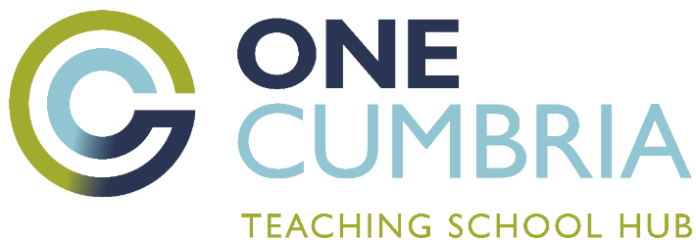




# **PRINCIPAL INFORMATION PACK**



## WEST LAKES ACADEMY

**Academy Address:**

Main Street, Egremont, CA22 2DQ

**Telephone:**

01946 820 356

**E-mail:**

[martin.blair@hays.com](mailto:martin.blair@hays.com)

**Website:**

<https://www.westlakesacademy.org.uk/>

**School Type:**

Academy, mixed co-educational

**Age Range:**

11-18

**Number of students on roll:**

1219

**Ofsted rating:**

Outstanding in all aspects – 2017

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## WELCOME FROM OUR CHAIR OF THE TRUST BOARD, MICHELLE PEARSE



West Lakes has always existed to change lives through learning; delivering unrivalled educational career development; reaching every child through adults obsessed with excellence in teaching, learning and leadership practice. We established our Trust and One Cumbria with the same principle. We are proud of how far we have come, but more than that, we are excited about where we are going. We are driven by changing lives through learning, helping every child realise they are capable of incredible things.

Our focus is on changing lives through learning in everything we do and every action we take. We expect the same of ourselves - achieving creativity through problem-solving. We are relentlessly focused on building a brilliant organisation to help build a solid start in life for every single one of our students. To help us do this, we are looking to add a fantastic Principal to our team.

We are looking for someone who embodies our West Lakes Trust values and I hope you will get a sense of those as you read this pack. Certainly Jonathan will make it abundantly clear what is expected in his own unique way! We want someone who can think big and see the big picture, who recognises opportunities and figures out how to seize them. Innovation will be second nature to you. You will be a great leader and a great coach, and we expect you to set an example for what it means to be part of West Lakes Trust. You will be a supporter, a champion and a capacity-builder of every school and every adult that works with the children of Cumbria. You will work closely and in collaboration with our CEO, Executive Team, our Trust Board and governance committees to positively enhance education and spark something great for every single one of our children.

## WELCOME FROM OUR CHAIR OF THE LOCAL GOVERNING BOARD, CLAIRE MAXWELL-SMITH



I moved to West Cumbria 20 years ago this year and if anyone had told me then that I'd still be here all these years later, I'm not sure I would have believed them. What is it then about West Cumbria that keeps us here? I'd like to say it is the opportunity to embrace the great outdoors, climb all 214 Wainwrights or go cold water swimming, however I can't and while I do cherish living in one of the most beautiful parts of the United Kingdom, I have never climbed one "Wainwright" or even dipped my toe in a lake! What West Cumbria has offered to me, my husband and children is a deep sense of community, of people looking out for each other, caring and supporting one another and at the heart of this community is West Lakes Academy.

I could talk at length about how good our Academy is but there's no need, you will see that for yourself when you visit, or read about it on-line. What I can say from a personal perspective is I have had two of my three children educated at WLA (the other was at Wyndham its predecessor), and they have all thrived in its close knit community. All students are encouraged to work hard whether they are academic or not. It's about being encouraged to be the best they can be, to be independent, respectful and caring, while being challenged to work hard, try new things and believe in what they can achieve.

The pride the students and staff have at West Lakes Academy is apparent immediately when you enter the building. It is reflected in the welcome you receive, the art displayed in the entrance, the students work taking pride of place in displays outside classrooms the way the students conduct themselves and the general feeling of belonging.

I consider myself privileged to be Chair of the Local Governing Board and I really look forward to meeting you. Good luck with your application.

## WELCOME FROM OUR CHIEF EXECUTIVE OFFICER, JONATHAN JOHNSON



Thank you for your interest in this fantastic opportunity to lead West Lakes Academy as a Principal in our Trust, a role which is critical in the next stage of our Academy's and our Trust's development.

West Lakes Academy was judged outstanding in 2017 in every aspect and since then we've formed a MAT, had a Teaching School and now Teaching School Hub serving the entire county. Alongside this, as with every school in the country, we continue to navigate the impact of recent events, helping our children learn the powerful knowledge

that helps them understand the world in which they live, their place in it, who they are now and who they can be in the future.

