



ALLEYN'S  
REGENT'S PARK



ALLEYN'S  
HAMPSTEAD

## Brief for the appointment of Executive Headteacher

In partnership with

**COGNITA**




# DISCOVER PURPOSE, CREATE CHANGE

Cognita has entered into a partnership with Alleyn's Schools Group to create two leading independent day schools in North London.

Alleyn's, is South London's finest coeducational day school, consistently placed within the top London schools for academic achievement and a finalist in both the TES and Independent School of the Year awards in 2024. Cognita's flagship London School, North Bridge House, has campuses in Canonbury, Hampstead and Regent's Park.

The Regent's Park and Hampstead campuses will become part of the Alleyn's Schools Group. Alleyn's Regent's Park will open in September 2025 and Alleyn's Hampstead in September 2026. A new Junior School will open in Hampstead in 2026, creating a through school for children aged 2–18, with Nursery, Junior, Senior and Sixth Form sections. Hampstead's new Sixth Form opens this September.

 We're excited to see how you'll help shape the future at Cognita. Good luck with your application – we can't wait to see what you'll bring.

“Thank you very much for your interest in the role of Executive Headteacher here at Alleyn’s Regents Park and Hampstead. I am delighted that you are considering it and I hope to give you a sense of us and why an Alleyn’s school is such a wonderful place to work! Our ROCCK values (Respect, Opportunity, Curiosity, Courage, Kindness) will also indicate what we are seeking to achieve here.

So, why Alleyn’s? Alleyn’s is part of a historic foundation which has been educating young people for more than 400 years. Our namesake and founder, Edward Alleyn, was one of the great Elizabethan players, and playful academic exploration and discovery is something we very much welcome at our schools. As well as acting, Edward Alleyn was also a philanthropist. His school was established to change the lives of children – initially “12 poor scholars”. It is rather wonderful that the original 12 has grown into the large, thriving community of the Alleyn’s Schools’ Group with more than two thousand children across north and south London, reflecting the Founder’s vision. Alleyn’s has been honouring the founder’s legacy, as one of this country’s leading co-educational schools, for generations and we are delighted that you are interested in joining this group.

Along with our history and heritage, we are also very proud of our future-facing outlook, both in our innovative and dynamic curriculum (we have devised exciting AI focused courses which all our pupils study) and in our facilities and in our approach to the adventure of teaching in and learning in and beyond the classroom.

I very much want to tell you about our pupils too. They are engaging, grounded, passionate and interesting young people, who throw themselves wholeheartedly into the life of the school and they are a real pleasure to work with. The really lovely staff/pupil relationships here are critical and they underpin all we do.

I do hope that you will be able to get a sense of energy and fun at the heart of our schools during this recruitment process. The informality, the warmth and the unpretentious approach at Alleyn’s really is infectious and I hope you will feel it, as I did, the moment you walk through the doors. There is nothing entitled, stuffy or pompous about our schools. And we really hope that you will enjoy discovering that for yourselves, during this recruitment process.

May I wish you the very best of luck?”

Warm regards,

**Mrs Jane Lunn**

Head, Alleyn’s



**'IF YOU'RE LOOKING FOR THE EPICENTRE  
OF FORWARD THINKING EDUCATION,  
HERE IT IS' TATLER SCHOOLS GUIDE 2025**



# A WORLD OF SCHOOLS CONNECTED BY A SINGLE PURPOSE


At Cognita, we don't just provide education – we create environments where students, teachers, and colleagues can truly thrive. As part of our global family, you'll join a unique community that's dedicated to shaping the future of education. Our purpose is simple yet powerful: to empower every individual to thrive in a rapidly evolving world.

At Cognita, we believe in the power of individuals to create a lasting impact. Joining us means being part of a community where your ideas, passion, and drive can truly make a difference.

This candidate pack is your guide to discovering how you can thrive with us.

