



**EDULLECT ACADEMY**  
— INDEPENDENT SCHOOL —



# STRATEGIC PLAN 2025 - 2028



Edullect Academy Independent School  
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# Executive Summary



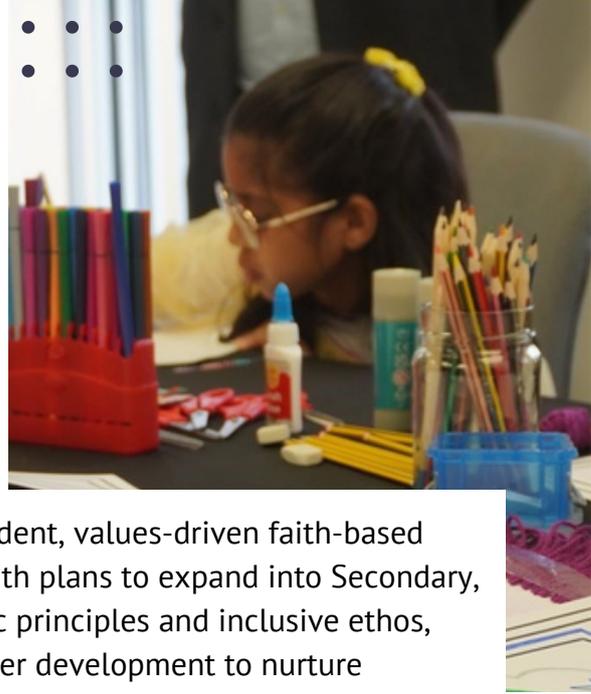
Edullect Academy Independent School is a values-driven institution committed to delivering outstanding education rooted in academic excellence, Islamic character development, and inclusive ethos. This strategic plan outlines our roadmap from 2025 to 2028, guiding the launch of our Nursery and Primary provision, the development of Secondary and Sixth Form with SEND support, and the expansion of branches across the UK and internationally.

Our vision is to foster academic, moral, and spiritual excellence. Our mission is to stimulate intellectual growth, instil moral virtues, and inspire leadership through a curriculum that integrates maths, science, arts, technology, and Islamic knowledge.

The plan is structured around ten strategic strands: Curriculum & Learning, Ethos & Character, Student Experience, Staff Development, Governance & Leadership, Parent & Community Engagement, Financial Sustainability, Growth & Expansion, Brand & Recruitment, and Risk Management. Each strand includes clear goals and KPIs aligned with Ofsted “Outstanding” standards.

We draw inspiration from Al-Ghazali, Ibn Khaldun, and Bloom’s taxonomy to deliver a holistic pedagogy that unites belief, cognition, ethics, and experience. Our curriculum is guided by the C-R-I-T-I-C-A-L framework and Core-8 Islamic values, preparing students to become confident, ethical leaders who benefit humanity.

This plan reflects our commitment to excellence, inclusion, and sustainability as we build a network of beacon schools across the UK and abroad that empower students and communities.



# Edullect Academy

Edullect Academy is a (UK) DfE approved independent, values-driven faith-based school offering Nursery and Primary education, with plans to expand into Secondary, Sixth Form, and SEND provision. Rooted in Islamic principles and inclusive ethos, Edullect blends academic excellence with character development to nurture confident, ethical learners prepared to lead with knowledge, faith, and purpose.

## Vision

To deliver education of an outstanding quality that fosters academic, moral, and spiritual excellence.

## Mission

To stimulate intellectual growth, instil moral values and virtues, and inspire faith, confidence, and leadership. We aim to be a beacon school specialising in maths, science, arts, technology, and Islamic knowledge.

## Our Moto



### Knowledge

We pursue academic excellence through rigorous, inquiry-driven learning that empowers students to think critically and creatively.



### Faith

We nurture spiritual growth and moral character, guided by Islamic principles and universal values that promote compassion, integrity, and justice.



### Purpose

We inspire students to lead with confidence, ethics, and conscience—equipped to serve their communities and contribute meaningfully to the world.



# Founder & CEO's Message



## Shah Sher Ali

NPQEL, MA, PGCE, B.Eng (Hons)

At Edullect Academy, our vision is bold, our mission is clear, and our commitment is unwavering. This strategic plan represents more than a roadmap – it is a covenant with our students, families, and communities to deliver education of the highest quality, rooted in faith, ethics, and excellence.

