



World Class Schools Quality Mark

Trustees' Annual Report & Accounts
For the Year ended 2018

Our mission

World Class Schools Quality Mark (WCSQM) recognises the non-selective, state schools that offer the best education to young people in the UK. Unlike other national assessment bodies, we assess the student and not the school, against a framework of skills and competencies young people need to flourish in an emerging global economy. Through unique real-life work experiences, access to a lifelong peer support network and cultural opportunities that take them beyond their local community, we give World Class students the confidence to overcome socio-economic barriers, and to recognise and achieve their potential.

WCSQM is a charity for students. Our mission therefore is for students to take the lead as much as possible. For example, students are actively involved in the assessment process, in guiding and setting the agenda for the annual symposium, and through their direct involvement and contribution to all WCSQM events and initiatives.

Our objectives

Our objectives reflect the overall aims of WCSQM as a charity, established to enhance the quality of non-selective, state education to give all students, regardless of their socio-economic and cultural background, an equal opportunity to achieve their academic potential and maximise their future career options.

For the integrity of the Mark, the intention over time is to cap the number of schools joining the World Class network, and back-fill, when schools fail to re-accredit. We want to represent approximately the best 3-5% of non-selective state schools in the country. The % is approximate, because the number of schools judged Outstanding by Ofsted year on year fluctuates, as does the number of schools which retain their Outstanding status. To this end, a potential secondary cap would be 175, primary 1000, and special 62.

Ultimately, we want to be a charity that enhances the quality of non-selective state education in this country, by creating an organisation that is truly global, including the best schools and students across the world. This supports World Class students to succeed in an international economy.

However, we intend to grow the network of World Class schools within the capacity of the organisation, so that the robustness of the accreditation process and the reputation of the brand is not put at risk. To this end, we plan to increase the number of primary, secondary, international, and international-accrediting schools we accredit year-on-year, but incrementally, without reducing the uniqueness and quality of our accreditation process.

Our key objectives for the year 2018 were to

- Accredite the 5th cohort of secondary schools as World Class
- Accredite the 1st cohort of primary schools as World Class
- Trial special school accreditation, accrediting (non-fee paying) early adopters
- Begin sign up for short list of 6th cohort of secondary schools for 2019
- Begin sign up for short list of 2nd cohort of primary schools for 2019
- Begin sign up for short list of two special schools to the inaugural special school accreditation process, due for completion in 2019
- Trial international school accreditation, accrediting (non-fee paying) early adopters
- Trial the accreditation - International Accrediting World Class School accrediting (non-fee paying) early adopters
- Complete re-accreditation of the 2nd cohort of World Class secondary schools
- Begin re-accreditation of the 3rd cohort of World Class secondary schools
- Restructure the existing network of recommended suppliers to the education sector and charity partners to form a cohesive network of World Class suppliers and partners whose products and services could directly benefit and improve the World Class education and student opportunities offered by schools in the network.
- Identify new, additional income streams beyond accreditation fee payments, to help increase the charity's funding so as to increase capacity and reduce its current dependence on secondary school accreditation fees
- Provide accredited school staff and students with 'money can't buy' opportunities to justify their investment in their World Class accreditation, ensuring they receive maximum value, and thereby encouraging them to re-accredit at the end of their two-year accreditation term.

Structure and governance

WCSQM's Board of Trustees consists of a Chair and three other Trustees chosen for having the skills, knowledge and experience needed for the effective management of the charity. The board of trustees consists of :

Matthew O'Connor - Chair of the Board of Trustees

Alan Gray - Headteacher of Sandringham School

Dr Jerry Toner - Director of Studies, Faculty of Classics, Churchill College Cambridge,

Katherine Hewin - Head of Business Management, Investments, Columbia Threadneedle Investments

The Board's responsibilities include determining overall strategy, policies, direction and goals, protecting and promoting our identity and values, and fulfilling our statutory responsibilities.

We operate through an incorporated charity ("World Class Schools Quality Mark") registered with the Charity Commission for England and Wales on 24th January 2018, registered charity number 1176813.

The day-to-day running of the charity is undertaken by two (paid) part-time staff members, the WCSQM Director (Chief Executive Officer) and Project Manager, with further (paid) support provided on a contractual basis by the WCSQM Assessment Manager. All staff members are employed on a contract, freelance basis.