## INSIDE THIS PACK YOU'LL DISCOVER:

- **About Cognita** – learn about what fuels us and keeps us moving forward.
- **Our people promise** – learn about the role you'll play and the impact you'll make with us.
- **School introduction** – learn about the great schools you'll lead.
- **Role overview** – understand how we see you contributing and explore what's expected of you.
- **Benefits** – discover the rewards of becoming part of Cognita.
- **Application process** – find out what's next and how to apply.


 **Want to understand the thread that connects our schools? See our Quality Framework on the next page.**

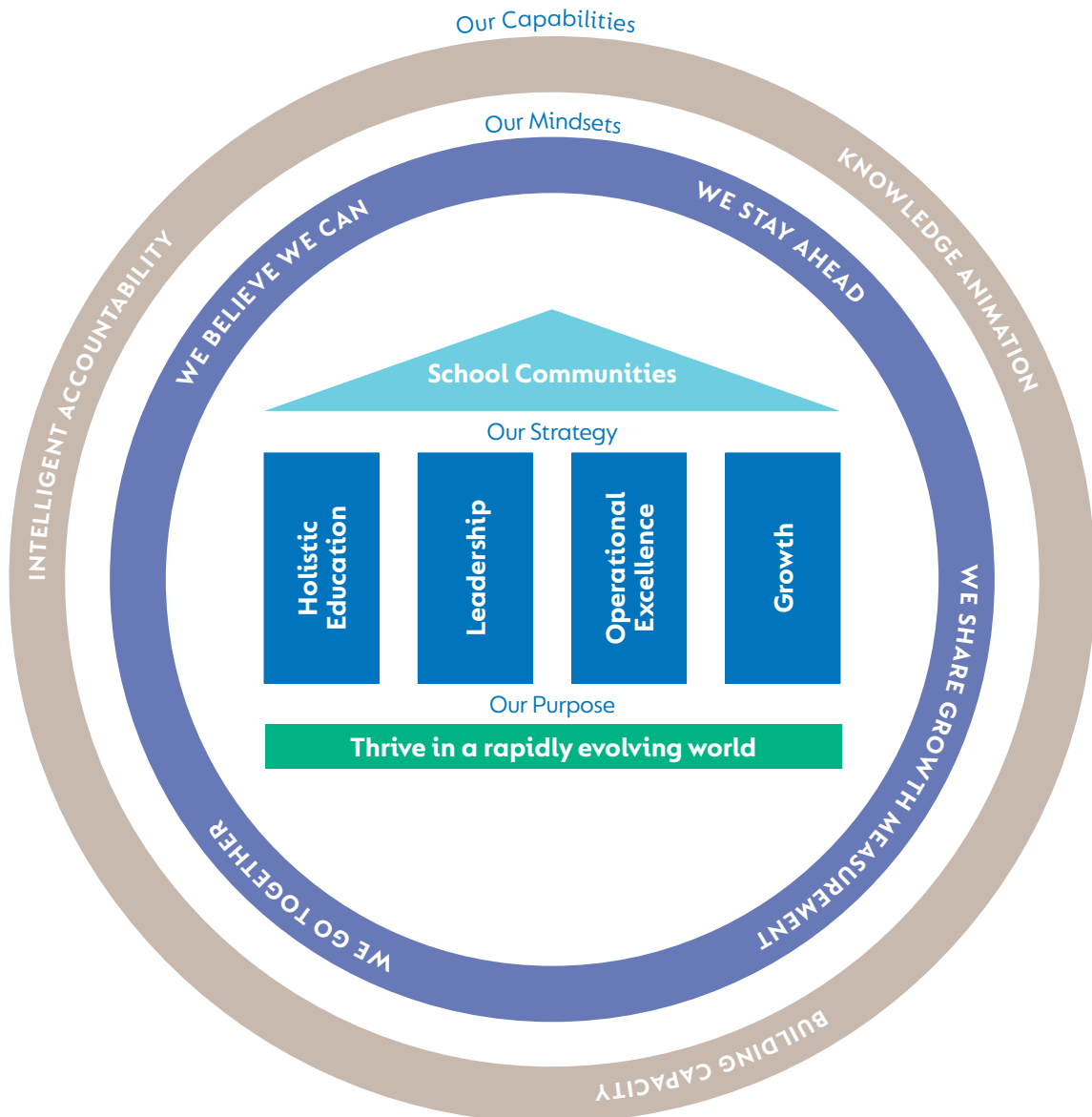
# OUR QUALITY FRAMEWORK

With the support of our Cognita Quality Framework, we ensure that every school maintains its unique identity while benefiting from shared best practices, knowledge, and a global commitment to excellence.

This framework is the golden thread that connects all our schools, helping us create world-class learning environments for everyone.

Every Cognita school is special to us, but we are united by our collective goals, passion for innovation, and commitment to progress. Together, we collaborate, embrace new challenges, and create meaningful change that benefits not only our schools but the communities around us.

 **Keep reading to understand the mindsets that empower us to thrive and brings this all this to life.**



# BUILDING A STRONG CULTURE FOR AN EVOLVING WORLD

For our extraordinary community to fulfil our purpose, we rely on the strength of our culture. We thrive and our students thrive when we go forward together, progress by facing challenge, anticipate the future, and stay open to new ideas and ways of working.

## OUR MINDSETS

Building a thriving culture isn't accidental – it's the result of intentional choices and actions we take every day. By living through our mindsets, we don't just shape the way we work – we build a culture that empowers us to drive purpose and create change so we can grow, succeed and make a lasting impact.

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### WE GO TOGETHER

We are stronger together, as one global schools system and operate with our collective goals in mind. We show up for one another, collaborate widely and share generously.

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### WE BELIEVE WE CAN

We are driven and passionate about what we do. Determined learners, we progress fast by facing challenges and empowering others to do the same. We take ownership of our responsibilities and always believe there is a way.