We are building a network of schools that not only meet the British academic standards of the independent sector, but also embody the spiritual and moral values that define our ethos.

Our curriculum is designed to cultivate critical thinkers, compassionate and ethical leaders, and confident contributors to society – guided by the timeless wisdom of Islamic pedagogy and the rigour of modern educational frameworks.

As Founder and CEO, I am deeply invested in ensuring that every child who walks through our doors is seen, heard, and empowered. Our expansion into Secondary, Sixth Form, and SEND provision reflects our strategic ambition to serve learners across all phases, while our growth into new cities and international contexts demonstrates our readiness to scale impact.

We are committed to operational excellence, financial sustainability, and continuous improvement. Through robust governance, stakeholder engagement, and a culture of reflection, we will ensure that Edullect remains a beacon of integrity, innovation, and inclusion.

This plan is both a declaration of intent and a living document – one that will evolve as we learn, grow, and respond to the needs of our communities. I invite all stakeholders to join us in this journey, as we shape a generation of learners who lead with knowledge, faith, ethics, and purpose.



**“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”**

**– Malcolm X**

# Our Ethos & Institutions Philosophy



At Edullect Academy, we believe every human being has inherent worth and purpose. Our foundation is rooted in a deep spiritual belief in God (Allah) as the Creator of all things—seen and unseen—and in the timeless guidance brought through His messengers. These teachings promote justice, compassion, integrity, and the equality of all people.

Inspired by the [Quran \(49:13\)](#):

***“O humanity! We created you from a single male and female, and made you into nations and tribes so that you may know one another. Truly, the most honoured of you in the sight of God is the most righteous. Surely, God is All-Knowing, All-Aware.”***

This message speaks to all of humanity. It reflects our belief that diversity is a strength, and that through mutual respect, shared values, and a commitment to good character, we build a stronger, more compassionate society.

Edullect Academy welcomes pupils of all faiths and of none. While our ethos is shaped by Islamic principles, we promote an environment where everyone feels valued, respected, and included.



***“Raising Confident, Compassionate Ethical Leaders Grounded in Universal Human Values”***



# Core 8 Values & Educational Philosophy



Edullect Academy’s educational philosophy integrates academic excellence with moral and spiritual development. At its heart are the Core 8 universal (Islamic) values—embedded across curriculum, pastoral care, and school culture. These values align with British Values such as democracy, the rule of law, individual liberty, and mutual respect, creating an inclusive environment where all pupils are nurtured to thrive.

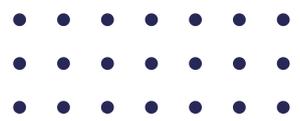
Through evidence-based pedagogy, culturally responsive teaching, and character education, we prepare learners to think critically, act ethically, and contribute meaningfully to society.

**Whether a pupil follows Islam, another faith, or none, our approach encourages all students to grow with knowledge, faith, integrity, resilience, and purpose.**

## Core-8 Universal (Islamic) Values

Value	Description
Compassion	Showing empathy, care, and concern for others
Faith	Understanding one’s beliefs and respecting others; sincere Islamic practice
Forgiveness	Cultivating patience, understanding, and the ability to forgive
Generosity	Giving time, kindness, and support selflessly
Honesty	Acting with integrity, truthfulness, and moral responsibility
Inclusion	Embracing diversity and involving those different from ourselves
Modesty	Practicing humility in action, appearance, and thought
Respect	Valuing every individual with dignity and openness





# Edullect Academy's Curriculum Intent

At Edullect Academy, our curriculum is designed to cultivate academic excellence, spiritual depth, and ethical leadership. It is rooted in Islamic educational philosophy and enriched by modern pedagogical frameworks, ensuring that every learner is nurtured intellectually, emotionally, and morally.

