



Our MAT and Multi School Package

Grow your MAT or school network with our
award-winning character strengths, role
models and life skills resources

For schools and MAT leaders

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Create YOUR Amazing People trust

Dear CEOs, executive heads, heads of learning and school leaders,

Do you feel that the people your students become are just as important as the exams they take?

Do you want to create an environment where everyone strives to be a positive role model and the teaching connects school, home and community?

At Amazing People Schools, our goal is to help every young person to flourish and our impact is felt through improvement in **behaviour for learning, mental health, essential skills, EDI** and **in-school values and culture**.

If yours is a group of three or more schools, we'd love to talk to you about how we can extend your vision and impact, and support all your busy teams in a way that's highly cost-effective.

In one place, our award-winning learning and development platform offers:

- ✓ Our unique character strength model that's easily accessible for staff and pupils alike.
- ✓ 2,000+ resources, early years to 16, aligned to English, Scottish and Welsh curricula.
- ✓ Access to an ever-growing library of contemporary and historical role models that works across the whole curriculum – English, History, Maths, Design and Technology, and more.
- ✓ Ofsted-readiness through support around 'behaviour and attitudes' and 'personal development' areas.
- ✓ Strategy building content for senior leaders.
- ✓ Teaching guides for a strengths-based approach to **EDI, mental health and wellbeing, SEND, behaviour improvement, careers** and **skills** as well as **oracy** and more.
- ✓ Engaging resources for pupils, crafted by experienced educators including **lessons, assemblies, form time, circle time**, strengths-based **toolkits, careers sessions, wellbeing workouts** and **reflection journals**.



Would you like us to help you and your staff build a values-driven, supportive school culture that prepares young people to be future-ready?

Our trust-wide, MAT package gives all your teachers all they need.

Talk to us about your goals

A handwritten signature in black ink, appearing to read 'F. Corcoran'.

Fran Corcoran

Managing Director, Amazing People Schools

Get support for ALL your schools

Right now, teachers who are looking for character building tools are using their own or school account to access some of the following:

Our award-winning platform:

- Curated for both Primary and Secondary Schools
- Amazing People stories and a Diverse Voices library
- Introduction to character strengths lessons
- Assemblies content
- Subject specific resources
- Pastoral resources for circle time and form time
- Literacy and Oracy activities
- SEND resources
- Behaviour and Wellbeing activities

Support materials:

- Teacher Guides and Toolkits
- Curriculum Links Overviews
- Monthly Key Date and Year Planners

This is great **BUT** the benefit is limited to one school.

If you're part of a Multi-Academy Trust, local authority or Teaching School Alliance there are more ways we can support. **Unlock universal access and dedicated support for all your schools, multi-school pricing and additional benefits with a MAT subscription.**

Any support you or your teachers need – you got it.

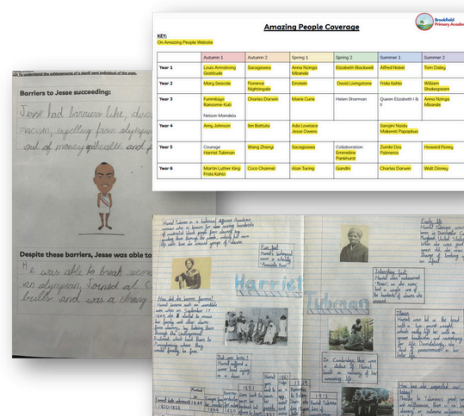
Our education experts are on hand to help your teachers achieve their goals and help you create lasting, trust-wide impact you can evidence.

We can scale to support your whole trust

Case Study: Helping LEO Academy Trust to Roar!

About LEO Academy Trust:

- Based in the London Borough of Sutton and Surrey.
- Nine primary schools, 4,500 pupils and 600 staff.
- A pioneering technology-enabled approach to learning and a partnership with Google.
- Priority: equipping pupils with character strengths and essential life and career skills.



Amazing People Schools started work with one LEO school, then based on our great results, scaled to support schools across the Trust:

- ✓ **Trust-wide: Brought LEO's PRIDE values – (perseverance, respect, imagination, determination and encouragement) – to life** and embedded its 'learning characteristics' through our character strengths and role models.
- ✓ **Brookfield Primary School: Embedded EDI** incorporated diversity into teaching, fostering inclusivity and strengthening community cohesion.
- ✓ **Cheam Fields Primary School: Translated LEO's values for Early Years Foundation Stage.** Created dedicated resources perfect for early years and small world play.
- ✓ **Cheam Fields Primary School: Created an Amazing curriculum,** mapping Amazing People role models and character strengths to LEO's specific programme.

