



26th November 2025

Dear Parents/Carers

Re: Excellence in Pupil Development Award

I am delighted to share that last week, Ashmole Academy was awarded the *Excellence in Pupil Development Award* by Optimus Education.

As I mentioned in my letter to you last academic year, our aim as a school is to ensure that personal development remains at the heart of everything we do. We fully recognise the positive impact this has on young people, both in terms of academic achievement and wider personal outcomes.

The award body have published further information on our work during this journey, which I invite you to read at the website detailed below. I would like to highlight a few key comments which we are incredibly proud of as a school community:

"Students can articulate their learning, describe leadership opportunities, and explain how Personal Development shapes their identity and aspirations"

"Ashmole Academy has shown how the Excellence in Pupil Development Award can elevate even strong existing practice to an exceptional standard. Through rigorous self-evaluation, sustained CPD, and a genuinely whole-school approach, the academy has created a pupil development model that is strategic, responsive and deeply embedded in everyday teaching. Their work demonstrates that when personal development is placed at the center of school life, the result is confident, thoughtful, ambitious young people who are fully prepared for the future."

Optimus Education (Award Place) [Ashmole Academy | Award Place](#)

This award reflects the exceptional commitment of our staff in providing a rich range of opportunities for students—supporting them to develop strong social skills, build positive character traits, and be recognised for demonstrating our school values. It also acknowledges the thoughtful design and delivery of extracurricular activities that extend learning beyond the classroom, as well as our continued focus on student wellbeing so that every young person feels happy, safe, and empowered to reach their full potential as learners and responsible citizens.

Equally, the award celebrates the remarkable dedication and initiative shown by our students in taking ownership of their learning, embracing a growth mindset, pursuing self-development, and contributing positively to the school community through student voice.

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None of this would be possible without the ongoing support of you—our parent and carer community. Your encouragement helps our students understand the importance of engaging actively in school life and making the most of every opportunity to develop their skills, qualities, and aspirations for the future.

As a school, we remain committed to further strengthening our personal development offer and will continue to keep you informed about our progress in this area.

We greatly value any suggestions or offers of support that could help us provide even more opportunities for our students; please do get in touch if you feel you can assist.

Yours faithfully



Mrs N Brown

Senior Leader i/c Personal Development