## The C-R-I-T-I-C-A-L Framework

Our curriculum is guided by the C-R-I-T-I-C-A-L framework – a holistic model that prepares pupils to thrive in a complex, interconnected world:

	Value	Description
C	<b>Creativity</b>	Encouraging imagination, storytelling, and artistic expression
R	<b>Resilience</b>	Building confidence through effort, goal-setting, and positive mindset
I	<b>Independence</b>	Promoting responsibility through choice and self-directed learning
T	<b>Technology</b>	Using digital tools safely and effectively for learning
I	<b>Inclusivity</b>	Adapting to diverse learning styles, languages, and needs
C	<b>Collaboration</b>	Fostering teamwork, listening, and shared problem-solving
A	<b>Action</b>	Inspiring inquiry, eco-projects, and community service
L	<b>Leadership</b>	Developing responsibility and care through small leadership roles



# Strategic Framework: Ten Strands

This plan is structured around ten interconnected strands that define Edullect Academy’s operational and educational priorities. Each strand includes a clear focus and measurable KPIs to guide implementation and evaluation.

Strand	Focus
<b>1. Curriculum &amp; Learning</b>	Academic excellence, curriculum innovation, and C-R-I-T-I-C-A-L framework
<b>2. Ethos &amp; Character</b>	Embedding Core-8 values across school life
<b>3. Student Experience</b>	Enrichment, wellbeing, and leadership development
<b>4. Staff Development</b>	CPD, career pathways, and wellbeing
<b>5. Governance &amp; Leadership</b>	Strategic oversight, compliance, and school improvement
<b>6. Parent &amp; Community Engagement</b>	Working Groups, outreach, and partnerships
<b>7. Financial Sustainability</b>	Sustainable fee model and income diversification and transparency
<b>8. Growth &amp; Expansion</b>	UK replication and international pilot (Türkiye first)
<b>9. Brand, Marketing &amp; Student Recruitment</b>	Digital strategy, reputation building, and enrolment growth
<b>10. Risk Management &amp; Mitigation</b>	Proactive identification and governance of operational risks

# 1. Curriculum & Learning



## Strategic Aim

Deliver a spiritually grounded, inclusive, and values-driven curriculum that fosters academic excellence, personal growth, and moral development – preparing pupils to thrive as confident, ethical, and future-ready citizens and leaders.



## Implementation Priorities

- Embed the C-R-I-T-I-C-A-L framework across all phases.
- Integrate Islamic pedagogy (Al-Ghazali, Ibn Khaldun) with Bloom's taxonomy.
- Use formative assessment and digital tools to personalise learning.
- Offer differentiated pathways: National Curriculum, Hifz, 'Alimiyyah, and vocational options.
- Conduct annual curriculum and inclusion audits.



- ≥95% pupil progress in core subjects by Year 2
- C-R-I-T-I-C-A-L values mapped across all subjects
- Formative assessment embedded in 100% lesson plans by Year 1
- Staff fully trained in integrative pedagogy and Islamic educational philosophy by Year 2
- ≥95% pupils exceed national benchmarks by Year 2



# 2. Ethos & Character

## Strategic Aim

Embed Core-8 universal (Islamic) values and British values across school life to cultivate moral integrity, spiritual awareness, and respectful citizenship.



## Implementation Priorities

- Integrate Core-8 values and British Values into Friday khutbahs (sermons), assemblies, curriculum, pastoral care, and recognition systems.
- Promote compassion, honesty, inclusion, respect, leadership and responsibility alongside democracy, the rule of law, individual liberty, and mutual tolerance.
- Launch “Character in Action” service-learning projects that reflect both faith-based and civic responsibility.
- Align staff appraisal and student rewards with the combined values framework.
- Host annual Core-8 Festival and Values Week with cross-curricular themes linked to British Values.



### KPIs

- 100% staff trained in Core-8 and British Values integration
- Termly student-led assemblies themed around both Islamic and civic values
- ≥95% positive ratings in Ethos & Conduct from student and parent surveys end of Year 1
- Values framework embedded in staff appraisal and pupil recognition systems
- Annual Ethos Impact Index reviewed and published

# 3. Student Experience



## Strategic Aim

Provide a rich, inclusive experience that nurtures wellbeing, leadership, and personal development.



## Implementation Priorities

- Establish House System: **Mercy - Sincerity - Peace - Wisdom.**
- Create leadership roles: Champions, Peer Mentors, Parliament, Wellbeing Ambassadors.
- Deliver pastoral excellence through sermons, counselling, mindfulness, and faith guidance.
- Expand enrichment: STEAM, arts, enterprise, interfaith dialogue.
- Establish and offer broader skills curriculum and experiences: Horse riding, archery, trampolining, Forest learning experience



- ≥95% pupil satisfaction
- ≥90% participation in enrichment
- All students above age of 6 years to be given horse riding sessions as part of broader PE and skills curriculum
- Leadership roles in every class
- 100% pupils access careers and mentoring pathways, particularly for Secondary School and Sixth when they are launched



# 4. Staff Development



## Strategic Aim

Empower staff through professional growth, wellbeing support, and leadership development.



