



June 2025

**Dear Parents and Carers,**

I hope this letter finds you well.

I am delighted to write to you today with the news that Mr Tom Daly has been appointed as the permanent Principal of Shireland Collegiate Academy.

Mr Daly joined the Academy in April 2022 as Assistant Principal and was appointed Associate Principal in November 2024. Since then, he has shown exceptional leadership, dedication, and a deep commitment to our students, staff, and community. We are now incredibly pleased to confirm his permanent appointment to the role of Principal.

Mr Daly brings with him over a decade of experience working in education across Sandwell. His background in behaviour and inclusion has shaped a leadership style that is both compassionate and driven, with a clear focus on creating a safe, respectful, and ambitious environment for every young person in our care. He believes strongly that strong relationships, high expectations, and mutual respect are essential to a positive school culture – values that are very much at the heart of life at Shireland.

I would also like to take this opportunity to share two further staffing updates.

Firstly, we are delighted to confirm that **Kathryn Bates** has been appointed as Vice Principal for Inclusion. Many of you will already know Kathryn, who has been part of the Academy for over 20 years. During this time, she has held a range of roles including Head of House, Head of Year, and more recently Assistant Principal for Pastoral. Kathryn has worked tirelessly to embed a culture of high expectations across the Academy, and it is a real pleasure to see her progress into this new role where she can continue to shape and support the inclusive ethos of our school.

Finally, we extend a warm welcome to **Dave Jenks**, who joined the Academy at Easter as Vice Principal for Quality of Education. Dave brings more than 20 years of experience in schools across Sandwell and Birmingham and is deeply committed to inclusive, high-quality education. A former Head of English, Dave is particularly passionate about developing rich, culturally responsive curriculums that engage and inspire students.

Together, these appointments reflect our continued investment in strong, values-led leadership across the Academy. I am proud of the team we have in place and excited for what the future holds.

Yours sincerely

Sir Mark Grundy  
**CEO Shireland Collegiate Academy Trust**