

IDPE Schools' Engagement Campaign of the Year

(Development within the school has been established for five years or less)



BARNARD CASTLE SCHOOL

Barnard Castle School – The Barnardian Society and new development office

Starting from August 2022, a completely new programme of regional events, organised and run by Dionne Saville, was put together in four weeks for the entire year ahead, as well as building a new website in order to set up the new development office. The idea was that Dionne and the Headmaster would attend drinks in London every six weeks as well as regional events in Manchester, Edinburgh, Leeds, Newcastle, as well as three major cities in Germany. The purpose of these was to explain the new physical and online space for Old Barnardians of all ages that would enable them to stay engaged with the school, grow their own personal networks, sign up to events and hear about the latest news in the Barnardian community. We met over 300 OBs in person, many of whom had never been to any events before, followed by a further 120 alumni who attended our annual OB Alumni Weekend, following a rejoining of all social media and coherent approach in alumni marketing. The alumni group on LinkedIn has grown by over 250 and 1.9k Old Barnardians are now in a Facebook group. One Young Barnardian attended an event in London and having just lost his job ended up with interviews and started a fantastic new job in Chelsea earlier this year; he also is coming back to speak to Sixth Formers in the next few weeks about his career journey.

The Barnardian Society is a broad name for all Old Barnardians, past and current parents, staff and, of course, all pupils who have attended Barney, as Barnard Castle School is affectionately known, at some point. This space is for everyone wanting to stay involved with the school and will keep everyone updated with school events, current news and links to photos from school life. This website allows OBs to stay engaged with how the school is progressing, but also to be at the forefront of this progression. A major part of this project has been creating the brand-new Careers page, which allows Old Barnardians to register their profession, sign up to mentoring and find other professionals in their industry. The mentoring side of the Careers page will be vital in keeping that relationship between the school and Old Barnardians. We will be able to bring back those registered mentors to work with students during visiting speaker lectures and have been already putting this into practice. We will be building out a 1:1 mentoring and general help with application processes, etc. through a programme with the OB Club called 'Barney Bridge'. Any current students who have an interest in a particular profession will be able to seek help from the Development Office, allowing us to partner them with a professional in the relevant industry. We hope to get this Careers page to the point where all OBs are registering their professions and it becomes a space not only for pupils of the school, but also for OBs who are newly graduated and require jobs as well as others who are

wanting a career change or simply need advice on entering a certain industry. Furthermore, to strengthen our provision, Dionne oversaw the hire of young OB Jasmine Hooper, who joined the office in April of this year as a way of giving back to the Barnardian Community.