



Strategic Messaging Framework

M

A

R

K

PILLARS

Care

Challenge

Achievement

Innovation

Outreach

ALIGNED MARK VALUE(S)

Kindness, Moral Integrity

Ambition, Responsibility

Ambition, Responsibility

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Kindness, Integrity

OUR VALUE PROPOSITION (Why families choose us)

Parents are confident their child will be genuinely known, supported and cared for within a calm, inclusive and values-led community.

Parents are confident their child will be encouraged to step beyond his/her comfort zone, develop real skills and build resilience through meaningful participation.

Parents are confident their child will make strong academic progress and achieve outcomes that lead to meaningful destinations.

Parents can be confident their child is being prepared not just for exams, but for a future that is evolving rapidly.

Parents are confident their child will develop empathy, social responsibility and cultural awareness through meaningful engagement locally and globally.

OUR CORE MESSAGE

A stable, respectful community where pupils feel safe, known, and supported to grow.

A culture of challenge where pupils stretch themselves, develop skills into competence, and grow in confidence through participation.

Strong academic outcomes built on progress, purpose, and high expectations.

Innovative learning that prepares pupils to think differently, adapt confidently and thrive in a changing world.

Education that encourages contribution, responsibility and global understanding beyond the School community.

OUR PROOF POINTS

Pastoral structures; behaviour standards; House system

Sport, music, drama & OE; skill development; individual & collective achievement; trips, competitions, performances.

VA +1 GCSE/A level; 92.1% 9–4 GCSE (2025); 77.8% A*–C A level (2025); Russell Group & international destinations; professional sports contracts; Top 100 Cricket.

AI & tech-enabled learning; enquiry-led teaching; alumni doing differently; new initiatives & sustainability.

Outreach to external pupils; primary partnerships; social contribution; 28 nationalities; alumni network & mentorship.