

A vision for the next decade 2022-2032

To provide an
outstanding all-round
education with
academic fulfilment
at its heart

To add value to our
local community and
provide exceptional
boarding for those
outside it

To develop curious,
resilient and empathic
young adults, who
are confident to follow
their own path

Our intent

- Cranbrook School intends to become the leading co-educational selective state boarding school in the UK. We intend to increase our day student roll over the next 8 years to provide at least 200 more places for local children.
- Funding generated by that growth will develop greater financial resilience for the future. And help increase numbers of teaching staff. The result of this will be an expanded, more modern curriculum that will offer a greater range of academic pathways to our students, with a core strand of this in technology.
- This growth will also initiate an ambitious programme of fundraising to deliver an estates masterplan that would build a new Horsley block by 2025 and relocate the sporting heart of the school to Cornwallis Field by 2030.
- We intend to keep boarding at the heart of our operation by working relentlessly to keep it full and therefore of the highest quality to benefit boarders best. Meanwhile, we intend to improve the quality of our provision in other areas of the School by investing time and funds in staff training and wellbeing, and reviewing systems and staffing structures. This will impact teaching and learning, pastoral care, the co-curriculum and boarding.
- By focussing on the granular detail of school improvement in these areas, a wide variety of outcomes for the children in our care will improve.
- We intend to develop educational approaches to diversity, inclusion and mental health that will enable our leavers to make a difference to society in the C21st.
- We intend to make partnership and collaboration with local primary schools and Cranbrook town a central thread to ensure that we are benefitting them as much as possible.
- Underlying all this development is the intent to be true to our 1518 foundation, our history, the ethos and friendly feel of a 'small' school, and the traditional grammar and boarding strengths by which we have always defined ourselves.

Our 10-year course for future success

The execution of this vision will result in Cranbrook School

- Becoming the leading co-educational selective state boarding school in the UK
- Expanding its roll by 200 students, with local children a priority
- Matching that expansion with appropriate buildings and improved facilities
- Delivering excellent teaching and learning in a broader range of academic subjects
- Improving the quality of its boarding, co-curricular and pastoral provision
- Retaining its small-school feel, with wellbeing a priority for staff and students
- Living, breathing and teaching its core values of kindness, integrity, curiosity, aspiration and individuality
- Continuing to be a school that looks out and forward, while being proud of its history and traditions

Our values



Our motto

Maiores tento praesentibus aequus

Equal to today, I reach for greater things

Strategic priorities



Learning and achieving

Student progress

We will improve students' academic outcomes by adding more value, more consistently, across all subjects and year-groups. We will do this while emphasising the value of a holistic education, rather than allowing "academic success and exam results" to be the dominant theme at school or at home.

Curriculum

We will develop learning routes that will enable all Cranbrookians to feel academically fulfilled, and prepare them for modern life, where technical skills and aptitudes sit beside traditional academic ones. Most importantly, our curriculum will encourage a love of learning for its own sake. This will be especially important at Sixth Form. A-levels will remain the focus, reflecting the rigour and level of challenge that should be in our curriculum, but variety will increase. We will ensure that our curriculum remains adaptable to changes in the National Curriculum, relevant, and that our timetable delivers the best framework for effective learning.

Teaching and learning

We will enable teachers to feel inspired by their subject and craft so that they are more able to inspire their students, creating high-quality learning habits and a rich learning culture. Dialogue around teaching and learning will become embedded in the school week. This culture will generate high expectations of students and of staff. These high standards will be applied consistently across the school.

Inclusion

We will continue to offer an excellent academic education to all Cranbrookians, regardless of background, disadvantage, additional needs or barriers to learning. We should expect numbers requiring learning support to grow as the school does. Those students will continue to be offered outstanding support from our SEN department.

Care and character

Pastoral care and safeguarding

We will continue to keep the safety and welfare of children our top priority; we will continue to invest in training for our safeguarding and pastoral teams to enable this. Each child should expect a warm, supportive atmosphere where they are known and valued as an individual by their Tutor and Head of House. We will improve the security of what is a very open site.

Student wellbeing and mental health

We will continue to educate to pre-empt and prevent mental illness, while de-stigmatising it. We will provide the support mechanisms that will enable students struggling with mental illness to feel hopeful and continue to access all that school and life offers them. We will train all staff in Mental Health First Aid to support this.