Policies

Under the Charities (Accounts and Reports) Regulations 2008 the trustees have drawn up necessary financial / governance policies of the organisation which can be viewed separately to the Trustee Report, as listed below:

- [Conflicts of interest](#)
- [Financial management](#)
- [Risk management](#)
- [Safeguarding children](#)
- [Volunteer management](#)
- [Complaints](#)
- [Expenses](#)

Chair of Trustees' Statement

2018 has been a very exciting year for World Class Schools Quality Mark, our first official year running as a charity. Having begun the WCSQM journey as a co-founder four years ago, I know how much dedication and hard work has gone into getting the organisation to where it is today.

Today the World Class Schools Quality Mark accreditation plaque is proudly displayed by over 100 non-selective state schools in the UK, and internationally. The unique assessment process that differentiates itself through its student centric focus is attracting schools UK and worldwide keen to build on their already excellent performance and progress results. We know from speaking to the leaders of the schools in our network that their motivation for undergoing the challenging accreditation process is to give their students the opportunities to achieve beyond the confines of their school and local community. To take on real-life work experiences, to join an association of dedicated, brilliant young people supporting each other to build a positive future, and to gain a unique insight into Higher Education and personal development opportunities that will help them recognise and reach their potential.

Our charity status was awarded for the real, life-changing educational benefit World Class Schools Quality Mark accreditation gives to the students in our network. Going forward, in 2019 and beyond, we plan to capitalise on our charity status to access grants, corporate donations and fundraising opportunities that will allow us to develop even greater opportunities for the schools in our network. Most importantly however, additional funding sources will help us to reach the schools in the most deprived areas that may not have the financial means to achieve accreditation, but whose students would most benefit from the opportunities that accreditation brings.

At its core our charity's ethos is centred around our strong belief that state educated students should have access to the same privileges and opportunities afforded to privately educated students. Through the promotion of the World Class achievements of the students in our network, and the relationships built with higher educational institutions, corporate organisations and most importantly our students themselves, we will continue our mission to make our belief a reality for even more schools and young people in 2019.



Matthew O'Connor, Chair of Trustees

WCSQM's beneficiaries

WCSQM's beneficiaries include:

All WCSQM accredited schools - school leaders and staff benefit from accreditation in the following ways

- Positive publicity and endorsement of their school attracts parents and students, as well as high quality teaching staff keen to work for a World Class school
- Being a member of WCSQM gives staff unique opportunities for development, training and networking with other network members to help them enhance the education provision at their school
- Financial benefits through World Class supplier discounts, and the promotion of their income-generating projects across the network.

The assessment process itself offers a number of benefits to the school and students, including

- Assessing the students not the school
- Recognising the development of students' qualities and characteristics not measured by other national assessment frameworks
- Providing the school with detailed profiles of students' individual performance at an assessment centre event

- Providing the school with a profile of students' typical performance against peers from other World Class schools
- Providing the school with a raft of resources, that demonstrates to students, parents, current and potential staff, external bodies and all stakeholders how 'typically' World Class the school is.

Appendix 7: [The benefits of WCSQM accreditation](#) summarises the benefits to schools.

Students at World Class accredited schools benefit through the opportunities afforded to them by being a part of the network, including opportunities to

- Raise their confidence, and aspirations beyond the school and its region
- Access unique, exciting and highly attractive work experience that develops employability skills, and social and moral competencies
- Be eligible for World Class events, awards and competitions
- Access bespoke World Class references.

The WCSQM network includes an increasing number of schools from areas where students have limited life chances, and where opportunities for participation in higher education are narrow. For example WCSQM has schools in its network

from the following most deprived ^[1]			
local authority districts	Local Enterprise Partnerships	areas in terms of income and employment	in terms of children in deprivation
Bradford Kingston Upon Hull Leeds Leicester Newcastle Upon Tyne Nottingham Sheffield St Helens	Coventry and Warwickshire Derby, Derbyshire, and Nottingham Greater Birmingham and Solihull Leeds City Region Leicester and Leicestershire Sheffield City Region North Eastern Northamptonshire	Hackney Kingston upon Hull Leicester Tower Hamlets Sunderland	Hackney Kingston Upon Hull Lewisham Nottingham Haringey Tower Hamlets

[1] Department for Communities and Local Government – The English Indices of Deprivation 2015

At a time when school budgets are tight, WCSQM accreditation provides a unique and cost effective way for schools in areas of high deprivation, or with cohorts of students that are deprived to improve their life chances, and access opportunities otherwise unavailable to them.

