

HAMMERSMITH

Academy



# THE ACADEMIST

HAMMERSMITH ACADEMY NEWSLETTER

DECEMBER 2019 EDITION 7

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ECONOMICS WIN • ANTI-BULLYING • CHILDREN IN NEED • YEAR 11 PROM • EXAM RESULTS  
YEAR 7 RESIDENTIAL • DEPARTMENTAL NEWS • CAREER HIGHLIGHTS • AND MORE!

# A WORD FROM OUR HEADTEACHER



The start of this new academic year has been awash with so many personal and Academy wide success stories. I am delighted by the sheer number of students taking full advantage of the opportunities the Academy offers. We know that great teaching is key, but it is the extracurricular opportunities that shapes the individual.

One of the best examples is the Year 7 Residential to Longridge in Buckinghamshire. Students learn the importance of teamwork whilst testing their own resilience.

Sixth Form students who take full advantage of the opportunities go on to achieve top university places. Our A Level results in the summer are the best to date, with Bushra and Calvin fulfilling their places at Oxford and Cambridge University, as well as numerous Russell Group places attained.

Sport plays a crucial part in personal development. It instils discipline and healthy competition. We have had excellent success in rugby, rowing and football this term and students taking part regularly in the after school Session 3 sports clubs.

Students continue to excel individually. James in Year 12 was awarded a prestigious Arkwright Scholarship. Sam and Mary in Year 10 have propelled themselves into the regional Final of the Jack Petchey 'Speak Out Challenge' and Milcah in Year 11 was one of only three students from London awarded for their volunteer work at Kew Gardens.

The Academy garden provides

perennial opportunities to all students. Students learn the art of patience and resourcefulness and how rewarding that can be. Over the summer the garden was once again, recognised in two gardening competitions for its input into the lives of young people.

School trips give students insight into the world beyond the Academy. Young scientists this term visited New Scientist Live where they met British astronaut, Tim Peake, whilst our Sixth Form British Exploring Society students travelled to far flung places on expeditions.

The Insight Programme continues to attract a diverse range of speakers for our Sixth Formers. We have welcomed the Chief Digital Officer from a leading advertising and marketing agency and the Director of Collections from the V&A.

Students take the opportunity to be leaders. Our Anti-Bullying Ambassadors celebrated Anti-Bullying Week and the Junior Leadership Team have led our charity efforts this term.

Within these pages you will see what a thriving community Hammersmith Academy is and what opportunities mean to our young people. I wish you and your loved ones a Merry Christmas and a Happy New Year. ■

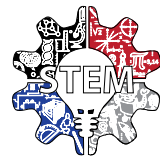
Mr Kynaston, Headteacher



# ARKWRIGHT AWARD



AN ARKWRIGHT ENGINEERING SCHOLARSHIP IS THE MOST PRESTIGIOUS SCHOLARSHIP OF ITS TYPE IN THE UK. JAMES (YEAR 12) WAS AWARDED THE SCHOLARSHIP AFTER A CHALLENGING APPLICATION PROCESS. MS FERRELL EXPLAINS.



The Academy was delighted to learn that James in Year 12 was awarded the prestigious Arkwright Scholarship. The Scholarships are awarded to high-calibre 16 year old students who successfully complete a difficult selection process.

The aim of the award is to inspire and nurture school-age students to be the country's future leaders of the Engineering profession.

Every Scholarship is sponsored by a commercial company, trade association, university, professional institution, armed service, government organisation, worshipful company, charitable trust or personal donor. This means that support is offered in various different ways, for example, valuable hands-on work experience, support for a curriculum project and a personal mentor who can help with aspects of academic studies and career planning.

James spent time in Year 11 preparing his application with support

from the DT Department. The application process is rigorous with hundreds of applicants each year. James was put through his paces with an aptitude exam and a taxing interview process.

Being a scholar means that James receives a £600 award to fund a personal engineering project as well as continual support from his sponsor throughout his time in the Sixth Form, including university applications and interview mentoring. He will also be eligible for a £4,000 scholarship to support an undergraduate degree in engineering, computing or technical design.

Congratulations to James on this incredible achievement. This was by no means an easy accomplishment. We know James will continue to explore avenues in engineering and technology both in the Sixth Form and at university. ■

“The application process is rigorous with hundreds of applicants each year.”

## Arkwright Scholarship Award

- £600 to fund a personal engineering project
- Support and mentoring through Sixth Form and UCAS Applications
- Career support

# OXBRIDGE SUCCESS

THE ACADEMY CELEBRATES CONTINUED A-LEVEL SUCCESS AND SURPASSES LAST YEAR'S OXBRIDGE ACHIEVEMENT.



This summer the Academy celebrated its most successful A-Level results with students gaining places at both Oxford and Cambridge and Russell Group universities. This is reflected in the impressive statistics achieved by this cohort.

Bushra Elmoussati attained an impressive A\*A\*A in Geography, English Literature and Politics and achieved her place at Mansfield College, University of Oxford to read Geography.

Calvin Hartley achieved an equally impressive A\*A\*A in History, Economics and Politics and is reading History & Politics at Trinity Hall, University of Cambridge.

