

Shared language

Our catchphrases clarify meaning and provide the takeaway headline we want to communicate to pupils to help them align their behaviour with our desired culture.

"If we let you off, we let you down"

"First Time, Every Time"

"Protected characteristics are not a 'pick and mix'"

"Consequences matter because you matter!"

"Habits for success"

"Gratitude not attitude"

"Respectful, Ready, Responsible"