Activities for the year ending 2018

Accreditation

Goals & objectives

The goals for 2018 were to

- Accredite the 5th cohort of secondary schools as World Class
- Accredite the 1st cohort of primary schools as World Class
- Trial special school accreditation, accrediting (non-fee paying) early adopters
- Begin sign up for short list of 6th cohort of secondary schools for 2019
- Begin sign up for short list of 2nd cohort of primary schools for 2019
- Begin sign up for short list of two special schools to the inaugural special school accreditation process, due for completion in 2019
- Trial international school accreditation, accrediting (non-fee paying) early adopters
- Trial the accreditation - International Accrediting World Class School accrediting (non-fee paying) early adopters
- Complete re-accreditation of the 2nd cohort of World Class secondary schools
- Begin re-accreditation of the 3rd cohort of World Class secondary schools.

Activities

Accreditation is achieved through a 3-step process

1. A desktop exercise by WCSQM to ascertain and consequently short list for accreditation
 - a. That the school is Outstanding
 - b. That the school is above the national average for progress and attainment for all groups of students over time at Key Stage 2 or 4, where appropriate,to be able to make a professional judgement as to whether a school should be shortlisted
2. A school self-audit exercise where the school's students are asked to audit the school against the WCSQM skills and competencies frameworks, to prove what it is about the school that makes them World Class
3. An assessment centre where three students from each school are tasked with undertaking a real-life project with their performance assessed against the WCSQM skills and competencies frameworks. The assessment centre is usually hosted by an accredited (or prospective) World Class school, and the event is run by the school staff and their students, in collaboration with WCSQM.

The trial accreditation process for special schools is similar to the above, but adapted to their bespoke settings.

Accreditation for primary and secondary runs from January to December.

Re-accreditation runs from September to July.

Special school, international school, and international accrediting school accreditation is staggered, so it is fit for purpose. In 2018, our trialling international schools and international accrediting schools completed accreditation by year end. In 2018, our early adopter special schools accredited in July 2018, and our two short listed special schools for inaugural special school accreditation began the process September 2018.

Outcomes

In 2018 we successfully:

- Re-accredited 17 of the 18 cohort 2 secondary schools (July 2018), each paying an accreditation fee of £950
- Accredited 16 cohort 5 secondary schools (December 2018), each paying an accreditation fee of £2,750
- Accredited 7 cohort 1 primary schools (December 2018), each paying an accreditation fee of £950
- Accredited 3 trialling international schools, Europa International School, Seville, Gymnasium F. F. Runge, Oranienburg, Germany, Ocheon High School, South Korea partnered with 3 accredited UK WCSQM schools, Sandringham School, Claremont High School and Cranford Community College, achieving the status International Accrediting World Class School. These were our early adopter trial schools, so no fee was charged. (July 2018)
- Accredited 4 trialling special schools as part of the early adopter trial (July 2018); no fee was charged.
- Short listed 2 special schools for inaugural special school accreditation, The Riverbank Academy, and Piper Hill School, to complete accreditation in 2019
- Began shortlisting for secondary school accreditation, and by year end had signed up 8 schools on the short list
- Began shortlisting for primary school accreditation, and by year end had signed up 2 schools on the short list
- Began re-accreditation of 15 out of 17 cohort 3 secondary schools

"We have all thoroughly enjoyed the experience and the opportunities, friendships have now been forged and we are looking forward to an exchange visit in the summer term next year with our partner school." **Gill Taylor, Deputy Headteacher, Ivybridge Community College (re-accrediting September 2018 - July 2019)**

"I just wanted to thank you for the opportunity to apply for this award. The students have grown through engaging with the application and the process. It has also made us reflect on how capable

our young people are and rethink how we are stretching them especially as leaders.” Jane Waters, Director, The Seven Kings Teaching School Alliance (accredited 2018)

Special Schools

Accreditation of the early adopter special schools was successful following the new special schools assessment WCSQM framework, and we have had positive feedback from the four special schools involved (Stormont House, Ashley School, Hazelbeck School, the Ashley School Academy).

Two special schools were shortlisted for inaugural special school accreditation, The Riverbank Academy, and Piper Hill School.