Youssef Awadalla accomplished A\*AA in Mathematics, Chemistry and Biology and is studying Medicine at Barts and The London School of Medicine and Dentistry, part of Queen Mary University.

Rise Chambati-Woodhead, who joined the Academy in the Sixth Form, scored an outstanding A\*A in Sociology and Psychology and

a Distinction\* in BTEC Sport. He is studying Psychology at King's College London.

The Academy's Careers Lead, Sophie Harrowes, said "It is wonderful to see our extensive personalised one-to-one expert support throughout the UCAS process yield such great success stories. Our students have really benefited from the mentor programme we have developed alongside St Paul's Girls and St Paul's Boys School. It is great that we are establishing a reputation for getting students into the very best universities in the country."

Mr Kynaston, said "I am absolutely delighted with the A-Level results that this year's cohort has achieved. To have students going to both Oxford and Cambridge, as well as the Russell Group universities, reflects the level of dedication our students and staff. Thank you to the staff and the parents who have supported their children throughout their Academy journey and we wish the students the best of luck in their futures." ■

“It is great that we are establishing a reputation for getting students into the very best universities in the country.”

## Standout Statistics:

- From a cohort of 85 students, there were 135 A\*-C grades awarded
- 83% of students exceeded their target grades in at least one subject
- A quarter of all students exceeded their target grades in all subjects

# MUSIC VIDEO



Returning HA alumni, Beabadoobee, aka Beatrice Laus, with directors, Soren Harrison and Amir Hossain, on set during the filming of the music video.

## FORMER STUDENTS FILM MUSIC VIDEO AT HAMMERSMITH ACADEMY.

### Watch the video:

Beabadoobee's She Plays Bass music video.

Rising star, Beabadoobee, also known as Beatrice Laus, returned to Hammersmith Academy after recently completing her A-Level studies in the Academy's Sixth Form.

This time she was stepping foot into the Academy as a burgeoning music star to film her new music video for her song 'She Plays Bass'.

Beatrice was not the only HA alumni returning for this project. She was accompanied by Soren Harrison and Amir Hossain, who were co-directing the video.

Since filming the video at the Academy, Beatrice has been nominated for the Brit Award 2020 Rising Star Award. She said of the nomination, "It's super cool to be nominated for the BRITs Rising Star award and I'm so grateful. It's so weird to think that writing music in my bedroom could appeal to so many people. Thank you so much to anyone who has voted for me!"

We wish her the very best on her burgeoning musical career, we know there is much more to come. ■

# PORTRAIT SHOW

The Year 10 Art Exhibition in December, focussed on portraiture. GCSE Art students showcased their best works from the year so far.

Each student had their own gallery board to display their work, as well as a space for visitors to write feedback about their work.

Art students were alongside their artwork, discussing what art styles they were influenced by when they were creating their pieces. ■



Visitors to the exhibition were asked for their feedback on the student artwork.



# SPEAK OUT!



Marley, Sam, Mary, Esugen and Chellouise made it through to the Academy's final round.

The Jack Petchey 'Speak Out Challenge' day was a great opportunity for us students to become more confident in public speaking and ourselves.

During the morning, trainers taught us skills to enable us to become more assertive and to overcome our fears of speaking in front of an audience.

The 'Speak Out Challenge' helped us to be more open to other people and let our voices be heard by a group of our peers, we discussed topics that are major problems in society such as racism, politics and poverty and climate change.

We were able to plan our speeches as a group and the trainers helped us improve our speeches and how best to remember our speeches so that we are able to deliver them without relying on prompts or notes.

After planning our speeches we took turns in our groups to speak in front of our peers. In my opinion, this was the hardest part of the day because everyone was nervous and some were not able to remember their lines but it was all part of our learning process.

What I enjoyed most was listening to other students' speeches. It was really entertaining to listen to what they had to say, make a judgement

on how well we thought they had done and give feedback they could learn from, and at the same time improving ourselves.

As a result of the 'Speak Out Challenge' workshop, I have improved my speaking and listening skills. I am more confident in making contributions to discussions and speaking in front of other people. Before this, I had never spoken in front of a big group of people.

At the end of the workshop, the best speakers were chosen to speak at the finalists' assembly the following week.

The assembly was very entertaining and the finalists, Marley, Sam, Mary, Esugen and Chellouise, showed why they deserved to be chosen. During their speeches they made eye contact with the audience and moved around the floor in front of the audience.

All the finalists kept their speeches entertaining and employed some interesting devices such as rhetorical questioning and utilising well-known quotes from people such as Martin Luther King.

Overall, the assembly was thrilling and competitive. Congratulations to the overall winners Mary and Sam who go on to attend regional final at Lady Margaret School. ■

**AMER (YEAR 10) TOOK PART IN THE JACK PETCHEY 'SPEAK OUT CHALLENGE' AND GIVES US HIS REPORT OF THE COMPETITION.**

“ I am more confident in making contributions to discussions and speaking in front of other people. ”

# ECONOMICS WIN

LORENA (YEAR 13) WAS A MEMBER OF THE WINNING TEAM AT THE 2019 SCHOOLS ECONOMICS CHALLENGE. SHE TELLS US WHAT IT WAS LIKE TO TAKE PART IN THE COMPETITION.



