



Wellington
SCHOOL

Wellington School Development Plan 2018/19

Highlights

- Craigweil Lodge scheduled to open later in 2018
- Campus Masterplan Project currently out to tender
- Outdoor Nursery woodland now owned by Wellington and under development
- Communications transformed by Groupcall Messenger
- Launch of Wellington Future



Campus Development

Development of Craigweil Lodge

The Craigweil Lodge project went out to formal tender in Autumn 2017 and the contract was awarded to local builders J D Thomson. Work began in February 2018 and the building should be available for use in August 2018.

Opening up of a path through the Craigweil Road sites

The scope of the work at Craigweil Lodge includes the opening of pedestrian access from both Carleton Turrets and Craigweil House. This will enable pupils to move around the campus without needing to go out onto the public pavement.

Development of the tennis court area behind Drumley

The three degraded tarmac tennis courts behind Drumley were resurfaced in April 2017 and the perimeter fence was replaced in October 2017. This has greatly enhanced this area, which is now used extensively both for recreational purposes and by the PE department.

Nursery Playground

Subsequent to the removal of the old pirate ship in the Nursery playground, this area is in need of redevelopment. Plans are currently being considered, with a view to completing updates during the summer break 2018.

Sports Hall

The need for improved indoor sporting facilities has been highlighted as the school's top facilities development priority. A Sports Hall Working Group was set up in February 2017 and has met on three occasions. In addition, quotations have been obtained for an affordable solution at Doonside. Plans, however, are currently on hold until the masterplan project outlined below has been completed.

Campus Masterplan

At the time of writing, the school is seeking tenders from specialist campus planning architects to produce a development masterplan for Wellington School. The commission should be completed before August 2018.

Doonside

In September 2017, the school purchased the strip of woodland adjacent to the B7024 that is the home of the Outdoor Nursery. Subsequently, extensive arboreal work has been completed in order to ensure that the environment is safe and attractive.

The maintenance of the pitches and grounds at Doonside is now contracted to South Ayrshire Council and there has been a significant progress in the condition and presentation of these facilities.

Marketing

Website

- Continuous review and maintenance of the website ensures that the site is a useful tool and place of interest for both current and prospective parents.
- News stories are posted regularly and ways of enhancing the calendar are being investigated as well as ways of making the site easier to navigate.
- A navigation section titled 'Current Parents' (which will soon change to 'Information for Parents') provides an easy link to a bank of practical information for current and prospective parents.
- New-look concept images are due in late 2018 (see Brand) sub-heading. This will reinvigorate the site.

Social Media

As of 2018, the school has fully embraced Twitter and we are now posting content specifically for this platform. Prior to March 2018, our tweets were posted via Facebook. Original content and retweeting the Junior School and PE Department pages, as well as other relevant pages, makes for a more dynamic and informative feed, in turn driving traffic to the school as a whole.

Optimise the use of all forms of advertising

- Wellington continues to take advantage of Facebook advertising.



- Billboards have also been used with success and will continue to feature in marketing plans going forward.
- Local press coverage has been steady but is not Wellington's primary means of advertising.
- Up market magazines (Vision Scotland Business, Ayrshire Chambers of Commerce Magazine, Scottish Field, The Herald's Luxury Magazine and Ayrshire Magazine) have been used to bolster brand identity and awareness.
- We have also become the sole 'educational advertiser' in S1 Homes Ayrshire supplement, a popular title amongst people moving into the Ayrshires (north, east and south).

Individual Campaigns

- Successful postcard campaigns promoting whole school open days (with around 20k cards being posted to targeted households in Ayrshire) will continue to be used as a means of raising our profile for individual campaigns and events.
- Late 2017/early 2018 saw the launch of the 'Start As You Mean To Go On' campaign, seeking to promote the Early Years department. In 2018, we hope to promote Wellington in local private nurseries too.
- A general awareness-raising campaign in the winter of 2017/18 used photography from the school show to promote our ethos and our strengths.