“Thank you so much for letting us be part of a project and accreditation that lifts spirits, builds confidence and the self belief of our young people!” David Lisowski, Headteacher, Riverbank Academy

International Accreditation

It has always been the intention of the charity to provide World Class students with life changing global networks and global opportunities, to become international. This aspiration was achieved by year end 2018, with the World Class network extending to South Korea, Spain and Germany.

Suppliers’ directory

Goals and objectives

When WCSQM was established as a charity, it had a database of around 15 organisations, all of which were promoted on the WCSQM website as World Class following their endorsement by at least one accredited World Class School. All WCSQM recommended suppliers provide an exclusive discount for the benefit of WCSQM accredited schools.

The objectives for the suppliers directory included

- Building the WCSQM brand
- Developing a platform to share details of organisations that World Class schools recommend as being instrumental to their success, for the benefit of other World Class schools
- Formalising the benefits suppliers would receive as network members
- As a collective, establishing the WCSQM cohort of 100+ schools bargaining power to negotiate discounts from organisations that schools may not be able to achieve independently
- Increasing the number of schools that recommend suppliers
- Supporting schools to be able to achieve cost neutrality, in terms of their fee, if they took advantage of discounts and deals from the suppliers directory.

Activities

In 2018 we developed the suppliers directory in the following ways:

- Whereas previously we received no direct income from suppliers in the network, it was decided that considering the benefits for suppliers, we would be justified in seeking a small annual membership fee. As well as providing WCSQM with an additional income stream, it also meant we could formalise the partnership with suppliers. All suppliers wanting to join the network now have to sign a suppliers' agreement outlining what they / WCSQM will provide, and pay an annual membership fee of £99. (See Appendix 1: [Suppliers' agreement](#))
- As an additional incentive for suppliers we updated the [suppliers' page](#) of the website to give each supplier their own page where they could promote their organisation; they are able to make changes to this at any time (via email to WCSQM). This has a dual benefit in giving organisations added exposure, as well as keeping the WCSQM website fresh and up to date, for the benefit of SEO
- Event sponsorship packages were developed as an additional way for WC suppliers to promote their organisation directly to schools at WCSQM events, generating further income for WCSQM
- We incorporated more opportunities for schools to recommend suppliers into our systems, by, for example, asking all staff attending the assessment centre to complete a form recommending a supplier.

Partnerships

Lead schools

In 2018 we set up a 'lead school' partnership arrangement with two high performing WCSQM accredited schools - St Mary's College in Hull, and Sandringham School in Hertfordshire. By choosing these two schools in the North and South of England with whom we had a positive and proactive relationship in terms of their engagement with World Class, the idea was for this partnership to provide the following benefits

- The lead schools could showcase World Class best practice for the benefit of their peer schools in the network, who could contact these schools for support and advice.
- The lead schools have the resources that WCSQM does not for research and development that could benefit WCSQM in terms of researching new funding opportunities.
- Having the lead schools represent WCSQM at events and through their spearheading World Class initiatives has the mutually beneficial advantage of promoting the schools among their peers and the general public, and for our charity we benefit from having the leaders of two of the best performing schools in the UK as World Class ambassadors.

Charity Partners

As well as the fee-paying organisations promoted on our website, we also have a dedicated space to promote charity partners that fit with WCSQM's ethos in providing a World Class benefit / support to schools. We currently promote three charity partners on our website:

- LESS CO2 - we promote their free sustainable schools programme, and their representative, Alex Green attends our annual assessment centre to provide (unpaid) consultancy to students considering the environmental impact of their project
- The Life Skills Network - delivers courses to students to ease the transition from education to the workplace
- iHeart - a charity dedicated to increasing mental health wellbeing and resilience

Activities

- We have used both St Mary's College and Sandringham to increase capacity, for example, both schools have partnered re-accrediting schools when partner schools have dropped out of the process. For example, Sandringham has led on the international accreditation process
- Both schools have
 - hosted visits from prospective World Class schools and peer World Class schools
 - shared best practice examples requested from peer World Class schools
- St Mary's College has undertaken data analysis of our school cohort in preparation for accessing new funding streams
- In 2018, Ged Fitzpatrick, the Head of St Mary's College in Hull addressed the accrediting schools at the awards ceremony in December in his capacity as executive headteacher of one of the two lead schools
- The heads of both schools have visited each other's institutions to consolidate an understanding of what it means to be WC.
- Alex Green attended the assessment centre in 2018, as a specialist environmental consultant
- We and our charity partners promote each other on social media, for example Twitter.