Luke and Lorena were part of the winning collaborative team in the Schools Economics Challenge.

I first found out about the competition from my media teacher, Mr Mackney, who suggested that Luke and I should participate in the CORE Schools Economics Challenge.

The competition sees students from across the globe creating videos that address a key economic topic. This year's topic is 'Why is addressing climate change so difficult?' This really appealed to me as I am a member of the Academy Eco-Council.

As we were entering into the collaborative category, we teamed up with St Paul's School. My role, together with Luke, was to develop creative ideas on how to approach an audience who are not economists. We decided to include animations to help explain our arguments.

The boys from St Paul's School worked on the arguments to put forward and developed the script. I was in charge of filming and editing the video, whilst Luke was the one who animated parts of the video and helped me with the filming. Being Media students, we had to take their script and make it come to life.

I enjoyed the collaboration process. The boys from St Paul's School were committed and professional.

We were happy with the results but we did not expect to win our category given how strong all the entries were.

We were on the October half-term when I checked my email and saw a message from both Mr Mackney and Mr Saunders giving us congratulations for winning the Best Collaborative Entry. I immediately messaged the boys from St. Paul's School, who were as excited as me!

The Judges praised our project commenting that we covered a "wide range of economic theory, including discussion of lobbying power and politics, and one of the few videos to use game theory and explain it well to a general audience."

Overall the experience was fantastic. I really recommend it to other student to take part in these type of experiences as you really develop great skills, and it provides you with positive contributions towards your CV or personal statement that will make you stand out from the crowd.

“Being Media students, we had to take their script and make it come to life.”

 Watch the video:

Watch the Best Collaborative entry here.



# MORE GARDENING AWARDS

DR KIRWAN TELLS US ABOUT THE COMPETITIONS THAT THE ACADEMY GARDENS HAVE BEEN ENTERED INTO THIS ACADEMIC YEAR.



The Academy's gardening team were presented with the Runners Up vouchers by Hammersmith and Fulham in September.

The past couple of years have been very productive for the Academy's garden.

A couple of years ago we were the RHS School Gardening Team of the Year and last year we were named Cultivation Street's School Garden of the Year.

In September, we were once again nominated and shortlisted for Cultivation Street's School Garden of the Year. Although we did not win this year, we were highly commended in the category and were awarded £500 to spend on the garden.

Something new for this year is Hammersmith and Fulham's Gardening Awards. Our garden was entered into the Best Children's Garden category and I am pleased to say that we have just been announced as the runners up! This

award comes with an £80 voucher to spend at a local garden centre.

The money will go towards new garden projects this year, as well as adding a bit of greenery to the reception area. It's always good to green up areas of the Academy to improve the environment.

I am so proud of the students who have been actively involved in the garden over the last 12 months. They are always so enthusiastic and take such pride in seeing their efforts pay off.

Parent volunteers play a big part in the garden's success. We are always looking for parents to spend time helping students in maintaining the garden. From February, we will be holding volunteer sessions every Wednesday at 2:30pm. If you would like to take part we would love to hear from you! ■

“It's always good to green up areas of the Academy to improve the environment.”

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# BIG SOUP SHARE!



Students busy cooking a variety of vegetable soups in a pop-up kitchen in the Academy garden.

The RSH Big Soup Share is an event to celebrate all the hard work people up and down the country have put into growing their vegetables throughout the summer.

On Thursday 10<sup>th</sup> October, a select group of students took part in the event under the guidance of Dr Kirwan and Ms Hodder. They set up a pop-up kitchen in the garden and spent the morning harvesting and preparing the vegetables, before cooking a variety of vegetable soups.

Staff and students enjoyed their efforts, sampling the products and learning how to make a delicious soup from the students. This event really shows the full circle of growing vegetables all the way to creating a meal. ■

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# KEW YOUTH WINNER

THE KEW YOUTH PROGRAMME ENGAGES YOUNG PEOPLE WITH PLANT SCIENCE AND THE ART OF CONVERSATION. MILCAH (YEAR 11) TALKS TO US ABOUT THE PROGRAMME.

Milcah was one of several students who took part in the Kew Garden Youth Explainer Programme. As a result of her excellent volunteering work, she was awarded a £100 prize and certificate signed by the Director of Kew.

"I heard about the programme from Dr Kirwan back in October 2018. I instantly wanted to be part of it as Kew Gardens is such a renowned place and I have an interest conservation and biodiversity.

The first six months consisted of weekly training sessions on how to speak to members of the public. We were taught sign language, game design and games that we can play with them.

We developed a card game where you had to pull out a card and draw the plant that was named on it in 20 seconds or less. It had information about why that plant was under threat. At the end of it we had the chance to complete a CREST Award based around the game.

I am so happy that I took part in



Milcah was presented with her award at Kew Gardens.

this as it has really built up my confidence. I am now able to stand in front of an assembly and speak to everyone, which I was not able to do before.

