

## SGOSS - Governors for Schools and City of London Corporation

### **Introduction**

The City of London Corporation (CoLC) and SGOSS have a strong partnership which has been in place since the establishment of the charity in 1999. CoLC has had a representative on the SGOSS board and has contributed around £20,000 each year for the last 17 years.

Broadly CoLC wants to ensure that all London boroughs are thriving and supporting the City of London with a skilled workforce. Ensuring schools have robust governance through placement of skilled governors is a critical influence on achieving this goal.

CoLC has established an Education Board to deliver on its education strategy, which includes managing a portfolio of 14 schools (from September 2017). SGOSS offers the opportunity to deliver programmes which will make a significant contribution to the education strategy. In this context CoLC have asked whether SGOSS wants to continue having a trustee from CoLC (Sophie Hulm resigned her trusteeship on October 17 since her role now focuses on employment), and whether SGOSS will be seeking funding from CoLC in the future.

### **Trustee position**

The SGOSS board has agreed, as a matter of good corporate practice, to recruit new trustees according to skills, experience, behaviours and motivations ahead of representation. The board is active in promoting the forward strategy of the charity and is performance focussed. SGOSS is moving from an entity largely funded and controlled by the DFE and they are developing the capability to measure and report on impact.

SGOSS have benefited from having a constructive relationship with CoLC over the past decade and in particular have gained much from the consistent and professional involvement of CoLC employees (Sophie).

Discussions are taking place this month between the SGOSS board and the Chair of the Education Board about who may join the SGOSS board.

### **Funding**

In order to assist the Education Board, SGOSS will continue to seek funding from City of London Corporation. In the past funds were granted for specific projects such as marketing to engage London schools. For the current year 2016-17, £19,000 is directly supporting an employability project with the purpose of enabling schools to deliver more and better quality activities to ensure pupils are ready for work, including establishing Link Governors for employability.

For the 2018-19 year, the proposed project is e-learning modules for schools on employability, which is a good fit with the current project and will ensure the impact reaches more schools across London.

The proposed objectives, programme, budget and timeline are set out on the following pages.

Louise Cooper  
Chief Executive of SGOSS  
October 20 2017

## **E-learning for schools on employability.**

The current employability project is creating an excellent resources package for schools, and aims to involve up to 100 schools with link governors taking a more active lead in employability. However there are over 2700 schools in London. For employability best practice to reach more than 100 schools, SGOSS want to create a persuasive, high quality e-learning module which brings the subject of employability to life for schools and governors and which will take hold across London, and potentially nationally.

This supports Objective 3 of COLC's education strategy: "We will ensure that young Londoners in the City's schools and beyond have access to the information, advice and experiences that will help them progress into fulfilling careers."

SGOSS will develop the e-learning modules in collaboration with potential partners such as the Career and Enterprise Company, who have welcomed this project. SGOSS have considered the additionality provided by this project and do not believe that there is an equivalent resource already available to governors and schools.

### **Objectives**

1. Establish the idea and practice of a Link Governor for Employability across London schools
2. Embed employability best practice in more schools across London. For example, delivery within the curriculum in several year groups, not just when there is a statutory duty to deliver this.

### **Targets from launch to September 2019:**

- 1500 governors watch the e-learning module in 1000 schools
- 300 schools decide to have a Link Governor for employability

### **Content**

The style/format will engage school leaders and governors and inspire them to take action, with a series of short videos. Governors and school leaders from the current ColC employability work, who are already delivering effective approaches which encompass most year groups, will describe their programmes.

The introduction would explain the statutory duties for schools to deliver employability. This would be followed by setting out the role of a Link Governor. Viewers will then be able to choose whether to explore best practice for primary or secondary schools. The module is likely to be around 30 minutes in length.

### **Scope**

We will harness some of the existing contacts we have, to focus entirely on London examples. However this may mean the module is likely to appeal only to London schools. We could include case studies/speakers representing different areas of England, in order to broaden its appeal. SGOSS will focus the marketing efforts on London schools to ensure strong take-up, to meet the targets set out above. SGOSS will create a specific marketing plan to build awareness with schools and governors, including a short (30 - 60 seconds) video to engender engagement.

### **Potential timeline**

Feb 2018	Plan content in detail Find people from the current programme to take part in video case studies
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March	Create content Film & edit Plan marketing
April	Test internally and externally Prep marketing
May	Launch to schools, to aid planning for next year Start to track usage
Sept	Push on marketing again at start of new academic year
Sept onwards	Track usage monthly Refresh marketing as needed to meet targets
Sep 2019	Evaluation - survey schools and report

### Budget

Budget item	Calculation method	Amount (£)
E-learning creator/producer time	6 weeks salary @ £900 / week	5400
Employability Project lead time, getting schools on board - 2 weeks	2 weeks salary @ £850 / week	1700
6 - 8 school / governor filming & editing, travel expenses	8 case studies, 1/2 day per case study to film; 2 days to edit; £1000 per day, £500 expenses (this would go up if national case studies were chosen)	6500
Marketing to schools & governors (June - Oct, thereafter lighter touch)	Short video for Social media; letters / advertising in relevant magazines - design ads; print materials	4100
Management time	CEO / SLT time	1800
Ongoing reporting, troubleshooting, maintenance	E-learning producer; 1 day per month x 12 months; 2 days updating @£900/ week	1440
Evaluation & report	Survey of schools sample 2 weeks; report and dissemination 2 weeks £850 / week	3400
Total		24340