

WIRRAL COUNCIL

WIRRAL SCHOOLS FORUM: 17 May 2018

REPORT: MANAGING DIRECTOR, ESENTIAL COMMUNITY INTEREST COMPANY

1. EXECUTIVE SUMMARY

Edsential has had a solid second year fulfilling its mission as a Community Interest Company. We have made a loss versus our business plan, but we are on target to be the sustainable, high quality provider that schools need during these challenging times.

We have continued to reduce our costs to make our services the best value in the region and we have seen a positive impact of our focus on improving quality. For example, school meal uptake has increased by an average of 12% in our schools during the last 2 years.

We have invested considerable time and effort into growing our whole school approach to health and wellbeing, responding to the feedback from schools who want more practical help. We are particularly proud of the mental health training and support we have launched this year. We are closely involved with the new Centre of Excellence for Mental Health in Schools and have been appointed as their partner for the North West of England. It is something that we are passionate about and we will continue to develop new services during the coming year.

We will shortly be consulting with schools on a mechanism for distributing our grant fund, which this year is £50,000. This highlights the key difference between Edsential and other service providers, we are a Community Interest Company and **the money you spend with us stays within the system.**

2. BACKGROUND

Improving outcomes for children and young people, a summary of our scope:

Directly delivered services to children	
Residential and Outdoor Education Service	35,000 pupils
Creative, performing and visual arts service	12,000 pupils
Swimming Service	10,000 pupils
Sports Festivals	3,500 pupils
Arts Festivals	1,229 pupils
Music service	6,500 pupils
Catering Service	28,000 pupils per day

New Services in 2017/18

- **Partnership with Leeds Beckett University**
The Carnegie Centre is the first *Centre of Excellence for Mental Health in Schools* in the UK. Edsential are the North West partner for providing their Mental Health training courses that are quality assured by Leeds Beckett.
- **New Mental Health Offer for Schools**
Developed in partnership with experts in the field. The brochure focuses on prevention of mental health issues, using a variety of techniques to promote good mental health throughout the whole school community. Services are often bespoke to the school and directly delivered to Leaders, staff, families and children and young people.
- **Early Years**
Edsential are now working with 4 Early Years consultants, who are developing new

services. All the consultants have or currently work for Local Authorities and have extensive experience of supporting schools and settings across the North West. Specialisms include SEND, the Outdoor Environment and 0-3 years as well as the key learning areas.

- **Family Cooking Schools**

Now being rolled out following a successful pilot in two Wirral Schools. Delivered by the Catering team in conjunction with the Health and Wellbeing team. Information on the website. Feedback from Families, children and schools has been excellent.

- **Bid Writing Services**

We are working with a Bid Writer to provide both training to school business managers and bid writing support for schools.

Improved and Retained

- The team retained the Food for Life Award, continuing to ensure food is of the highest quality. A 12 % increase in the number of children enjoying a meal - children are enjoying and coming back for more!
- Edsential's Pupil Voice App is now available on android. The app will be placed in all catered schools over the forthcoming year to gain feedback from children on the quality of the service provided.
- Manchester Met University partnership with Edsential will continue until at least August 2019, Sue Calveley will continue to provide SENCO Accreditation. Sue is also now an MMU Fellow.
- Cleaning service is now being offered to Wirral schools. Andrew Allmark is working hard to increase quality and keep costs down for schools. All staff are trained and receive safeguarding training & DBS.
- Training now being delivered where possible in schools (hubs) and as a twilight to keep costs down for schools.
- Due to an increase in demand for Governor Clerking we have recently recruited additional clerks to meet demand. These clerks are all trained and access national accreditation to ensure that they can support governors and the school appropriately and legally, in line with national standards.

Highlights from 2017-18

- **Walliams at the Williams Art Exhibition** – An extraordinary 420 parents, children and teachers attend the event. Many parents had never been in the gallery before – the art work even caught the eye of David Walliams on Twitter, so good was the quality of the work produced. We are looking forward to this year's exhibition 'A Window on the World'
- **PE Festivals** – Over 1400 children have participated in F2 & KS1 festivals. Over 1600 KS2 children have participated in competitions and over 200 parents have engaged in after school clubs targeted at engaging families in regular physical activity. Getting children active! New offer is out and includes PE activities to support Mental Health to enable schools to make effective use of the funding they have available.
- **Duke of Edinburgh** – Edsential are the largest and most successful provider in the North of England. We are rated number 1 in participation and completion rates at Gold, Silver and Bronze. Individual pupils can come through us though. We will be launching the new "junior" DofE scheme this year that is targeted at KS1 & KS2.

RECOMMENDATIONS

It is recommended that the report is noted.

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