

ENERGY COAST UTC IMPROVEMENT PLAN 2020-23

PRIORITY 1	OBJECTIVES	ACTIONS	TIME	SUCCESS CRITERIA	STAFF	MONITOR	REVIEW	COST
FINANCE								
Ensure the UTC sets a balanced budget	Ensure UTC is financially viable and operates good value for money	 Ensure all plans are fully costed and subject to financial approval before implementation Update fully costed 	Every year and constant	Plans and strategies show the UTC is financially viable	KL/CT KL/CT/DW	CT/ Finance Committee / FGB	FGB	Staffing budget Leadership %
Ensure the UTC has a repayment plan	Ensure full compliance with all	integrated financial curriculum plan	Every year	Updated plan in place – curriculum is affordable	KE, CI, DVV	Finance committee	FGB	Staffing budget Leadership %
acceptable to the ESFA, which also delivers high quality education	aspects of funding agreement and Academies Financial / Governance Handbook (referred to as AFH in this plan)	 Ensure no staffing decisions are made or approved without reference to financial plan and also appointment being 100% essential Ensure PNA / deficit 	ongoing	Set a balanced budget Provision at the UTC is broad and balanced and exciting for students	KL/CT/DW	Finance committee	FGB	Staffing budget Leadership %
Ensure all aspects of finance and administration are controlled, effective and efficient and	Ensure affordable debt repayment plan is in place which allows UTC to meet needs of students	funding clawback is planned through thorough new repayment plan, linked to budget and ICFP, to	Summer 21	Approved repayment plan in place which allows high quality education	KL/CT	Finance committee	FGB	Staffing budget Leadership %
meet the AFH		ensure balanced budget going forward Closely monitor staff pay as percentage of total expenditure, ATC, PTR, Class sizes, TCR, Leadership team percentage Ensure financial	Annual	All budget lines affordable and proportionate within income	KL/CT	Finance Committee	FGB	Staffing budget Leadership %
		repayment plans are completed to show repayment of debt in a timely manner • Ensure all budget	Summer 21 after new report –	Repayment of dept in time frame acceptable to ESFA	BD/CT/Finance committee	Finance committee/FGB	FGB	Staffing budget Leadership %
		setting follows due process • Ensure all aspects of	and every year Jan 21		KL	CT/Finance committee	FGB	
		SLAs meet AFH 2021/22 requirements and are good value for money	and at return	Internal controls robust- evidenced by auditors report	BD/finance team	CT/Finance committee	FGB	Staffing budget Leadership %

Ensure internal financial control for all aspects of UTC funding Ensure no overspend in any cost centre Ensure all proposed actions are fully costed and affordable before detailed planning / any implementation Ensure all actions from internal and external auditors' report are
 Ensure no overspend in any cost centre Ensure all proposed actions are fully costed and affordable before detailed planning / any implementation Ensure all actions from internal and external Output July 2021 Compliance BD / finance team BD / finance team CT/Finance committee BD / finance team CT/Finance committee CT/Finance committee FGB Staffing budge committee Staffing budge committee BD / finance team CT/Finance committee FGB Staffing budge committee Staffing budge committee
any cost centre Ensure all proposed actions are fully costed and affordable before detailed planning / any implementation Ensure all actions from internal and external Ongoing No overspend – balanced budget BD/finance team CT/Finance committee CT/Finance committee CT/Finance committee CT/Finance committee BD/finance team CT/Finance committee CT/Finance committee CT/Finance committee CT/Finance committee
 Ensure all proposed actions are fully costed and affordable before detailed planning / any implementation Ensure all actions from internal and external No overspend – balanced budget BD/finance team BD/finance team BD/finance team BD/finance team CT/Finance committee BD/finance team CT/Finance committee CT/Finance committee CT/Finance committee CT/Finance committee CT/Finance committee Ensure all actions from internal and external
actions are fully costed and affordable before detailed planning / any implementation • Ensure all actions from internal and external Ongoing No overspend – balanced budget BD/finance team CT/Finance committee CT/Finance CT/Fin
and affordable before detailed planning / any implementation • Ensure all actions from internal and external Good financial control in place Good financial control in place Good financial control in place BD/ finance team CT/Finance committee CT/Finance committee
detailed planning / any implementation • Ensure all actions from internal and external Good financial control in place BD/ finance team CT/Finance committee FGB Staffing budge (BD and finance)
implementation • Ensure all actions from internal and external ongoing Good financial control in place BD/ finance team CT/Finance committee FGB Staffing budge (BD and finance)
• Ensure all actions from internal and external Good financial control in place BD/ finance team CT/Finance committee CT/Finance (BD and finance)
internal and external committee (BD and finan
The state of the s
carried out in full agreement and AFH 2021 committee
Ensure SoD is adhered
to Balanced budget, controls, compliance BD/finance team CT/Finance FGB Staffing budget
• Ensure external when committee (BD and finan
providers contracts are received team)
all compliant with AFH 2021 Balanced budget CT/BD Finance FGB Staffing budge
2021 ISBN 1500
Clarify income fullant
(estimate / lagged census / in year positive SoD Balanced budget and cash flow in year team)
PNA adjustment) with
EFSA EFSA
Ensure governance of
Ensure student finance and audit is 21, spring Compliance with AFH 2021 CT/GB CT/Finance FGB Staffing budge
recruitment achieves rigorous and robust 22 Committee
overall UTC target team)
numbers. (see recruitment section)
Appual
Set capitation for each hudget Palanced hudget Figure Committee Staffing hudget
department / area at affordable level and affordable level affordable le
ensure all departments team)
stick to this and follow
SoD and financial
processes
Benchmark all
expenditure against DfE
and/or BDT benchmarks
including spend for
pupils Finance FGB Staffing budge
Summer Marketing strategy successful Recruitment at RD/CT Committee/FGR (RD and finan
• Further revise 21 prediction to meet hudget
marketing strategy – Open Evenings, new
Prospectus
• Cost and consider Ongoing Marketing strategy successful. Recruitment at BD/CT Finance FGB Staffing budge Staffing Staffing Budge Staffing Staffi
appointing personnel prediction to meet budget Committee/FGB (BD and finan
for marketing team)

