



Review 2025/26



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## **Timeframe: 2025 - 2027 (2-year strategy)**

### **Vision and Aim**

To establish the Sixth Form as the first-choice destination for post-16 students by offering exceptional academic, vocational, and personal development opportunities that lead to outstanding outcomes and future success.

Purpose: To increase sixth form enrolment, improve retention, and strengthen reputation within the local education landscape.

I fully welcome this review. Sixth Form has been my passion and focus for the past eight years, and it remains a privilege to both lead and teach the students at Pool Hayes Academy.

My vision is that every student, starting from Year 7, embarks on a seven-year journey that is supported and embedded by all staff who teach and work with them. I want our younger students in Years 7–11 to look up to our Sixth Formers and aspire to follow in their footsteps.

Student intake across the school has grown significantly in recent years, and it's vital that this is reflected in rising Sixth Form numbers. Achieving this requires a collective investment from everyone who works here.

I would like all staff to recognise the value of having a thriving Sixth Form and to work together as a team to make it the success I know it can be.

### **Teaching and Learning**

## Academic Performance Analysis

### Alps report

Type	Subject/Teaching Set	2022/23				2023/24				2024/25			
		Entries	Score	Grade	Avg PA	Entries	Score	Grade	Avg PA	Entries	Score	Grade	Avg PA
A	A - Art (3D Design)	-	-	-	-	-	-	-	-	5	0.96	7	4.80
A	A - Biology	5	0.67	8	7.30	5	0.82	5	6.02	7	0.95	3	4.73
A	A - Chemistry	4	0.46	8	7.33	4	0.78	6	6.04	5	1.08	1	4.59
A	A - English Literature	-	-	-	-	-	-	-	-	13	0.90	7	4.66
A	A - Geography	-	-	-	-	2	1.15	2	5.35	5	0.86	8	5.75
A	A - Mathematics	6	0.79	7	6.80	8	0.83	6	5.05	11	0.78	7	5.25
A	A - Physics	2	0.44	8	6.85	5	0.86	5	4.97	4	0.69	8	4.98
A	A - Sociology	13	0.81	8	5.56	6	0.77	8	5.63	19	0.80	8	4.95
16 Ext Cert	16 Ext Cert - Applied Science	4	1.01	3	4.69	14	0.70	7	5.63	5	1.09	2	4.74
16 Ext Cert	16 Ext Cert - Business	7	1.00	4	4.85	-	-	-	-	13	0.66	7	5.12
16 Ext Cert	16 Ext Cert - Children's Play Learning	-	-	-	-	-	-	-	-	7	0.82	7	4.68
16 Ext Cert	16 Ext Cert - Creative Digital Media	10	0.71	8	4.91	3	0.60	8	5.88	12	0.76	8	4.85
16 Ext Cert	16 Ext Cert - Health & Social Care	3	0.68	8	4.50	3	0.89	6	5.92	8	1.08	2	5.39
16 Ext Cert	16 Ext Cert - Information Technology	3	0.75	7	4.07	8	0.97	4	5.30	9	0.84	6	4.73
16 Ext Cert	16 Ext Cert - Performing Arts	3	0.78	6	4.67	-	-	-	-	3	0.79	6	5.32
16 CT Cert	16 CT Cert - Sport & Physical Activity	-	-	-	-	-	-	-	-	9	1.05	5	5.19

## Academic Subjects

**Biology-** Improving over the past 3 years

**Chemistry-** Continued improvement with excellent results this year

**English Lit-** First year teaching Lit. Grades lower than Lang/Lit. This has been flagged and it has been agreed English will now go back to delivering Lang/Lit

**Geography-** Significant drop in results

**Maths-** Remains a concern. The entry requirements were dropped a few years ago. This has been discussed, and the required GCSE grade is now grade 7.

**Physics-** Remains a concern. The entry requirements were dropped a few years ago. This has been discussed, and the required GCSE grade is now grade 7.

**Sociology-** Remains a very popular subject. Concerns around results remain. This has never been officially addressed. RS has started intervention much earlier for Year 13 this year.