I am now looking to apply to be part of the Kew Garden Youth Forum later in the year. ■

# CHILDREN IN NEED

CHILDREN IN NEED RETURNED TO THE ACADEMY IN NOVEMBER. STUDENTS AND STAFF PUT ON THEIR PUDSEY EARS FOR THE CAUSE.

This year the Academy community raised an impressive £1,581.65 for BBC Children in Need.

Students, parents and staff generously donated baked goods for the inter-house bake sale which saw the four houses battle it out to raise the most money. Berners-Lee came top with a spectacular £284.29.

There was also a variety of Pudsey products on sale which students took around to the tutor groups. Thank you to all those parents who donated via ParentPay. ■

## Bake Sale Totals:

■ Berners-Lee	£248.29
■ Tesla	£226.45
■ Gates	£222.70
■ Lovelace	£129.18



Students and staff spent the week selling Pudsey products to raise money for the charity.

# MACMILLAN

MACMILLAN COFFEE MORNING RAISES MONEY EACH YEAR FOR MACMILLAN CANCER RESEARCH.

Each year, Macmillan Coffee Morning sees staff compete to become the best baker and raise money for the charity. This year's theme was inspired by the HA Way, the Academy's ethos.

There were some imaginative bakes entered, including cupcakes from the librarian, complete with books made with icing. The winning bake by a mile was the Art Department's entry, a complete student line up made out of gingerbread. Each figure had its own uniform modelled in icing and was so detailed that it included the HA logo on the jacket pocket!

In total, £116.62 was raised for the charity. Thank you to all the staff who donated or baked for the occasion and to those who bought cakes. ■



The winning entry this year was a model of students lining up.



# ANTI-BULLYING WEEK



Students were encouraged to make appreciation cards and leave positive messages on the anti-bullying board.

Anti-Bullying Week is an event that takes place in schools across England in mid November.

Our Anti-Bullying Ambassadors were on hand on Wednesday 13<sup>th</sup> November to raise awareness and spread positivity throughout the Academy.

The Ambassadors based themselves in the reception area and set up a workshop with different activities to encourage everyone to be more thoughtful and kinder to each other.

Students could choose between decorating a gingerbread person and making friendship bracelets to give away to someone who they wanted to thank.

Students could also design a thank you card and write a personal message to someone who has made a difference to their time at the Academy. These cards were displayed on an anti-bullying board.

There was also a games area and

a chill out space for anyone who wanted to take a moment to reflect and relax from the busy school day.

Our Anti-Bullying team plays a vital role in upholding our Academy values of personal tolerance, equality and individual liberty. They actively promote these values throughout the year and they take pride in creating a welcoming atmosphere for all students.

The team are trained through the Diana Award scheme, with a focus on peer-to-peer support. The training gives the student ambassadors the confidence to tackle any concerns students may have.

Well done to all the students who helped run the different activities on the day and to those who took time to create thank you cards and gifts. These events are important as they help foster a real sense of community amongst students and staff. ■

**WAHOO WEDNESDAY INTRODUCED THE ACADEMY'S ANTI-BULLYING TEAM TO ALL THE STUDENTS.**

“Our Anti-Bullying team plays a vital role in upholding our Academy values of personal tolerance, equality and individual liberty.”

# COLORINTECH

COLORINTECH WAS BORN OUT OF A LACK OF DIVERSITY IN THE TECH INDUSTRY. MS MCGECHAN, LEAD TEACHER OF COMPUTER SCIENCE REPORTS FROM THE EVENT.



Students using Facebook's virtual reality technology during the Colorintech event.

Computer Science students from Year 10 through to Year 12 were invited to a Colorintech STEM event held at Liverpool Street in October.

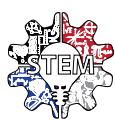
The event featured industry experts from across the technological spectrum, including representatives from Facebook, EA Sports and Google. The aim of the event was to inspire the next generation of tech industry professionals with interactive experiences.

Facebook's virtual reality experience really captured the students attention. They were fascinated by the technology needed to support the experience.

As many of the students play video games, the EA Sports stand was a real magnet. They explained in detail how video games are designed and built. It was a surprise for the students that people are paid to spend their working time playing games!

Students were also surprised by how technology is used in sport. Chelsea FC staff held a masterclass in coding, with students having to control robots using coding.

This was a very inspiring event for our students. They left with a real sense of the importance of technology in the careers of the future. ■



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## TECH REVAMP

OVER THE SUMMER HOLIDAY, THE ACADEMY WENT THROUGH A SITE WIDE REVAMP OF THE IT EQUIPMENT.

The Academy returned in September to a complete refit of it's IT equipment across the school as part of a continued update and maintenance programme.

This all means that students stay ahead of the technological curve whilst accessing online learning tools, such as, revision materials and Hegarty Maths. ■





# NEW SCIENTIST LIVE



Students travelled to ExCel, London to see what the latest science and technological developments are.

NEW SCIENTIST LIVE SHOWCASES OVER 150 EXHIBITS AND INSPIRING SPEAKERS ACROSS SEVEN BIG STAGES. AMAL, HABON AND ERICA REPORT ON THE EVENT.