Character and values education

We will ensure that we actively and explicitly nurture the following characteristics in each Cranbrookian, in line with our school values and motto:

Cranbrookian Values

- Kindness
- Integrity
- Curiosity
- Aspiration
- Individuality

Cranbrookian Character

Respect for others and appreciation of diverse perspectives
Acceptance of challenge and ability to bounce back
Willingness to serve with humility and lead with courage
Willingness to take risks and be creative
Understanding that success comes from hard work

Student voice

We will improve systems and structures around student voice, ensuring that children's views are taken into consideration regularly and in a variety of forums, and that they can see the action taken as a result of expressing those views.

Community and culture

Admissions

We will continue our journey to be a better 'local' grammar school for those living in the area, while maintaining our 'hybrid' position of being selective but community-focused in admissions. We will add value to our local community by widening access and raising aspirations. We will create a school more accessible to disadvantaged families.

Diversity and equality

We will celebrate and teach about the diverse population of the school, the UK and the world and place this at the centre of school culture – gender, race, sexuality, ability, neurodiversity, nationality, age, religion. By celebrating difference, we will encourage a sense of togetherness and community. We will ensure Cranbrook remains a school where all students feel confident to come into school as themselves.

Staff wellbeing

We will develop a bottom-up culture of staff wellbeing where all support and academic staff feel valued, able to attain some balance between their work and life, and able to contribute to that culture themselves. All staff will feel able to raise concerns about colleagues or their own circumstances. We will build a happy staff community that supports itself within a well-defined framework of positive management and excellent CPD opportunities.

Partnerships and Cranbrook town

We will continue to see relationships with feeder primary schools and other secondary schools like us (state/independent, local, and national where appropriate) as critical to realising our own strategic priorities, while also adding value to our local community. We will ensure our centuries long relationship with Cranbrook town, its people, institutions and businesses continues to flourish to the benefit of both parties. We will support the foundation of a local non-selective school. We will build relationships in the wider Kent community with key stakeholders and institutions.

Old Cranbrookians

We will continue to ensure that we are a school for life by working hard to build positive relationships with alumni, celebrating their successes and creating regular opportunities for them to get together to remember their time at school.

Governance and legal framework

We will ensure that the governing body reflects the make-up of our school community, that its constituent members and Chairs meet the School's needs, and that governors undergo regular training to help them fulfil their roles effectively. As DfE ambitions change to put all schools in 'families', we will put ourselves in a strong position either to form our own MAT or to join one that will allow us to retain our identity and individuality.



Boarding and breadth

Boarding

We will retain the headline importance of boarding to Cranbrook's ethos even as our day student population grows. We will maintain the size of our offer, but improve its quality. We will ensure that boarders never represent less than 25% of our student population. We will develop a separate, detailed strategy for boarding. We aim to be seen as the best state boarding school in the UK by 2027.

Co-curriculum

This is a key asset in helping children discover what they love and is one of Cranbrook's most distinctive features. We must aim for widespread participation and a high-quality experience, encouraging students to strive for excellence. We must ensure that the students' experience can be recorded and monitored and that it lives up to our marketing.

Growth and space

Finance

We will build our reserves to protect ourselves better against funding changes, provide greater scope for development (boarding, curricular and co-curricular growth), and ensure the core Tuition expenditure of salaries, classroom resources, and maintenance supports our strategic aims fully. With increased financial resilience, we will be freer to plan more ambitiously and problem-solve more effectively.

Development

We will improve our development operation to help us realise our strategic aims. We will build a culture of giving amongst parents and OCs so that regular subscription is the norm and target-driven appeals both expected and exceptionally well managed by us to strengthen relationships with donors. We will also consider corporate sponsorship and the judicious disposal of outlying assets where desirable.

Estates Masterplan

We will deliver key estates projects on the Masterplan to meet the educational demands of a growing school population and to deliver our strategic aims. We will build and develop, while retaining the site's wide horizons and feeling of space. Major site developments will focus on expanded teaching space (Horsley Block, 2025) and centralised sporting space (Cornwallis Field, 2030).

Infrastructure and Facilities

We will continue to invest in infrastructure, IT and facilities to ensure that the School functions efficiently and effectively and enables us to deliver our strategic aims. IT systems will be able to flex to meet the demands of an expanded curriculum, modern study skills, and constantly developing modes of working and communicating.

Marketing

We will focus and modernise our marketing to increase its impact on boarding recruitment in the South East and nationally, while continuing to work with agents to recruit overseas. We will focus local marketing and publicity on accessibility and the value that we add to that community.

Ecology and Environment

We will make Cranbrook a more sustainable, energy-efficient and environmentally friendly school. We will decrease our carbon footprint. We will ensure that our green spaces are appreciated by students, can be used for learning, attract wildlife, and become an attraction in themselves for nature lovers.