

STRATEGIC AIMS 2026



WESTONBIRT
— SCHOOL —



STRATEGIC AIM



TO DEVELOP WESTONBIRT TO BECOME A LEADING CO-ED, ALL THROUGH SCHOOL OFFERING AN OUTSTANDING EDUCATION WHICH ENSURES THAT EVERY CHILD BECOMES THE VERY BEST VERSION OF THEMSELVES. BY..

- Establishing an enduring commitment to excellence
- Inspiring intellectual curiosity and a love of learning
- Ensuring the highest quality of pastoral provision that nurtures and safeguards the wellbeing of all pupils
- Developing young people who are compassionate, courageous, kind, resourceful, critically reflective, conscious of their own worth and empowered to do good in the world
- Providing experiences that stimulate and provide challenge both physically and mentally and that enrich culturally and inspire creatively
- Recruiting and retaining the best staff who are lifelong learners invested in ensuring the best possible outcomes for every child
- Facilitating a boarding experience that is world class in a nurturing home from home environment
- Engendering a fierce sense of community and loyalty from all those invested in the school including a new generation of Westonbirt parents, pupils, staff and alumni
- Leading the school with courage and conviction

IN DOING SO,

SECURING THE BEST POSSIBLE OUTCOMES FOR EVERY PUPIL

**INCREASING AND STABILISING PUPIL ROLL, THROUGH BOTH EFFECTIVE
RECRUITMENT AND SECURE RETENTION**

**INCREASING THE NUMBER OF BOARDERS, DRAWING FROM A DIVERSE POOL OF
MARKETS AND AGENTS**

**BECOMING THE UNDISPUTED MARKET LEADER RECOGNISED LOCALLY, NATIONALLY
AND INTERNATIONALLY**

**LEADING THE WAY IN TERMS OF EDUCATIONAL, TECHNOLOGICAL AND SOCIAL DEVELOPMENTS
THAT HAVE THE POTENTIAL TO IMPROVE LIVES AND POSITIVELY IMPACT ON SOCIETY**

MISSION & ETHOS



**A
MAGICAL
PLACE TO
LEARN &
GROW UP**



MISSION & ETHOS

WE ARE AMBITIOUS FOR OURSELVES AND FOR EACH OTHER

WE PRIORITISE KINDNESS, COMPASSION AND RESPECT AS THE ESSENTIAL INGREDIENTS OF HAPPY AND FULFILLING RELATIONSHIPS AND THE FOUNDATIONS OF AN INCLUSIVE AND SUSTAINABLE SOCIETY

WE ARE PROUD OF WHO WE ARE

WE ARE EMPOWERED TO DO AMAZING THINGS WITH OUR LIVES

WE BELONG TO AND ARE INVESTED IN A COMMUNITY THAT CARES ABOUT US, LOVES US AND WANTS THE BEST FOR US

WE UNDERSTAND THAT KNOWLEDGE IS POWERFUL AND BY LEARNING WE DISCOVER OUR AUTHENTIC SELVES

WE RESPECT THE NATURAL WORLD AND OUR ENVIRONMENT AND ARE DRIVEN TO PROTECT IT

WE EMBRACE SETBACKS – THEY ARE AN ESSENTIAL INGREDIENT OF LEARNING AND GROWTH

A SUCCESSFUL WESTONBIRT EDUCATION IS UNDERPINNED BY THE FOLLOWING PRINCIPLES

WE THINK

encouraging and celebrating intellectual curiosity, thoughtful endeavour and lifelong learning.

WE CAN

removing barriers to learning and ensuring that all pupils are able to make the best possible progress. Providing rich experiences that inform and shape lifelong passions.

WE CREATE

ensuring that creativity is at the heart of learning and innovation. Ensuring that all pupils have the opportunity to engage with and appreciate the creative arts.

WE BELONG

belonging alongside personal, emotional and intellectual safety is at the heart of a life in which a child can thrive. Kindness, compassion and respect at the heart of our inclusive community.

WE LEAD

facilitating authentic opportunities for leadership and pupil voice across all ages and stages as a vehicle for growing a sense of confidence and self-worth as well as shaping the School's culture and future.

