

Mission statement

The Manchester Schools' Alliance (MSA) is a key part of Manchester's self-improving school system. The MSA is a not-for-profit company based on cooperative principles, creating a partnership led by schools to provide a distinctive Manchester voice for education. It provides a powerful presence for Manchester schools in all key decision-making affecting education in the City and supports schools in their drive to help Manchester children and young people to be the best they can be. Membership is open to all schools in the City. The MSA works with key partners in Manchester and in the Region. It works closely with the City Council, which shows its commitment to the MSA's aims by being a contributing member.

Our strategic aims

We will:

- Broker city-wide partnerships for school improvement, building on the existing strong collaborative ethos
- Enable schools to respond to the shifting educational policy landscape and the challenges of increasing demands and responsibilities, and build capacity accordingly
- Promote effective and innovative practice, connecting initiatives across the city
- Work strategically with MSIP, the City Council and other key partners to meet the needs of Manchester schools
- Actively participate in Manchester's Strategic Education Partnership which is chaired by the Council Leader
- Use the cultural, creative, technological and economic heritage and on-going excellence in the City and region to better connect schools and pupils to inspiration, aspiration, employment and skills.

Our two to three year objectives

1. Delivery of our offer					
Objective	Impact evaluation / PIs	2015/16	2016/17	2017/18	2018/19
1. Develop our programme to meet the needs of our members, including regular conferences, training events and professional networks	<ul style="list-style-type: none"> • Event attendance • Number of schools / governing bodies engaged • Evaluation reports • Annual self-review by groups 	<ul style="list-style-type: none"> • 390 attendees at meetings & events • 96 different schools engaged. • Assessment & RSC conference came out of PSG • Governor Events based on feedback from previous year • Well attended sessions based on current issues; RSC academisation event – 51 delegates, Prevent-49 delegates. • Agreed to fund & manage FFT going forward 	<ul style="list-style-type: none"> • 440 attendees at meetings & events (Inc. 146 governors) • 107 different schools engaged • Ofsted conferences ran in p/ship with LA • FFT continues to be an attraction for new members. • Working with local MAT to provide EAL sessions. • Creation of MCR Literacy Network • Offered subsidised places for MSA members to attract new members 	<ul style="list-style-type: none"> • 276 attendees at meetings & events (Inc. 79 governors with 1 session to go) • 87 different schools engaged • Working with LA on 'Working towards Excellence' session • FFT continues to be an attraction for new members. • Working with local MAT to provide EAL sessions. • Creation of Primary EAL Network • Offered subsidised places for MSA members to attract new 	

<p>2. Facilitate and support city-wide strategic groups and networks of schools</p>		<ul style="list-style-type: none"> • PSG continue to meet half-termly • Creation of SSG that meets half-termly • Gov Ref Grp met half-termly • Supporting regular High School Heads group and Collaborative subject groups • SEP Board meets 4 x per year • Facilitating and supporting SEMH sub-group 	<ul style="list-style-type: none"> • PSG continue to meet half-termly • SSG continue to meet half-termly • Supporting regular HSH group and Collaborative subject groups • Facilitating and supporting Special School Heads • SEP Board meets 4 x per year • Supported LA in creation of Literacy Network 	<p>members</p> <ul style="list-style-type: none"> • PSG continue to meet half-termly • SSG continue to meet half-termly • Supporting regular HSH group and Collaborative subject groups • Special School Heads continue to meet half-termly • SEP Board meets 4 x per year • Supported creation of Primary EAL Network • Supporting a HT Wellbeing working group • Currently setting up Primary Science Lead networks • Member of Consultative Group • Representation on the C4LE steering 	
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4. Be an active partner in Manchester Schools Improvement Partnership, as a voice for school improvement across the city		<ul style="list-style-type: none"> Representation on the School Improvement Partnership Board 		<ul style="list-style-type: none"> Representation on the School Improvement Partnership Board 	

<i>2. Effective marketing and communications</i>					
<i>Objective</i>	<i>Impact evaluation / PIs</i>	2015/16	2016/17	2017/18	2018/19
1. Engage all Manchester schools in active membership	<ul style="list-style-type: none"> Membership numbers Regular newsletters Website hits/followers 	<ul style="list-style-type: none"> 106 members Including FFT in Offer going forward Promotion of MSA at events such as Governor Conference & English conference and RSC session. Re-think around how to 'sell' this to secondary schools 	<ul style="list-style-type: none"> 131 members FFT continues to be offered Promotion of MSA at other events where non-members in attendance Majority of secondary schools members through MSC 	<ul style="list-style-type: none"> 145 members FFT continues to be offered Promotion of MSA at other events where non-members in attendance Promotion of MSA at events where non-members in attendance. 	
2. Develop an		<ul style="list-style-type: none"> 5,079 website hits 	<ul style="list-style-type: none"> 3040 Website 	<ul style="list-style-type: none"> 2100 website hits 	

<p>effective communications strategy with our members</p>		<ul style="list-style-type: none"> • 447 followers on Twitter • 4 newsletters produced • Regular emails re. other adhoc opportunities 	<p>hits</p> <ul style="list-style-type: none"> • 515 followers on Twitter • 4 newsletters produced • Regular emails re. other ad-hoc opportunities 	<ul style="list-style-type: none"> • 625 followers on Twitter • 4 newsletters produced • Regular emails re. other ad-hoc opportunities 	
<p>3. Develop our website and use of social media as our key means of communication</p>		<ul style="list-style-type: none"> • 5,079 website hits • 447 followers on Twitter • Future Development in website needed 	<ul style="list-style-type: none"> • 3040 website hits • 515 followers on Twitter • Website updated regularly • Twitter used to advertise sessions • Future Development in website needed • New page added for schools to share safeguarding resources 	<ul style="list-style-type: none"> • 2100 website hits • 625 followers on Twitter • Website updated regularly • Twitter used to advertise sessions 	

3. Efficient and effective management and financial structure					
<i>Objective</i>	<i>Impact evaluation / PIs</i>	2015/16	2016/17	2017/18	2018/19
1. Maintain core staffing of a Lead Headteacher and a Business Manager	<ul style="list-style-type: none"> • Business accounts • Annual report 	<ul style="list-style-type: none"> • Lead Headteacher and Business Manager in post • New Lead Headteacher recruited for September 16 	<ul style="list-style-type: none"> • Lead Headteacher and Business Manager in post 	<ul style="list-style-type: none"> • Lead Headteacher and Business Manager in post 	
2. Secure an income level to maintain staffing and carry out the detailed operational objectives agreed by the Board for delivery of this plan	Annual Income: £72,000 (Provisional)	<ul style="list-style-type: none"> • Total income 15/16 was £75,000 	<ul style="list-style-type: none"> • Total income 16/17 was £89,810 	<ul style="list-style-type: none"> • Total income in 17/18 £92,350 	