



CASE STUDY:

All about the child

Creating a shared culture
and accountability across
Hamwic.



THE CHALLENGE

As Hamwic Education Trust grew, its existing messaging had become increasingly complex and was not always consistently understood across schools and central teams.

The Trust needed a simple, unifying focus that would connect everyone to its core purpose, strengthen accountability and provide a clear lens for decision-making across the organisation.

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THE APPROACH

Hamwic introduced “All About the Child” externally, supported internally by one simple question:

“What about Sam?”

“Sam” represents any child in any Hamwic school, creating a relatable and consistent way to bring every decision back to its impact on children.

Rather than simply introducing a new strapline, the approach was embedded throughout the organisation, including:

- Professional development and staff objectives
- Leadership development and conferences
- Policies and decision-making
- Recruitment and job descriptions
- Governance and strategic challenge
- The Trust’s “One Team” ethos and non-negotiables

Staff across teaching, finance, IT, estates, HR and other functions were encouraged to consider how their role contributes directly to Sam’s experience.

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THE IMPACT

“All About the Child” and “What About Sam?” have created a shared language and clearer sense of purpose across Hamwic.

The approach has resulted in:

- 95% of employees understanding “All About the Child” and “What About Sam?” in the 2025 staff survey
- Greater clarity around how individual roles contribute to pupil outcomes
- Stronger accountability and more purposeful professional conversations
- A shared language across schools and managed services
- Greater engagement and ownership among non-teaching colleagues
- Clearer strategic challenge within governance and decision-making
- Greater consistency between the Trust’s values, recruitment and everyday practice

IN THEIR WORDS...

‘What About Sam?’ has given us a shared language that cuts through complexity. It keeps us grounded, focused and accountable, whatever role we play.



WHY IT MATTERS

In a growing Trust, complexity is inevitable.
Clarity is a choice.

This approach ensures that as HET continues to grow,
we remain firmly and consistently:

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