New Scientist Live is a science and technological showcase with over 150 exhibits and a host of inspiring speakers from a wide range of STEM fields and professions.

## Amal (Year 12)

The first talk featured Ben Still (Physicist at Queen Mary University of London) where he pretty much 'built the universe- brick by brick' using Lego. He took us all on a journey of creation from the big bang to the first stars and covered lots of other topics in an extremely entertaining way.

It was especially intriguing when he started talking about Quarks and subatomic particles; which helped me build on my own key terms in my actual subjects.

One of the key speakers at the event was astronaut, Tim Peake, whose talk 'Forward to the Moon' highlighted the exciting future of space exploration. New Scientist Live has made me seriously consider a STEM related course at university.

## Habon (Year 10)

I enjoyed the experience because there were many different people from different universities and companies, such as Rolls Royce and King's College London. They gave me an insight on what I could

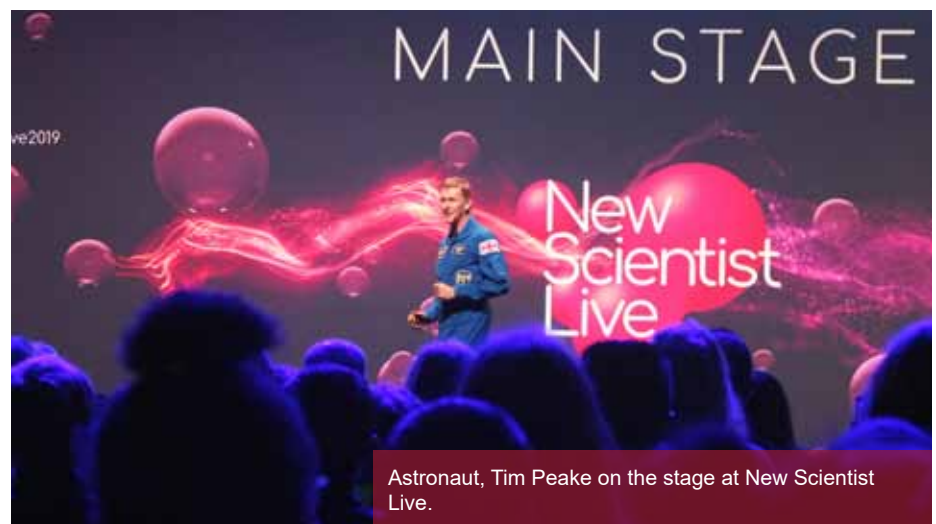
do when I'm older and what courses and opportunities are available at universities or in apprenticeships. I came away thinking about taking biochemistry at university.

## Erica (Year 10)

I found this event very interesting as you don't often hear people talk about one specific section of science that they are interested in. The talks I found most fascinating were the possibility of upgrading humans, whether time travel was possible using black holes in space and the future of healthcare.

I want to take a science at A-Level, possibly even at university and this fair really showed me the vast possibilities. ■

“ One of the key speakers at the event was astronaut, Tim Peake. ”



Astronaut, Tim Peake on the stage at New Scientist Live.

# YOUTH PARLIAMENT

YOUNG PEOPLE  
AGED 11-18 WERE  
ASKED TO TAKE  
PART IN A BALLOT  
TO SHORTLIST WHAT  
IS DEBATED IN THE  
HOUSE OF COMMONS.



Students placing their vote in the ballot box during tutor time.

UK Youth Parliament launched 'Make Your Mark', the UK's largest survey of young people's views.

Students were given the opportunity to decide on which of the ten policies they felt needed debating. These included reforming the curriculum, further support for young carers, improving mental health services and protecting school budgets.

During tutor time in UK Parliament Week, students came down to the ballot box to cast their votes. Giving students the opportunity to see democracy in action is an excellent way to demonstrate one of the core British Values. This is especially so given the current political climate where political processes can be difficult to understand. ■

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## FACILITIES HIRE

ACADEMY NEWS

SCHOOL SPACE



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# GCSE RESULTS

THE GCSE RESULTS ARE ONE OF THE STRONGEST IN THE ACADEMY'S HISTORY. WE LOOK AT SOME OF THE STATISTICS.



Top GCSE students proudly showing their results with Mr Kynaston.

The Academy celebrated its strongest set of GCSE results to date, with 88% of the cohort entered for the English Baccalaureate, the most rigorous of governmental measures. This is far and above the national average and a clear indication of the rigorous and challenging curriculum Hammersmith Academy follows.

Once again, there have been increases in students attaining grades at the 9-7 and 9-4 boundaries, with progress exceeding national average at every measure. This is all the more impressive given the Academy's principle of a fair-banded cohort, meaning students at every ability level are equally represented. ■

## Standout Statistics:

- 74% of students achieved 9-4 grades
- 88% of students attained 9-4 grades in English
- 80% of students attained 9-4 in Maths

# POPPY SELLERS



Year 7 students helped with the British Legion Poppy Appeal.

This year marks the 101st year since the end of the First World War and our Year 7 students joined the 40,000 Poppy Appeal volunteers across the country in selling the poppies.