Learning points

Although lead schools are committed, they are busy. Their commitment to events and participation must be attained as well in advance as possible.

Event sponsorship

Goals & objectives

Part of the objective behind formalising the supplier directory was to form a pool of committed organisations that WCSQM could promote in a proactive and personalised way to our schools. This would have a dual benefit of giving schools access to World Class goods and services at reduced, negotiated rates, while also providing an opportunity for WCSQM to generate an additional income stream by using our annual events as sponsorship opportunities. By offering event sponsorship packages we could help cover the costs of the events, for which we don't charge an entry fee, and for which venues can be costly, thereby allowing us to continue running them for the benefit of our schools and students. Considering the ever restrictive school budgets, organisations are grateful for opportunities to promote themselves to schools, and WCSQM events provide a unique, personalised platform for them to do so.

Activities

In 2018 for the first time we trialled a request for event sponsorship to our network of suppliers as a way of opening up a new income stream outside of funding via accreditation. We trialled this following the launch of the new suppliers' directory services / membership structure launched in May 2018, for the awards ceremony held at Guys & St Thomas's Hospital in London December 2018.

We researched and costed our sponsorship packages to adequately represent the value of the exposure / promotion for organisations in a direct, face to face capacity to school leaders, while being mindful not to set the amount so high that it would put potential sponsors off. We settled on a figure of £800, for which we offered a number of promotional opportunities for the sponsor (see Appendix 2: [2018 awards ceremony sponsorship package](#)).

Outcomes

In 2018 we successfully sold the following sponsorship packages

- At the 2018 awards ceremony held in London, the online learning program provider Tassomai paid £800 to sponsor the event.

Awards ceremony

Goals & objectives

The annual WCSQM awards ceremony takes place in December, a few weeks after schools' successful accreditation, as a way of formally celebrating and awarding the winning schools.

In addition to awarding accredited schools we also have awards for:

- Essay writing competition winner (and special mentions)
- Individual student achievement award - students nominated for the award by their school / peers are invited to attend and an overall winner announced
- Qualified assessor awards - awarded to all qualifying assessors that completed the shadow assessor training this year.

Activities

In 2018 the awards ceremony was held at Guys & St Thomas' Hospital in London, utilising their impressive, but value for money, conference space, Governors Hall. Prior to the ceremony itself, we held two additional events to add value for our schools and help justify the trip for school staff and students

- A private tour of the Florence Nightingale Museum, situated on the hospital grounds

- An ‘outreach for medicine’ talk by Katharine Morgant, Outreach Co-ordinator at King’s College London.

Outcomes

The event was successful in providing WCSQM the opportunity to formally award accrediting schools as well as celebrating the achievements of World Class students across the network. Almost all accrediting schools and award winners attended, which reflects the importance schools place on making time to celebrate their achievements. With so many World Class students in attendance it was also the ideal opportunity to promote the alumni association, and the chair and co-chairs of the association successfully signed up 70 students on the evening.

Bury St Edmunds County Upper School (early adopter) students chosen by their school for their World Class skills were given event management responsibility on the day of the event. Overseen and managed by WCSQM, the students took responsibility for all aspects of the event from setting up and registration, through to guiding and seating delegates, ensuring correct seating of award nominees and the smooth transition of collecting awards / seating / photography of award winners.

Two students from Forest Gate Community School (cohort 4) took on the role of photographers during the event, working to a list provided by WCSQM of shots required for promotional purposes. Photographs of award winners were emailed to their schools after the event, and used to promote the awards ceremony on the WCSQM website, and to accompany the event press release circulated to all schools and via the website.

WCSQM Symposium

Goals & objectives

The goal of the first symposium in 2018 was to

- Give the host school the opportunity to showcase its space and educational provision to peer World Class schools
- Strengthen relationships and build an affiliation between WCSQM and partner schools
- Add value to members’ accreditation status by taking advantage of the networking and educational experiences the symposium offers for staff and students.
- Award and celebrate the achievements of re-accrediting schools and the inaugural special schools
- Launch the WCSQM alumni association

Activities

2018 was the inaugural year of the annual WCSQM symposium, hosted by Elizabeth Garrett Anderson School (EGA) in London. Event management on the day was undertaken by EGA students chosen by EGA staff for their World Class competencies, and supported by EGA and WCSQM staff.

info@worldclass-schools.org www.worldclass-schools.org Registered charity number 1176813

A July date was chosen to avoid conflicts with exam periods, in the hope the quieter end of term period would enable more staff and students to attend.