	• Improve retention year 12 – 13	Sept 21 Summer 22	See governance and recruitment sections	TD/BD	СТ	Finance Committee/FGB	Staffing budget (BD and finance team)
	 New website - ensure website is compliant and attractive 	Spring 21 and 22	Student numbers at PAN year 10 Student numbers higher Y12, increasing balanced budget	BD/TD	CT/Finance Committee	FGB	£4000
	 Ensure accurate student number projections using prior years' data 	Spring 21 and 22	Student numbers at PAN year 10 Student numbers higher Y12, increasing balanced budget	BD	CT/Finance Committee	FGB	Staffing Budget
	Monitor actual numbers on intake	Summer 21	Marketing strategy Student numbers at PAN year 10 Student numbers higher Y12, increasing	BD/CT		FGB	Staffing Budget
	Adjust financial plans accordinglyLiaise with ESFA	Ongoing	New website which meets statutory	BD/CT/TD	LT/Finance	FGB	Staffing budget
			requirements is in place		Committee		
	 Staffing analysis based on accurate student number projections 	Sept 21, at census 22, points As above	Accurate forecasting and budgeting	BD/CT	CT/Finance Committee	FGB	Staffing budget
	 Primary liaison activities to take place 	Summer term annually	Harry Potter Days Primary students leave with good impression of UTC, recruitment increases	RH/DMcG	BD/CT	Finance Committee	Departmental capitation budgets
		ongoing	Recruitment significantly increased compared to 2021 intake Continue the levels of intake from 2021				
iPad scheme	1-1 ipad scheme for all students continued	Spring 21 and annually at same time – review summer and autumn depending on uptake	All Learning and teaching good or better Use of ipads in at least 50% lessons Ipads successfully used to facilitate homework and increase homework completion Ipads successfully used to improve home — school comms and engagement at virtual parents evenings	IL/TD	KAW / CT	FGB	See iPad paper

	New build	 Fully cost all areas of new build ongoing costs utilities etc and update risk register accordingly 	Spring 21 and monitor termly	Affordable running and temporary start-up costs of new build in	CT/KL/Finance committee	FGB	FGB	£5000
PRIORITY 2 LEADERSHIP	OBJECTIVES	ACTIONS	TIME	SUCCESS CRITERIA	STAFF	MONITOR	REVIEW	COST
Ensure that the leadership of the College is always effective and maintains a rigorous commitment to continual improvement	Senior and middle leaders strategically lead and are held accountable for the quality of education, behaviour and attributes, personal development and the overall quality assurance of the	 Produce a Quality Assurance calendar Fortnightly meetings with VP and APs to discuss: data analysis quality of education, behaviour and attitudes, personal development with LT link. 	By Sept each year for full year Every half term	Further embed regularly planned QA activities to ensure that all staff are held accountable for the quality of T, L A and student outcomes across the College. All AP and LT have full role in SEF, SIP Appropriate interventions in place AP and LT fully understand key areas for improvement in their area and understand the actions needed to secure improvement Student outcomes good and improving.	CT/KAW LT KAW LT/HoD LT KAW	Principal SLT CT CT CT CT	FGB C+S/FGB FGB FGB	Staffing leadership costs Staffing Staffing Staffing Staffing
	College.	Following each DC APs will meet with the Data Manager to review student progress and interventions Interventions in place for underachievers groups Departmental improvement plans need to be revised by HoD and APs following each data capture	and updated every half	PP HPA focus Academic A level improvement SLT and AP self evaluate and plan incisively and inform action planning Internal assessment data shows that standards are improving at a rapid pace.	KAW/CS	СТ	C+S Committee C+S Committee	Staffing Staffing
		Dip and DSEF updated by HoD with summer and termly data appropriate actions in place	Summer 21 – spring 22	Learning and teaching always at least good to improve student outcomes AP clear on actions and interventions to raise standards	LT ELT support for new AP	СТ	C+S Committee C+S Committee	Staffing Staffing
		Provide coaching for ML – new ELT leadership development and coaching	Autumn 21 – from summer data	Appropriate targeted support in place to ensure student outcomes improve	LT	СТ	C+S Committee	Staffing
		CPD for new AP related to QA, Self-evaluation, improvement planning	Septembe r 2021 onwards		LT	СТ	C+S Committee	Staffing
		PM training in place for all AP and VPs	Septembe r 2021	Consistency of approach to PM	LT AP	СТ	C+S Committee	Staffing

PRIORITY 3 OUTCOMES	OBJECTIVES	ACTIONS	TIME	SUCCESS CRITERIA	STAFF	MONITO R	REVIEW	COST
mprove Outcomes	To have a clear and accurate picture of	 national baseline assessment (end KS3) software CATS/ G4 	Septembe r 2021	 All students have appropriate baseline assessments Staff are aware of strengths, areas of concern for individual 	CT, KAW, DW	Principal LT	CT / C+S Committee)	Staffing budget
Data analysis o ensure that data nforms all aspects of College improvement	the attainment, progress and attendance of students in the UTC	Diagnostic analysis of baseline assessments carried out	Nov 21	 students and this is used to inform planning All students have aspirational targets Staff are aware of student targets and this is used to 	All staff	KAW	CT / C+S Committee)	Staffing budget Staffing budget
onege improvement	through data analysis of external and internal assessment data	 Aspirational targets set for all students and all subjects, groups and sub groups (based on the highest of FFT/KS2 target/CAT4) Analysis and targets issued to class 	Oct 21 Y10 and	 inform planning Progress for all students is measured from baseline and from KS2 score Data and assessment information being used by teachers and informs lesson planning, teaching strategies and 	CT,KAW, DW	СТ	CT / C+S Committee)	Staffing budget Staffing budget
		teachers Data training for staff- half termly	12 July 21	assessment	CT, KAW, DW	СТ	CT / C+S Committee)	
	All students to achieve in line with target grades	assessments and SISRA	Y11+13 Sept 21 Y10 and	 Teachers able to analyse student data and implement appropriate actions All students have minimum targets based on more than expected progress 	LT/HoD	KAW	CT / C+S Committee)	Staffing budget Staffing budget
	To improve P8 and	 Targets issued and tracking sheets set up by sub group. 	12 Nov 21	 Students know their targets and what they need to do to improve 				Staffing budget
	A8	Target and assessment stickers all student books	and Jan 22		CT, KAW, DW all	KAW	CT / C+S Committee)	Staffing budget
	To improve progress and attainment of all underachieving	Interventions in place for all students off track	Sept 21 Septembe	Students at risk of under-achieving are clearly identified and known to all staff; interventions are put in place.	CT, KAW, DW, SJR	KAW	CT / C+S Committee)	
	groups – eg PP, SEN, gender, high ability KS2 (HPA)	 Half termly detailed data analysis for every year group and subject area and sub group – both progress KS2-4, from UTC baseline and attainment 	r annually Septembe r annually	Interventions informed by data, targeted and time limited Interventions monitored for effectiveness	HOD/AP	KAW	CT / C+S Committee)	
	Focused efforts on raising outcomes in under achieving	Half termly monitoring of those with English not maths, not meeting P8 and baseline targets and appropriate interventions in place	Septembe r 21 onwards	Data re analysed after very half term data drop – interventions continued / focus switched if necessary	DW/ KAW/CT	СТ	CT / C+S Committee)	
	subjects	moon on one on proce	October	Students achieve in line with targets Progress from UTC baseline improves to be at least 1 grade				Staffing budget
			21– and every half term	progress from baseline for all subjects at least 2 grades progress from baseline for 85% Progress from KS2 – 4 to be at least in line with national. Progress from baseline is at least 2 grades across all subjects P8 positive				Staffing budget
		 Identification of target groups (by sub group) all years – appropriate interventions in place 	Every half term October 21	Improved attitude to learning and attendance, engagement with employability skills	DW/KAW	СТ	CT / C+S Committee)	
		Staff all clear who are intervention students in their area	onwards – every half term		KAW	СТ	CT / C+S Committee)	