## Applied General



**Applied Science-** Improved considerably this year. Last year were much higher numbers

**Business-** Results concerning- ECT

**CPLD-** Results a concern- First year delivering the course. Staffing issues

**Creative Media-** Remains a very popular subject. Results concerning- grade 8 for the past 3 years

**HSC-** Results continue to improve

**IT-**

**Performing Arts -** Numbers can be an issue- Has doubled with Dance, however with dance no longer being taught this will not be an option.

**Sport-** Had a good set of results this year

### Year 13 Data- Term 1 25/26

Name	Total Grades	Average Grade	VA	Residual	On/Above Track %	Above Track %	On Track %	Below Track %
Biology	7	B=	1.37	0.95	57.1	14.3	42.9	42.9
Bus Stud	5	Dist-	0.78	5.67	100	0	100	0
Chemistry	11	B=	1.61	1.82	54.5	18.2	36.4	45.5
Childs Play	11	Merit=	0.13	-3.64	45.5	0	45.5	54.5
English Lit	9	C+	0.19	0.23	55.6	0	55.6	44.4
Geography	5	D+	0.04	-4	20	0	20	80
Health & Social Care diploma	7	Dist+	0.36	5.48	100	0	100	0
Health and Social Care	8	Dist-	-0.16	1.67	75	0	75	25
History	7	C=	0.04	-0.18	42.9	0	42.9	57.1
Maths	12	C=	0.3	-7.78	33.3	8.3	25	66.7
Media Studies	6	Merit-	-0.58	-0.56	0	0	0	100
Performing Arts	7	Merit+	-0.06	-2.08	28.6	0	28.6	71.4
PhysEd	6	Merit-	-0.74	-5.28	16.7	0	16.7	83.3
Physics	7	B=	1.95	3.33	57.1	28.6	28.6	42.9
Psychology	9	B-	1.14	2.59	88.9	11.1	77.8	11.1
RE	9	C+	0.56	2.27	77.8	0	77.8	22.2
Science	6	Merit+	0.43	1.11	50	0	50	50
Sociology	12	C=	0.07	-1.39	50	8.3	41.7	50
Summary	144	-	0.44	0	53.5	5.6	47.9	46.5

Maths a priority for RAG meetings starting this week

### Possible Courses

## A Level & Applied General

A Level Subjects														Btec Subjects															
< Art	< Biology	< Chemistry	< Economics	< English	< Geography	< History	< Law	< Maths	< Music	< Phil&Eth	< Physics	< Product Design	< Psychology	< Sociology	< Spanish	< Applied Criminology	< Applied Law	< Applied Psychology	< Applied Science	< Business	< Child Devel	< Creative Media	< H&SC	< ICT	< Performing Arts	< Photography	< Sport - Single	< Sport - Double	< Sport - Triple
18	12	6	8	20	12	8	21	18	13	7	4	17	20	12	11	21	4	2	2	15	9	12	10	9	12	22	25	24	21

Possible options were given out in year 11 assembly. This is to be updated; 58 students were identified as not completing the form. Highlighted subjects are subjects we do not currently run.

### A Level Subjects

- **Highest Counts:**
  - Law (21), English (20), Psychology (20), Maths (18), Art (18).
- **Lowest Counts:**
  - Phil & Eth (4), Physics (7), Chemistry (6).

Indicates low uptake in some traditional academic subjects, especially sciences and philosophy.

### BTEC Subjects

- **Highest Counts:**
  - Performing Arts (25), Sport - Double (25), Sport - Single (24), Photography (22). We are looking to work with Wolverhampton FC this year (whole school, with exciting opportunities for sixth form) We have a strong football team in Year 11, LF has a plan to enter this team into a league. Sport numbers would be high if we can sell this early, putting things in place this year.
- **Lowest Counts:**
  - Applied Psychology (2), Applied Law (4). Preference given to academic routed for these subjects,

## Key Patterns

- **Vocational Dominance:** BTEC subjects like Sport and Performing Arts have significantly higher interest compared to most A Level subjects. This level of interest in Performing Arts is unusual. Need to speak to Tom and look at interested students.
- **Science Uptake:** Chemistry and Physics have low numbers, which could impact future STEM progression.
- **Creative Subjects:** Photography and Performing Arts are highly popular, indicating strong student interest in creative fields. Photography was very popular as an option for year 10 (current year 11's). This could be a course we could hook students with. They would need to feel confident it was going to run, after the disappointment at GCSE.

