year it will grow into an 11 – 18 Academy with post 16 provision. We believe that we need to do some things differently to provide better opportunities for our students to achieve their full potential.





## Ethos and behaviour

Manchester Communication Academy has a clear code of conduct which demands the highest standards of behaviour from all students, both within the Academy and in the wider community. Specific programmes help students develop strategies for maintaining excellent behaviour and well motivated approaches to learning.

We have a formal uniform and we expect every child to attend school looking smart, in full uniform every day. Good attendance is essential to success at school and all students are expected to have an excellent attendance record and be punctual.

**Manchester Communication Academy has a calm and orderly environment where students are well mannered and show the highest respect for each other and their community.**

We have a culture of high expectations and high achievement, which requires hard work and resilience from all. We believe that it is important to teach good manners, respect for others and social responsibility.

The Academy serves a diverse and vibrant community and we respect the culture and heritage of every student, building opportunities into the daily life of the Academy to celebrate this diversity.

## The community

The Academy is an asset for the whole community. The Academy facilities are open for everyone in the local community to use at evenings, weekends and throughout the school holidays.

The Academy provides job opportunities for local people and has a thriving adult education programme.

It is important that our local community see the Academy as an investment into the future of this neighbourhood and that it becomes a hub for local activity and regeneration.



## Learning at the Academy

The Academy is divided into five Learning Areas which are led by a Senior Leader, each with its own staff, learning and recreational spaces and house base. Students are placed in mixed tutor groups with a family basis to ensure that personal relationships between students and staff develop quickly and to create a culture of excellent behaviour. As children move through the Academy they benefit from this smaller scale nurturing environment, and also access to high quality specialist teaching expertise from across the Academy. The Learning Area team know every one of the students in their care and monitor their progress and achievement.

The Academy has a team of highly skilled subject leaders whose job is to develop outstanding teaching and learning.

These experienced classroom teachers lead the teaching and learning in their subject area and coach and mentor other staff to enable a consistently high standard in all lessons.

We provide our students more time to learn the skills and knowledge that they need to succeed. From Monday to Thursday, the Academy day will start at 8.30am and finish at 3.00pm with additional sessions until 5.00pm from Monday to Thursday. This longer Academy day enables us to provide more time for English, mathematics and science as well as offering a broad and balanced curriculum.

All students are required to attend at least 1 additional learning session per week. On Friday the Academy closes at 1:00pm to enable staff training and student interventions to take place.

## The curriculum

The Academy has a curriculum which is adaptable, challenging and inspiring. We believe that all children should leave school with a firm foundation in the key areas of English, mathematics and science. Our curriculum is designed to ensure that every student will acquire the high levels of numeracy and literacy needed to take on a full range of other subjects with confidence.

**The curriculum will be innovative, creative and challenging, with varied learning styles,** to maximise engagement and relevance to the learner. There will be a specific focus on communication skills – speaking and listening, presentation and interview skills, digital communication, modern foreign languages, drama and art.

We believe that these skills will be in high demand in the workplace of the future. In addition every child will learn to cook and take part in lessons which emphasise personal and social skills. We also offer health and fitness programmes for all students and build those into the daily routines, to ensure that every student develops and maintains the energy levels to be successful.

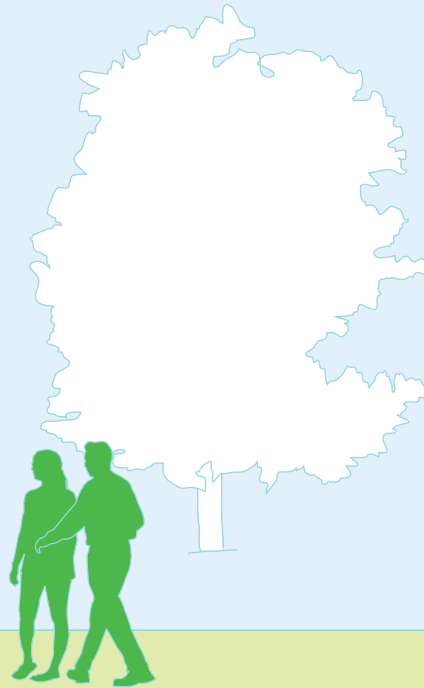
Our 14-19 programme provides a variety of exciting academic and vocational programmes for students to follow through to examinations at 16 plus and 18 plus. We offer a full range of GCSEs and our ambition is to provide every student with the qualifications at 18 plus to make real choices: to go on to university, take up a vocational training route or employment.



# Assessment

We assess the academic potential of all the students in our care. This allows us to place students into appropriate teaching groups and carefully monitor their progress. Formal assessments take place each half-term and parents are informed on a regular basis of their child's progress.

We aim to ensure that all students, teachers and parents know exactly what steps need to be taken in order to move each child to the next level of success.



# Inclusion

## Special educational needs

The Academy provides a range of interventions to support students with particular learning needs. We follow the Code of Practice in identifying, assessing and supporting students with special educational needs. Through individual education plans we provide support which is tailored to cater for each student's unique situation. Support may be given in class, in a small group or through intervention classes and is delivered by a skilled team of teachers, learning support assistants and specialist behavioural support workers.

