



13/06/2025 – For immediate release

The BOA Group announce new principal for BOA Digital Technologies Academy

The BOA Group is pleased to confirm the appointment of **Dr Jonathan Morris** as the new **Principal of BOA Digital Technologies Academy**, with effect from September 2025.

Dr Morris brings with him nearly two decades of leadership experience in secondary education, having served as Vice Principal of a large secondary school in Staffordshire and, most recently, as Headteacher of a school in Warwickshire. His career spans four local authorities and three multi-academy trusts, giving him a broad and deep understanding of school leadership, curriculum design, teaching and learning, assessment, and behaviour management.

Alongside his practical leadership experience, Dr Morris is a published academic and holds a Doctorate in Education, focused on the organisational culture of schools. His professional journey reflects a strong commitment to fostering high expectations and delivering positive outcomes for both students and staff.

His appointment follows a rigorous and wide-reaching recruitment process undertaken by the BOA Group, as the Academy prepares for a significant phase of growth. This includes welcoming its first GCSE cohort in September 2025 and launching its sixth form provision in 2027.

The BOA Group remains grateful to Mr Averis, who will be stepping down as Principal at the end of this academic year to take up the role of Headteacher at Kingsmead School in Cannock. His leadership has laid strong foundations for BOA Digital Technologies Academy, and the Group wishes him continued success in his new position.



Dr Morris will formally take up his post at the start of the new academic year and is already preparing to meet students, staff, and families. His leadership is expected to further strengthen the Academy's commitment to innovation, excellence, and digital learning, in line with the BOA Group's wider mission to provide exceptional creative and technical education.

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For further information please contact the Marketing Team on 0121 359 9300 or email marketing@boa-group.co.uk.

Notes to Editors

About BOA Group

The BOA Group is a multi-academy trust of specialist academies located in Birmingham City Centre – including BOA Creative, Digital & Performing Arts Academy, BOA Stage & Screen Production Academy and BOA Digital Technologies Academy – in the hub of the creative and digital industries.

Together with its founding partners – Maverick TV, the BRIT school and the Ormiston Trust – the BOA Group has a large number of creative and industry partners. They provide crucial support in helping to design, develop and deliver specialist programmes of study - and offer students the opportunity to collaborate on a range of projects and gain invaluable industry experience. BOA's Board of Trustees also consists of an impressive array of educationalists, entrepreneurs and businesses - from the BBC and the British Record Industry to PRG and Birmingham City University.

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About BOA Digital Technologies Academy

BOA Digital Technologies harnesses new and cutting-edge technologies to deliver a high quality, state-of-the-art learning experience. The academy works in partnership with the wider industry to address the growing demand for higher level digital skills and unlock unrivalled opportunities for young people.

In response to the UK's booming tech economy – where over 130,000 new roles are created in the sector each year – the academy bridges the gap between education and employment. Despite this rapid growth, a national skills shortage means many of these roles remain unfilled. Situated in Birmingham's thriving Digbeth district – one of the UK's leading hubs for digital and creative industries – BOA Digital Technologies works together with industry partners to meet the rising demand for digital talent in Greater Birmingham and beyond.

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