New name and new start for Birmingham special school

Saturday 21 September, 2013

Values Academy, a special school and education charity based in Birmingham, has unveiled its new name and new look in a celebration held today at its Birmingham school site.

Previously known as the Collegiate Centre for Values Education for Life, the charity hasupdated its name and image with a new logo, website and prospectus. The charity brought new trustees and a new chief executive officer on board late in 2012, and they have worked hard during 2013 to undertake a complete rebranding exercise. At the same time, the school has implemented an ambitious communications plan designed to raise awareness of its successes, aims and goals.

Founded in 1991, Values Academy provides an alternative to mainstream education foryoung people at risk of social exclusion. Its unique approach to teaching and learning helps students re-engage with their education. The school has a superb success rate, turning young people's lives around and making a real difference to families and communities. Students who previously had few prospects have now gone on to further education, training or employment, and some have even gone on to university.

Values Academy has two school sites, in Birmingham and Nuneaton, both of which provide an inspirational, safe and inclusive environment for young people with statements of special educational need and those with behavioural, emotional and social difficulties.

Val Russell, Director of School, said: "Values Academy has been helping young people at risk of social exclusion for more than 20 years now. Our mission is to provide an education for life as well as exam results that our students can be proud of.

"We have high expectations of our young people, and in turn they expect a lot from us. With this in mind, we decided it was the right time to give the school a look and feel that today'syoung people can relate to and be proud of. We're really excited about Values Academy's new image and we know that this is the start of an even brighter future for the charity and our students. We have ambitious plans to expand and help even more young people, and our new image will help us to do this."

The charity's new image was unveiled by Councillor Karen Hamilton. She said: "I am pleased to attend the launch of the rebranded Values Academy. The school in the past has achieved exceptional results for young people who were at risk of leaving school with no qualifications. I am sure the school and its students will continue to go from strength to strength."

Because Values Academy is a charity, it is crucial that it achieves and maintains a high profile among fundraisers and sponsors as well as potential students. Its new image, together with a solid communications plan, will ensure that the organisation has a strong future and is able to continue to help many more young people for years to come.

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