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### WE STAY AHEAD

We embrace change to stay ahead, whilst maintaining high-standards and best practice. We anticipate the future, not afraid to do things differently so that both our students and our business thrive today and tomorrow.

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### WE SHARE A GROWTH MINDSET

We always consider the needs and perspectives of others. We are open to new ideas and ways of working, connecting to wider perspectives wherever possible.

 **Want to better understand the role you'll play and the impact you'll make with us? Have a look at the next page.**

OUR PROMISE TO YOU

# DISCOVER PURPOSE, CREATE CHANGE WITH US

We are a diverse community, united by a shared purpose: to **thrive in a rapidly evolving world.**

We empower every school, teacher, colleague and student to focus on what they do best.

As a dynamic, committed team in 100 schools in 17 countries, we move fast but securely and progress while maintaining high standards. Find diversity, autonomy, and challenge to build a purposeful career with a variety of opportunities both upwards and sideways.

Join a welcoming, supportive network of talented people who are resilient and driven to achieve. Embrace change and innovate thoughtfully, take in fresh perspectives to achieve ambitious goals and create an inclusive, sustainable future in education. Striving for excellence and encouraging one another, make your mark through intentional impact and creating meaningful change for children and our incredible school system.

Your voice matters in our collaborative, open environment. We show up for one another, care about everyone's well-being and value input from our whole school community. Our strength lies in our diverse and expansive collaboration, championing local ownership and creating opportunities through our differences.

Achieve more in a place that thinks ahead, is unafraid to do things differently, and welcomes new ideas. Create change, grow, care, and always find purpose in a place committed to helping you and everyone thrive.

 Find out what this means for your role on the following pages...

# BE THE CATALYST FOR EDUCATIONAL TRANSFORMATION

Step into a transformative leadership role at Cognita, where your vision and drive will shape the future of our schools. Every action you take has a clear purpose: to inspire both staff and students to achieve their fullest potential. In this role, you will foster innovation, collaboration, and inclusion, creating a lasting impact and championing a shared mission of educational excellence.

