



# Transforming Reputations

by Always Growing You



## Does your reputation fit?

This guidance will inform context-driven decisions to enhance the reputation of your setting. From taking over an existing setting, or recovering from a damaging Ofsted report or piece of public feedback, the primary aim must be on showcasing improvement, this document will help you to do just that.

### Transparent communication

Proactively communicate with the community, parents, and other stakeholders, about the changes that have happened and the next steps. This can be done through newsletters, website updates, social media platforms, and meetings.

### Highlight achievements

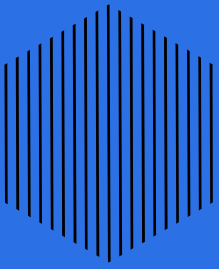
Emphasise the settings recent achievements and successes. This can include improved outcomes, recognition or awards received by children or staff or successful extra-curricular programs.

### Showcase USPs & initiatives

Be specific about what has changed to enhance the learning environment. This could include new curriculum offerings, updated facilities, investment in technology, or innovative teaching methods.

### Get testimonials

Encourage current children and parents to share their positive experiences and testimonials about recent changes. Collect these in a format that can be easily shared widely with others.



## **Remember...**

Consistency, transparency, and a genuine commitment to improvement are key when showcasing a settings positive changes and building trust in its new reputation.

### **Open house and tours**

To allow prospective families, to visit the setting and see the positive changes for themselves and interact with staff and children to get a sense of the improvements being made.

### **Community involvement**

Actively engage with the local community. This can be by volunteering or partnering with community groups, or hosting educational events. This shows the commitment to being a positive force within the community.

### **Long-term planning**

Develop and communicate a clear, comprehensive long-term plan for further improvement and growth. This shows that the settings transformation is an ongoing process and that it is committed to continuous improvement.

### **Collaborate and partner**

Collaborating and partnering with other reputable settings, businesses, or educational institutions can help enhance the settings reputation by association and demonstrate an important shift in mindset.

### **Parent engagement**

Encourage parental to engage in setting activities. This can include regular meetings, workshops, and more that allow parents to contribute to the settings improvement and be invested in its success.

# **Good luck**

**If you have any questions  
please contact:**

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