223 delegates from 46 schools across the network confirmed attendance, and the event included

- A keynote speech from Turner prize winning artist Grayson Perry
- A keynote speech on mental health from Kate Nolan, Chief Executive of CiC, a World Class recommended EAP
- staff and student workshops focusing on creativity and mental health
- A tour of the school for staff
- A 'Headspace' and 'SLTspace' session for heads / SLTs to share ideas and best practice
- Awards ceremony for special and re-accrediting schools.
- Networking and group minuting / chairing / facilitation opportunities for students

Outcomes

The event was successful in bringing together World Class staff and students for networking and the sharing of best practice. Feedback was positive and many said it was worth taking time out of the busy school schedule to attend, for the benefit of both staff and students.

"Thank you for organising a really interesting day. Our students thoroughly enjoyed today and gained much from the experience. In truth it is a busy week in school with Curriculum Enrichment Week but this was a thought provoking and truly world class day." **Margaret Chapman, Headteacher, St Albans Girls' School**

WCSQM alumni association

Goals & objectives

In 2018, the alumni association was formed as a way of formalising the involvement of hundreds of World Class alumni students who have, in the course of their schools' accreditation or through hosting or supporting a WCSQM event, proven World Class skills and competencies. The aim of the alumni association is to

- Give alumni students who have met or worked together at an event or at the assessment centre, the means to be able to keep in touch and continue conversations and relationships to benefit their further education and employment opportunities
- Create a platform to bring alumni students together for sharing information, advice, best practice etc. to enhance and improve their educational opportunities in the long term
- Although World Class schools are only eligible for accreditation and re-accreditation as long as they are deemed by Ofsted to be Outstanding, a World Class student is considered to be World Class for life. The alumni association therefore gives students the means to be able to

stay affiliated with World Class long after either they leave their World Class school, or their school ceases to be World Class accredited

- Pave the way for a new income stream. A number of funding bodies including companies, educational establishments and trusts have expressed an interest in tapping into a group of highly employable and skilled young people looking to navigate their way through important life choices including FE / apprenticeships / entry-level employment etc. Sponsorship and funding from these organisations could support the provision of events, initiatives and resources that would directly benefit World Class students, for example, travel expenses, access to courses, World Class events, educational resources.
- Create a powerful and influential group of young people who have the skills, education and World Class experience to speak out on current affairs, shape education policies and bring about all forms of change.
- Provide students with references to improve their life chances.

Activities

In 2018 we ran a number of initiatives to recruit and engage alumni students

- We created a central spreadsheet of the contact emails of all World Class students that have worked with WCSQM in the past, either by attending the assessment centre, supporting their school's accreditation application, or helping at a WCSQM event
- We formed a committee of alumni students, approaching those that had previously shown the most commitment and dedication to their role as World Class student / assessor. The committee was chaired by Elif Karanis, co-chaired by Titus Takyi-Adarkwe and Tanya Dhillawanyo (all Chelsea Academy students)
- We launched the alumni association to schools, and requested the names and contact details for their World Class pupils
- We created an alumni association LinkedIn group to work as a platform for alumni students to come together to share ideas
- We created a new [alumni area](#) on the WCSQM website, for sharing information on alumni students, blogs written by students, and promoting the individual achievement awards
- We contacted all alumni students by email to introduce the alumni association and outline the many ways they could get involved - ie. join the LinkedIn group, write a blog, send us your profile for the website, etc
- We created an email list on Mailchimp of the 250+ alumni students, and adapted every school e-newsletter to be tailored and sent to alumni students to keep them informed
- We created sign-up forms that were utilised by the alumni association chair / co-chairs at the symposium / awards ceremony events to sign up students.
- For primary students (13 and under) we provided schools with a letter for parents, giving parents the opportunity to sign their child up to the association using their own email address (13 is the lowest age limit above which children can give their own consent).

WCSQM essay writing competition

Goals & objectives

The annual essay competition was launched in 2016 with the aim of giving World Class schools the opportunity to develop their students' World Class writing, showcase and reward their talent. Schools can submit up to three entries (from students in years 9-10), and WCSQM recommends that the schools run an internal competition to find the best three entries for submission, thus opening up the opportunity to the whole year group.