## DISCOVER PURPOSE AND CREATE CHANGE WITH US:

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### THRIVE IN AN EXTRAORDINARY COMMUNITY

In our global community, collaboration and shared goals are central. You'll be part of a passionate network that supports and inspires each other. Together, we achieve more than we ever could alone, sharing generously and collaborating widely.

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### CREATE MEANINGFUL CHANGE EVERY DAY

Lead with a bold purpose and inspire transformative educational environments. At Cognita, you'll drive initiatives that promote inclusivity and diversity, making a profound difference in the lives of our students and staff. Your leadership will leave a legacy of progress and excellence.

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### CHAMPION PROGRESS IN EDUCATION

We stay ahead by embracing and role-modelling change, pushing the boundaries of what's possible in education. Your forward-thinking approach will set new standards for innovation, ensuring that our schools continue to thrive today and tomorrow.

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### LEARN AND DEVELOP FROM NEW CHALLENGES

At Cognita, we embrace challenges with determination and optimism. In your role, you'll continually develop new skills and take ownership of your growth, while empowering others to do the same.

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Find out more about Alleyn's Hampstead  
and Regent's Park on the next page...



# 'ALL WE CAN BE' AT ALLEYN'S

## WELCOME TO OUR SCHOOLS

Regent's Park Preparatory School and Hampstead Nursery, Pre Prep & Senior School are part of the North Bridge House Group of Schools, owned and managed by Cognita. Regent's Park Prep is located in a historic, former Convent on the edge of Regent's Park and educates children aged 4–13. Currently preparing for 11+ and 13+ entry with an expectation that it becomes an 11+ centre of excellence as market dynamics and places for 13+ decline.

In Hampstead, we have three school campuses. One is dedicated to Nursery aged children, one for children in Reception to Year 2 and a Senior Campus educating 11–16 year olds, with a Sixth Form opening this September. In September 2026 we will welcome our first Year 3 cohort with years 4, 5 and 6 following, to create a through school from aged 2–18 in Hampstead.

All four campuses are about to embark on a transformational development programme as they prepare to be part of the Alleyn's Schools Group. Remodelling and refurbishment of existing facilities, together with a comprehensive building plan will not only enhance the teaching and learning environments, but will provide first rate facilities and position Alleyn's as a leading provider in the North London market.

## OUR VISION

This is a remarkable time to join our remarkable schools. Alleyn's is at the forefront of forward thinking education and the Executive Headteacher will bring this legacy to the two new schools. Alleyn's vision, "All We Can Be," champions the ideal that every member of the community should have the opportunity to discover and develop their unique talents.

There are seven core elements to an Alleyn's education:

- 1 AiQ "Alleyn's Intelligence Quotient" – Academic
- 2 AEQ "Alleyn's Emotional Quotient" – Pastoral
- 3 All In Co-Curricular & Partnership – Academic
- 4 Aspiring Minds – Scholarship
- 5 Events Programme – The key markers of our school year, and opportunities for collaboration.
- 6 Thought Leadership – Alleyn's leading the debate and challenging the status quo.
- 7 Physical Environment – The marginal gain approach to educational design & smart schools.

The Executive Headteacher will lead the Head Teachers to nurture the alignment of the North Bridge offer to these core elements and develop those needing more focus.

# CAMPUS LOCATIONS



THE ALLEYN'S ROCK – OUR SCHOOL VALUES

RESPECT  
OPPORTUNITY  
CURIOSITY  
COURAGE  
KINDNESS

# WHAT YOU'LL BE DOING

## ROLE PURPOSE

To be an inspirational leader and custodian for students, colleagues and parents as the Executive Headteacher overseeing multiple for-profit schools within the Cognita group.

Although owned and managed operationally by Cognita the educational offer and experience for the children will be authentically Alleyn's. You will be responsible for the commercial success of the school and leading the Alleyn's reputation in North London.