IN DOING SO, WE ACHIEVE

AIM

ESTABLISHING AN ENDURING COMMITMENT TO EXCELLENCE

BY

- Articulating the meaning of excellence in the context of Westonbirt for all stakeholders
- Celebrating excellence and embracing elite performance
- Promoting and facilitating the pursuit of excellence
- Introducing programmes/curricula that are underpinned by the pursuit of excellence
- Holding ourselves accountable to the establishment and maintenance of expectations that lead to excellence

HOW

- Regular reinforcement and thought leadership - newsletters, blogs, lectures, conferences, external speakers, assemblies, policies and all school documentation, staff training
- Regular strategic review of programmes that bring excellence into a school environment, building on the strengths of the school - e.g. sport, performing arts, STEM
- Reframe the academic culture of the school to focus on excellence, ensure strong public examination results and positive value added
- Partnerships with organisations associated with excellence for the purpose of providing pupils with opportunities to hear from and work with those excelling in their fields

INSPIRING INTELLECTUAL CURIOSITY AND A LOVE OF LEARNING

- Developing a curriculum that is exciting, interesting and relevant
- Ensuring that pupils are both knowledge- rich and empowered to make the most of evolving technology to enhance their learning and understanding of the world; appreciating the value and the need for both
- Securing opportunities to learn from those who are experts in their fields
- Empowering pupils to increasingly invest in self-directed and experiential learning
- Courage to innovate and think innovatively about the curriculum that is on offer

- Review curriculum content and curricular pathways
- Developing a Pre-Sixth programme as a robust and comprehensive offer for international pupils
- Embed effective teaching and learning practices through rigorous professional development opportunities and expectations
- Develop the Westonbirt Centre of Innovation (STEM)
- Review learning/social spaces within the school and their purpose
- Sixth Form provision
- Junior Library / learning space
- Computing / maker spaces
- Creative spaces
- Multi use spaces
- Learning Support
- Lecture theatre
- Performance spaces
- Boarding spaces
- Embrace the ongoing the digital and AI revolution and ensure pupils are in a position to harness the power of it whilst also firmly understanding their responsibility in terms of academic integrity and ownership of knowledge and an appreciation of “humanity”

AIM

ENSURING THE HIGHEST QUALITY OF PASTORAL PROVISION THAT NURTURES AND SAFEGUARDS THE WELLBEING OF ALL PUPILS

BY

- Ensuring secure and clear structures are in place to support the needs of all pupils
- Ensuring the highest standards of safeguarding practice throughout the organisation underpinned by effective and timely communication and due regard for emerging risks
- Articulating clear and high expectations in terms of behaviour and conduct; focussing on the responsibility of each individual within the context of an inclusive community
- Establishing an ethos based on tolerance, respect, kindness, compassion and self-regulation
- Ensuring a robust and relevant scheme of learning to support pupils' personal development in preparation to become empowered, confident, financially literate, digitally secure, self-knowing, knowledgeable and informed adults who understand how to look after their physical and mental health
- Ensuring that social learning surrounding key topics such as diversity, identity, relationships and values education is kept relevant and is impactful
- Ensure places and spaces as well as infrastructure to allow for the delivery of this aim

HOW

- Clarify roles and expectations throughout the system, especially for tutors.
- Provide training for all roles in order to enhance the level of provision.
- Ensure provision of RSHE, careers and values education is constantly evolving both in line with statutory guidelines and in light of evidence of best practice.
- Ensure pastoral issues and concerns are being dealt with at the right level and empower staff.
- Ensure the House system operates effectively with a clear purpose and alignment with the overall pastoral system.
- Clearly articulate the purpose of the house system and identify ways to make it more effective.
- Embed smart-phone free practices into school life.
- Develop a new uniform that better reflects the ethos, values, location and characteristics of the school.
- Continue site restructure that enables the courtyard to become the Pastoral & Wellbeing hub of the school
- Move the HWBC to the courtyard
- Plan for moving LS into the courtyard
- Consider the relocation of Sixth Form Centre

DEVELOPING YOUNG PEOPLE WHO ARE COMPASSIONATE, COURAGEOUS, KIND, RESOURCEFUL, CRITICALLY REFLECTIVE, CONSCIOUS OF THEIR OWN WORTH AND EMPOWERED TO DO GOOD IN THE WORLD

- Facilitating opportunities for meaningful student leadership and pupil voice that shapes the school both operationally and culturally
- Engendering a sense of charity and community orientation through structured programmes including DofE, CCF, charity committees etc.
- Ensuring opportunity for spiritual development of all pupils
- Externalising the process of reflection and personal development throughout a child's school experience
- Facilitating a broad range of opportunities to develop new passions and interests through the co-curricular and trips programme
- Evolve the provision of outdoor education and adventure curriculum

- Develop the role and scope of Study One and student council and increase the number of opportunities for pupil voice to be heard through pupil surveys, pupil voice groups, working parties, committees, event organisation, assemblies, as part of the QA process etc.
- Develop a pupil "passport" for recording experiences and reflecting on personal growth that collates and celebrates successes and values across their time in the school
- Developing a Westonbirt "Learner" profile across the school
- Developing a boarding programme that embraces these characteristics
- Develop the role of the Chapel and Chapel services