## Recommendations

1. **Science Recruitment Strategy**
  - a. Promote STEM careers and pathways to boost interest in Chemistry and Physics.
  - b. Consider enrichment activities (guest speakers, STEM clubs) to attract students.
2. **Balance Academic and Vocational Offerings**
  - a. High BTEC uptake suggests strong demand for practical courses. Ensure resources (staff, facilities) match this demand.
  - b. Monitor whether A Level academic rigor is being maintained for university progression.
3. **Student Guidance**
  - a. Provide clear advice on progression routes for both A Level and BTEC pathways to avoid imbalance in future opportunities.  
Turbo week! Year 11  
Need to start in year 9/10.

## **Improving Teaching and Learning**

- Increased sixth form drop-ins
- Focus on high attendance to improve results
- Increased tech in the common room (now have laptops but no chargers)
- Ensure lessons are challenging, engaging, and differentiated.
- Use formative assessment regularly to identify gaps and adjust teaching.
- Promote independent learning and critical thinking.
- Use flip learning
- Request allocated time with sixth form teaching staff to share best practice. Students struggle with independent learning; teachers need to support and encourage this.
- Use data tracking to monitor progress and intervene early. RAG meetings and tutor meetings
- Offer subject-specific workshops, revision sessions, and tutoring. More external speakers. Teachers offer intervention early.
- Provide study skills training (e.g., time management, note-taking, exam techniques). External speakers- (MIL looking into booking this)
- Track attendance, attainment, and attitude to learning 1:1 meetings with tutors
- Use ALPS, to identify underperformance. I need more training on this
- Share data with students to encourage ownership of progress. 1:1's with tutors
- Staff Collaboration-
- Regular Sixth Form team meetings to share strategies/best practice and concerns. Sixth form teaching staff do not meet.
- Cross-departmental support for literacy, numeracy, and study skills.

## **Pastoral**

- Monday- Votes for Schools in form groups
- Tuesday- 1:1 meeting with form tutors (see appendices 1) Uniforg in Sixth Form area
- Wednesday- UCAS/PSHE with CMP in sixth form area
- Thursday- 1:1 meeting with form tutors. Uniforg in the Sixth Form area
- Friday- Current affairs quiz in form groups



## **PSHE Curriculum**

### **Autumn Term:**

- Understanding Inclusion
- The role of constructive criticism
- Mental Health- Accessing Support
- Staying safe-Recreational Drugs
- Consent Matters

### **Spring Term:**

- Financial Choices Working and Earning
- Respectful Relationships
- Making choices about your sexual health
- Body enhancement
- Leaving home-Building a healthy lifestyle

### **Summer Term**

- Using the UK University Tool to find the best fit
- UCAS applications/personal statement questions/work experience/apprenticeships

## **UCAS/Apprenticeships Support/CEIAG**

- PSHE/Assemblies/Unifrog
- 1:1 Careers advice from Connexions
- Careers advisor in school
- UCAS fairs



- Careers Fairs
- Personal statement writing sessions and application support

## **Work Experience**

Every year 12 student will be out for at least one week's work experience (checked through Unifrog)

## **Enrichment**

- Student Leadership Team- Fundraising events, Charity events, open evenings, attendance at Memorial events
- Peer Mentoring for younger students
- Fundraising for charities- Macmillan/Children in Need/Cancer Research
- MOOCs (Massive Open Online Courses) Unifrog
- Drama productions and shows/ Music ensembles and choirs
- Team sports
- Work experience placements
- UCAS and apprenticeship events
- Guest speakers from universities

## **Possible Areas for Development- Enrichment**

- Mock interviews
- Focus on subject-specific enrichment
- Essay competitions
- Photography, art workshops
- Public speaking and debating
- Duke of Edinburgh Award
- Trips/NY has been talked about for 2027
- Guest speakers from industries
- Student-run societies
- Care home and primary school visits (new year 7 visits-transition)
- Extended Project Qualification (EPQ)
- Community service projects (working in a care home, supporting food banks...)