		1	Т			1	T	1
	Improve progress and attainment for PP and HPA PP disadvantaged students	 See detailed PP action plan See detailed HPA action plan 	October 21 onwards – every half term Every half term Jan 22 review Septembe r 20	Progress for all students to be in line with national average for all students and their peers at the UTC	DW/KAW	CT/ C and S		See PP plan for detailed costings of PP budget + from general
	Improve progress for underachieving sub-	See detailed plans	January 22 review	Progress for all students to be in line with national average for all students and their peers at the UTC.	DW/KAW	CT/ C and S	CT/ C and S	See plans
	groups	Initiate bedrock learning (all) and IDL (targeted) programmes improve literacy skills	Sept 20 Sept 20, review June 21	Students increase vocabulary and increase reading age to chronological	HR	KAW/CT	CT/ C and S	Bedrock £800 IDL £250 API £250
		Continue as above	Sept 21	Students increase vocabulary and increase reading age to chronological				
		 Initiate accelerated reader for all year 10 Review 	Sept 20 June 21	Students increase vocabulary and increase reading age to chronological	HR/SJ	KAW/CT	CT/ C and S	£1725 (English capitation)
		AR for targeted students	Sept 21 onwards	Students increase vocabulary and increase reading age to chronological	HR/SJ			
Address under- achievement.	Put in place intervention and Improvement plans for identified subjects and groups	Implement improvement plans in: and subject below target Identify underschipping groups and put in	Septembe r 21, review half termly	Improvement plans developed and close monitoring results in internal data showing clear improvement. Learning and teaching in targeted subjects improves and students make at least expected progress. (LO/LW evidence)	HOD/AP SJR/AP	SLT Principal KAW	GB CT S+C	Staffing budget Staffing budget
	to address under- achievement	 Identify underachieving groups and put in place appropriate interventions Staff know PP, SEN etc students and use 	terniny	External support in place	SJR/KAW	СТ	S+C Commitee	Staffing budget Staffing budget
		the information to plan targeted interventions (see T and L)	Septembe r 2021 and half	Improved outcomes shown at data drops - in line with expected progress	CT/ SJR/AP	СТ	S+C Commitee	See PP Plan
			termly Every half term	Detailed intervention plans in place for PP and other groups and individuals as appropriate on latest data drops (see intervention plans)	KAW/AP	СТ	S+C Commitee	Sparx £1250 Maths capitation
		Trial different maths online	Every half	Students achieve in line with aspirational targets	SJR/KAW	СТ	S+C Commitee	
		platforms • Review inc costs	term	PP gap closing				

		 Implement Sparx NTP – see Covid plan 		Sept 20 Spring 21 Summer 21	Maths attainment an Maths engagement is	d progress improves n homework improves		CS/KAW			See covid/NTP plan
Covid recover SEE COVID PLA	-										See covid plan
PRIORITY 4 QUALITY OF	OBJECTIVES	ACTIONS	TIME	SUCCESS C	 CRITERIA	STAFF	МО	NITOR	REVIEW	COST	
EDUCATION Learning and Teaching, Curriculum	Improve the quality of learning and teaching in a subjects All teaching to be good or better Increase the percentage of outstanding teaching Ensure good progress of I students	 baseline data to provide individualised interventions Use of CPS WalkThrus L and T CPD programme Use of Teaching Files and data. 	From start of Autumn 2021 term From Autumn 2021 Ongoing (see QA cycle)	 CPD price to show the difference of the consistence of th	tent use llenging questions in	HoD/AP/KAW CT/ SJR / KAW SJR/KAW	Aps Prir GB	cipal	CW/KAW C+S Committee C+S Committee	budget)	eudget 1 £350 (CPD get £4000

	Staff CPD for literacy and numeracy, and SpaG.	Septembe r 2021-	•	Incorporating engineering and careers within every	CT / SJR / KAW	СТ	C+S Committee	Staffing budget (within 1 hr per week CPD costs
	 CPD and triads used to model outstanding differentiation 	Septembe r 2021	•	lesson Literacy and numeracy embedded across the curriculum- evidence in WS	SJ/HR/KAW	СТ	C+S Committee	One hour per week teaching staff time
	 Raise staff aspiration of classroom expectations through CPD 	Septembe r 2021-Decembe	•	Differentiation is explicitly linked to outcomes/course requirements	SJR/KAW	СТ	C+S Committee	One hour per week teaching staff time
	Standardisation and	r 2021 Septembe	•	'Challenge' as a minimum requirement	SJR/KAW	СТ	C+S Committee	One hour per week teaching staff time
	moderation scheduled for half-termly and key piece assessments	r 2021- Decembe r 2021	•	Standardisation and moderation of key pieces to ensure consistency of	SJR/KAW/DW	СТ	C+S Committee	Staffing
	 Use of required practical for science textbooks built into each scheme of learning UoC research project 	Septembe r 2021 Half	•	marking across departments Minimum grade 'pass' on all science practical	RH/CT	C+S Committee	FGB	Staffing
	 Use analysis of data and learning walks lesson obs to inform CPD programme 	termly from Septembe r 2021	•	Increased engagement with disadvantaged students				
	 Continue learning walks and lessons observations to assess needs of staff and 	Septembe r 2021- 2022	•	Vast majority of Learning and Teaching at least good – inc progress over time	Kaw/Aps/HoDs	СТ	C+S Committee	Leadership time Staffing budget
Ensure Curriculum meets student need	 Identify staff needing support using LO, LW data and W S and implement 	Septembe r 2021- 2020	•	All staff know PP, etc students I their classes	CT/KAW/APs	CT/C+S Committee	FGB	Leadership time Staffing budget
	 appropriate support plans Marking in line with college policy AfL 	From October 21	•	Targeted interventions in place	CT/KAW/APs	KAW/CT	CT/C+S Committee	Leadership time Staffing budget
	 Conduct detailed work scrutinies – compliance with policy and qualitative re student progress in response 	As per QA cycle – every half term	•	Marking incisive, in line with policy and impacting on student progress.	KAW/APs	СТ	C+S Committee	% of leadership team staffing costs
	 Engineering context embedded in lessons 	March 22	•	Engineering context in lessons	KAW/Aps/HoD	СТ	C+S Committee	% of leadership team staffing costs
	 Share good practice Support plans in place where necessary Standardised and moderated half termly 	From Oct every half term	•	Staff on support plans making progress – L and T good or better inc progress over time for students	KAW/Aps/HoD	СТ	C+S Committee	% of leadership team staffing costs