We are not an Academy that stands still and we recognise that we must continually scrutinise our practice and challenge ourselves to be even better. All our schools are equal but the trust was formed from West Lakes Academy and from it, our Hub, so its profile externally and the need to retain exceptional performance are greater than may otherwise be expected. We need someone who understands that, is used to that pressure, thrives in that environment, doesn't turn away from challenges and judiciously uses everything at their disposal to keep our Academy focused on demonstrable exceptional performance.

West Lakes Multi Academy Trust is a family of five schools (one secondary, four primary) with more schools discussing how to join. As I've already written, we have also been designated as the Teaching School Hub for Cumbria because we have a vision to the supply of the next generation of exceptional teachers and leaders for our region. We currently have 172 ECTs and 150 NPQ participants across over 320 schools in the third largest and second most sparsely populated county in the country. Oh, and we have the wonderful Lake District fells to add to that challenge! Saying we are ambitious does not come close. We are pursuing grounds to claim that those we undertake to train and teach will have a preparation for life that is excelled by no other institution in the land. We do this by Changing Lives Through Learning so children exceed the social and cultural norms placed upon them.

The successful candidate will be supported by a strong and effective executive team comprising our operations director, our finance director, our company secretary and DPO, our PR and media lead and our head teachers/principals. Their wider leadership teams have immense drive, skill and specialism that support everything we do.

In joining this established team and you will need to demonstrate that you share our values. You will need to show the leadership qualities that not only protect the organisation from the challenges that currently surround education but also an ability to seize opportunities and forge new relationships to complement our work and benefit our children, our colleagues, our families and the communities we serve.

I will not insult you with rattling off statistics about our Academy. If you are the person we want you'll do that work as part of your preparation. If you are the person we want, it will be because you convince us you want to work for us above all else and that you are utterly committed to what we stand for.

West Lakes has changed my life, eclipsing all that came before it and I hope any conversation you have with us leaves you wanting to work for us in way that nothing has ever done before.

We would be delighted for you to visit our Academy and that can be arranged through our recruitment advisor, Martin Blair at Hays Leadership (Telephone 07736791138 or Email [martin.blair@hays.com](mailto:martin.blair@hays.com)) who is also available for an informal conversation about the role or to discuss making an application.

I look forward to meeting you.

**Jonathan Johnson**  
**CEO, West Lakes Multi-Academy Trust**



## ABOUT WEST LAKES ACADEMY - AN INTRODUCTION

West Lakes Academy is located in Egremont on the west coast of Cumbria, providing education to over 1200 children from 11 to 18 years old. The Academy opened in September 2008 and moved into a brand-new building in March 2012 that looks as good today as it did then.

Our vision is to succeed in 'Changing Lives through Learning' by providing the very best possible educational opportunities for young people in West Cumbria. We have extremely high hopes for all of our students and our highly skilled and enthusiastic members of staff encourage children to have high ambitions and to work hard to achieve these.

Students and staff benefit from fantastic facilities, outstanding IT resources, a £300k engineering facility, performing and expressive arts suite and an eco-science lab in our brilliant £26m building. Every child has their own iPad, post-16 students bring their own devices. All this makes West Lakes Academy one of the best possible places in which to study and work. Our excellent environment helps keep motivation and morale high and allows us to deliver modern approaches to learning using the latest technologies.

Three sponsors were involved in the setting up of West Lakes Academy in 2008 – Sellafield Ltd, the Nuclear Decommissioning Authority (NDA) and the University of Central Lancashire (UCLan). All three share an ambition and motivation to support the education and development of young people and to ensure that the catchments of our academies are attractive, vibrant and aspirational places in which to live and work. The Nuclear Decommissioning Authority and Sellafield Ltd. are two of the most important energy organisations in the UK and two of Cumbria's largest employers; they provide invaluable resources and industry support to our specialism in science. We receive excellent higher education expertise from our education sponsor, the University of Central Lancashire.

The Academy was last inspected by Ofsted in March 2017 and was judged to be Outstanding in all areas of the inspection. Previously it was judged Good in February 2013. The hard work of our students and the dedication of our skilled members of staff enable us to provide students with the education they need for a successful and happy future. Ofsted commented that standards were "exceptionally high" and it's something we continue to strive to better.



## OUR VISION, AIMS AND VALUES

**Our vision**, our distinction, is to succeed in ‘Changing Lives through Learning’ by providing an education for each child that will give them a preparation for life that is excelled by no other institution in the country.