Development of opportunities for prospective families to visit the Senior School, the Junior School, the Nursery and the Outdoor Nursery

- Alternative forms of open event are being considered to enable prospective families to experience life at Wellington for themselves. This will be further explored in the Marketing Committee meeting in summer 2018.
- Prospective families can now request to book a Taster Day online and the number of enquiries and bookings has increased on previous years.
- An event for Nursery parents has taken place each term allowing parents to spend time with the Junior School Headmaster in order to learn more about Wellington's the Early Years experience.

New printed prospectus to showcase School ethos and strengths

The school took delivery of our impressive prospectus (and matching stationery) in spring 2017. Prospectus requests via the website are continuous and it is likely that we will have to commission a reprint earlier than expected!

Ensure that the School is properly presented and has an appropriate profile online, in the media and in the local area

- The school's online presence continues to be exceptionally strong and our boosted (paid advertising) is an effective means of driving more traffic to the website, and thus, the school.
- The website and local press often feature our press releases and media calls have been used with success as well. Billboards help raise the school's profile locally as will the ever popular Ayrshire Magazine.
- Google Adwords, SEO, Console and Analytics are being used to position Wellington favourably in relevant web searches.
- In the last year, we have experimented with partner advertising online - over Christmas, we sponsored the Ayrshire Post's virtual advent calendar, for example.

Wellington Future

Wellington Future is a new brand rolled out in 2017. Investment and physical development projects will come under this name. An area of the website is currently under construction and will promote all Wellington Future activity.

Brand

- Now that the school logo has undergone a rebrand, the school's branded stationery, literature (such as Bursary Guidelines) and forms are undergoing an overhaul.
- A branding pack (guidelines, jpegs of the logos, document templates) is accessible by every member of Wellington staff.
- Our concept images which are currently prominent on the homepage of the site, will change at the end of 2018 and will be extended to adverts as well. Interestingly, our strapline 'We are Wellington' was directly copied by Hutcheson's Grammar School (We are Hutchie postcards - autumn, 2017) proving that our branding and website are leading in what is an extremely competitive market.

Former pupils

Registrations for the Former Pupil Association (as a result of Facebook and website advertising) have now exceeded 150, with former pupils actively engaging with us on Facebook and Twitter. The number of stories (career successes etc) and visits from former pupils has also increased.

- A Working Group has been established to discuss the operational workings of the Association.
- The school is now a member of IDPE (Institute of Development Professionals in Education).



- Data cleansing of existing records will be completed before May 2018 and the school is working towards a launch event in the Autumn Term.

WSA

The Marketing Department will work with the Wellington School Association to rebrand and reinvigorate this group. Work will be done to raise the profile of the association amongst current parents and to increase their understanding in its functions.

Parent Portal

Working alongside our newly appointed Depute Head and the IT and Finance Departments, research into an online portal is well underway. This portal, which we hope to launch in late 2018, will allow parents to view their children's timetables and reports online as well as make fee payments. Marketing is a key function in the development of this service.

School Publications

- The school's biannual publication, The Turret, has undergone a dramatic shift in focus and its popularity increases with every issue, not only amongst parents and pupils but also amongst the wider Wellington community with former pupils keen to be involved.
- The new-look programme for Sports Day was also a success and we will produce this souvenir style publication in 2018.
- Internally, the 'Welcome to S1' and 'National 5' booklets have been used since 2017 and are proving to be more useful, colourful and inspirational than their predecessors.
- In summer 2018, as part of the ongoing brand overhaul, we hope to send parents a 'Data Capture' booklet, replacing the former pack which consisted of numerous sheets of paper. This new format will be easier to read, quicker to fill-out and in a clear, GDPR compliant format.

Pupil Welfare

GIRFEC compliance

We are currently paying particular attention to GDPR (information sharing and consent) and other ongoing local and national developments.

Continue to monitor the national situation regarding PREVENT

Liaise with external agencies regarding staff training and any particular areas of concern.

PSE

Continue to develop the S3/S4 and S5/S6 PSE curriculum

Mental Health

Evaluate and develop the delivery of positive mental health provision across the whole school.

New Support for Learning Centre

A new Support for Learning Centre will open late 2018 as part of the Craigweil Lodge development.