	assessments in place for all subjects • Literacy activity weeks- see literacy plan	Jan 22 Review Jan 22 Oct 21 review for current students Feb 22 for future	All assessments standardised and moderated (some external) Literacy and oracy explicit in lessons CPD sessions marking for literacy	Aps/HoDs	KAW/CT	C+S Committee	% of leadership team staffing costs
L, T and A at external provider for Cyber Security (no in house prevision) is always at least good	 Ensure full QA programme with external provider 6 week starter programme for external provider with follow ups based on the results from QA cycle Full cycle of key piece to be mapped out before the term commences including dates of assessment and then IV from UTC AP to encourage sharing of good practice between Lakes college tutors and assessment plans with IV dates tbc by September for Business 	Septembe r 2021 onwards Review June 22	L, T and A and student outcomes at least good from external providers	SJR/KAW	СТ	C+S Committee	Cyber SLA £32,950 (14 hours a week plus prep)
Introduction of T levels 2023/24 academic year	 Complete full cost analysis T level implementation summer 2022 Explore associated funding 	July/Augu st 2022	Affordable delivery of T levels	CT/SJr?BD	C and S and finance committees	FGB	

Covid recovery
SEE COVID PLAN
Pupil Premium
SEE PP PLAN

PRIORITY 5 OBJECTIVES ACTIONS TIME SUCCESS CRITERIA STAFF MONITOR REVIEW COST ATTENDANCE

Attendance	Increase attendance team with 2 attendance officers -	New team in placeAttendance for last year	Autumn 21,	Improvement in overall attendance to be at or above	RDP HoKS	Principal	Report to GB	Appoint AO inc oncosts £23k
	each for 2 year groups	•	review	national for all groups.	HOKS			LZSK
	each for 2 year groups	analysed and systems set up for this year.	termly	Improvement in PA figures to	HoY form tutors			
	Improve overall attendance	•	terriny	be at or above national for all	Tior form tators			
	including groups – PP /	Detailed analysis of attendance weekly termin	Every		RDP/Pastoral Team	C+S Committee	FGB	
	disadvantaged / girls.	attendance weekly, termly	week	groups.	RDI / I datoral Team	C13 Committee	T GB	Staffing Budget
	disadvantaged / giris.	and annually –by year group and sub group	Week	Increase in % students with				Starring Budget
	Improve post Covid	Continue to monitor to		100% attendance.	RDP/Pastoral Team	C+S Committee	FGB	
	attendance	ensure that registers are	Every	100% attenuance.	Nor / Lastoral realit	C. J Committee	1.05	Staffing Budget
		accurate	week	Improve attendance of				Starring Badget
	Reduce % students PA	CPD on SIMS for all form	I TOOK	disadvantaged/ PP	RDP/Pastoral Team	C+S Committee	FGB	
			Autumn	disadvantaged/ FF	,		. • •	Staffing Budget
		tutorsContinue to work with the LA	21	 PP and SEND students to be 				
				in line with others national	RDP/Pastoral Team	C+S Committee	FGB	
		Attendance Officer / EWO			,		. • •	Staffing Budget
		Write to AD Cumbria r.e. fining of allocate students	Autumn	Prosecutions happen in				
		fining of absent students.	21	appropriate way	CT/KAW	Governors review	FGB	
		Work with Western Heads to		Support in place for all	Pastoral team	of attendance at		Staffing Budget
		move parent prosecution to	July 21	students at risk of PA	Pastoral team	sub group level at		
		head teachers and away from	July 21	Attendance improved	Pastoral team	termly intervals		
		LA.	Septembe		T distoral team	termy meervals		
		Intervention plans in place	r 21					
		for all students at risk of PA	1 2 1					
		 Intervention plans in place 						
		for all at risk.						
		 Governor panels for poor 	July 21					
		attenders.	Half					
		 Letters home to all below 	termly					
		95% and home visits.	terriny	KAW/RDP	СТ	C+S Committee	FGB	
		 Review intervention plans for 	As		CI	C+3 Committee	rdb	Staffing Budget
		PA / below 90%						Starring Budget
		 Monitor and analyse 	necessary	RDP/AOs	СТ	C+S Committee	FGB	
		attendance by sub group and	Autumn			C+3 Committee	TOB	Staffing Budget
		form - weekly.	21					Starring Budget
		Embed rewards system for	21	RDP/HoY/AOs	СТ	C+S Committee	FGB	
		excellent attendance.	July 21		CI	C+3 Committee	rdb	Staffing Budget
		Further develop the rewards	July 21	RDP/HoY/AOs				Starring Budget
		system for both students and	Septembe		СТ	C+S Committee	FGB	
		staff to celebrate	r 21			C+3 Committee	TOB	Staffing Budget
		achievements throughout	1 21					Starring Budget
		the year.						
		Form links with partnerships	Septembe	RDP	СТ	C+S Committee	FGB	
		schools with significantly	r 21			C+3 Committee	TOB	Staffing Budget
		improved attendance.	1 21					Starring Budget
		Consider different home /	Septembe	RDP/AP/LT/Welfare				
		school rewards system (tie in	r 21		СТ	C+S Committee	FGB	EPraise £2400
		with comms) with view	1 21			C+3 Committee	TOB	Rewards£450
		implement Sept 22						NewalusE430
		Appoint new attendance						
		officer as part of pastoral	July 21					
		team	July 21	DMcG/IAL	CT	C+C Committee	FGB	Staffing Budget
		ccarri	1		CT	C+S Committee	FUD	Staffing Budget
		See PP plan for PP						

