



endeavour
multi academy trust

Strategic Plan 2025 – 2028

Key Objectives



Our educational family will be empowered through personalised learning and development for life

Achieving Our Vision through Our Values

INDE**P**ENDENT LEARNERS FOR LIFE
UNI**Q**UE SCHOOLS ENRICHING ALL
AMBITIO**U**S IN OUR OUTLOOK
K**I**NDNESS TO ONE ANOTHER
QUALI**T**Y THROUGH LEADERSHIP AT ALL LEVELS
INTEGRIT**Y** WITH STRONG MORAL PRINCIPLES

Equity of Provision and Opportunity

Working together to keep children safe to secure the best outcomes in learning, in work and in life.



Executive Summary

Endeavour Multi Academy Trust (MAT) has continued to thrive since the launch of its previous strategic plan, now encompassing a growing family of schools committed to inclusive, high-quality education. The Trust currently supports seven schools, each rated Good or Outstanding by Ofsted and serves a diverse and expanding pupil population.

Since the last plan, Endeavour MAT has welcomed three new mainstream schools, significantly strengthening its collaborative network. The central team has grown in both size and expertise, enabling the Trust to offer enhanced services across leadership development, safeguarding, estates, finance, and curriculum support. Cross-school collaboration has flourished through well-established network groups, fostering innovation and shared best practices. These achievements reflect Endeavour MAT's unwavering commitment to empowering learners and staff, and its readiness to embrace future growth with integrity, ambition, and kindness.

Endeavour Multi Academy Trust is entering a new chapter—one defined by ambition, innovation, and a renewed commitment to excellence. With a strong track record of school improvement, a secure financial foundation, and a values-driven culture, we are uniquely positioned to grow and extend our impact and influence across the region and beyond.

This strategy is a bold, ambitious, forward-looking blueprint that reaffirms our purpose and sets out a clear path to becoming a nationally recognised exemplar of educational excellence.

Where We Are

A high-performing Trust with a consistent record of improving outcomes for children.
Financially stable, with the capacity to invest in innovation and growth.

Guided by a clear vision: *“Learning within the family of the Endeavour Multi Academy Trust schools is an adventure rich with opportunities for lifelong learning, personal development, achievement and enjoyment.”*



Where We Are Going

Growth with Purpose: We will pursue a more assertive and strategic growth agenda, actively seeking new schools and business partnerships. We will also explore associate school models to broaden our reach.

Investing in our People: Our ambitious People Strategy will ensure that all staff develop their skills and talents and are appropriately rewarded and retained.

Endeavour's unique selling point lies in our ability to deliver personalised, inclusive education through strong collaboration and bespoke academic and vocational pathways—preparing every learner not just for exams, but for life.

This is not a generic promise. It is a distinctive proposition rooted in our values and proven through our outcomes. Through strategic growth, innovation, and a relentless focus on child-centric outcomes, we are building a Trust that is not only bigger, but braver, bolder, and better. We are not content to be a “me-too” Trust. Our ambition is to become an exemplar—known for our impact, respected for our values, and sought after for our transformational results. This is the aspiration that drives us. This is the imperative.

This is **why Endeavour**.

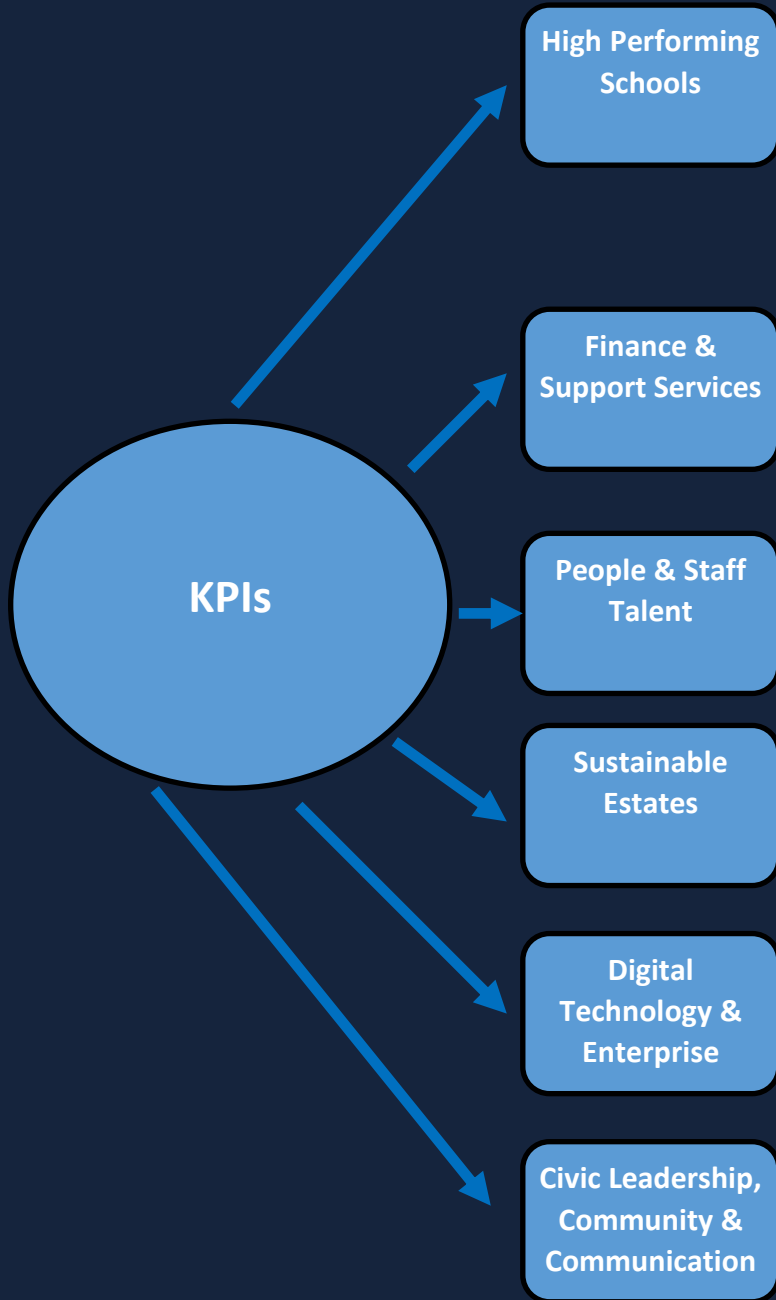
Enterprise and Innovation: We will monetise our school improvement expertise, bid for external contracts as a central team, and develop new income streams to support sustainability and reinvestment.