They took the poppies around to the tutor groups and to students in the playground at break and lunchtimes.

The whole Academy came together in a 2 minute silence on Monday 11<sup>th</sup> November to remember those who have lost their lives due to conflict.

Well done to the young volunteers for doing their part for charity. ■

# CHALLENGE PROGRAMME

MS BUCHANAN, LEAD PRACTITIONER, EXPLAINS HOW THE ACADEMY HELPS STUDENTS TO ACHIEVE THEIR FULL POTENTIAL.



The Science Museum has a free and interesting collection to visit outside of school time.

“Students are offered continual opportunities to challenge themselves in the classroom...”

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At Hammersmith Academy we believe that our most able students should be identified early and provided with significant challenge, both inside and outside the classroom, which allows them to fulfil their potential. We aim to equip these students with the skills to become inquisitive, life-long learners who have high aspirations and ambitions.

Students are offered continual opportunities to challenge themselves in the classroom through our bespoke ‘challenge boards’ in each classroom, where they can choose activities to encourage them to ‘think hard’ at all times.

There are a number of Session 3 options designed to challenge students including Science Club, the ORBYTS projects, Debate Club and Board Games Club, just to name a few.

From January selected students will be invited to attend the Sxith Form’s weekly Insight Programme lecture series featuring inspiring

external speakers. Students are also encouraged to continue to challenge themselves at weekends and during the holidays by participating in specific ‘Challenge Cup’ competitions, which they can access on Show My Homework.

Parents can check the More Able page of our website, for other suggested ways to stretch and challenge students outside of school time. For example, during this coming holiday period, it would be an excellent opportunity to visit the brand new (and free!) Medicine: The Wellcome Galleries exhibition at the Science Museum.

The exhibition contains more than 3,000 medical artefacts, striking artworks, interactive games and immersive experiences, to bring the history of medicine to life. The history of medicine is covered in both the science and history curriculums, so it would be both interesting and highly relevant. ■



# ADVERTISING UNLOCKED



Students spent the day at Geometry Global to get insight into the world of advertising and marketing and the different careers within the industry.

**JENNA (YEAR 12) WAS ONE OF THE ATTENDEES INVITED TO A TOP ADVERTISING AND MARKETING AGENCY, SHE TELLS US ABOUT THE EXPERIENCE.**

“ Our team ended up winning work experience which I am really excited about. ”

Geometry Global is the world's largest brand activation and retail marketing agency. The agency helps brands to expand customer reach using the latest technology.

We were invited in September to visit their offices as part of Advertising Unlocked, an advertising industry open day. The event gives students an idea of how advertising works and how campaigns are made.

During our visit we heard from people working in planning, finance, technology and management who all had different tasks and responsibilities within the company. This showed us what kind of roles we could aim for if we wanted a career in the industry.

One of our tasks during our visit was to plan an event for a made-up scenario - to help boost the sales of Amazon Prime Student.

We were split into groups and had to come up with ideas for an event and ways to promote it. After planning and rehearsing our idea, we presented it to the rest of our classmates and a judging panel of Directors who worked within Geometry Global.

Our team ended up winning the task. Our prize is work experience at Geometry Global's Incubator programme in Summer 2020! This is an intense scheme which provides mentoring for those interested in a marketing career.

My favourite part of the day was discovering and learning about the different careers within the advertising agency firsthand. I would have never considered these before the visit. I did not realise just how many different professions there are within the industry.

From the experience, I gained knowledge about the Advertising and Marketing industry operates, and it helped in developed my teamwork and planning skills. ■

HAMMERSMITH ACADEMY  
**CAREERS**



CAREERS

# NEW INSIGHTS

THE PROGRAMME IS DESIGNED TO CONNECT SIXTH FORM STUDENTS TO THE WORLD THAT AWAITS THEM BEYOND THE ACADEMY.



Debbie Ellison, Chief Digital Officer of Geometry Global, gave a presentation on her career journey and a look behind the scenes of marketing intelligence.

This term's Insight Programme has welcomed a diverse range of guest speakers to the Academy. From advertising and law, to the world of exploration and museums, our speakers have provided students with an insight into potential career paths and areas of interest. Our talks have also been joined by students from St Paul's Girls' School as part

of our Partnership Programme, an initiative that sees schools sharing opportunities.

The series of talks started with barrister, Richard Wald and law clerk, Nathan Hitchman. Richard spoke about his specialist work in environmental law whilst Nathan elaborated on how clerks support

barristers by finding cases to represent.

The programme then shone a spotlight on the careers of women who are leaders in their field. Debbie Ellison, Chief Digital Officer at a leading international advertising and marketing agency, explained how she became an industry innovator with the latest marketing intelligence.

Dr Antonia Bostrom, Director of Collections at the V&A, led students through a fascinating array of museums from across the world she has worked at during her career. Students were fascinated by how museums came to own their collections and the work that goes on to preserve it.

These are just some of the highlights from this term's programme. By bringing together these very different people, students get a sense that no matter how varied your personal interests are, there are potential careers out there to suit everyone. Individual career journeys may be different, yet the final stop is the same; destination success! ■



Director of Collections at the V&A, Dr Antonia Bostrom, spoke about where her career has led her.



