

## West End Schools' Trust Business Plan 2014-16

### Operations and Business Development

Aspect	Action	Evidence
Trust Identity	The WEST Prospectus will be available to all schools and partners from the day of launch. It will identify the vision, values of the Trust, key personnel, agreed operations and future operational and business plans. This will be published for all schools and potential partners.	WEST prospectus shared with schools and partners.
	The WEST logo/motto will be selected for use upon all WEST documents etc. WEST stationery will be printed and utilised for all WEST business. Schools will receive WEST banners to represent membership of the Trust and assemblies will be held in schools – they will be displayed within school entrances. This will be publicised as part of the launch operation.	WEST logo and motto developed. WEST banners created and displayed in schools entrances (where space allows). WEST logo appears on each schools' website letterhead, and on items such as identity badges.
	WEST intends to develop a website which all stakeholders can access. The website design will link all current websites across the Trust and will celebrate work by professionals and pupils alike. It will outline all of the WEST Trust work.	WEST Website created (westendschoolstrust.co.uk) linking to all seven school websites. The site outlines the work of WEST and includes a news section.
	The WEST Trust will launch operations with a celebratory event to mark collaboration across the Trust. This event will be publicised within the press and across all schools.	Not actioned
Trust Operations	The 'Trust Business Plan for 2015' will be developed into a longer term, 3 year plan for the business of the Trust	The Business plan for 2014-15 was extended to 2015-16, a new Business Plan for 2016 and beyond is in development.
	The Trust will appoint a leader of Trust operations. The title of the role and job description will be defined.	Trust Officer appointed.
	A handbook of operations will be published to identify the roles and responsibilities of the WEST leadership. Additional key roles will be defined including the operational relationship between the board, the chair, the company secretary and the leader of operations. The handbook will also identify times and dates of meetings and events.	Trust structure (including relationship between Board and working groups), Terms of Reference and Delegation of Authority created and shared.
	Administrative support for Trust business will be outlined to support the role of the operations lead and the board.	Administrative support delivered by the Trust Officer.
	The start-up funding formulae and arrangements will be outlined and all members will contribute to the WEST Trust fund. The initial contribution for each school will be agreed and administered by the board through the work of the operational leader.	Contribution agreed and processed.
	Charitable status will be explored and a plan to maximise the designation will be developed and clearly defined.	Charity status explored - WEST are currently an Exempt Charity regulated by DfE. WEST is therefore not eligible for registration with the Charity Commission. However, we have registered with HMRC for a Charity Reference Number for the purposes of tax relief
Stakeholders & Partnership	The relationship and role of formal partners will be developed and defined through liaison with individual named representatives from the partnership group. Beneficial partnership with the myriad of other agencies external to the Trust will be on-going.	Partnership developed with Newcastle University. Other partnerships being explored.
	Liaison with associates will continue and the contribution of associate members will be developed and monitored through the operational work. Their role will be clearly defined and developed for the benefit of the Trust. The operational lead will outline key contributions and potential benefits to liaison.	In progress
The Pupil Community	The parent group will be engaged initially through opportunities to attend Trust events for pupils but also the instigation of specific parent activity programs will be investigated and initiated.	WEST Men's Group established at St John's School. Other community work on-going
	Pupils across the Trust will be aware that they are part of a wider formal community. Pupil launch events in school will publicise the work of the Trust and the contribution pupils can make. An official pupil launch event will be undertaken.	Sport events developed across Trust Schools. Pupil Council established.