Ambition Through the Lens of Schools: Every initiative will be rooted in the lived experience of our schools. We will invest today's resources for today's children, ensuring that our ambition translates into tangible, child-centric outcomes.

Sustainability and Stewardship: Our growth will be underpinned by a commitment to long-term sustainability—financial, environmental, and organisational. We will build capacity, develop leadership pipelines, and ensure our infrastructure supports scalable success.

Underpinning this Strategic Plan are more detailed key performance indicators, financial and improvement plans. These plans are monitored by the Chief Executive Officer who reports and is held accountable by the Board.





- In every school, the revised and refreshed curriculum, aligned with the Curriculum Review, will be more ambitious, tailored to the unique context of each setting, and expertly sequenced to ensure the unique needs of ALL pupils are met so that they master knowledge and skills with increasing depth and complexity towards challenging end goals
- School leaders will utilise the comprehensive, ever-evolving central database of Trust-wide expertise to address professional development needs within their schools to drive strategic innovation across the Trust through targeted deployment of talent and insight
- Our Trust-wide experts will lead and model educational excellence by delivering bespoke, high-impact professional development, strategically aligned to the specific needs of individual schools and clusters of schools with a clear aim of transforming the quality of teaching and raising standards for ALL learners
- With expert guidance and input from the Endeavour Specialist Support Service, schools will implement highly personalised provision ensuring pupils with additional needs not only access the curriculum, but thrive within it, achieving the best possible outcomes and fulfilling their potential
- The Endeavour Teaching and Learning Conference will become a flagship event that serves as a platform to celebrate innovation, amplify excellence and drive professional collaboration across the Trust, while positioning Endeavour as a beacon of educational excellence
- A culture of unwavering safeguarding excellence will ensure that every pupil and staff member thrives in an environment that champions safety, well-being and belonging, underpinned by proactive systems, continuous improvement, and a shared moral purpose.

- The establishment of a Business Development function comprising representatives from across the Trust and the formulation of a strategy to achieve this
- The development of an Income Strategy, supported by a business case, that will be presented to Trustees for approval, identifying a central team structure required to set up and deliver this
- Successful evaluation and award of contracts to relevant suppliers ensuring delivery of specified benefits and optimising value for money
- Implementation of new systems that will ensure that schools can run financial reports independently of central finance.
- A re-organisation of roles and tasks to facilitate centralisation of transactional activity.

- Recruitment of a highly knowledgeable and experienced Director of People
- To implement the People Strategy and Plan with clear outcomes
- A clear talent map across the organisation and school level with defined pathways in place resulting in improved recruitment and retention
- Data show a reduction in sickness absence, incidents, and staff turnover with improved Employee Net Promotor Scores
- Staff will feel recognised and rewarded for their contribution to the Trust demonstrated by improved retention and improved Employee Net Promotor Scores
- A simple and consistent resource and recruitment process will ensure both internal and external staff are encouraged to apply

- The new estates strategy supports the growth of estates over three years
- The asset management plan identifies the priorities for each school and supports development
- Climate action plan is in place by December 2025 and schools evidence moving towards net zero and eco status over three years
- School sites are used collaboratively and to benefit the community
- Schools will have access to a range of additional revenue streams.

- Commission a Digital Lead
- Install a fully operational network infrastructure
- Implementation of a platform-neutral, hybrid learning environment employed by staff and students
- All MAT pupils will have access to common ICT resources that promotes autonomous/independent learning
- Use of AI to gain efficiency improvements for all staff. Impact of AI on workload will be measurable

- Mutually beneficial links established with organisations and charities to support staff and pupil wellbeing and ensure sustainability
- The raised profile of Endeavour MAT schools ensures schools are the first choice for parents, maintaining full PAN year on year.
- The wider school sector will benefit from the educational expertise that sits within the Trust's schools
- Opportunities created for shared community events and engagement particularly for the Burton cluster