

The Independent Schools of King Edward VI

# Strategic Plan

2025 – 2027



KING EDWARD'S SCHOOL  
BIRMINGHAM



KING EDWARD VI  
HIGH SCHOOL FOR GIRLS





# Welcome from the Chief Master & Principal



As we approach our 475th year at KES, the original school of the Foundation of King Edward VI, we move forwards with great confidence into our next chapter, building on our established position as two schools of national distinction, and as the two leading independent schools in the region.

While it is undeniably a challenging time in our sector, the decision two years ago to initiate a shared mission, joint aims and strategic plan was a bold one, which will enable us to be stronger together. We remain two distinct schools, with different traditions and inflections, which reflect the heritage and character of KEHS and KES; and at the same time, we work together as equals for the benefit of our pupils across the campus. The insights gathered from pupils, parents and staff through many surveys, focus groups and forums in recent times, have been instrumental in guiding this strategy for the future flourishing of KES and KEHS.

We look forward to all parts of our school community working together to bring these exciting plans to life in the coming years, securing our distinguished heritage for our present pupils, and for the future.

**Kirsty von Malaisé**  
Chief Master & Principal





# Our Mission & Aims

The Independent Schools of King Edward VI provide an outstanding and scholarly education to the brightest pupils, in the heart of Birmingham, irrespective of their social or economic background. Through an unrivalled holistic approach, we enable our pupils and staff to pursue excellence in school and beyond, inspiring them to lead fulfilling lives of contribution, purpose and service in their local community and the wider world.

We aim:

- To offer a rich and ambitious programme of academic, co-curricular and service opportunities in a stimulating and supportive environment
- To foster self-reflective and grounded individuals who have a strong moral compass
- To generate a culture of scholarship, in which academic outcomes and learning for its own sake are both valued
- To celebrate the diversity of our communities, cherishing both difference and all that unites us.





# Our Shared Purpose



## Excellence

We are leading schools in the UK, recognised for our pupils' outstanding academic, pastoral and co-curricular education.

We recruit and retain outstanding staff, striving to develop ourselves professionally so that we can all be at our best.



## Character

Our unparalleled co-curricular programme provides all pupils with opportunities to develop leadership, teamwork and communication skills, and the ability to develop resilience and confidence for the world of tomorrow.

We develop pupils' strong moral compass, healthy and positive attitudes, and their curiosity.



## Community

We are a diverse and inclusive community, underpinned by a sense of belonging and pride to be part of such distinguished schools.

We have strong engagement and communication with parents and alumni, working together for common goals.

We prioritise our Assisted Places provision, creating as needs-blind access to the schools as is possible.

We develop strong partnerships within the King Edward VI Foundation and beyond, fostering an ethos of service.



## Sustaining excellence

We maintain responsible financial and resources management to ensure long-term sustainability.

We have a clear vision for the 475 campaign, strengthening our networks of Old Edwardians.





# In pursuit of excellence

## We will:

- Manage the change to a partly joint Sixth Form curriculum, ensuring outstanding outcomes for all.
- Develop the digital strategy, enabling the development of digital pedagogy, enhancing systems and reducing staff workload; and improving digital literacy through the curriculum.
- Build leadership capacity within the staff body and development opportunities to retain our excellent staff.
- Prioritise the development of Teaching and Learning excellence, including adaptive teaching proficiency in all staff.
- Develop our success with US, medical, engineering and Oxbridge applications.
- Enable our pupils with SEND to continue to make excellent progress.
- Review the KS3 curriculum to consider knowledge, skills, academic research, presentation, oracy, and self-efficacy.
- Ensure that pupils have proactive pastoral care through excellent support, for example through the embedding of the School Nurse role at KES, and an outstanding pastoral curriculum.
- Maintain breadth, inspiration and increase participation in our signature co-curricular programme.
- Continue to build an expert, unified and impactful Senior Leadership Team.
- Develop and deliver a bespoke Middle Leader Development Programme for new and aspiring middle leaders among our staff body.





# In pursuit of character

## We will:

- Identify and promote our shared values that contribute to a successful learning culture.
- Ensure that excellent attitudes to learning are promoted through our attendance strategy.
- Promote strong awareness of what it means to be global citizens, mapping international-mindedness in the curriculum and co-curriculum.
- Develop and maintain a comprehensive and highly-regarded PSHE programme at KES.
- Promote respect for all, celebrating the diversity of the community in a truly inclusive culture.
- Introduce CCF at KEHS.
- Maintain and develop further our educational visits programme.
- Develop a Friday Afternoon programme for KES that has breadth, interest, primary partnerships and service opportunities, and leadership development, and consider introducing this at KEHS too.





# In pursuit of community

## We will:

- Improve recreation spaces and dining spaces.
- Ensure pupils are safely and effectively supervised on site.
- Strengthen communication with parents via a Parent App.
- Provide staff in both schools with access to the same opportunities.
- Utilise the 475-anniversary campaign to make the KES and KEHS story known in the region, and build engagement with stakeholders.
- Develop and deliver a plan for parental engagement with our strategic aims.
- Continue to contribute to and develop partnerships with King Edward VI Foundation schools, increasing the quality of opportunity for all.





# In pursuit of sustaining excellence

## We will:

- Review the curricula and timetables to align as far as practical and desirable to enable harmonisation, collaboration and economies of scale.
- Expand the KEHS Year 7 intake from September 2026.
- Develop philanthropic giving to Assisted Places and capital projects in the 475 campaign.
- Strengthen our position as the leading choice for top-performing applicants in our entrance processes.
- Invest in our estate and educational priorities.
- Increase the size of our Sixth Forms through retention of current pupils and recruitment of the brightest new pupils in the region.
- Audit and increase revenue from lettings.
- Conduct feasibility studies into minibus routes, to ensure accessibility.
- Explore taking our brand into the international sector, to fund our Assisted Places programme.





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HIGH SCHOOL FOR GIRLS

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