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Amazing People Schools has enabled students to discover more qualities about themselves. It has developed their PRIDE in themselves.

Brookfield Primary Academy,
LEO Academy Trust

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“

We lit the creative fire within many of the students, brought them out of their shells and presented new, unique tasks to adapt to. The students were immersed and inspired.

Liane Clarke, EYFS Team,
LEO Academy Trust

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“

It's been incredibly rewarding to see how Amazing People Schools supports our broader curriculum vision and helps us nurture well-rounded, compassionate, and capable young people.

Julaan Govier,
Year Five Teacher, Science and Curriculum Leader,
LEO Academy Trust

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How can YOUR schools use our platform?



Spark ideas and discussions

and immerse your schools in activities focused on the achievements of amazing people with our teacher guides and toolkits.



Foster positive and inclusive

environments through the stories and of a wide range of role models across many topics in the curriculum.



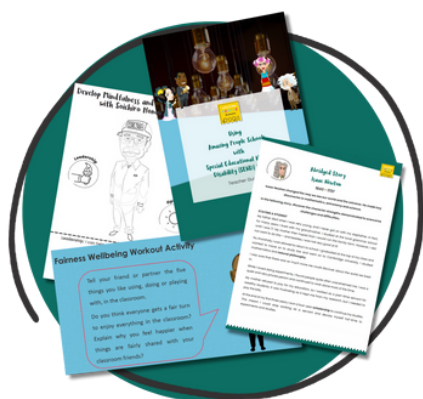
Demonstrate the role strengths play

in our lives with time saving assemblies and lesson plans assemblies, showcasing each of our 24 character strengths in our role models' lives.



Create deep impact

by embedding Amazing People Schools in English, History, Maths, Design and Technology and more with our curriculum links and whole school development plan – all aligned to the English, Welsh and Scottish curricula.



Inspire and engage

your SEND learners with the help of our teacher guides. Find activities to suit your pupils' individual needs. We've got downloadable colouring sheets, character strength records and passports too!



Encourage pupils

and students to record and share their thoughts on character strengths and development with printable records, passports, posters and charts to support embedded learning.

What to do next?

It's easy ... Let's have a conversation! Explore your goals in a no-obligation call with one of our education experts.

How would you like to boost the cultural capital of your pupils and students?

Where would you like to get to on embedding character and EDI, supporting mental health and wellbeing, SEND, behaviour, careers and skills?

Whether thinking whole school or whole trust is your priority, share your ideas, successes and challenges with us in a 'safe space' and get actionable ideas on your next steps.

Meet our team

Talk to us about your goals and ask us about our beneficial MAT and school group pricing.

Selena Whitehead – Head of Education

As Head of Education at Amazing People Schools, Selena leads the creation of our award-winning digital platform and resources, helping teachers unlock student character strengths for lasting impact. She has developed over 2,000 curriculum-aligned resources and curated the stories of 350+ diverse global role models to embed values-led learning across schools.



With 25 years in education — including refugee teaching in Hong Kong and charity work in Cambodia — she brings a global, hands-on perspective. A qualified Citizenship teacher, she's worked across York schools and understands the day-to-day realities of the classroom.

Her insights feature in *Understanding Character Education* and *The Big Book of Whole School Wellbeing*, and she's a regular speaker at national education events. Her case studies show how character-based teaching drives measurable gains in wellbeing, engagement, and behaviour.

Selena's work directly supports improving Ofsted outcomes, scaling inclusive values, and building resilient, high-performing school communities.



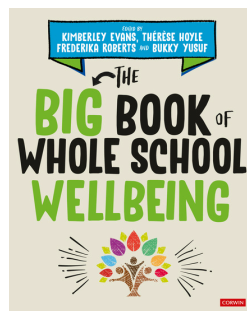
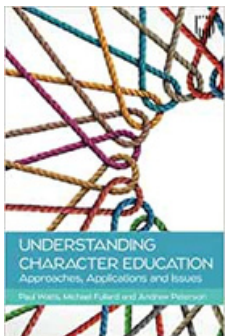
Calum MacDougall – Commercial Manager

With over a decade of experience in the EdTech and SaaS sector, Calum brings deep expertise in wellbeing, SEN and behaviour solutions. He has supported major MATs across the UK in procuring and implementing scalable software systems that drive impact where it matters most — in classrooms and across whole Trusts.

Awards, Partners and 'As seen in'



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