

Goals and Values Statement

Reviewed: 25/10/2025 (Post Summer Review)

Next Review Date: 25/10/2026

By: All

Summary Statement:

“To maintain and build on our reputation as a school dedicated to providing our clients with a high level of customer service, a welcoming and caring atmosphere in our schools and the chance to meet and learn about other cultures.”

Goals:

- To constantly strive to improve upon the satisfaction of all our customers meeting their high expectations and making them feel valued and well looked after
- To increase student numbers at all our centres, seeking new business opportunities using a wide range of marketing methods
- To vary our product line building partnerships with local organisations to enable us to offer more innovative and attractive courses.
- To use technology to streamline our processes making life easier for our customers and enabling our staff to concentrate on exceeding student expectations.
- To provide teaching staff with a supportive and creative environment in which to help us delight our young people.
- To provide our students with a stimulating educational and leisure environment
- To continue to improve on the ways we ensure sensible, practical, and common-sense safeguarding is implemented in a real and meaningful way throughout the organisation.
- To treat each student as an individual and strive to meet their learning needs.
- To continue to build on our network of high-quality host families who care for and support our students and our school.

Values:

- To care for, respect and value each other and our clients.
- To be supportive, fair, and trustworthy for all our staff, colleagues, clients and partners.
- To provide an environment for staff to be engaged, self-directed with high levels of job satisfaction.
- To create a place where people with different strengths, ideas, interests, and cultural backgrounds work together to help our school succeed.
- To communicate clearly and be open to others' views.
- A flat and transparent management structure where all can be heard, and all feel valued.