- Cooking and healthy eating clubs (MH has expressed an interest in running this)
- Study skills workshops

### **How could this be done?**

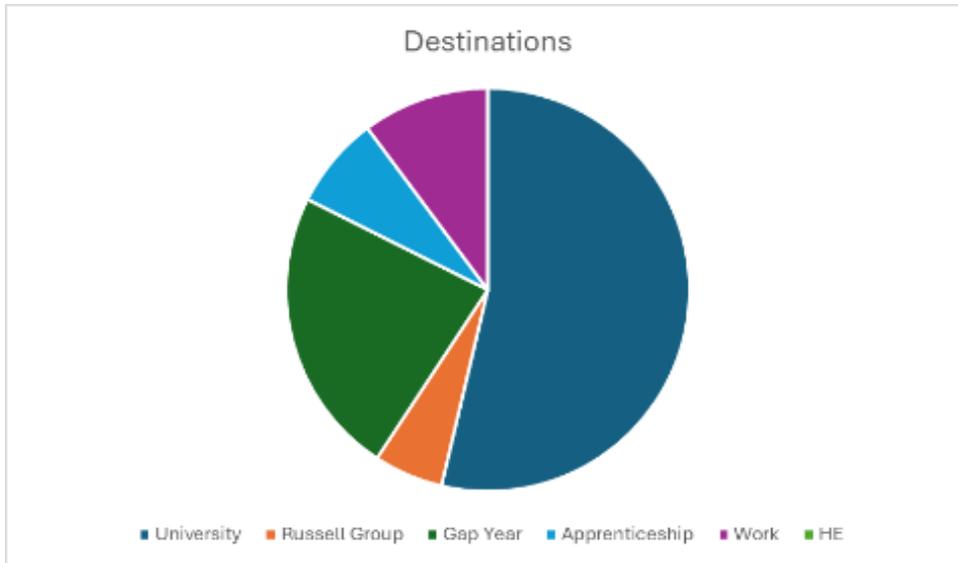
- 2 study periods per fortnight (compulsory) 2 study periods per fortnight (voluntary)
- Choice-based blocks where students select activities each term
- Compulsory elements like volunteering or leadership roles

### **Bursary**

Needs clarity. CMP has asked for the email address of point of contact for the trust

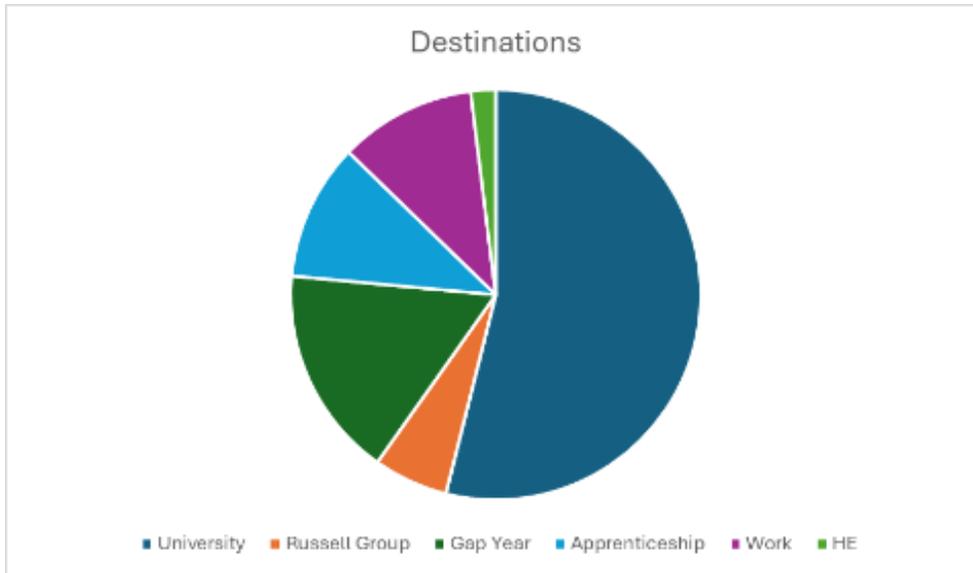
### **Destinations** (see appendices 2)

