

WIRRAL COUNCIL

WIRRAL SCHOOLS FORUM 15/7/15

REPORT OF THE DIRECTOR OF CHILDREN'S SERVICES

Progress update on the schools traded services company

1. EXECUTIVE SUMMARY

The creation of the company is on track for a September launch and its branding has now been launched internally and externally.

2. BACKGROUND

The company has now been launched as **Edsential**, the new name for our schools traded services company.

The brand has been designed to capture the essence of what our company will become: dynamic, entrepreneurial and one that focuses on our customers with passion and personality.

We are making good progress and are continuing to work towards our go-live date in September. This is the time when it is anticipated that existing services, being delivered by the Council, will transfer across, with staff, to the new company.

I have been out and about visiting customers and listening to how we can continue to provide excellent services to schools. We are piloting new initiatives in some schools to demonstrate to you that we have taken on board feedback and are truly passionate about providing quality services that are responsive to our customers' needs; in doing so will achieve our company objective of improving outcomes for children. In Wirral, these include:

- New kitchen management system to help improve our school meals service
- Parent & child cooking course to help teach healthy meal preparation and recipes
- New menus for primary schools including on-line pupil voting

We received very positive feedback for our 29 June conference '*Creating a culture of healthy eating in your school: preparing for the new Ofsted framework.*' We had over 200 head teachers, school business managers and Chairs of Governors from across the two boroughs to listen to expert speakers from a number of organisations. We took the opportunity to launch Edsential publically along with the range of services we can offer to schools.

Upcoming milestones include the finalising of the business plan by the end of July and moving some of the team into our new support hub in Ellesmere Port.

Ian McGrady
Managing Director
Edsential Ltd.