Curriculum

Creativity and Challenge

Implement a school-wide focus on 'stretching' every pupil by nurturing creativity and challenging each individual appropriately

Change S1 and S2 2nd language offering to widen exposure and broaden provision

Adjustments have been made to enable every pupil, in addition to studying French, to have some experience of two out of the three additional languages (German, Spanish, Latin). This will increase the pool of languages from which each pupils can choose when selecting National 5 courses for S3/S4.

ICT

As a result of discussions during the annual process of Departmental Review, an Audit of IT facilities is to be conducted, giving departments the opportunity to put forward requests for some enhancement of facilities.



Promote and Support the use of Google Classroom

Google Classroom is already used effectively by some departments and most pupils use the Google suite for word processing, presentations and cloud storage of documents. The next step is to actively encourage all departments to make use of Google Classroom to post materials and tasks online.

Reporting Schedule

As a result of the work done by the Curriculum Committee in 2016 - 2017, a new schedule of reports and Parents' Evenings was implemented for 2017 - 2018. Qualitative feedback confirms that this has been a success and, with some revisions, the same pattern will be followed in 2018 - 2019.

Quality Assurance, Readiness for Inspection and Self-Evaluation

Response to HGIOS4

Continue to develop PRD procedures and respond to latest GTCS changes

Departmental Review as a form of Self-Evaluation

New Departmental Review procedures were adopted in autumn 2016 and a list of commendations and targets was drawn up for each department.

Peer Observation 'Trios'

A system of 'Trios' was implemented for session 2016 - 2017, with a view to encouraging all colleagues to visit lessons and exchange ideas. Teachers were teamed up with colleagues from other departments and other stages of the school to promote the sharing of good practice.

MIS/IT

Develop wireless connectivity throughout the school

The school's wifi infrastructure is to be updated campus-wide in summer 2018. This should enhance connection speeds in all areas and ensure that all parts of the school have appropriate coverage.

Update and enhance the stock of available classroom technology

Consideration is being given to implementing a 1-1 Chromebook pilot with P7 in session 2018 - 2019.

Promote and Support the use of Google Classroom across the school

Consider the creation of a Parent Portal

The creation of a Parent Portal is a priority, with a view to developing the capacity to deliver reports and billing electronically. The school's current WCBS MIS, however, is likely to be replaced by its successor (HUB) and we will await further details of this platform before progressing.

Committees

A range of committees were established in Autumn 2015 to cover key areas of school life. Each committee includes members of the Senior and Junior School teaching staff, together with non-teaching staff and Governors where appropriate. Initiatives proposed by the committees will be passed to SMT and the School Board, where appropriate, for further consideration and possible implementation. Each committee continues to fulfil an important role as discussion forum and think tank.

- Curriculum
- Wellbeing
- Health and Safety
- Marketing

- PRD
- IT
- Transitions

Health and Safety

Development of manual for Critical Incident response

A preliminary 'Lockdown' policy is now in place and this has been circulated to all staff.

Review trips policy and supporting documentation

A full revision of H & S Policy

Navigator completed a full Health & Safety audit on behalf of the school in December 2017 and the recommendations are being actioned on an ongoing basis.

Revision of whistle-blowing policy

Public Benefit

Evaluate and develop partnership with ARFC

The partnership established with ARFC in 2015 will soon have completed its third season and the terms and modus operandi of the relationship will remain under review.

Letting of the school's all-weather surface to Ayr Hockey Club

This arrangement started in September 2016 and has led to benefits for both school and club. The number of pupils participating in local club hockey has risen significantly as a result of the let.

Maintain compliance of Bursary scheme with OSCR

The school continues to offer a comprehensive Bursary scheme that enables a significant number of pupils to join Wellington, and to continue their education here.

Communication

Groupcall Messenger

This software was launched in Autumn 2017 and is now the main method by which the school communicates with parents on a daily basis.

GDPR

Significant changes in data protection regulations come into effect in May 2018 and, like all organisations, the school is preparing for these. A GDPR Committee, chaired by the Deputy Head, was set up in Autumn 2017 and continues to meet regularly.