If your child has special educational needs you can discuss these in more detail with the Area Leader - Inclusion.

## English as an additional language

We provide well matched extra support for students with additional language needs until they reach the expected levels in English.

## Gifted and Talented

Our individualised learning and assessment programmes will recognise and nurture the gifts and talents of individual students and provide them with challenge and extension work.

# Extended learning

We believe that a student's education should extend beyond the classroom through in-school and extra-curricular activities and we provide a comprehensive programme of after-school clubs and activities. Our enrichment programmes play an important part in each child's development to become successful and confident citizens of the future. These programmes include a wide range of **sports and arts activities, music, drama and dance performances, sporting competitions, day and residential trips**. Students are also expected to participate in community activities and represent the Academy as a good neighbour.

We also provide opportunities for students to develop their leadership skills in the local and wider community.

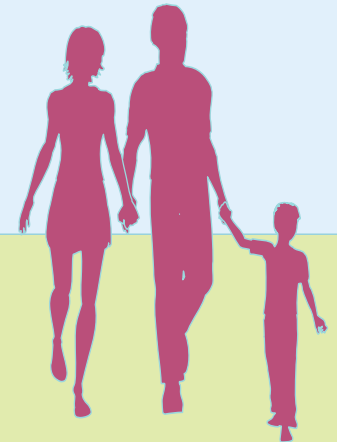
## Religious Education

Religious Education is taught as part of Global Understanding and along with collective worship reflects our multi-faith society. We aim to celebrate diversity and promote tolerance and understanding. Parents have the right to withdraw students from religious education and collective worship by sending a letter to the Principal.

## Sex education

Encouraging students to develop responsible personal behaviour based on informed decisions is the philosophy that underpins sex education at Manchester Communication

Academy. This is taught as part of the science curriculum and as part of the PSHE programme. Parents have the right to withdraw their son/daughter from sex education and should do so by sending a letter to the Principal.



# Joining us

At Manchester Communication Academy, we understand that the transition from primary to secondary school is one of the most important stages in a child's school career. We work closely with local primary schools to ensure that arrangements are in place to support pupils as they make this all important step. We provide a 5 day induction programme to help every student make the best start to their secondary education.

# Uniform



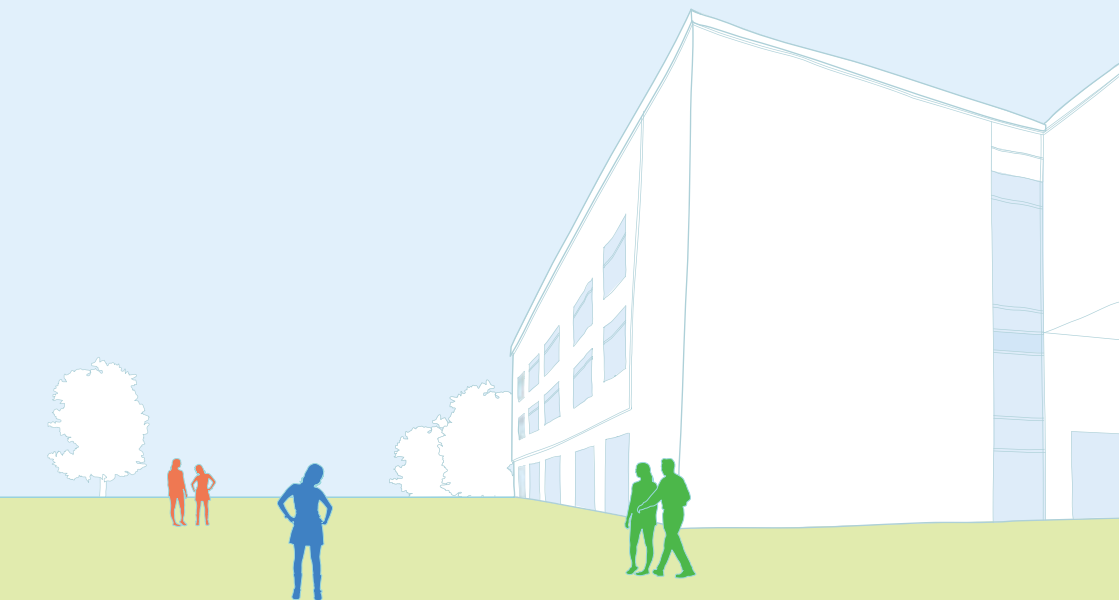
## Uniform for students in Years 7 to 11

Indoor clothing, boys and girls:

- plain black blazer
- plain white shirt or blouse with school tie
- plain black trousers or black skirt
- plain black socks
- plain black shoes suitable for school wear
- one small pair of gold/silver sleeper studs and a wristwatch may be worn.
- no other form of jewellery or piercing is acceptable.

Regulation PE kit, boys and girls:

- suitable running/cross trainers, football boots where applicable, worn with shin pads
- white sports socks
- black shorts
- academy polo shirt and sweatshirt
- plain black tracksuit/jogging pants.



## Manchester Communication Academy

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**The Academy is a registered charity:** 1127282