

Avondale Preparatory School Management and Marketing- SDP 2023-24

MARKETING

TARGET	Related Actions: The steps that need to take place to achieve the target	Person (s) Responsible	Cost	Target Date	Review Autumn 2023 (RAG and Notes)	Review Spring 2024 (RAG and Notes)	Review Summer 2024 (RAG and Notes)
Raising the profile of the school through marketing and advertising.	Post weekly on Instagram and Facebook including advertising up-coming events	GBT	£0	On going	Fortnightly. Increase in posts Spring 2024	Email sent to all staff as reminder.	
	Regular posts boosted to increase website visits and shares.	GBT	£25-30	Termly	Not completed	Email sent to all staff as reminder.	
	Share stories in a local newspaper for positive local publicity.	GBT	£0	Termly	Not completed	Email sent to all staff as reminder.	
	School to host two Open Days to attract potential parents and pupils to view Avondale in action.	All staff	£0	Autumn 2023 Summer 2024	Autumn Open day completed	Summer Open Day Scheduled.	
Increase the number of admissions in our EYFS classes, with a focus on Tots and Nursery.	Regularly display banners outside school to advertise and promote Nursery.	SW	£	Termly	Changed regularly to focus on up-coming events	Numbers in EYFS significantly grown. Increased advertising no longer required.	
	Post fortnightly on Instagram and Facebook with a focus on Nursery and Tots	GBT	£0	Fortnightly	Not completed regularly		
	Regular posts boosted to increase website visits and shares.	GBT	£25-30	Termly	Not completed		

	Introduction of 'Stay and Play' to encourage parents to interact within our Nursery settings.	VS SP	£0	Termly	Not completed	Not completed	
	Nursery staff to interact/engage with perspective parents during 'walk arounds' and 'visits'	VS SP	£0	On going	On-going by implemented.	This is happening when VS or SP are able to step out of the classroom.	
	Termly meeting with VS and SP to discuss strategies to increase admissions moving forward.	GBT VS SP	£0	Termly	Not completed	Not completed	

MANAGEMENT & LEADERSHIP

TARGET	Related Actions: The steps that need to take place to achieve the target	Person (s) Responsible	Cost	Target Date	Review Autumn 2023 (RAG and Notes)	Review Spring 2024 (RAG and Notes)	Review Summer 2024 (RAG and Notes)
To continue to develop strong leadership structure, ensuring that leaders are able to make a positive impact within school and that leaders have vision of the school – recognising the strengths and areas for development.	To develop a wider understanding of the roles within the leadership structure.	SLT		On going	Summer 2024		
	To create opportunities for leaders to network and work collaboratively with colleagues	SLT		On going	Summer 2024		
	To embed a distributive performance management model that professionally develops staff at all levels.	SLT		On going	Summer 2024		
	To encourage staff to take greater responsibility for their performance management	SLT		On going	Summer 2024		