

Our Mission

To work as one team; sharing our expertise to ensure every pupil receives an excellent education and an equal opportunity to thrive and succeed in life.

Our Vision

For every pupil to be happy and healthy; to contribute positively to their communities and achieve academic excellence.

Our Values

Positivity
Integrity
Respect
Resilience
Aspiration

Remarkable People

- 1. Attract the very best people**
 - 1.1 Have a first class recruitment framework (from first contact to offer acceptance)
 - 1.2 Deliver an outstanding SCITT and ECT programme
- 2. Invest in our people**
 - 2.1 Provide an exemplary onboarding experience
 - 2.2 Offer high quality, research-informed PD for every colleague
 - 2.3 Provide a diverse range of career pathways
 - 2.4 Build leadership pipelines through succession planning
 - 2.5 Offer a flexible benefits package across the Trust (e.g. EV, cycle to work)
 - 2.6 Continuously reduce unnecessary workload (i.e. via the use of AI and collaborative working)
- 3. Nurture a culture of high performance**
 - 3.1 Empower colleagues to work towards shared Trust priorities via distributed leadership
 - 3.2 Implement a digital appraisal tracking system linking to the Trust PD and career pathways offer
- 4. Promote diversity and inclusion**
 - 4.1 Refine EDBI Trust strategy (all academies/teams involved)
 - 4.2 Champion equity by identifying and addressing barriers to equal opportunity in recruitment, promotion, and professional learning for every staff member
 - 4.3 Celebrate diversity by embracing cultural richness and valuing all perspectives
 - 4.4 Invest in accessibility by ensuring all staff have equal access to resources, information and opportunity to promote inclusive working environments
- 5. Focus on wellness**
 - 5.1 Promote tools to support social, mental, emotional and physical wellbeing
 - 5.2 Promote and support work-life harmony
 - 5.3 Use open feedback channels to inform future wellbeing offer
 - 5.4 Embed colleague wellness into ongoing PD schedule

Exemplary Education

- 6. Offer extensive personal development**
 - 6.1 Define and share our pledge
 - 6.2 Encourage every child to fulfil our pledge
- 7. Build belonging**
 - 7.1 Actively promote and embed our shared values in all aspects of school life
 - 7.2 Ensure our curriculum reflects and celebrates the diverse cultures and identities of our pupils, communities and the wider world
 - 7.3 Create regular opportunities to bring our pupils together as part of The Kite community
- 8. Ensure academic excellence**
 - 8.1 Provide the strongest start for our early years pupils
 - 8.2 Guarantee 100% of existing schools are at the expected standard or better in all areas (those that join achieve this within 2 years)
 - 8.3 Ensure all schools attainment and progress is at least in line with similar schools nationally
 - 8.4 Offer an inclusive education for every pupil regardless of circumstances
 - 8.5 Embed exceptional behaviour and attitudes to learning and others
 - 8.6 Ensure all of our schools, for all pupils, achieve at least national averages for attendance
 - 8.7 Rigorously monitor safeguarding trends to inform Trust safeguarding strategy
- 9. Equity for all**
 - 9.1 Support children in vulnerable groups achieve at least in line with others nationally
 - 9.2 Use data driven insights to guide targeted interventions
 - 9.3 Harness data insights to target pastoral care
- 10. Focus on wellness**
 - 10.1 Teach the children research informed strategies, throughout the curriculum, to support their own wellbeing
- 11. Positively contribute to the sector**
 - 11.1 Actively seek opportunities to engage and collaborate
 - 11.2 Deliver evidence informed school improvement strategies

Our Strategic Aims, Objectives & Critical Success Factors

Exceptional Services

- 12. Build a compelling brand**
 - 12.1 Define our distinctive Trust identity (USP)
 - 12.2 Define each distinctive academy USP
 - 12.3 Utilise external marketing expertise and develop in-house proficiency
 - 12.4 Communicate our identity via a comprehensive marketing strategy
 - 12.5 Make Kite academies the schools of choice in the community and ensure our student numbers are at capacity or oversubscribed
- 13. Establish the highest standards**
 - 13.1 Implement the most efficient and effective operating systems and processes
 - 13.2 Implement quality assurance systems (including stakeholder feedback)
 - 13.3 Build capacity to grow without compromising on excellence
- 14. Offer excellent value for money**
 - 14.1 Introduce service level agreements to ensure transparent and equitable offer
 - 14.2 Implement stakeholder service review as part of QA cycle
 - 14.3 Nationally benchmark our services to review cost base
- 15. Maximise income generation**
 - 15.1 Expand lettings across the Trust
 - 15.2 Expand nursery provision (link to community objective)
 - 15.3 Offer a range of business and education consultancy services
 - 15.4 Increase targeted grant applications
 - 15.5 Optimise investment opportunities
 - 15.6 Consider investment in community facilities
- 16. Intelligence driven**
 - 16.1 Introduce a data and analytics system to optimise decision making
 - 16.2 Agree and promote safe and ethical Trust use of AI
 - 16.3 Make relevant, high quality data available to colleagues to facilitate informed business decisions
- 17. Digital direction**
 - 17.1 Create Trust digital steering group
 - 17.2 Build digital strategy
- 18. Sustainability**
 - 18.1 Nominate Sustainability Lead
 - 18.2 Write climate action plan

Stronger Communities

- 19. Schools are anchor institutions**
 - 19.1 Provide wrap-around care for every pupil
 - 19.2 Offer flexible nursery provision at all schools
 - 19.3 Offer a wide range of services to support our communities (Team around the Trust)
 - 19.4 Offer parent focussed sessions to promote family wellbeing and resilience
 - 19.5 Increase Trust participation at community events
- 20. Effective community partnerships**
 - 20.1 Increase collaboration with local education providers (including pre-schools)
 - 20.2 Increase collaboration with local businesses
 - 20.3 Increase collaboration with local charities
 - 20.4 Increase collaboration with local community and religious groups