Each essay writing competition is overseen (setting the question and judging the entries) by an esteemed, well respected educationalist that is an expert in their field, and a reward is given to the winning essay writer and two runners up in the form of an educational trip that is designed to enhance the students' learning and provide a 'money can't buy' educational opportunity. Winners and shortlisted essay writers are also awarded a certificate and publicly congratulated at the annual awards ceremony.

A World Class accredited secondary school is chosen (on a first come first served voluntary basis) to help run the competition - their role is to read the entries and whittle them down to the shortlisted entries that will go through to be judged by this year's judge. This opportunity gives WCSQM schools the chance to understand what the World Class standard is, and support their students to improve their skills still further.

Activities

In 2018 the essay competition title was set and shortlisted entries judged by, Professor Chris Bonell, Professor of Public Health Sociology at the London School of Hygiene and Tropical Medicine (LSHTM). The essay question was: 'How do the experiences of young people at school affect how healthy a lifestyle they adopt?'

St Albans Girls School supported with the shortlisting.

The following schools entered essays into the 2018 competition:

- Ashley School (special school)
- Beckfoot School
- Bury St Edmunds School
- Darrick Wood School
- Featherstone High School
- Finham Park School
- Holy Cross School
- The Morley Academy

- President Kennedy School
- Sandringham School
- St Mary's Community College
- Wade Deacon School

The following students were shortlisted / competition winners.

Name	School
Emily Jones	Bury St Edmunds All-Through Trust (winner)
Aaron Saenz De Villaverde	Bury St Edmunds All-Through Trust
Imogen Edmundson	Darrick Wood School
Pawanpreet Kaur Mangat	Featherstone High School
Patrick Dale	Finham Park School (3rd place)
Grace Moongo	President Kennedy School
Matthew Taylor	President Kennedy School (2nd place)
Eesha Pattar	Sandringham School
Samuel Posner	Sandringham School
Ruby Bennett	Wade Deacon School

The winner was awarded a certificate and winner's trophy, and the two runners up a certificate each. All three finalists were invited to join Professor Bonell for a tour of the LSHTM, and their parents and teachers were invited to accompany them. The alumni association chair and co-chairs were also extended an invitation by way of thanks for their efforts throughout the year. Details of the competition, a list of the shortlisted nominees, winners, winning essays and overview of the prize visit is included on the WCSQM [essay competition web page](#). We were pleased that students from a special school entered the competition. The director, Miranda Perry visited The Ashley School and presented the school's three shortlisted students with a certificate of World Class achievement.

Communications

Goals and objectives

As the number of accredited school contacts on the distribution list is increasing significantly year on year, particularly if we factor in the growing number of alumni students, communication via direct email is no longer practical. With over 280 school contacts and 250 alumni contacts, we decided the time was right to use an email marketing site, Mailchimp, which offers a number of benefits

- It works as a way of setting up and managing individual distribution lists for our audiences - i.e. accredited schools, prospective schools, alumni, suppliers etc.
- Mailchimp offers a sophisticated design function allowing us to create easy to read emails that are informative yet eye catching and link readers through to our website.

- Mailchimp offers a useful tracking function so for every email sent we can see not only what percentage of the distribution list opened / read the email, but exactly which contact emails responded in which way - i.e. which links they opened, how long they spent on each page etc. This is particularly helpful in terms of allowing us to adapt the content and design of our communications, so we can focus on the style and content that generated activity, and include less of the content that generated no activity.
- Mailchimp allows us to set up a newsletter template that can quickly and easily be adapted each term, and for each audience (schools, alumni etc).
- Mailchimp is free to use while we have less than 2,500 contacts (we currently have less than 1,000 and expect this to be the case for the next 2-3 years at least).

Activities

Since adopting Mailchimp, we have sent out a termly newsletter and updates; opening rates have maintained at approximately 50%.

Website

Goals & objectives

We want a website that reflects our World Class status, maintains a strong SEO ranking, responds to the needs of our schools and students, to add value, raises our profile nationally and internationally, and attracts the best school to apply for accreditation. In terms of meeting our objective to increase our suppliers' directory, we want a website which attracts new suppliers, and gives current suppliers value for money in terms of their fee.

