



Beyond Expectations

Principal: Mr D Keogh B.Ed. (Hons)
Vice Principal: Mr B Creasy B.Sc (Hons)
Assistant Principal: Mrs L Cooke B.A (Hons)
Assistant Principal: Mrs K Causier B.A (Hons)
Wharf Road, Crowle
North Lincolnshire, DN17 4HU
Tel: 01724 710368
Email: admin@theaxholmeacademy.com
www.theaxholmeacademy.com

Welcome back September 2026

Dear parents and carers,

A very warm welcome back to the start of the 2026/27 academic year — and a special welcome to our new Year 7 students joining us September 2026. It has been a positive start to term: students have returned calmly, Ready and Able to Learn, and staff are seeing strong focus in lessons. Thank you for the support that makes that possible.

This year we are focusing on three clear priorities so that every student at The Axholme Academy can go Beyond Expectations. Below is what each priority means in practice, what you will notice as a parent/carer, and how you can help.

1) Consistent implementation of [The Axholme Way](#)

- What it means? Every classroom has the same clear expectations for Readiness to Learn, students' Able to Learn habits and work completion expectations alongside the way lessons are taught so students experience a consistent, calm environment that fully supports learning.
- How can you help? Reinforce the Academy routines at home - uniform, punctuality, equipment and work in lesson and ILT completion and RPA preparation habits and talk with your child about [Able to Learn](#) habits and [Independent Learning](#).

2) Quality first Teaching that maximises learning time and secures progress

- What it means? Every teacher will focus on effective day-to-day teaching strategies so students learn well in every lesson.
- How can you help? Remind your child to focus fully in each lesson and continually try their best, encourage daily reading, check and support ILT completion and attend the Academic Review meetings (e.g. Year 9 & 10 on 4 November) to discuss your child's progress.

3) Improve attendance and reduce persistent absence

- What it means: Regular attendance is such a significant influence on attainment and progress and personal development.
- How can you help? Support high levels of attendance by your child. Contact the Academy by 08:25am on the first day of any absence; arrange medical appointments outside school hours where possible; encourage punctual arrival; and speak to our attendance team as soon as you have concerns.

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New staff and new roles

We are pleased to welcome new colleagues to the team in September 2026 and have a small number of internal role changes.

New Staff:

- Miss Priest - Design and Technology Teacher
- Mrs Spencer - Maths Teacher
- Mrs Boatswain - Teaching Assistant
- Mrs Lowe - Teaching Assistant
- Miss Ullah - Teaching Assistant Apprentice

We also have staff undertaking new and additional roles this year.

- Mr Mason - Able to Learn Leader [(KS4)
- Miss Robinson - Achievement Lead KS4
- Mrs Coel - Higher Level Teaching Assistant
- Mrs Mann - Whole Academy Literacy Lead and 2nd in Department English
- Mr Kench - Head of Department English

We wish all of our new staff and staff undertaking new or additional roles every success.

Important reminders

Uniform

Overall, our students look smart, Ready to Learn and are tremendous ambassadors for our Academy community. Thank you to parents/carers for supporting the smart, safe, and easy-to-follow approach we have for uniform in place for all students and families. Please ensure your child attends in the correct Academy uniform each day. This includes taking into account correct footwear and jewellery expectations please.

We recognise that purchasing school uniform can place a financial strain on families. To help support our community, The Axholme Academy maintains a selection of good-quality pre-loved uniform items for our students. If you are currently finding it difficult to purchase any uniform items whether daily compulsory wear or PE kit please know that support is available in a completely confidential and discreet manner. Please contact our Ready to learn team if you need assistance.
rtlteam@theaxholmeacademy.com

Additionally, if you have any outgrown, good-quality uniform items that your child no longer needs, donations are always gratefully received at the main school office to help support other families in our community.

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More on Attendance As mentioned above, we want to have an overall Attendance Rate of at least 95% this Academic year. At The Axholme Academy, we know that regular attendance is such a critical factor in ensuring your child achieves their full potential, builds strong social connections, and prepares for future success.

Our target for every student across the Academy is at least 95% attendance.