# BES EXPEDITIONERS



Kate and Holly from British Exploring Society, visited the Academy to launch the 2020 Ambassadors Programme alongside Amran, Kayleigh and Hafiz.

Over the summer break, five Sixth Form students travelled to three separate remote locations as part of British Exploring Society's Youth Ambassador's Scheme.

Amran, Kayleigh and Hafiz travelled to the Canadian Yukon, whilst Hamza went to the Peruvian Amazon and Charlie spent time in Iceland.

The aim of these expeditions is to empower and equip young people with the skills, resilience and determination to make the most of their futures by giving them the opportunity to explore remote areas of the world. The expeditions have three main threads that focus on personal development, adventure and knowledge. Young explorers carry out important scientific research, such as local weather patterns and how they fit into the bigger global warming and engage with creative projects to showcase their expedition.

The Academist caught up with the explorers when they returned in September.

## Amran

The best thing about the whole expedition was getting to see sights

that I would have never seen in my life. I learnt about how plastics damage the natural habitats of different animals and the affect mining has on soil. I realised that I am capable of doing so much more and how I need to make sure I keep on trying new things.

## Kayleigh

A highlight of the trip was seeing the Northern Lights, that was a once-in-a-lifetime experience. The days were long and were really difficult to get used to, especially at the start due to jetlag, but it was worth it in the end. I have aimed to create as little waste as possible and I do what I can to help the environment, which was something that we focused on during the expedition. I have a more active lifestyle now!

## Hamza

It was one of the best experiences of my life and it will never be forgotten. The expedition has changed me for the better, it's allowed me to explore a part of myself I didn't know I had, I've learnt skills that you cannot learn anywhere else or in any other situation. ■

**YOUNG EXPLORERS  
RETURNED FROM  
THEIR SUMMER  
EXPEDITIONS TO  
ENCOURAGE THE  
NEXT GENERATION OF  
YOUNG EXPLORERS.**

“ I realised that I am capable of doing so much more... ”



# CULTURE WEEK

CULTURE WEEK WAS A CONCEPT DEVELOPED BY SIXTH FORM STUDENTS TO HIGHLIGHT THE DIVERSITY OF THE ACADEMY COMMUNITY AND LEARN ABOUT OTHER CULTURES.



Sixth Form students in their traditional cultural wear encouraged students in Key Stage 3 and 4 to ask questions about their clothing and traditions.

The Academy is rich in diversity and culture, with students and staff representing many backgrounds from across the globe.

In light of this, Year 13 students Mohamed and Selma, put forward the idea of a culture week to celebrate and teach each other about

their own culture.

Culture Week began on Monday 23<sup>rd</sup> September. There were many activities planned, including language and music games, cultural quizzes and flag drawings during tutor time.

The week culminated in a special Culture Day on Friday 27<sup>th</sup> September

which saw Sixth Form students and staff dressed in their traditional cultural wear.

Students from other year groups were encouraged to ask questions about the meaning and significance behind the outfits, an excellent challenge for both wearer and inquisitor alike!

Charity was also important to the week. Local charity, Solidarity Sports, was chosen by the student organisers as they support children from disadvantaged backgrounds.

Parents and students were asked to bring in traditional cultural snacks to sell during break and lunch. In total, £125.42 was raised for the charity.

The day ended on with a cultural showcase, where students and staff showed off their traditional outfits.

We are so proud of the Sixth Form students who organised such a successful and important awareness week. ■



Culture Week saw students take part in a traditional snack sale for charity.



# YEAR 7 RESIDENTIAL



Year 7 students faced a whole host of group challenges including an intimidating climbing wall and a crate stacking challenge.

For many Year 7 students, the first few months of secondary school is a challenging period of transition. Students find themselves having to adapt to a new mature mentality and forming new friendships and alliances.

For those reasons, teambuilding exercises are an excellent way for students to develop and improve their communication skills whilst building new friendships and connections.

So on Friday 8<sup>th</sup> November, Year 7 students travelled to Longridge Adventure Learning Centre in Buckinghamshire for a full day of team activities. The activities were designed to stretch not only their collaborative working but also their personal limits.

There were a variety of challenges that could only be completed by working together, such as collecting objects without touching the ground, passing each other through a spider's web and getting a golf ball from one end of a field to the other using only drainpipes. Teams tried to outdo one another by building the highest crate tower and by trying to find all the signs posts on an orienteering exercise.

Students also had to face their personal fears by getting as high as possible on a climbing wall.

It was so encouraging to see all the students genuinely supporting each other on difficult tasks and working alongside students who are not in their classes or tutor groups. Students who are naturally shy were demonstrably more confident and those already confident were more empathetic and supportive than they were before this activity day. ■

**MS GOWIE, YEAR 7 STUDENT ACHIEVEMENT MANAGER, RECALLS THE YEAR 7 TEAMBUILDING DAY AT LONGRIDGE IN BUCKINGHAMSHIRE.**





# SPORTS ROUND-UP

THIS TERM HAS BEEN A TYPICALLY BUSY ONE FOR THE SPORTS DEPARTMENT. HERE IS A ROUND-UP OF ALL THE SPORTING NEWS.