**2023**



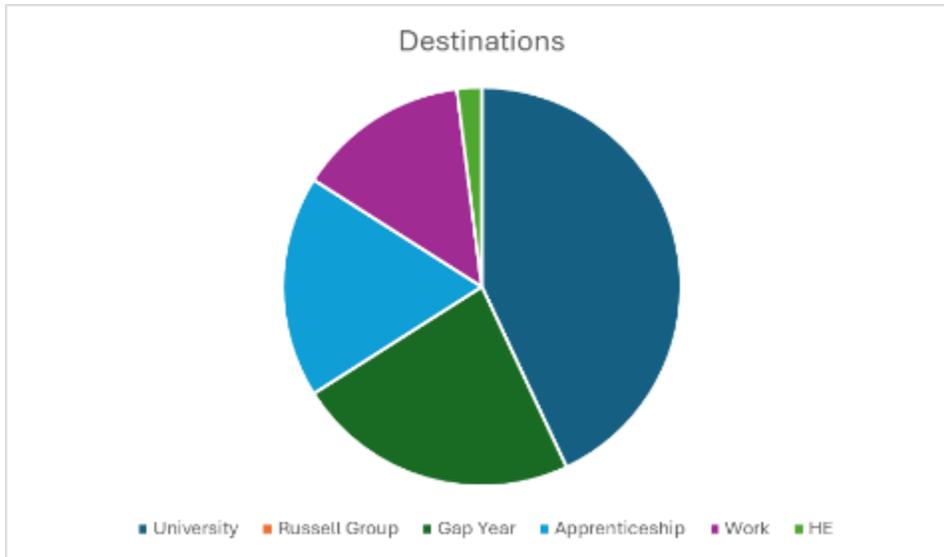
<b>Data 2023</b>
58% University
6%- Russell Group
25%- Gap Year
8%- Apprenticeship
11%-Work

**2024**



<b>Data 2024</b>
55% University
6%- Russell Group
17%- Gap Year
11%- Apprenticeship
11%-Work

**2025**



<b>Data 2025</b>
43% University
0%- Russell Group
23%- Gap Year
18%- Apprenticeship
14%-Work
2%- HE

**Independent Study - Needs a focus**

- Create independent study folders whereby teaching staff upload work for students to complete during independent study periods.



- EPQ
- Regular RAG meetings after data drops with SMART targets for students/staff. This to be shared in 1:1 meetings and in class (RAG meetings are to be held with year 13 teaching staff following the latest data drop)

## **Uniform**

Improved this year. Skirts still an issue but is being addressed daily, students spoken to and texts home

Lanyards need to be a priority! New PHA Sixth lanyards have been ordered

## **Home Study**

One PM home-study per week. This is monitored through 1:1's (meeting expectations)

## **Parental Involvement**

- Keep parents informed through progress reports, meetings, and newsletters. We are starting to share more through 'The Key' This is an area we need to develop
- Engage parents in supporting study habits and attendance. Parents were invited on the induction day this year, this was positive and something we need to build on.
- Clarity around bursary needed

## **Recruitment and Marketing Plan**



## 1. Strategic Objectives

- Increase Year 12 enrolment by 50% (2026 cohort).
- Improve retention from Year 11 to Sixth Form.
- Raise awareness of Sixth Form pathways (A-levels, vocational, blended).
- Promote destinations success (university, apprenticeships, employment).