While 90% attendance may sound high, it actually equates to missing one half-day of school every week, or nearly four full weeks of learning across an academic year. Research consistently shows that students with attendance above 95% achieve significantly higher GCSE outcomes compared to those with lower attendance rates.

How 95% Attendance Looks Across the Year

100% Attendance: 0 days missed — Outstanding opportunity for maximum achievement.

95% Attendance: 9 days missed per year — Target benchmark; minor learning lost.

90% Attendance: 19 days missed per year — Equivalent to nearly a month of missed lessons.

85% Attendance: 29 days missed per year - Equivalent to six weeks (150 Lessons!); classified as Persistent Absence (*Persistent Absence is classified below 90% attendance*)

Regular attendance is essential. Our whole-school attendance expectation is 95% or higher. **If your child is unwell, please report absence by 08:25am on the first day by emailing attendance@theaxholmeacademy.com** We will contact home if a student's attendance becomes a concern.

Mobile phone-free Academy As you know we moved to fully become a mobile phone free Academy in June 2026. Our phone pouch routine is now a seamless part of daily Academy life. By removing the temptation of screens during school hours, we are equipping our young people with healthy digital boundaries, enabling an increased focus on learning and developing face-to-face communication skills essential for their futures. We want to thank you for helping us maintain a safe, focused, and socially vibrant environment for all our students.

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Free School Meals We want to ensure our families and students who qualify for support do receive it. Please see the information below on Free School Meals to make the applications if you meet the criteria.

Please use the link below to find out whether your child is entitled to Free School Meals. Please note : if your child is currently in receipt of Free School Meals, but they are not living in North Lincolnshire a new application is required to North Lincolnshire Council

www.northlincs.gov.uk/free-school-meals

Please see the link for North Lincolnshire Council : [Free School Meals Eligibility](#)

If you are currently Free School Meal Eligible and already live within North Lincolnshire, North Lincolnshire Council should be in touch directly regarding your current application. Eligibility is reviewed at the end of each academic year by North Lincolnshire Council.

If you live out of the North Lincolnshire area you have to apply via North Lincolnshire Council as this is the county of the school.

Eligibility criteria applies, details are on the link above. Failure to apply if you are eligible could mean missing out on free school meals, vouchers & further funding.

Pledge / Extra-curricular Activities

As part of our Pledge, we are committed to providing pupils with a rich and varied programme of extra-curricular and enrichment opportunities. A full list of clubs and activities is available on our website and via the SIMs Portal. Find out more about our Pledge here: [Tiara Pledge](#)

Email communications The Axholme Academy takes student safety, well-being and data security very seriously. We will only respond to emails sent from the primary Parent/Carer Axholme Academy email address registered on our official Academy records. Emails from alternative personal accounts, unrecognised work addresses or third-party accounts will not be responded to. This ensures we verify identity and protect confidential student information.

Safety when parking and driving on site Please drive carefully on Academy grounds and follow signage. For the safety of students and families, drop-off and pick-up must be done in designated areas only. Do not park on yellow lines or where the buses or other vehicles can be blocked from accessing and moving around the site.

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DEAR books ([Drop Everything And Read](#))

We will continue our DEAR reading programme. Encourage reading at home and discuss your child's reading choices — it makes a real difference improving vocabulary, academic performance, brain development, and emotional intelligence. .

Diary reminders

- **Photographs:** Tuesday 15 September 2026. Y7/8/9/10 individual photographs. Sibling photographs will start at 8:15am; Student Leaders 2026/27 will start at 8:30am
- **Year 7 Big Camp:** (residential): Friday 18 — Saturday 19 September 2026.
- **Sponsored Walk & Macmillan coffee morning:** Friday 25 September 2026.
- **Year 7 Settling-in Evening:** Thursday 22 October 2026, 4:00–6:00pm.
- **Friday 23 October 2026:** End of Half Term 1.
- **Monday 2 November 2026:** Academy reopens for Half Term 2.
- **Academic Review:** Wednesday 4 November 2026 - Year 9 and Year 10 (Academy Closes at 1:00pm)

Please add these dates to your calendar; further details and any consent forms will be sent where required.

Thank you again for your support. We look forward to a successful year where every learner is Ready and Able to go Beyond Expectations.

Yours sincerely,

Damien Keogh
Principal

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