



Kerry Inscker (KIN)
Executive Principal
kinscker@swbacademy.org.uk

Responsible for;

- Vision and ethos
- Academy policies
- Self-Evaluation Form, Academy Development Plan, Target Setting
- Health and Safety, Safeguarding (Child Protection)
- Strategic leadership of Finance, HR and Resource Management
- Liaison with Academy Trust/Sponsors and other stakeholders

Line Manages

- Vice Principals
- Deputy Vice Principals
- PA Principal



Dawn Bailey (DBA)
**Vice Principal – Raising Standards
 Leader**

dbailey@swbacademy.org.uk

Responsible for;

- Overall responsibility for achievement of KPIs in Y11
- Set and maintain focus on KPIs linked to Y11 outcomes for all students, including good passes in English and Maths and P8 measures
- Strategic planning and implementation of Wave 2 intervention for all years
- Drive use of Risk Registers across Y7-13 impact of interventions
- Development of Personal Tutoring/DTT methodology across the academy
- Lead on PiXL partnership and resulting initiatives
- Examinations strategy and Modified Timetables for Y10/Y11 students

Line Manages

- Senior Directors KS3, KS4, KS5
- Year Achievement Leaders
- Exams Officer



Jane Dickens (JDI)
**Deputy Vice Principal – Student
 Services and Safety**

jdickens@swbacademy.org.uk



Martyn Palfreyman (MPA)
**Vice Principal – Operations and
 Resources**

mpalfreyman@swbacademy.org.uk

Responsible for;

- Student recruitment and Primary Liaison (Y7) and Secondary Liaison (Y12)
- Strategic management of marketing, including Public Events and publications
- Operations staff recruitment, development and retention including Appraisal
- Academy ICT Hardware and digital communication strategy
- Health & Safety, EVC Trips, Academy Transport, Duty Rotas
- Ensure effective and robust Line Management of Operation Departments
- Management of HR Function including staff absence, recruitment etc

Line Manages

- ICT Network Manager
- HR/Admin Manager
- Business and Community Manager
- Facilities Manager
- Finance Manager

Responsible for;

- Safeguarding / Child Protection - Designated Child Protection Officer
- Student well-being, First Aid/Medical, Anti-Bullying, British Values (anti-extremism) etc
- Pastoral interventions for those on the Student Support register
- Attendance / Lates
- External Agencies , MAST Referrals, Looked After Children, Alternative Provision
- Strategic leadership of SEN Strategy to ensure SEN students make good progress
- Strategic lead on “Learning for Life” including SMSC/PSHCE and House

Line Manages

- Senior Director Student Support
- Student Support Team
- Attendance Team
- Safeguarding Team
- House Leaders



Bridget Ball

Assistant Principal – Teaching and Learning

bball@swbacademy.org.uk

Responsible for;

- Ensure high quality teaching & learning
- Improving the quality of teaching and learning (CPD, sharing best practice)
- Impact of leadership upon teaching and learning (Monitoring & Evaluation)
- Ensure outstanding Behaviour for Learning (pedagogy focus)
- Ensure a coherent and effective curriculum in place across the academy
- Achievement and provision across the Faculty

Line Manages

- Faculty of Sport and Performance
- CPD Leader
- Teaching Taskforce Leader



Ian Middleton

Assistant Principal – Student Engagement

imiddleton@swbacademy.org.uk

Responsible for;

- Ensure outstanding attitude to learning and behaviour across the academy
- Student Rewards programme
- Student Leadership development
- CEG strategy across the academy
- Liaison with Student Support Team

Line Manages

- CEG Leader
- Behaviour Leaders



Elizabeth Plumpton
Assistant Principal – English and Languages

eplumpton@swbacademy.org.uk

Responsible for;

- Achievement and provision across the Faculty
- Ensuring high profile/effective implementation of the Academy literacy strategy
- Introduction and development of Accelerated Reading programme
- Strategy for literacy intervention for all year groups
- Provision of Catch-Up for Year 7
- Provision for STARS students

Line Manages

- Faculty English, Law and Languages



Melanie Parker
Assistant Principal – Maths and Data

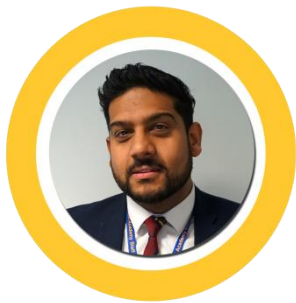
mparker@swbacademy.org.uk

Responsible for;

- Achievement and Provision across the Faculty
- Support AP Assessment & Standards in development of data strategy
- Academy strategy for development of numeracy skills across the curriculum
- Strategy for numeracy intervention across all year groups
- Academy Timetable

Line Manages

- Faculty Maths & ICT



Lavkesh Lal
Assistant Principal – Science and Technology

llal@swbacademy.org.uk

- Responsible for;
- Achievement and provision across the Faculty
- Development of STEM across the academy
- Development of a coherent and effective Homework strategy across the academy including Flipped Learning
- Support VP Raising Standards with raising student achievement through focus on Other Pot for P8

Line Manages

- Faculty of Science and Technology



Jon Stokes
Assistant Principal – Humanities

jstokes@swbacademy.org.uk

Responsible for;

- Achievement and provision across the Faculty
- Development of ICT Pedagogy across the academy
- Support VP Raising Standards with raising student achievement through focus on EBacc Pot for P8

Line Manages

- Faculty Humanities and Social