**Our Aim** – To Keep The Main Thing, *The Main Thing!*

- Curriculum – Working together to effectively broaden the minds and horizons of all our children.
- Teaching and Learning – Making our curriculum intent a reality every day for every child in every classroom.
- Using Assessment – Knowing that the children are learning and remembering more through the curriculum.

By keeping these three factors in focus we will:

- Significantly raise educational standards above local and national levels.
- Raise student aspirations and launch them into their next stage of education or onto career paths that will exceed expectations.
- Promote and nurture community cohesion.
- Involve and work in collaboration with key stakeholders, partners and the community.
- Ensure that key stakeholder groups are represented on Local Governing Boards,
- Ensure that all employees contribute to Academy activities by being positive role models for students.
- Provide a programme of high continual quality professional development (CPD) and training for all members of staff to underpin and sustain improvements in the core functions of the Trust.

### Our values

The Trust will promote the following values:

- Hard work
- Honesty
- Respect for people and property
- Self-discipline
- Trust and fairness
- Tolerance and compassion
- Politeness and courtesy
- Independence and resourcefulness
- Caring for others
- Caring for the environment



## WEST LAKES ACADEMY LEADERSHIP GROUP

### PRINCIPAL

Responsible for:

- Appraisal
- Vision and values
- Academy performance
- HMI & OfSTED
- Academy calendar
- Prospectus & website
- ADP
- STIG
- Parental engagement

### VICE PRINCIPAL

Responsible for:

- Teaching and learning
- Staff development
- Curriculum development
- Research and development
- Attainment and progress of SEND students
- Cover and sickness
- Homework
- Teaching English

### VICE PRINCIPAL

Responsible for:

- Raising standards of attainment for all students
- Co-ordination of all intervention
- Attainment and progress of boys
- Examinations
- Assessment of curriculum
- Digital Innovation & network strategy
- Teaching science

### VICE PRINCIPAL

Responsible for

- Personal development, behaviour and welfare
- Designated Safeguarding Lead
- Student transitions
- Tutorial programme
- Access to the curriculum through reading, vocabulary and numeracy
- Careers information and guidance
- Teaching English

### ASSISTANT PRINCIPAL

Responsible for:

- Attainment and progress of disadvantaged students
- PEPs
- Year 7 Catch Up
- EVC
- Rewards and awards
- Teaching R&WV

## **ASSISTANT PRINCIPAL**

Responsible for:

- Sixth form
- Transition Years 11-12
- Sixth form tutor programme
- Student leadership
- Attainment and progress of HPA, Most Able students
- Teaching geography



# JOB PROFILE



<b>POST TITLE:</b>	<b>Principal – West Lakes Academy</b>
<b>CORE PURPOSE AND RESPONSIBILITY</b>	As a senior leader within our Trust you will provide outstanding, inspiring and professional leadership in line with the Trust’s ethos, values and vision. The Principal will ensure continued improvement and success through outstanding, high quality education in order to secure excellent outcomes for all Academy students and which supports them to reach their full potential.
<b>GRADE:</b>	Leadership Pay Scale
<b>RESPONSIBLE TO:</b>	The Trust Board, Chief Executive Officer and Governing Body

## MAIN DUTIES AND RESPONSIBILITIES

### STRATEGIC LEADERSHIP

- Work in partnership with our Trust Board, our Trust’s Executive Team and Local Governing Body to embed our Trust’s vision, values and strategy to promote and sustain exceptional standards of teaching, exceptional levels of achievement and meet equality objectives.
- Provide inspiring and dedicated leadership which will directly change lives through learning.
- Ensure that the vision of our Trust is clearly articulated, shared, understood and effectively acted upon by the whole Academy community.
- Translate the vision into agreed aims, objectives and operational plans that will promote and sustain Academy improvement.
- Support all staff in achieving the Academy’s priorities and targets, providing them with the motivation and resources to support Academy aims effectively.
- Be accountable for the leadership, internal organisation, management and control of West Lakes Academy and consult appropriately in doing so.

### SHAPING THE FUTURE

- Ensure creativity, innovation and the use of appropriate new technologies to achieve excellence.
- Lead by example and provide motivation and inspiration to the Academy community.
- Translate and embed our Trust’s vision and values into everyday work and practice.
- Set and achieve ambitious, challenging goals and targets.
- Provide strategic Academy development plans, underpinned by sound financial planning, which identify priorities and targets to ensure that students achieve exceptional standards and make effective progress.

