

## Senior Leadership Team (SLT)



**Kerry Inscker (KIN)**  
**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



**Clive Jones (CJO)**  
**Senior Vice Principal**

cjones@swbacademy.org.uk

### Responsible for;

- Deputise for Principal as required
- Overall achievement within subjects through line management of Faculties
- Overall responsibility for Sixth Form provision and achievement of KPIs
- Strategy for monitoring and evaluating provision across all aspects of the academy including the Academy Development Plan
- Teaching staff recruitment, development and retention
- Management of external monitoring and support programme
- ICT T&L Strategy development
- Academy policies relating to student learning
- Student attitude to learning
- Quality of Teaching and CPD, including appraisal

### Line Manages

- Sixth Form
- All Assistant Principals



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

[dbailey@swbacademy.org.uk](mailto: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



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

[mpalfreyman@swbacademy.org.uk](mailto: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



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

[jdickens@swbacademy.org.uk](mailto:jdickens@swbacademy.org.uk)

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



**Jane Gaffney (JGA)**  
**Deputy Vice Principal – Assessment and Standards**

[jgaffney@swbacademy.org.uk](mailto:jgaffney@swbacademy.org.uk)

Responsible for;

- Strategic management of performance data – historical and current, including external reporting
- Target setting and monitoring of performance including strategic lead on academy internal data reports
- Ensure robust data tracking and analysis in place (Y7-13) and used effectively
- Ofsted and Special Project lead

Line Manages

- AP Data
- Pupil Premium Champion
- Data Manager



**Bridget Ball**

**Assistant Principal – Teaching and Learning**

[bball@swbacademy.org.uk](mailto: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](mailto: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