Year 8 and 9 Rugby girls have had a fantastic season so far.

## Chiswick Rugby Club Visit

The rugby girls spent a Sunday morning training at Chiswick Rugby Club in October to perfect their dummy pass skills. This is a tactic to fool the opposition into thinking they will pass to a team mate to throw them off their advance.

Sumaya (Year 8) said of the

experience, "This has really helped me to improve my rugby. The best part was playing with members of Chiswick Rugby Club and hearing about their experiences."

## Girls' Rugby

In November, the Year 9 Girls' Rugby Team reached the semifinal of the Middlesex U15 Cup. They did so by

beating The Compton School 35-15 in the quarterfinal.

Unfortunately, their winning run was halted by a 25-5 defeat in the semifinal. The girls have done so well to get far in the competition, showing that they are capable of playing some very strong rugby and impressive defensive play.

A special congratulations to the Amilah (Year 9) for her captaincy.

## Sixth Form Football

This academic year PE has entered a Sixth Form Football Team in the QPR U18 League for the first time. The team has been led by captain Karim and are currently mid table.

Training is on Monday nights 4:30pm for any students interested in joining.

## London Youth Rowing

Chelbie (Year 11) was awarded the Jack Petchey prize for her commitment to Fulham Reach Boat Club.

Chelbie helped at the Club for three weeks during the summer break with the summer courses and general assistance around the Club.



The Sixth Form Football Team is a new sports group this academic year.





The Academy's U15 Girls' Rugby Team reached the semifinal of the Middlesex U15 Cup.

The Club's Schools Manager said of Chelbie, "She demonstrated a fantastic attitude towards learning and improving the junior squad."

### Basketball

The KS3 and KS4 basketball teams have had fantastic seasons within the Hammersmith and Fulham Basketball League.

The KS3 team, led by Tom (Year 9), remained unbeaten in the league, winning all 4 games. In the borough final they faced Fulham College Boys. It proved to be a thriller, with Hashim contributing a huge 16 points to ensure HA came away eventual winners, winning the game 37-36. The KS3 Team now move onto the qualifying rounds with the chance of playing in the finals!

The KS4 team, led by team captain Florent (Year 10), managed to finish second in the league, with 3 wins and 1 loss. This meant they progressed to the Borough Final against BDA for an opportunity to progress into the London Youth Games. Unfortunately, they were unable to progress, losing by just 1 point (26-25). ■

**Follow Sports on Instagram**

@hasport1

### Sportswoman of the Term

Lola has had a fantastic term in PE, building on from what was a brilliant academic year last year.

Lola is an integral part of all our Year 8 girls sports teams and she has stepped up to defend impressively in some very tough football fixtures.

Lola's greatest achievement this term has come in rugby. When playing rugby Lola is fearless, and her speed and try saving tackles have been key to the team's successes. Lola's resilient attitude and positive approach means she has a great influence over any team she is a part of.

Well done Lola on a fantastic term, and we are all looking forward to seeing what she continues to achieve in PE over the coming academic year. ■



### Sportsman of the Term

Since Samuel started in September, he has never been shy to demonstrate his sporting capabilities. He has become a fundamental asset in a number of our sports teams, with the all rounded and highly talented individual showing leadership and sporting excellence across the board.

Samuel is the Year 7 football team captain. He has shown positive attitude, resilience and social skills, all of which have helped the team reach the top of the league and stay undefeated.

Samuel has also stepped up to lead the rugby team to third place at a rugby tournament and also scored the highest number of tries within the team.

Most recently, Samuel was placed inside the top 10 within Hammersmith and Fulham schools in cross country.

We are looking forward to seeing Samuel develop. ■



# QPR OFFER



The poster features the QPR crest at the top left and the Sky Bet EFL logo at the top right. The main title is 'QPR Community Special Ticket Offer' in blue and yellow, with 'DECEMBER / JANUARY FIXTURES' below it. Four match tickets are displayed in a row, each with a QPR crest and an opponent's crest. The matches are: QPR v Preston (Sat 7th Dec), QPR v Charlton (Sat 21st Dec), QPR v Hull City (Sun 29th Dec), and QPR v Cardiff City (Wed 1st Jan). All matches are Sky Bet Championship games with a 3pm kick-off. At the bottom, it states 'Adult tickets Only £10 each Under-18s tickets Only £5 each'. Below this, it says 'To book please call the QPR Box Office on 08444 777 007 and select option 2 quoting "Community Offer"'. A small disclaimer at the very bottom reads: 'Ticket prices shown above are per person, per game. All fixtures subject to change. Tickets are subject to availability and must be purchased prior to matchday. Terms & conditions apply.'

QPR OFFERS SPECIAL TICKETS TO THE HAMMERSMITH ACADEMY COMMUNITY.

QPR have offered students and their families community tickets to their December and January fixtures.

These are discounted tickets and a great way to watch live sport during the Christmas and New Year break.



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