### LEADING TEACHING & LEARNING

- Ensure that the delivery of the curriculum and its assessment; the quality of teaching and learning and improvement strategies are in line with the ambitious strategic plans of our Trust.
- Ensure learning is at the centre of strategic planning and resource management.
- Create a culture of challenge, high expectations and support where all students can develop the knowledge and skills to achieve success and become engaged in their learning.
- Determine, organise and implement a diverse, flexible curriculum and an effective assessment framework.
- Challenge underperformance at all levels and ensure decisive, effective corrective action and follow-up is taken.

- Develop an effective partnership with all stakeholders i.e. parents, other schools, educational establishments and the wider community, including business and industry, in order to enhance teaching and learning and students' personal development.
- Facilitate appropriate groupings of students to ensure effective teaching and learning takes place and that students' personal development needs are met.
- Set and model the highest expectations for behaviour and attendance and set challenging targets for the whole Academy community.
- Ensure a high standard of general discipline, social development and behaviour of students.

### **LEADING AND MANAGING STAFF**

- Develop positive working relationships with and between all staff, executive team members, governors and trustees.
- Implement and sustain effective Trust strategies for the management of all staff.
- Plan, evaluate and support the work of groups of staff, delegate appropriately and clearly and evaluate outcomes.
- Enable staff to develop expertise in their respective roles through the identification of needs and ensuring effective access to continuing professional development opportunities.
- Ensure Academy performance management systems operate effectively and to undertake appraisal of relevant staff.
- Develop and maintain a culture of high expectations for self and for others and take appropriate action when performance is unsatisfactory.
- Ensure that the highest personal example is set at all times, acting with integrity, dedication and optimism.

### **DEVELOPING SELF & WORKING WITH OTHERS**

- Treat everyone fairly and equitably with dignity and respect, creating an Academy culture consistent with the Trust vision and organisational goals.
- Ensure effective planning, allocation of support and evaluation of work undertaken by teams and individuals, ensuring clear delegation of tasks and devolution of responsibilities.
- Acknowledge the responsibilities and celebrate the achievements of individuals and teams.
- Work with colleagues to deploy and develop all staff effectively in order to maintain and improve the quality of education provided.
- Engage with the performance review arrangements, and regularly review your own practice, set personal targets and take responsibility for your own professional learning and personal development. Attend any training and development activities required to assist you in undertaking your role and meeting your safeguarding and statutory obligations.

### **MANAGING THE ORGANISATION**

- Ensure that the most exceptional safeguarding procedures are implemented and that a culture of vigilance is ever present in all aspects of safeguarding, health and safety, cyber security and data management.
- Create an organisational structure that reflects our Trust's values and enables the management systems, structures and processes to work effectively in line with legal requirements.
- Lead by example, actively supporting all Academy activities.
- Be responsible for implementing a clear, coherent Academy Development Plan and policies for the development of the Academy and its facilities.
- Manage and organise West Lakes Academy's environment efficiently and effectively to ensure that it meets the needs of the curriculum and all health and safety regulations.
- Work with the executive team and colleagues to recruit high quality teaching and support staff.
- Ensure that all staff and governors understand their respective roles and responsibilities.
- Ensure the deployment and development of staff to make most effective use of their skills, expertise and experience and support appropriate succession planning.

- Ensure the effective management of West Lakes Academy in the planned absence of the Principal.
- Be responsible for the security and effective organisation of West Lakes Academy buildings, their contents and grounds.
- Establish priorities for expenditure and monitor the effectiveness of spending within the financial regulations.
- Monitor the use of resources with a view to achieving value for money, within the Academy's financial context.
- Be responsible for ensuring that West Lakes Academy provides equality of opportunity and inclusiveness for all.

### **SECURING ACCOUNTABILITY**

- Ensure that individual staff accountabilities are clearly defined, understood and agreed and are subject to review and evaluation.
- Be responsible and accountable to our Trust Board and Local Governing Body, providing appropriate information and advice to enable them to fulfil their strategic responsibilities and statutory requirements through our Strategic Governance Structure.
- Lead on the preparation for external inspections, including Ofsted and be responsible for the implementation of any recommendations and areas of improvement.
- Account for West Lakes Academy's performance to internal and external agencies through the analysis of performance data and appropriate reporting; using such analysis to inform planning at all levels.
- Ensure that West Lakes Academy complies with all statutory requirements relating to the provision of education and other relevant legislation.
- Ensure all statutory and Trust requirements are met including safeguarding, health and safety and that risk assessments are in place where necessary.
- Ensure that there is rigorous monitoring, evaluation and development of the work and organisation of West Lakes Academy.