AIM

PROVIDING EXPERIENCES THAT STIMULATE AND PROVIDE CHALLENGE BOTH PHYSICALLY AND MENTALLY AND THAT ENRICH CULTURALLY AND INSPIRE CREATIVELY

BY

- Encouraging both the focused development of specialist skills and the broadening of horizons through carefully crafted co-curricular and signature programmes
- Building resilience, leadership and team-working skills, and critical social development through carefully planned activities and experiences
- Securing every child's cultural capital
- Giving all children the opportunity to develop their creative skills and interests, celebrating excellence and nurturing originality and creative thinking
- Providing opportunities for public performance and the experience of collective endeavour that informs, educates and brings joy to others
- Giving every child the opportunity to engage in team sports, physical exercise and competition

HOW

- Creating and maintaining an infrastructure that supports these ambitions
- Evolving the use of our golf facilities
- Explore the potential for stables on site
- Installation of low ropes course to use during CCF training
- Developing the campsite facilities on site
- Investigate the potential for an on site armoury
- Continue to evolve a coherent, ambitious and culturally enriching trips programme
- Grow the strength of the CCF, DofE and adventurous training provision and extend participation
- Add outdoor education to core curriculum for all year groups
- Explore the use of VR in extending cultural capital
- Introduce and embed enterprise education throughout the school
- Develop a challenging and innovative STEM programme for pupils throughout the school
- Introduce more opportunities for collective singing (!)
- Consider the development of a school farm

RECRUITING AND RETAINING THE BEST STAFF WHO ARE LIFE LONG LEARNERS INVESTED IN ENSURING THE BEST POSSIBLE OUTCOMES FOR EVERY CHILD

- Offering an unparalleled working environment in terms of day to day experience of teaching, professional development, opportunity for professional growth, inspiring colleagues, a sense of community
- Enabling T&Cs which are competitive and which meet the needs of a diverse workforce
- Becoming well known for being a training ground for excellent and ambitious teachers
- Being part of the "big" conversations by ensuring membership of key professional bodies

- Ensure a first class induction and professional development programme for staff
- Provide clarity for career progression and proposed salary increases
- Review pay structure and band approach
- Consider paying for responsibilities separate to a core teaching salary
- Ensure an effective HR provision
- Establish close connection with ITT providers (or developing and working through a Wishford programme) and develop connections with academic departments at top universities
- Overhaul the appraisal and professional development process
- Developing the Westonbirt Teacher Habits to reflect the ambition and scope of our values
- Formalise membership of the HMC

AIM

FACILITATING A BOARDING EXPERIENCE THAT IS WORLD CLASS IN A NURTURING HOME FROM HOME ENVIRONMENT

BY

- Ensuring the highest quality of staff working within boarding
- Ensuring excellent academic environment and pastoral support for boarders
- Creating a whole school boarding “culture”
- Providing an exciting and enriching programme of trips and activities for boarders
- Ensuring that the facilities, catering etc. are of a high standard

HOW

- Refurbish Dorchester and determine its future occupants
- Appoint head of Dorchester house
- Establish expectation for a wider pool of staff to contribute to the boarding life of the school
- Amend contracts
- Incentivise involvement in boarding
- Review the provision and quality of staff accommodation
- Grow access to learning spaces / academic support in the evenings / on the weekends
- Develop the boarder activity and trips programme
- Continue to grow boarding numbers through effective recruitment and retention
- Develop the Pre-Sixth curriculum as a new strand of boarder recruitment
- Implement strategies to proactively convert day to flexi, flexi to weekly, etc.
- Determine a future policy on allocation of limited space in boarding houses
- Consider how to facilitate longer term growth in boarding
- Consider further engagement from the day population in “boarding life” of the school
- Saturday sport
- Sunday trips
- Evening academic support
- Pre-season training boarding

GENERATING A FIERCE SENSE OF COMMUNITY AND LOYALTY FROM ALL THOSE INVESTED IN THE SCHOOL INCLUDING A NEW GENERATION OF WESTONBIRT PARENTS, PUPILS, STAFF AND ALUMNI

- Setting high standards of communication and relationships with families and alumni
- Celebrating and continuing to enhance the ways in which stakeholders can engage with the school and the site
- Encouraging a community approach to supporting worthwhile causes

- Ensure a high standard of communication across all levels of the organisation
- Produce a guide for all staff to use
- Ensuring timely and accurate information for parents and stakeholders
- Plan for a growing school in terms of communal events such as assemblies
- Build on opportunities to bring members of the community into school
- Explore ways in which to build brand loyalty and a sense of school identity
- Re-establish and re-cast alumni relationships with a particular focus on engaging younger alumni and boy leavers