## LEADERSHIP

- Sets the vision & direction for the school in alignment with the Cognita Quality Framework so colleagues, students and parents are inspired by the direction and ethos.
- Embedding the Alleyn's educational curriculum and values across the school community is a pivotal requirement of this role.
- Ensure a clear long-term strategic growth plan is written and delivered in conjunction with the leadership team (and potentially a wider stakeholder group).
- Create a positive and growth-minded culture to develop a conducive environment where staff love coming to work and students have an inspiring environment to learn in.
- Effectively communicate all aspects of the school to its community and the wider organisation.
- Collaboration with Alleyn's and engage with the global learning network within Cognita and ensure positive interactions with central/POD teams and colleagues from other schools.

## HOLISTIC EDUCATION

- Ensure clarity of focus on safeguarding, academic achievement and personal development.
- Embed the Cognita Quality Framework: A3 – Attitudes, Adaptability and Agency.
- Ensure a rigorous focus on pupils' achievement, using data and assessment tools to monitor pupil progress and challenge under-achievement with pupils and colleagues.
- Lead a successful preparation, application and transition program into the next phase of education for all students.
- Be accountable for all requirements regarding inspection and external reviews; ensuring that the School is fully compliant with all current requirements/policies.
- Be an advocate for student well-being and ensure the Cognita Be Well Charter is used as a key tool in student well-being.

## OPERATIONAL EXCELLENCE

- Be accountable for the school finances including budgeting, planning, and forecasting ensuring full ownership of the school P&L.
- Oversee school infrastructure and resources in a commercially appropriate way.
- Knowledge of the company procedures, deadlines and limits of authority, and ensure the school adheres to them.
- Ensure that all staff and volunteer roles are clearly defined, understood and agreed; and that individuals are held to account.
- Recruit, retain and develop staff as leaders in order to build capacity for improvement.

### GROWTH

- Take a leading role in the management of Student Retention and Admissions experience.
- Ensure the marketing of the school is in line with the direction/ethos that has been agreed.
- Recognise business opportunities & explore new avenues of growth, especially by attracting and retaining students.
- Ensure partnerships with parents to support and improve pupil achievement and well-being.
- Create partnerships within the local community to maintain the Alleyn's reputation.

### PEOPLE

- Recruit, retain and develop staff as leaders in order to build capacity.
- Ensure high engagement of staff.
- Be willing to tackle difficult issues.

### SAFEGUARDING AND COMPLIANCE

- Demonstrate a personal commitment to safeguarding, health & safety.
- Lead the school so that it is compliant and provides a safe learning environment for students and colleagues.
- Ensure full compliance with legislation, regulations, safeguarding policies, procedures and code of conduct.

### GOVERNANCE

- Cognita has the legal responsibility and accountability for ensuring that the School is compliant, demonstrating the highest standard of pupil safety, quality of education and effectiveness in all areas of school life.
- Cognita schools do not have governing bodies. However, they all have strong and established governance arrangements and Heads are line managed by a Chair of Governors.
- The Executive Headteacher will also work closely with the Alleyn's Advisory Board.
- Safeguarding and Health & Safety governance visits are held at each school to evaluate their quality for protection for our children. During these visits, the reviewer will speak with the Head, Designated Safeguarding Lead, Educational Visits Coordinator and other staff, as well as always talking to groups of children.

### SENIOR LEADERSHIP TEAM

The role will report to Cognita's General Manager.

The Executive Headteacher works closely with the Senior Leadership Team (SLT).

Following the appointment of the new Executive Headteacher, the SLT will comprise of:

- Headteacher Alleyn's Regent Park
- Headteacher Alleyn's Junior School
- Headteacher Alleyn's Senior Hampstead
- Head of Marketing & Admissions
- Finance Manager

The role will also work closely with the Head, Jane Lunnon and the Alleyn's Senior Executive Group.

