

JCP/GHA

20 July 2023

Dear Parent and Carer

**Re: Character Education “Character is the most precious gift of education” [Sai Baba]**

I hope this correspondence finds you and your families safe and well. Further to my previous communication on 10 July 2023, I would like to thank you once again for your tremendous support with the Character Education survey. I have received a number of emails from parents and carers which reflects the strong support for the introduction of Character Education at the academy.

In collaboration with yourselves, our students, and other stakeholders, we have defined what our four key values mean to us as detailed below:

**Ambition:** **Desire** and determination to achieve success  
**Strive** for our own individual goals and those of others.  
**Demonstrate** motivation to thrive in all areas of our lives.

**Respect:** Know your own **self-worth** and the value you give to society  
Recognise we are all different from **one another** and deserve respect.  
Care for our immediate and wider **environment**

**Resilience:** **Embrace** the opportunity to face challenges  
Value the chance to learn and **grow** from both our successes and mistakes.  
**Adapt** to change and manage stress to overcome setbacks.

**Community:** Recognise the **diverse** community in which we live  
Commit to making a positive **contribution**.  
Value and connect with our community with **purpose and pride**.

These definitions together with our academy vision and moral purpose which have been updated and revised to reflect our values will appear on the academy website from 1 September 2023.

As an outcome of your ongoing support, I would like to create a ‘Parental and Carer Character Education Working Party’ to help shape the direction of our journey and develop our values and virtues further. If you would be interested in being involved, please do email me via [j.cooper@plume.essex.sch.uk](mailto:j.cooper@plume.essex.sch.uk) as your input will be of great value to the development of our Character Education approach at the academy.

Thank you for your continued support and I look forward to sharing further communications and insights with you in the future. May I take this opportunity to wish you a safe and relaxing summer break with your family.  
Yours sincerely,



**Mr J. Cooper**  
**Whole Academy Character Education Lead**