## Implementation Priorities

- Launch Professional Growth Framework (PGF): CPD, mentoring, research, reflection.
- Implement personalised development plans and coaching cycles.
- Provide support for NQTs in completing their ECT programme.
- Support leadership to complete relevant leadership national professional qualifications.
- Introduce Emerging Leaders Programme.
- Provide wellbeing fund, recognition schemes, and flexible work options.
- Provide Ofsted readiness training under the new Ofsted Framework released in Sep. 2025.



## KPIs

- 100% staff CPD participation
- Staff successfully enrolled on relevant ECT programme by year 2
- Management and leadership enrolled on relevant NPQ programme by end of Year 1
- ≥90% staff retention from year 2 onwards
- Annual wellbeing survey completed end of every year
- Termly “Teaching Excellence” symposia held

# 5. Governance & Leadership

## Strategic Aim

Ensure strategic oversight, compliance, and continuous improvement through robust governance and ethical leadership.



## Implementation Priorities

- Establish Strategic Governance Advisory Team - critical friend to the school leadership.
- Establish Strategic Steering Group for Secondary and Sixth Form.
- Conduct fire safety compliance audit.
- Conduct annual safeguarding and compliance audits.
- Align policies with DfE, ISI, GDPR, and KCSIE.
- Embed servant leadership and succession planning.



- Strategic Governance Advisory framework operational in Year 1
- Fire safety inspection report with full compliance.
- Termly review conducted by various teams and groups
- Independent quality assurance every two years
- Leadership development pathways launched

# 6. Parent & Community Engagement

## Strategic Aim

Build strong relationships with families and communities through outreach, collaboration, and shared governance.



## Implementation Priorities

- Form Parent Working Groups across curriculum, enrichment, safeguarding, and marketing.
- Host termly community events and feedback forums.
- Partner with local community service groups, mosques, charities, universities, and local authorities.
- Launch Edullect Alumni Network and Community Impact Report by end of year 2.



- Form Parent Working Groups across curriculum, enrichment, safeguarding, and marketing
- Working Groups formed by end of Term 1
- $\geq 3$  outreach events/year
- $\geq 90\%$  parental satisfaction
- $\geq 80\%$  community partnership participation



# 7. Financial Sustainability



## Strategic Aim

Ensure long-term financial health through ethical stewardship, diversified income streams, and strategic investment—supporting Edullect’s growth, accessibility, and mission delivery.



## Implementation Priorities

- Transparent and inclusive fee structure (reviewed annually): Nursery £4,195; Primary £7,074 (Inc. VAT); Admissions £660 (Inc. VAT)
- Auxiliary income: lettings, clubs, community events, summer schools, publishing, training
- Fundraising target: £60,000.
- Core-8 Patron Circle for philanthropic support.
- Financial planning aligned with ethical stewardship and community benefit.
- Commercial partnerships for income generation and to support expansion agenda.
- Financial scenario modelling to support risk mitigation and strategic decision-making.



- Balanced budget achieved by Year 2
- Annual operating surplus after year 2  $\geq 15\%$
- Fundraising targets met annually
- Financial reserves  $\geq 3$  months operating costs by end of Year 1
- Establish one corporate/commercial partnership by end of Year 1
- Auxiliary income contributes  $\geq 10\%$  of total revenue by Year 3
- Annual financial audit completed with positive assurance rating

# 8. Growth & Expansion



## Strategic Aim

Scale Edullect's model through UK branch replication and international pilot, maintaining ethos and quality.



## Implementation Priorities

- Open Secondary and Sixth Form with full SEND provision (2026).
- Establish partnership with like-minded ethical organisation(s)
- Initiate the opening of the first branch of Edullect Academy by end of year 1.
- Pilot Turkey campus (Istanbul or Bursa) and develop profit sharing partnership/franchise/licensing model.
- Conduct Global Needs Analysis and modular curriculum adaptation.