DDIODITY C	ODUECTIVES.	ACTIONS	TINAF	SUCCESS CRITERIA	CTAFF	MONITOR	DEV/IEVA/	COCT
PRIORITY 6 BEHAVIOUR	OBJECTIVES	ACTIONS	TIME	SUCCESS CRITERIA	STAFF	MONITOR	REVIEW	COST
AND								
ATTITUDES /								
PERSONAL								
DEVELOPME								
NT								
	Behaviour is always at least	Restructure pastoral	Sept 21	B and A incidents, PEX and FEX	RDP/HoY	СТ	C+S Committee	
Behaviour and attitudes	good	team to add HoY for		reduced	KAW			HoY and Deputy DSL £29k
and attitudes	Develop mentoring	each year group (non teaching) and deputy			RDP/KAW	СТ	C+S Committee	in oncosts
	programme to ensure support	DSL DSL			noi / io io		C13 Committee	
	and progress of all students.	Training for new	Sept 21	New staff in place and effective				
		personnel		All staff have effective				
	Reduce number of FX	 Revisit Behaviour Policy 	Autumn	strategies and apply them	RDP/HoY	CT	C+S Committee	
	exclusions	with inset day to ensure	21	consistently when dealing with				
		consistency.		improving engagement in learning in lessons.	Aps/HoY/HoD	СТ	C+S Committee	CPD budget
	Clear consequences and	 Ensure consistent use of policy by all staff 	Autumn	learning in lessons.	Aps/Hot/Hob	CI	C+3 Committee	CFD budget
	rewards system in place	policy by all stall	21	Student conduct in and out of				
	, ,	See T and L CPD about		the classroom reflects the ethos				
		high quality L and T,		of the UTC as a professional	KAW	CT	C+S Committee	CPD budget
		behaviour for learning		working environment.				
		and differentiation.	Autumn 21					
		•	21	L and T is always at least good	RDP/LT	СТ	C+S Committee	
		 Positive achievement points as an incentive 			,			CPD budget
		for high engagement for	Jan 21					
		learning.		Issues of poor behaviour are	RDP/CT	СТ	C+S Committee	Pastoral team staffing
		 Rewards prizes, 	A	dealt with effectively and				
		incentives, trips in place	Autumn 21	efficiently.	RDP/KAW	СТ	C+S Committee	Pastoral team staffing
		Embed rewards system	21	Students are aware of rewards	NDI / KAW		C15 Committee	r astoral team starring
		for students – linked to		system and it is effective in				
		ATL, employability, progress against target		reducing incidents	RDP/LT	СТ	C+S Committee	Pastoral team staffing
		and attendance		Students are 'ready to learn' at				
		Passive disengagement	Autumn	the start of every lesson.		CT	CIC Corrections	Dostoral toors staffing
		challenged by all staff.	21	Good student behaviour and		СТ	C+S Committee	Pastoral team staffing
		Use LW and supervision		engagement in learning	AD/RDP			
		of unstructured times		3.0	,			
		to evaluate behaviour and safety.	July 21					
		Formalise a structured			RDP/CT	СТ	C+S Committee	Reward trips and prizes
		program for the 6 th	Septembe	. •				£450
		form during times that	r 21	engages 6 formers				
		they are not in lessons.	Sept 21					
		Provide mental health	JCP(21			CT/GB	C+S Committee	
		first aid training for	Septembe	In place	RDP/CT			
		HoY/KSs.	r 22			CT/GB	C+S Committee	

	 Provide support and training for newly appointed HOY. Provide CPD for form tutors CPOMS used across the school 	Sept 21 Sept 21	In place Increased awareness of student safeguarding issues outside of school and implications in	RDP/CT RDP/HoKS	СТ	C+S Committee	£1055
High quality independent			school	SJR	KAW	CT C+S Committee	Inspira £2800
Careers IAG in place	 High quality independent careers guidance in place 	Sept 21	Careers ed in place – inspira, etc PP – two independent sessions. Risk of NEET – two independent sessions. O NEETs, students				
			clear on progression routes Improve Gatsby Benchmark 3	SJR	KAW/CT	C+S Committee	JED £250
		Sept 21	by Summer 2022. (All other benchmarks met 2021)	SJR	KAW	ст	From employers
			Workplace employers as secondary mentors in place for all 6 form students (Summer 2022)				
							% of CPD Budget
Home – school comms system	 Review all electronic home – school comms systems – quality and 	Sept 21	Review 5 different systems and costs and trial	IAL	CT – C and S/finance	FGB	
	costs Decide which for implementation Sept 22	Sept 22	High quality, easy to use home – school comms system which encompasses comms, rearwards, timetable etc in place for 2022/23	IAI / RDP	CT - C and S/finance	FGB	£2000 from September 2022

									_
PRIORITY 7 EMPLOYABILI TY/ CAREERS	OBJECTIVES	ACTIONS	TIME	succ	CCESS CRITERIA	STAFF	MONIT OR	REVIEW	COST
Work	To enhance and	Use of Student, Parent and Employers evaluation:	s of July 23	Good	od retention rates y11-12 and 12-			FGB	TLR 2b one
experience	evidence the	work experience and employability skill programs	to	13. P	Positive student voice from new	SJR	CT		member of staff
and	development of	evaluate the success.		year	r groups.	AP			
employability	employability skills.	 Amend the program if necessary based on the 				All			
skills		feedback.							

G Safeguarding	 Safeguarding and Contraining delivered (a catering staff, external catering staff) 	all staff and gover	•	 Safeguarding training takes place for all staff, Governors and partners of the College. 	RDP/ Pastoral team	СТ	Standing item at fu	-	Part of CPD budget	
PRIORITY 8 SAFEGUARDIN	ACTIONS		TIME	SUCCESS CRITERIA	STAFF	MONITOR	REVIEW		COST	
					Decision whether to run apprenticeships from Sep P/T employee/apprentice engagement MOS in place	ship	CT/LT CT/BD	C and S Finance committ ee	FGB	Needs costing £5k pa
		program.Apply to delConsider connected engagement	iver apprenticeships st of employing p/t MOS for employer t admin + to complete prep for hip application	Sept 2022 Summer term 21/22	careers programme runni unifrog	ng on	СТ	CoG	C+S Committee	
		 Training Employ consult student Employ Include mea 	g for staff and students on Unifrog ability skills framework developed in ation with employers., staff and	Summer 2022 Summer 2022 Summer 2022 Summer 2022	Embedded program for exwork experience and empskills. Employability provision arplace and evaluated throu	oloyability	AD SJT/CT	СТ	Finance Committee/C+S Committee C+S Committee	
		higher levelsNEET mento can explore	· · · · · · · · · · · · · · · · · · ·	Summer 2022 Summer 2022	Parents informed of good stratergy. No NEETs	career exit	SJR RDP	СТ	C+S Committee/FGB	
	provision in place and tracked	Mock interview employabilitReview care	iews with potential employers using the sy skills developed during lesson times. ers advice to ensure that it is balanced, sive and aspirational, especially at the	Spring 22 Summer 23	positive and employability Students well informed all appropriate progression r	y embedded. oout	SJR SJR KAW	СТ	C+S Committee/FGB C+S Committee/FGB	Unifrog £1805
	provision developed Employability skills tracking developed Employability skills	employer pr employabilit • Weekly focu enhance the	ojects into KS4 through new	July 23 Ongoing	employability skills prograwhich is effective, evaluat monitored. Successful impactful emplorojects in KS4. Student fe	am is in place ed and loyer	SJR	СТ	C+S Committee/FGB	(finish Dec 21) Hello Futures WP fund£3400 Income
	apprenticeship and university careers package in place Employability skills	employer su engagement	elop all project and assessment work to pported or includes employer	Autumn 22 Autumn 22	routes for all students pro explained to parents in ca session. High quality work experie	reers				Employer led seconded staff
	Unifrog		ed the methodology for measuring	A 1 22	Good and appropriate pro	-				