AIM

LEADING THE SCHOOL WITH COURAGE AND CONVICTION

BY

- Communicating with purpose and clarity
- Having the courage to reflect honestly, ask uncomfortable questions and “stand apart from the crowd”
- Setting an example for colleagues and pupils and being resolute in terms of high expectations for all
- Professionalising management, planning, organisation and communication
- Keeping the best interests of children at the heart of all decision making
- Ensuring effective policies and systems are in place to meet and exceed the expectations of validating bodies including the ISI
- Ensuring sound financial decision making
- Ensuring effective management, upkeep and use of the school site and facilities
- Working effectively with the Wishford team and wider Wishford school community

HOW

- Investigate the potential to introduce the IBDP in the Sixth Form as a vehicle for driving change, improving academic rigour and attracting a wider pool of international boarders
- Develop the concept of critical reflection and professional curiosity as a cornerstone of the school’s leadership approach
- Continue to embed clear structures and processes that are suitable for the entire school community and make the most of efficiencies available within a large organisation
- Continue to evolve a culture of delegation and accountability
- Embed a culture of effective, timely, positive communication that presumes positive intent, safeguards and encourages honest and open communication between all stakeholders
- Ensure effective and timely planning at all levels so as to ensure clear communication, informed decision making and a collegiate approach in both predictable and unpredictable situations.

IN MEETING THE STRATEGIC AIMS...

AIM

BY

HOW

SECURING THE BEST POSSIBLE OUTCOMES FOR PUPILS

- Delivering the highest quality of teaching and learning that meets the needs of all learners
- Supporting pupils in making aspirational choices beyond the Sixth Form
- Providing a structured framework within which pupils are able to excel in their areas of interest and strength

- Embed the role of the new Deputy Head Sixth Form and Culture
- Support and develop leaders in key areas of school life to ensure aspirational curricula and culture
- Restructuring of the Learning Support department in terms of provision and curricula
- Review the school's approach to access arrangements
- Ensure effective embedding of the principles of the school's White Paper on SEND provision

INCREASING AND STABILISING PUPIL ROLL, THROUGH BOTH EFFECTIVE RECRUITMENT AND SECURE RETENTION

- Effectively marketing the strengths of the school
- Effectively tracking, monitoring and responding to KPIs associated with pupil recruitment and retention
- Ensuring that Westonbirt becomes the school of choice for Year 11, prep pupils and local feeder schools

- Ensuring that all those working within Westonbirt understand their responsibility in representing the "brand"
- Evolve our distinctive approach to visits and Open Days to ensure an authentic and inspiring experience for all prospective families
- Continue to secure the relationship between WBP and WBS to ensure the natural transition from Year 6 to Year 7.
- Develop the Sixth Form offer as a distinctive strand of the Westonbirt brand.
- Develop retention strategy and events to include
- A review of scholarship process and offers
- Retention as a result of strong pastoral relationships
- Retention events focussed on building community and loyalty
- Careful review of approach to retention conversations ahead of transition into Sixth Form

AIM

BY

HOW

INCREASING THE NUMBER OF BOARDERS, DRAWING FROM A DIVERSE POOL OF COUNTRIES AND AGENTS

- Making the most of the number of ways in which families can engage with the boarding offer
- Ensuring first class communication with prospective families and agents
- Ensuring a first class boarding experience as outlined in the strategic aims

- Explore introduction of further curriculum streams that appeal to international boarders
- Pre Sixth programme
- IBDP
- Develop the concept of Academies and signature programmes in key areas
- Equestrian
- Golf
- Tennis?
- Cheerleading?
- Enhance and improve the experience of international boarders
- Ensure close alignment between boarding, summer school and immersion programmes
- Develop the distinctive nature of the immersion programme
- Broaden experience of boarding opportunities for current day pupils

BECOMING THE UNDISPUTED MARKET LEADER RECOGNISED LOCALLY, NATIONALLY AND INTERNATIONALLY

- Setting high standards of communication and relationships with families and alumni
- Celebrating and continuing to enhance the ways in which stakeholders can engage with the school and the site
- Encouraging a community approach to supporting worthwhile causes

- Review the scope and effectiveness of the current website. Launch a new website.
- Raise the academic profile of the school through a structured marketing and outreach programme that highlights academic excellence.
- Careful sharing of thought pieces through LinkedIn and Substack
- A strategic approach to staff recruitment through LinkedIn

LEADING THE WAY IN TERMS OF EDUCATIONAL, TECHNOLOGICAL AND SOCIAL DEVELOPMENTS THAT HAVE THE POTENTIAL TO IMPROVE LIVES AND POSITIVELY IMPACT ON SOCIETY

- Harnessing the interests, passions and skills of a forward-looking and reflective leadership team, invested staff body and empowered pupils
- Being resolutely ambitious, forward-looking and courageous on behalf of all members of the community