

## **PETER BROWN BIOGRAPHY**

With a strong track record in leadership, both in commercial and not for profit settings, and a committed interest in improving outcomes for young people, I am confident in my ability to contribute strategically to Edsential's mission and strategic direction.

I would welcome the opportunity to build upon my ongoing experience as Chair of Governors at Tattenhall Park Primary School, and board roles for not-for-profit organisations, along with an extensive professional career delivering positive and safe experiences, and business growth in outdoor learning, adventure, and active leisure.

As Chair of Governors, I have been responsible for steering the school through a period of significant transition, following the departure of the school senior leadership team and incumbent Chair. I worked closely with the LA, Edsential, local community, and remaining governors to establish stability for the school, appoint both an interim and substantive new Headteacher, rationalise the remaining staff structure and worked closely with the new team to prepare for a challenging OFSTED inspection. Through this process I have developed a comprehensive understanding of working with local authorities, multi-agency partners, and key stakeholders, ensuring that the school remains compliant with regulatory frameworks while maintaining a focus on the holistic development of pupils, and improving their outcomes. The school is improving outcomes for the children under the leadership of an outstanding new head and my role has moved back to one of constructive challenge, support, and long-term strategy. A key aspect of my role has been ensuring accountability and transparency following a turbulent time, and supporting school leadership to raise standards, and implement initiatives to improve educational outcomes. My leadership of the governing body has been underpinned by a clear focus on strategic planning, financial stewardship, and the welfare of both staff and students. This experience will allow me to promote the needs of the schools to the board and influence the ongoing direction of the services Edsential provide, including driving forward diversification of services with existing partners as well as adding perspective about how to attract new schools.

I understand the importance of sound financial management, effective stakeholder engagement, and the need to maintain a clear vision and mission to achieve long-term success. My background allows me to contribute an entrepreneurial mindset, particularly around sustainable growth, service delivery, impact measurement, and stakeholder engagement.

My previous experience as Chair of a British standards institute (BSI) expert panel, international standards organisation (ISO) expert and chair of a UK industry trade body has ensured I have strong and effective communication skills, focusing on collaboration, and constructive debate. I have previously served as the Managing Director of a European active leisure company with a portfolio of 17 companies across 3 countries with 450 staff turning over 23million. I have also previously held the positions of operations director for an adventurous activity provider, and manager of residential outdoor activity centres. At present I am working in the developing sector of inspections and risk management for leisure and activities. This has provided me with strong governance, operational and leadership skills that are directly applicable with the services currently provided by Edsential.

I look forward to understanding more of the service offering and adding value through the application of my previous knowledge and experience within the context of this non-executive role.