СТ

meetings

СТ

Safeguarding a standing item on all leadership team agenda

 Keeping children safe in education 2021 training for all staff and compliance. All staff to understand what an EHA is and how to implement one. All staff to understand the 7 golden rules of information sharing. Appropriate safeguarding policies in place for students educated off site. 	September 21 September 21 September 21 Ongoing	 All staff are fully compliant with KCSIE 2021 All staff and students wear their lanyards. Staff trained appropriately re restraint New safety signage in place- staff and students have a safe environment. New staff, supply and external providers are compliant with all safety regulations and attendance and safeguarding. Safeguarding meetings are regular and effective in identifying any issues. 	RDP/Pastoral team C	CT/Pastoral Feam CT	Termly report on Safeguarding by DSL FGB	% of leadership costs % of leadership costs
 SCR is accurate and up to date KCSiE 2021 read and signed by all staff 	Ongoing	 SCR accurate and up to date and checked by safeguarding governor Feedback from students and parents is that they feel safe in school. 		СТ	FGB	% of leadership costs
 Update generic file of information for supply teachers 	September 21 Summer 21	Supply teacher pack in place	RDP	CT	FGB	% of leadership costs
and YOT workers etc. • Review safety signage for science and engineering	Summer 21	All signage in place	RPP	СТ	FGB	% of leadership costs
 Review safety signage for science and engineering. All new staff and governors complete online 	September 21	All staff and governors complete training		CT CT	FGB	% of leadership costs
safeguarding training and Prevent training. •	September 21	Kym Allen and Cumbria County Council safeguarding reviews are positive with		CT CT	FGB	Kym Allen £1836
 Continue Safeguarding meetings with designated Safeguarding governor and DSL on a monthly basis. Agree agenda and record notes. 	Ongoing	minimal areas for development.NSPCC review			FGB	NSPCC review – free
 NSPCC 360 degree e-safety and safeguarding review complete 	Update	Safe site	RDP	CT	FGB	% of leadership costs
Analyse trends in bullying records.	September 21	Students know where to go if incidents of	RDP/HoY/HoKS C	CT	FGB	% of leadership costs
'bullying and e-safety champion'. In post	Summer 21	Updated safeguarding and bullying posters	RDP/CA C	CT	FGB	% of leadership
		around school Signposted support for students	RDP/CA C	CT	FGB	costs % of leadership costs
CPOMS rolled out to all staff	September 21	All staff are aware of safeguarding concerns, at an appropriate level	RDP/CA C	CT	FGB	% of leadership costs
		Raise awareness amongst staff and students of LGBTQ+ issues	·	CT	FGB	
Stonewall subscription	September 21	6 key staff trained in positive handling	RDP/CA C	CT	C+S Committee	£250

 Positive handling training for key staff Continue training for new safeguarding governor. Student and parent voice activity. Staff and student CPD on: online safety, FGM, breast ironing, hazing etc. 	Sept 21 Ongoing Ongoing Ongoing Ongoing September 2021	All governors completed all safeguarding reviews staff and student and parent surveys All staff training from September aware how to recognise	RDP/CA/HoY RDP RDP RDP	ст	FGB FGB	% of leadership costs % of leadershipTL costs % of leadership costs % of leadership costs % of leadership time
					FGB	

PRIORITY 9	
SMSC,	
PSHE+C, RE	

	ACTIONS	TIME	SUCCESS CRITERIA	STAFF	MONITOR	REVIEW	COST	
SMSC	 Audit SMSC, PSHA+C and RE provision Develop a revised SMSC and PSHE and C and RE curriculum. Calendar of Form time and assemblies reflecting these agenda Drop down days on Prevent, FBV, Equality and Diversity and Citizenship days Drop down days on Drugs, alcohol, sex, online safety education Ensure Enrichment curriculum includes active citizenship (British Values) Provide Prevent training for all students. Ensure community/employer engagement activities contribute to improved outcomes. Holocaust Educational Trust survivor inspirational conference. CYA working with a select group of students. FBV tea party CSE and sexuality and diseases training. Feel the Hate production for all students. Chelsea's choice. Superintendent Bathgate Local MP Trudy Harrison Pat Graham CEO Copeland local government. Inspira 	September 2021 onwards ? provision to be in place for Sept 22	 Audit shows the new programme for SMSC and PHSE + C and RE curriculum is broad and balanced. Students show a high level of spiritual, social and emotional resilience. In interviews and discussion students are confident and articulate Vulnerable students are supported through pastoral mentoring systems Students' interpersonal skills are developed 	RDP, HoY and Welfare Officers RDP, HoY and Welfare Officers RDP, HOY, Pastoral team RDP, HOY, Pastoral team	СТ	Link Governors, FGB	Staffing costs Free audit	

