

Building on Success

Principal Recruitment at
winstanley College



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RECRUITING DEVELOPING SUPPORTING LEADERS

CASE STUDY

Principal Recruitment | Governing body at Winstanley College, Wigan

THE BACKGROUND One of Britain's best performing sixth form colleges, Winstanley boasts a 99.7 per cent pass rate, and was named in the Guardian newspaper as being the second best performing college at A-level in 2008.

THE CHALLENGE The governors were keen to build on this success but needed to find the right candidate for the crucial role of college principal.

THE SOLUTION Navigate designed and implemented a comprehensive recruitment campaign – involving an active search for candidates backed by a creative advertising campaign. The campaign included online information (and application process) for candidates, at www.winstanleyforward.co.uk

THE RESULT A strong shortlist of candidates and an outstanding appointment.



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