



Maritime
Academy
Trust

Our Big Hairy Audacious Goal (BHAG) and Strategic Goals

Our Big Hairy Audacious Goal (BHAG)



Our Big Hairy Audacious Goal (BHAG)* is "To positively disrupt education to ensure all children get an excellent start in life." We believe every child deserves the opportunity to succeed and reach their full potential, and we are committed to doing everything we can to make that happen.

To achieve this goal, we have identified five strategic areas that will help us make a positive impact. They are:

First Class Professional Development for All Staff: We believe the quality of education a child receives is directly linked to the quality of the staff who teach them. That's why we are committed to providing ongoing professional development for all our staff, to ensure they have the skills, knowledge and support they need to provide the best possible education to our pupils.

Education Beyond 9am to 3pm: We recognise education doesn't end when the school bell rings. That's why we are committed to providing a range of extra-curricular activities and programmes which allow pupils to continue learning and growing outside of the traditional school day.

Working with Our Communities: We believe education is a community effort and that it takes the involvement and support of parents, guardians and wider community members to give children the best start in life. That's why we are committed to working closely with our communities to provide resources and support to help them better understand and support their children's education.





Partnerships with External Organisations: We know we can't do it alone and that's why we are committed to partnering with a range of external organisations and experts to bring new ideas, resources, expertise and opportunities to our schools.

Educational Excellence: Above all, we are committed to educational excellence. We believe every child has the potential to achieve greatness, and we are dedicated to providing the best possible education to help them reach their full potential.

We are excited to work towards our BHAG and make a positive impact on the lives of children everywhere.

*Note: BHAG is a real term (not one we've made up!) which comes from Jim Collins' management book *Built to Last*.



How we deliver our BHAG



To achieve this goal, we have identified five strategic areas which will help us make a positive impact:

- First Class Professional Development for All Staff
- Education Beyond 9am to 3pm
- Working with Our Communities
- Partnerships with External Organisations
- Educational Excellence

At the individual school level, each school has its own priorities and development plans. However, they use the strategic goals as a framework to address those priorities and solve issues. For example, if a school has identified a need to focus on phonics in its development plan, it can use the strategic goals to identify resources and support to help address that issue.

In addition to the work at the individual school level, the Trust central team works on initiatives and projects that will impact all schools. For example, the creation of a Saturday provision is a project which will benefit all of our schools and pupils.

We believe that by using a combination of school-level and Trust-wide initiatives, we can deliver on our BHAG and make a positive impact on the lives of our children and families.



Education Beyond 9am to 3pm



Welcome to education beyond 9 til 3!

We believe education doesn't end when the school bell rings and that's why we are committed to providing a range of extra-curricular activities and programs which allow pupils to continue learning and growing outside of the traditional school day.

There are many reasons why this is important to us. We believe every child has the potential to achieve greatness and that by providing additional educational opportunities can help them reach their full potential. We also know children learn in different ways and at different speeds, and offering a variety of educational experiences allows us to meet the needs of all of our pupils.

So, what are we doing to provide Education Beyond 9am to 3pm? Here are just a few examples:

Creating extra provision before and after school, and on Saturdays: We know Saturdays are a busy day for many families, but that doesn't mean learning opportunities stop. That's why we will be offering extra educational activities, sports, life lessons and enrichment-focussed programs on Saturdays, to give all students the opportunity to continue learning and growing.

Developing our online content: With the rapidly evolving online world, we recognise technology has the power to connect us with people and information from all over the world at any time and we are committed to using it to our advantage. We are working to develop a range of online resources and programs which allow pupils to continue learning and engaging with their education from home.



Extending the school day: We know a traditional 9-3 school day doesn't work for everyone, and that's why we are exploring the potential of extending the opportunities we offer outside of the school day to allow students opportunities to learn more and experience new things .

Widening provision for our children: We are always looking for new and innovative ways to provide education beyond the classroom, and that includes partnering with external organisations and experts to bring new ideas and experiences to our pupils.

We are excited to continue providing Education Beyond 9-3 and giving our pupils the best possible start in life.

(If you would like to partner with us in our journey to provide opportunities outside of the usual 9am to 3pm, we'd like to hear from you: info@matoffice.org)



First Class Professional Development for All Staff



Welcome to First Class Professional Development!