	Visits to places of worship – mosques, temples, churches, synagogues etc							
PRIORITY 10 GOVERNANCE								
Governance	ACTIONS	TIME	SUCCESS CRITERIA	STAFF	MONITOR	REVIEW	COST	
Governance	 leadership team. Review constitution of sub-committees Review Chair and Vice Chair of Governance Review terms of reference of committees 	Sept 21 Sept 21 Sept 21 January 21	Clear strategic direction set for the school Governors challenge appropriately Governors clear about their roles and responsibilities and implement effectively Governors have the skills necessary to lead the school	CT/CoG/FGB	Chair of GB	FGB	% of leadership time	
		Sept 21						
		April 21	Success criteria on plan all met	CoG	GB	GB		
	Ensure compliance with the requirements of the EFA's review of related party transactions and the Academies Financial Handbook 2021 (ie at cost, statement of assurance, procurement processes etc).	Sept 21 + ongoing	Compliance with AFH (Governance Handbook)	Chair of FGB and finance committee	FGB Finance committee Finance	FGB members	Trustee time	
		Sept 21	Compliance with AFH (Governance Handbook)	CT/KL	committee			
		Autumn 21	Compliance with AFH (Governance Handbook)	CT/KL	FGB	FGB members		
	Ensure auditors actions complete		All necessary controls in place	СТ				
	Update the risk register with mitigating actions, responsible person and delivery date. This should then be monitored by the board of trustees to ensure that the actions are taken and that the risks are		Up to date risk register	CT/KL				
		Autumn 2021	Increase number of members from 3 towards 5 Increase trustees to 13 (from 12) or consider going to 11	Chair, FGB	FGB members	FGB members		
	number (as recommended governance nanabook)	Spring 21	Increase number of trustees to 13	KL/CT	Finance FGB	FGB members		
	 Ensure all transitional funding conditions are fully met including financial and curriculum review. Update the skills audit and use it to ensure that 	All year	All candidates?	Clerk/CT/Chair	. 35			
	members and trustees have the necessary skills to undertake their roles. See the DfE's new competency framework and NGA skills audit.	July 2021	Interview with Chair to determine skills	Clerk	FGB	FGB members		
	Review and update the scheme of delegation document with role descriptions and terms of reference for committees.	Termly/As necessary	SoD up to date and meets all requirements	KL/CT/Finance committee	FGB Members	FGB members		

	 Complete a training audit to reflect the training undertaken to date and a training plan to fill skills and knowledge gaps. Adopt an induction programme for new trustees to include a meeting with the chair and senior leadership team, a tour of the UTC, a pack of information about the role (perhaps including the NGA publication "Welcome to Governance"), information about the school including previous minutes, contact details of other trustees, and external induction training, either face-to-face or online. 	Sept 2021 Ongoing as new trustees join Sept 2021	Trustee training plan in place Trustee plan in place	Clerk/Chair Chair	FGB FGB	FGB members	
Policies	Create schedule and monitor review against progress	Ongoing	Monitoring schedule in place and no overdue	Chair and clerk	GB	Members	
Performance Management		Autumn 2021	Process developed All members performance managed Clerk performance managed	Members and trustees	FGB	Members	
	 Update role descriptions for trustees with specific responsibilities and a process for information and actions to be reported to the board of trustees. Undertake more joint working on the lines of the offsite training day that trustees spent together earlier in the academic year. 	Autumn 2021 Autumn 2021	Role descriptions in place Training day plan in place	Board of Trustees	FGB	Members	
	 Review the school's vision, mission and values (See NGA Resource <u>Growing Governance</u>). Trustees should ensure that they are fully engaged in this process. (Annually) Review strategy for achieving the vision with clearly identified key priorities against which progress can be measured and the principal's performance can be appraised.(Annually) 	Autumn 2021 Autumn 2021	Vision agreed and, on the website, and informs strategic practice Principals PM in Place Key SIP in place	Board of Trustees Board of Trustees	FGB	Members	
	 Ensure separation between the Audit Committee and the Finance Committee so that it is clear if finance or audit business is being discussed. Recirculate key documents such as The Essential Trustee, information provided to new Directors, the Governance Handbook and the Academies Financial Handbook. 	May 2021 Annually	Run separate agendas for finance and risk Appoint separate chair Documents circulated and confirmed lead	Board of Trustees/chair Clerk/chair Clerk/chair	FGB	Members	
	 Adopt an annual planner to ensure that the full range of business is covered in the course of the year and that agendas are driven by trustees. This should include all requirements of the funding agreement and articles of association as well as the Academies Financial Handbook. 	Annually	Annual planner in place	Board of Trustees	FGB	Members	
	 Explore opportunities to improve communication between trustees and staff. Staff member now appointed consider annual meeting with purpose staff and trustees Provide updates on the work of the board of trustees to parents and the local community. Parent member appointed. Chair to regularly report via Parent portal. 	Autumn 2021 Autumn 2021	Ensure link governor visits take place Report from trustees and chair to parents - annually	Board of Trustees Board of Trustees Board of Trustees	FGB	Members	

