



Adelaide Bailey

Development Director

King Edward's School and King Edward VI High School, Birmingham

Adelaide began her career at King Edward's in 2012 in the girls' school's outreach department. In 2014 she moved into development, learning from two eminent development directors in a position that grew year-by-year. In 2019, Adelaide was appointed Director across both of the independent schools.

That being said, Adelaide's affiliation with King Edward's began long before that – her parents met at the Joint Modern Languages Society in 1972. As the child of two Direct Grant recipients, who spent their adult lives in the company of school friends, many of whom sent their children to follow in their footsteps, Adelaide is acutely aware of the impact of educational access and how it has shifted over time. She is a fervent believer in creating sustainable access for the generations to come.

Beyond development, Adelaide is proud to be a member of the team behind TuneUp. Launched in October 2020, TuneUp aims to level the playing field, ensuring that a child's socio-economic status does not dictate their access to the arts. Their first event supported over 110,000 children in the UK and today 8% of all UK state secondary schools are members of TuneUp.