# WHAT YOU'LL BRING

## PERSON SPECIFICATION

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### PERSONA

- A kind, personable and charismatic person who has professional gravitas (in and out of school).
  - Understand the importance of 'frontline leadership'.
  - Embraces and manages diversity.
  - Understands why and how to build capacity.
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### SKILLS/ATTRIBUTES/TRAIT

- Strong leadership skills with integrity and a strong moral compass.
  - Has resilience but is willing to be open and learn.
  - Enjoys empowering others and nurturing talent.
  - Able and willing to have honest & tough conversations with colleagues and parents.
  - Ability to simplify the complex.
  - Strong people skills with the ability to build teams and the school community.
  - Excellent written and oral communication skills.
  - Manage competing priorities and meeting deadlines.
  - Able to develop and deliver strategic plans.
  - Professional capabilities and highly developed soft skills to establish and retain the respect of pupils, staff, parents, governors, and other members of the Allyn's community.
  - Capacity to present and speak authentically and persuasively in public.
  - A great sense of humour and energy.
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### EXPERIENCE & KNOWLEDGE

- Demonstrate outstanding teaching practice.
  - Good commercial acumen.
  - Knowledge of safeguarding regulations and Independent Schools Standard & Regulations.
  - Deep understanding of the curriculum.
  - Experience of delivering strong commercial and financial performance.
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### QUALIFICATIONS

- Degree in education.
- Relevant educational qualification/qualified teacher status.
- Masters in education and/or leadership.

## BENEFITS

# THE BENEFITS THAT WILL HELP YOU THRIVE

Our benefits are more than just perks – they’re a reflection of our commitment to your growth, well-being, and success. Whether you’re looking to expand your professional horizons or ensure a healthy balance between work and life, we offer a range of benefits designed to support you every step of the way.

### WHAT YOU’LL GET:

#### CORE BENEFITS

- Competitive salary based on level and experience
- 25 days holiday
- Life assurance
- Pension scheme
- Flu vaccinations
- Employee assistance programme
- My StaffShop discounts
- Cycle to work scheme

#### OTHER BENEFITS (SPECIFIC TO YOUR ROLE)

- Private medical
- Healthcare cash plan
- Discretionary bonus
- School fee discount
- A wide range of professional subscriptions

# GREAT, SO WHAT HAPPENS NEXT?

### HOW TO APPLY

We're excited to get to know you and learn more about your unique skills and experiences. To help us process your application smoothly, here are a few steps to guide you:

- Please submit a completed Cognita application form, along with a cover letter that highlights how your experience and skills align with the role. The cover letter should be no more than two sides of A4 and can be submitted in the specified languages.
- Feel free to include your CV, but please ensure it accompanies the completed application form.
- Submit your application via our applicant tracking system by following the apply now link on the advert. Be sure to submit it by the stated deadline so we can review your application as soon as possible.

We can't wait to meet you. Best of luck with your application, and we'll be in touch with the next steps soon.

### SAFEGUARDING AT COGNITA

At Cognita Schools, we are fully committed to safeguarding and promoting the welfare of children and young people. We expect all staff, volunteers, and third parties to share this commitment. As part of our safer recruitment practices, pre-employment background checks will be conducted before any appointment is confirmed.

### DIVERSITY, EQUITY, AND INCLUSION (DE&I)

At Cognita, diversity, equity, and inclusion are at the heart of everything we do. As a global community spanning over 94 nationalities, we know that our strength lies in our diversity. It's what drives our success and makes Cognita a place where everyone can thrive.

We are committed to:

- Attracting, recruiting, and retaining diverse talent.
- Embedding DE&I principles into every part of school life.
- Fostering inclusive environments where all voices are heard and celebrated.

No matter where you come from or what stage of your career journey you're on, you're welcome at Cognita.



Your journey towards making a real difference starts here and we're excited to see how you'll make your mark.

Contact us at [recruitment@cognita.com](mailto:recruitment@cognita.com) and begin your journey today.



**COGNITA**