We believe the quality of education a child receives is directly linked to the quality of the staff who teach them, and that's why we are committed to providing ongoing professional development for all our staff. We believe investing in our staff is investing in our students, so, we are dedicated to providing the training and support our staff need to be the best they can be.

There are many reasons why professional development is important to us. It helps our staff stay up-to-date on the latest research and best practice in education. It also allows them to learn new skills and techniques they can bring back to the classroom, helping to improve the overall quality of education we provide.

So, what are we doing to provide First Class Professional Development? Here are just a few examples:

Investing in apprenticeships: We believe everyone has the potential to grow and learn, and that includes our staff. We are committed to investing in apprenticeships and other learning opportunities which allow our staff to develop new skills and advance their careers.

Providing professional qualifications: We recognise obtaining professional qualifications can be an important step in a teacher's career, so we are dedicated to supporting our staff to achieve them.





Offering opportunities to shadow and work with others: We believe one of the best ways to learn is by observing and working alongside others, and that's why we are providing our staff with opportunities to shadow their colleagues and work with experts in their field.

Creating career pathways: We are committed to helping our staff grow and advance in their careers, and that's why we are working to create clear career pathways and development plans for all roles.

Digital Platform for CPD: We have a personalised learning platform for staff with a video library of training materials and best practice to support the teaching of children. This allows our staff to access resources and guidance whenever they need it, helping to improve the quality of education we provide.

We are excited to continue providing First Class Professional Development to our staff and helping them grow as educators.



Working with our Communities

Our parents, carers and wider communities are critical to the support every child needs!

As part of our BHAG, we are committed to investing in our communities and have introduced a Community Ambassador programme, led by Katie-Louise Lawrence, Head of Community Engagement. Every school in Maritime Academy Trust has a Community Ambassador, a part-time role that builds trust, connects families to their school and local support, and strengthens a sense of belonging. Through the pillars of Connect, Champion, and Collaborate, our ambassadors celebrate our schools, guide families to the right support, and work with parents, staff, and local organisations to create a welcoming, connected community for all.

By working closely with our communities, it allows us to build strong partnerships and collaborations that can help us connect with more children and families and make a greater impact. This can include partnering with local community centres and other organisations that serve children and families, as well as working with community leaders and advocates to promote the importance of education and support policies and initiatives that benefit children. By involving community members in the planning and implementation of our efforts, we can ensure our work is responsive to the needs and priorities of the people we are serving and that it is sustainable in the long term.

Home visits are another aspect of our community engagement work. We are expanding our home visit programme beyond the traditional Nursery and Reception class approach taken in primary schools to allow more teachers to create a close connection with our children and their families from the very start of each new academic year.

Together we can support our children to thrive!



Partnering with External Organisations



Partnering with external organisations can bring a wealth of benefits to Maritime Academy Trust. These partnerships can provide access to new resources, expertise, and perspectives that can help to enhance the educational experience for our pupils. By collaborating with other organisations, we can also benefit from shared knowledge and best practice, as well as the opportunity to learn from others who may have faced similar challenges and found successful solutions.

Partnering with external organisations can also help us to expand our reach and impact. By working together with other organisations, we can extend our efforts beyond our own schools and resources, and potentially reach a wider audience of pupils and families. This can be particularly important in helping us to achieve our BHAG of ensuring that all children get an excellent start in life.



Educational Excellence



At Maritime Academy Trust, we define educational excellence by one simple goal: ensuring every child gets a great start in life - this is our BHAG.

To make this a reality, our central Education Research Team (ERT) focuses on four key educational USP's (unique selling points). We believe these areas are the driving force of change in our schools and they will enable us to achieve our strategic goal of educational excellence. Our USP's allow us to look beyond just test scores and league tables to focus on what truly matters: the development of the whole child.

Our USPs:

- Digital Learning and AI
- SEND and Inclusion
- Early Education
- Innovation and Professional Development (CPD)

Our approach ensures that children join us ready for school and leave us ready for the world. We don't just teach; we empower. When a child moves on from a Maritime school, they leave as a well-rounded individual with the ambition to reach their goals, the confidence to find their voice, and the integrity to do what is right.

This is our promise: an education that prepares your child for the next stage of learning and for life.

