



CREATIVE EDUCATION TRUST  
*Unified Purpose, Empowered People*

A Multi-Academy Trust...

# CASE STUDY



See highlights from  
CET's sponsor pitching  
event!

**MAT:** Creative Education Trust (CET)

**Lead Contact:** Laura O'Shaughnessy, Head of Personal Development

**Location:** National Rollout (Midlands & East of England)

**Students Impacted:** 380+ across 19 teams

**Industry Partner:** Aston Martin Formula One Team

## WHY STEM On Track?

Trust-wide enrichment often falls flat because it relies on the energy of a few key teachers. CET's Head of Personal Development, Laura O'Shaughnessy, needed a scalable solution that guaranteed an elite experience for every student, regardless of postcode. STEM On Track's "plug-and-play" model delivered exactly that, removing the start-up headache and allowing CET to drive consistent, rigorous engineering outcomes across multiple academies without staff burnout.

## HOW 's it been implemented?

After a successful pilot at Weavers Academy grew from one team to five, CET took the programme trust-wide. Powered by the Race Academy platform, they scaled across multiple schools without adding specialist staff or workload.

To bring the curriculum to life, STEM On Track supported a trust-wide 'Dragons Den' pitch day. With direct coaching from BWT Alpine F1 Team professionals, students learned to build commercial sponsorship packages and pitched face-to-face to real local businesses, turning a school engineering project into a masterclass in real-world entrepreneurship.

## WHAT 's the impact so far?

In just one year, CET has scaled the programme from a single pilot school to 19 teams competing fiercely across 9 secondary schools.

By standardising their STEM enrichment, CET has fostered healthy cross-trust competition, drastically reduced teacher planning workload, and created a measurable talent pipeline backed by a major F1 team. It isn't just an after-school club, it is the ultimate blueprint for MAT enrichment at scale.