## 2. Target Audiences

- **Internal students** (current Year 11)
- **External students** (local schools without Sixth Forms or with limited options)
- **Parents/carers**
- **Local employers and universities** (for partnerships)

## 3. Key Messages

- Strong academic and vocational results
- Personalised support and pastoral care
- University and career preparation
- Enrichment and leadership opportunities
- Dedicated Sixth Form space



#### 4. Marketing Channels & Activities

### Launch Rebranding - PHA Sixth

#### A. Digital Marketing

- **Website:** Dedicated Sixth Form section with course guides, student testimonials, and FAQs. To be updated
- **Social Media Campaigns:** Weekly posts on Instagram, Facebook, and X featuring: This has started but needs a focus. PHA Sixth now has it's own email address
  - Student spotlights
  - Subject highlights
  - Alumni success stories
  - Countdown to open events
  - Open Evening has been shared on Social Media
- **Email Campaigns:** Targeted emails to Year 11 parents (this has been done but will continue, targeting students who are looking at alternative options). Email local schools (local schools without a sixth form), attend their career events
- Texts home to all Year 11 students has been done

#### B. Print & Visual Media

- Sixth Form Prospectus (digital and printed) This has been ordered
- Posters and flyers in local community hubs and schools (to be explored)
- Posters around the school (NR to look at designs)
- Advertisement for Open Evening has been placed in the local newspaper

#### C. Events

- **Open Evening:** Presentations, subject stalls, student ambassadors, Q&A. Nov 4<sup>th</sup>- Current sixth form students will attend
- **Taster Days:** For internal and external students to experience Sixth Form life. 'Turbo Week' and the first week in July
- **Parent Information Evenings:** Focused on post-16 options and support. (year 11 parents evening/sixth form drop-in session)



- **Assemblies & Drop-ins:** Regular Year 11 engagement. Sixth form students to take part in year 10&11 assemblies
- Attended the 'Unlocking Your Potential' evening for year 11

#### **D. Student Voice & Ambassadors**

- Sixth Form Ambassadors support events, tours, and social media. Memorial event/year 6 tours/creating SM videos
- Peer mentoring for Year 11s considering Sixth Form. This is in progress, year 12&13 will be mentoring year 11 students/supporting with study skills...

#### **E. Community & Partnerships**

- Collaborate with local employers for talks, placements, and sponsorships.
- Partner with universities for outreach and aspiration-raising.  
MIL is working in this with CMP

### **5. Timeline Overview**

<b>Month</b>	<b>Activity</b>
<b>Sept-Oct</b>	Launch campaign, assemblies, website updates
<b>November</b>	Open Evening, social media push
<b>Dec-Jan</b>	Application window opens, taster sessions. Turbo Week
<b>Feb-Mar</b>	Interviews, offer letters, parent evenings
<b>Apr-May</b>	Follow-up with applicants, transition prep
<b>June-July</b>	Induction days, bridging work, welcome packs
<b>August-</b>	Results day- Offer letters/Invitations to students achieving the grades but not applied.

## 6. Monitoring & Evaluation

- Track application numbers
- Monitor social media engagement
- Collect feedback from Year 11s and parents
- Review conversion rates from application to enrolment

Turbo Week- Year 11 spending the day as a sixth form student- All students will attend sixth form lessons (current sixth formers will have a home study day)

### Further Ideas

- Invite year 11 (and maybe 10) for Q&A sessions with sixth form
- More sixth form presence from year 9- assemblies, choosing their options
- #PHA Sixth Role model of the week/half term. Picture and reasons why. Posted on SM and monitors around school

### Improved admissions:

- Digital application form on a website link (QR code has now been created, this will be used for the prospectus and application form)
- Cards to be sent home thanking students for their application
- Offer letters sent home with details of next steps
- Business cards given to students who have met the entry requirements but have not applied. The card would have a QR code to the application form. Making it an easy, straightforward process.
- Increased social media presence. Courses offered. Details of enrichment opportunities. This could be on monitors around school as well.

### UCAS/Apprenticeships Support/CEIAG-Improvements

- University visits (area for improvement) Russell Group (beyond Birmingham)
- Talks from Student Finance England and alumni (alumni is an area to be developed, we have email addresses for all)
- Apprenticeship workshops and employer engagement (area for improvement) Working with Michael Lewis - Turbo Week