- Secondary/Sixth Form operational in Edullect Academy London branch by Sept 2026
- 1 corporate/commercial partnership to support school expansion
- 1 UK branch opened in Year 2; 2-4 in Year 3
- Turkey pilot scoped and launched
- Governance and ethos replicated across all sites



# 9. Marketing & Student Recruitment



## Strategic Aim

Build a trusted, values-led brand and grow enrolment through strategic marketing and community engagement.



## Implementation Priorities

- Launch multi-channel campaigns: website SEO, social media (including TikTok, Instagram, FaceBook, YouTube), webinars, open days, community events.
- Share digital storytelling and alumni features.
- Partner with influencers and community leaders.
- Publish annual impact report and enrolment dashboard.



- Digital strategy launched by Term 1
- Half termly visits to school by community leaders/influencers
- ≥90% enrolment target met annually after year 1
- Conversion rate above sector average
- Positive brand recognition in target communities



# 10. Risk Management & Mitigation

## Strategic Aim

Proactively identify and manage operational risks through governance, contingency planning, and safeguarding culture.



## Implementation Priorities

- Maintain live Risk Register with quarterly reviews.
- Assign Risk Owners and escalation protocols.
- Conduct annual audits and scenario planning.
- Implement business continuity and data protection plans.



### KPIs

- Risk register maintained and updated
- Termly risk reviews completed
- Contingency plans for top 5 risks in place
- Staff trained in risk protocols by Year 2



# Monitoring & Evaluation

Strand	Focus	Frequency
1. Curriculum & Learning	Academic excellence, curriculum innovation, and C-R-I-T-I-C-A-L framework	Termly
2. Ethos & Character	Embedding Core-8 values across school life	Biannually
3. Student Experience	Enrichment, wellbeing, and leadership development	Termly
4. Staff Development	CPD, career pathways, and wellbeing	Annually
5. Governance & Leadership	Strategic oversight, compliance, and school improvement	Quarterly
6. Parent & Community Engagement	Working Groups, outreach, and partnerships	Termly
7. Financial Sustainability	Sustainable fee model and income diversification and transparency	Monthly
8. Growth & Expansion	UK replication and international pilot (Turkey first)	Quarterly
9. Brand, Marketing & Student Recruitment	Digital strategy, reputation building, and enrolment growth	Monthly
10. Risk Management & Mitigation	Proactive identification and governance of operational risks	Quarterly



# Timeline Overview

Edullect Academy's three-year strategic timeline is structured across three progressive phases: Foundation & Innovation, Growth & Launch, and Excellence & Expansion. Each phase builds on the previous, ensuring sustainable development, quality assurance, and mission alignment.



## Year 1: (2025–2026) Foundation & Innovation

- Launch Nursery and Primary (Years 1–6)
- Introduce Islamic pedagogy CPD modules for all teaching staff
- Form Parent & Community Working Groups
- Expand enrichment programme: horse riding, archery, trips, hifz and 'alimiyyah programmes
- Implement full C-R-I-T-I-C-A-L framework across EYFS and Primary
- Launch digital brand campaign and admissions drive
- Ensure financial stability and fundraise for Secondary/Sixth Form
- Begin SEND readiness (no EHC provision yet)
- Conduct first annual curriculum and inclusion audit
- Establish strategic partnership and plan first UK branch

## Year 2: (2026–2027) Growth & Launch

- Open Secondary/Sixth Form with full SEND provision
- Launch first new branch through strategic partnership
- Expand enrichment programme: enterprise, careers, and alumni mentoring
- Formalise partnerships and launch Edullect Community Hub
- Conduct independent quality assurance review
- Publish first Annual Community Impact Report
- Begin Türkiye pilot campus development (site secured, curriculum adapted)
- Launch franchise/licensing framework for international replication
- Financial stability with 10% surplus - reach 80%+ occupancy

## Year 3: (2027–2028) Excellence & Expansion

- Open 2–4 new UK branches
- Launch international pilot (Türkiye) and complete Global Needs Analysis
- Scale digital infrastructure and AI literacy programmes across all branches
- Host national symposium and publish curriculum guide and complete Global Needs Analysis
- Host national/international Core-8 Leadership Summit
- Achieve full Sixth Form enrolment across all UK sites
- Publish first Global Impact Report
- Review and refresh Strategic Plan for 2028–2031 cycle



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**Ofsted**  
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