### **STRENGTHENING COMMUNITY**

- Engage with the internal and external Academy community, including partnerships, to secure quality and entitlement of provision for all students.
- Collaborate with other institutions to share expertise and bring positive benefits to West Lakes Academy, especially those within the trust across all phases and types.
- Collaborate at both strategic and operational levels with parents, carers and across multiple agencies for the well-being of students.
- Develop and maintain positive relationships of support and constructive challenge with Trustees, the CEO and our Governing Board.

### **GENERAL DUTIES AND RESPONSIBILITIES IN LINE WITH HEADTEACHER STANDARDS**

- Act in accordance with the requirements of paragraphs 46 – 49 and 53 of the School Teachers' Pay and Conditions Document.
- Act in accordance with NOLAN Principles and Framework for Ethical Leadership.
- Maintain and develop the skills and expectations set out in the Head Teacher Standards.
- Undertake such duties as may, from time to time, be reasonably assigned by the CEO.

This job description should be seen as enabling rather than restrictive and may be subject to regular review to reflect the changing priorities and objectives of the annual Academy Development Plan and Trust objectives.

All employees of our Trust are expected to comply with any reasonable request from a leader to undertake work of a similar level and/or type that it is not specified in this job description.

March 2022



# PERSON SPECIFICATION



Qualifications	Essential	Desirable
Educated to degree level	✓	
Qualified Teacher status	✓	
Evidence of CPD or study in preparation for Headship	✓	
Evidence of management and leadership training/qualification e.g. NPQH		✓
Knowledge and Experience	Essential	Desirable
Evidence of knowledge, awareness and understanding of how to improve schools	✓	
Evidence of proven leadership in the role of headteacher or as an experienced senior leader that has resulted in sustained school improvement	✓	
Proven retention of outstanding under the current framework		✓
Evidence of having worked with the wider schools sector		✓
Evidence of understanding the DfE's current school improvement priorities		✓
Experience of managing change	✓	
Collaborative, creative and innovative leadership style with the ability to take measured risks and find creative solutions	✓	
Sound understanding of the education agenda and Ofsted framework; legislative frameworks for governance	✓	
Experience of school financial planning and budgetary management	✓	
Successful and varied experience in more than one setting		✓
Principles of effective teaching, self-evaluation and assessment for learning and effective strategies to raise standards and achievement of all students	✓	
Requirements, design and management of an ambitious curriculum	✓	
Safeguarding procedures	✓	
Strategies to develop partnerships with parents and enhance links with the community		✓
Working with professional agencies, networks and partnerships		✓



Skills		
Provide strategic and cohesive leadership; fostering collaborative relationships, high performing teams and a culture of learning	✓	
Build, communicate and implement a shared vision, setting aspirational standards and providing professional direction	✓	
Develop a culture of accountability and monitor and evaluate the performance of people and policies	✓	
Challenge, influence, empower and motivate others	✓	
Build positive relationships with staff, students and the wider stakeholder community	✓	
Effective management of budgets and financial planning	✓	
Demonstrate contribution to the creation of a culture of success		✓
Qualities		
Clear personal qualities of honesty, ambition, integrity, courage, trustworthiness.	✓	
Clear leadership qualities, ethics, commitment, resilience, self-awareness and motivation, integrity, enthusiasm and innovation.	✓	
Excellent communication, organisation and time-management skills; able to adjust and flex and be mindful of the highest priorities at any point in time.	✓	
Strong interpersonal skills	✓	

**West Lakes Multi-Academy Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.**

## THE RECRUITMENT TIMELINE

<b>Closing date:</b>	Monday 13 <sup>th</sup> June 2022
<b>Shortlisting:</b>	Tuesday 14 <sup>th</sup> June 2022
<b>Selection process and interview:</b>	Monday 20 <sup>th</sup> and Tuesday 21 <sup>st</sup> June 2022

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### How to apply:

To find out more about this exceptional opportunity please visit:  
[www.hays.co.uk/jobs/principal-west-lakes-academy](http://www.hays.co.uk/jobs/principal-west-lakes-academy)

Contact Martin Blair at Hays Leadership for a confidential discussion, to arrange a visit to the school or to discuss making an application.

Closing date: 8am, Monday 13<sup>th</sup> June  
Interviews: 20<sup>th</sup> and 21<sup>st</sup> June  
Start date: January 2023 or sooner if available

Martin Blair  
T: 07736791138  
E: martin.blair@hays.com

**West Lakes Academy value equality and diversity and are committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be subject to safer recruitment practises including satisfactory references and the successful candidate will be subject to an enhanced DBS check.**

**The Trust is an equal opportunities employer.**



**WEST LAKES**  
MULTI ACADEMY  
TRUST