	Explore the best ways to ensure community engagement given the limited community **Topics on the board** **Topics	Autumn 2021					
	representation on the board.	Autumiii 2021					
	Continue an organised programme of trustee visits and report back to the board of trustees.	Ongoing	Link governor visits in place	Board of Trustees	FGB	Members	
			Protocol and performance for some in place	Board of Trustees			
	http://www.nga.org.uk/Guidance/Holding-your-school-tohttp://www.nga.org.uk/Guidance/Holding-	July 2021	All trustees ?	Board of Trustees FGB	FGB	Members	
	your-school-to-account/Monitoring- Performance/Knowing-Your-		C of C+S ? to discuss with trustees				
	 School.aspxaccount/Monitoring- Performance/Knowing-Your-School.aspx see note 7. Share a "baseline" understanding of the information that trustees need to know to ensure that all trustees had the basic level of knowledge required about data, 	Oct 2021		Chair of Curriculum and standards			
	 finance, staffing, safeguarding, etc. Access NGA member benefits and consider upgrading 	Sept 2021	All trustees access to NGA browser and	Clerk/Chair	FGB	Members	
	to GOLD to ensure all trustees have access to all benefits.	·	website as appropriate to role thus informing their practice	,			
PRIORITY 11 POST 16							
PRIORITY 11 POST 16							
POST 16	ACTIONS	TIME	SUCCESS CRITERIA	STAFF	MONITOR	REVIEW	COST
	See previous sections re outcomes, T and L etc which	TIME Ongoing	VA for academic A-Levels is positive.	Ho6f, KAW	СТ	REVIEW GB	% of leadership
POST 16	See previous sections re outcomes, T and L etc which also apply to 6 form.		VA for academic A-Levels is positive. VA for Business Studies is positive.	Ho6f, KAW KAW/CT	CT CT		
POST 16	 See previous sections re outcomes, T and L etc which also apply to 6 form. Appropriate entry criteria for academic A levels. 		VA for academic A-Levels is positive.	Ho6f, KAW KAW/CT	СТ		% of leadership
POST 16	See previous sections re outcomes, T and L etc which also apply to 6 form.		VA for academic A-Levels is positive. VA for Business Studies is positive. Curriculum is balanced and broad and reflects	Ho6f, KAW KAW/CT	CT CT CT		% of leadership
POST 16	 See previous sections re outcomes, T and L etc which also apply to 6 form. Appropriate entry criteria for academic A levels. Wider vocational offer as an alternative to academic 	Ongoing	VA for academic A-Levels is positive. VA for Business Studies is positive. Curriculum is balanced and broad and reflects	Ho6f, KAW KAW/CT	CT CT CT C+S		% of leadership
POST 16	 See previous sections re outcomes, T and L etc which also apply to 6 form. Appropriate entry criteria for academic A levels. Wider vocational offer as an alternative to academic A levels. Detailed data analysis of all post 16 courses by group, 	Ongoing September 2021	VA for academic A-Levels is positive. VA for Business Studies is positive. Curriculum is balanced and broad and reflects the ethos of a UTC Staff are aware students off track to achieve	Ho6f, KAW KAW/CT KAW/CT	CT CT CT C+S committee C+S		% of leadership
POST 16	 See previous sections re outcomes, T and L etc which also apply to 6 form. Appropriate entry criteria for academic A levels. Wider vocational offer as an alternative to academic A levels. Detailed data analysis of all post 16 courses by group, sub group and VA Interventions in place in all subjects and for all students off track to meet target. 	Ongoing September 2021 September 21 Half – termly	VA for academic A-Levels is positive. VA for Business Studies is positive. Curriculum is balanced and broad and reflects the ethos of a UTC Staff are aware students off track to achieve target	Ho6f, KAW KAW/CT KAW/CT HoD, AP, KAW	CT CT C+S committee C+S Committee		% of leadership
POST 16	 See previous sections re outcomes, T and L etc which also apply to 6 form. Appropriate entry criteria for academic A levels. Wider vocational offer as an alternative to academic A levels. Detailed data analysis of all post 16 courses by group, sub group and VA Interventions in place in all subjects and for all students off track to meet target. Review Post-16 curriculum Further develop personal study programmes Ensure full study programmes are in place for every student and are recorded correctly Ensure work experience is booked and is effective and relevant Develop subject specific action plans to address 	Ongoing September 2021 September 21 Half – termly Half termly September 2021 January 2022 Autumn 2021	VA for academic A-Levels is positive. VA for Business Studies is positive. Curriculum is balanced and broad and reflects the ethos of a UTC Staff are aware students off track to achieve target Interventions in place and monitored Students achieve target grades in all A level	Ho6f, KAW KAW/CT KAW/CT HoD, AP, KAW DW, KAW, HoKs	CT CT C+S committee C+S Committee CT CT		% of leadership
POST 16	 See previous sections re outcomes, T and L etc which also apply to 6 form. Appropriate entry criteria for academic A levels. Wider vocational offer as an alternative to academic A levels. Detailed data analysis of all post 16 courses by group, sub group and VA Interventions in place in all subjects and for all students off track to meet target. Review Post-16 curriculum Further develop personal study programmes Ensure full study programmes are in place for every student and are recorded correctly Ensure work experience is booked and is effective and relevant 	Ongoing September 2021 September 21 Half – termly Half termly September 2021 January 2022	VA for academic A-Levels is positive. VA for Business Studies is positive. Curriculum is balanced and broad and reflects the ethos of a UTC Staff are aware students off track to achieve target Interventions in place and monitored Students achieve target grades in all A level subjects Effective personal study programmes are in	Ho6f, KAW KAW/CT KAW/CT HoD, AP, KAW DW, KAW, HoKs DW, KAW, HoKs	CT CT C+S committee C+S Committee CT C+S Committee CT		% of leadership

Action plans in place for every student who needs them

Students achieve target

July 2021

DW, KAW, HoKs

C+S

Committee

UCAS training for HoY

UCAS applications managed in a timely manner – and					
high quality	July 2021	UCAS applications follow procedure and are of	DW, KAW, HoKs	C+S	
 Apprenticeship K+U developed in HoY 		high quality		Committee	
		High level of success in UCAS applications	DW, KAW, HoKs	C+S	
High quality independent careers guidance in place				Committee	
through unifrog and inspira	Half – termly	High level of success in apprentice	DW, KAW, HoKs	C+S	
		applications		Committee	
IED programme in place	Autumn 2021				
		Students well informed regarding progression			
	Autumn 2021	routes			
	Autumn 2021				
	0				
	Ongoing				
		ONEETS			
		0 NEETS			
Develop partnership with Morgan Sindall re: Bridge	July 2023	All 6 th form students experience high quality	SJR/AD		Cost of 1hr
Project to provide students with opportunity to work	July 2023	work experience and develop excellent	3311/140		teaching time
with partners		employability skill experience.	SJR/PF/AD		teaching time
Develop further partnerships with more employers to		employability skill experience.	3317117712		
increase the range and distribution of employer		All above programs are fully evaluated. See			
project.		employability skills section.	SJR/IAL		
See employability skills development and tracking and					
evaluation.					
See employability skill section.					
5 See employability skill section.			<u>I</u>		

PRIORITY 12	
RECRUITMENT	

	ACTIONS	TIME	SUCCESS CRITERIA	STAFF	MONITOR	REVIEW	COST
Recruitment	Consider appointing marketing personnel if affordable	September 2020 and throughout	Year 10 and year 12 in 2022 full	CT/KL	СТ	FGB	Cost from Sept 22
	Create costed marketing plan.	the year. Spring 21	Effective, affordable marketing plan in place	KL/IAL	СТ	FGB	
	 Open evenings x 5 Update prospectus Consider moving to electronic prospectus 	Every yr Spring 22 Spring 22	Open evenings fully attended and successful in gaining applicants	СТ/LТ	СТ	FGB	
	Consider all 'keep warm' etc comms electronic	Spring 22	Prospectus received good feedback	LT/IAL	СТ	FGB	
	Move from radio, paper etc advertising to just Social	Spring 22		LT/IAL	CT	FGB	
	media	Autumn 21		LT/IAL	СТ	FGB	FB budget marketing
	 Keep website up to date. Ensure website is compliant. Fully utilise all forms of media communication including social media to celebrate all achievements and advertise open evenings etc. 	Constant Constant Ongoing	Website compliant and up to date	LT/IAL/SJR/TD TD/IAL	СТ	FGB	
	VR company to provide a full walk through of the UTC and show mini talks from members of staff and	Sept 21	Virtual tour in place	SJR	СТ	FGB	Total Cost not
	 students in each curriculum area. Run primary Harry Potter days 	Summer 22	Well attended HP days, improved recruitment reputation	RH/IAL	СТ	FGB	to exceed £
	Run community engineering days	Summer 22	Improved retention and reputation	SJR	СТ	FGB	