The management of the WCSQM website is undertaken by Mangolab, a web agency that currently undertakes this service free of charge, thanks to an ongoing relationship with the organisation, and in recognition of our charity status. This set-up is likely to change in the medium term, and so other than the cost of renewing the domain every year, we have not budgeted for web management costs in the annual budget forecast.

Activities

To work within capacity, all web updates are provided by WCSQM on a monthly basis, rather than through a large number of ad hoc emails as and when changes are needed.

The website content has grown exponentially over 2018/19, with new areas for the alumni, for the promotions of schools and their initiatives, information on upcoming and previous events, international accreditation, a list of merchandise available to buy etc. Content is refreshed and added to regularly, and wherever possible when sending emails we are providing information as a link to our website, rather than an attachment. In this way we hope we are improving WCSQM's SEO ranking so it's easily found by schools looking for ways to boost their PR and thus enhance their education provision.

The impact on beneficiaries

Testimonials

The WCSQM website [testimonials](#) page includes testimonials from World Class staff, students and alumni, showing the impact of WCSQM's accreditation process and events from their individual perspective. This web page was created in September 2018 to include the testimonials gathered through 2018.

Below are examples of common themes flagged in testimonials from school leaders and staff

- The benefit of seeing another World Class school in action

"I think it was an inspired choice to host the event at Riverbank Academy. I was very impressed by the school – it has superb facilities and the environment is clearly really well cared for. Even more important, it has a wonderful ethos based around ensuring that every student receives the best possible start in life." **Dominic Burke, Headteacher, Balcarras School.**

- The visible and tangible benefit for their students

"Our students felt really challenged in the final project but absolutely loved every minute of it and had a great time in Coventry and made some lifelong friends!" **Annmarie Whelan, Headteacher, Weatherhead High School**

- The provision of 'money can't buy' value adds

"It was an unforgettable and brilliant day!" **David Lisowski, Headteacher, Riverbank Academy**

"The whole assessment process has been a wonderful experience for everyone involved and the benefits of working as a team towards such a prestigious award and status has already brought so much to the whole school community and local area." **Ann Marie Whelan, Headteacher Weatherhead High School.**

- The challenge and opportunities for their students

"It was an incredible day and we felt so proud to watch all of the students stand up and talk with such confidence to such a large group! One of our students contacted me last night as he had received a wonderful email from his assessor suggesting he looks at being a shadow assessor next year! This has boosted his confidence enormously! Thank you so much for this opportunity, it has been a very rewarding experience so far!!" **Mandy Milsom, Assistant Headteacher, Southam College**

Examples of testimonials from students

“WCSQM is so inclusive, and this year has just proved that. Challenging primary school children to think higher and operate above their 'age' and including special schools is just fantastic! It's great to see students of all ages working together to achieve something so World Class.” Titus Takyi-Adarkwa, Vice Chair of the Alumni Association, Chelsea Academy

“World Class Schools has shown me something outside of my school that I can be a part of and help with. I never would have imagined travelling up to Coventry or Leeds to be part of an organisation that is accrediting schools that are doing amazing things for their pupils and as a student it's really inspiring to see that schools and teachers care about us.” Lucia Guzy-Kirkden, Sir Jonathan North Community College.

Case studies

We want any student who attends a World Class school to benefit from the status. We want alumni to feel the benefit of being World Class for the rest of their lives. We want to imbue them with infinite ambition and confidence. As a new charity, it will take time to measure long term impact. However, through direct communication with students we have rich qualitative data reflecting the tangible, life and career-changing opportunities being a part of WCSQM has provided for students.

These two case studies have been written by students, Elife Karanis and Tanya Dhiliyano, both of whom have been involved with WCSQM over time. Initially, they led their school's accreditation in 2016, and then they trained and became qualified assessors in 2017 and 2018. In 2017, they were shortlisted for the Individual Achievement Award (which was won by Elif). In 2018 they were instrumental in setting up the alumni association, taking on the role of Chair (Elif) and Co-Chair (Tanya). Both Elif and Tanya are actively involved in supporting WCSQM through engaging with their fellow alumni students via the alumni social media and email accounts, attending, role modelling World Class behaviours and signing up new students at WCSQM events.

Case study - Elif Karanis, Chelsea Academy

“Knowing that there are like minded students such as myself in the alumni association gives me comfort and confidence - because it is a net of support and a mutual World Class attitude towards being the best that we can be. The numerous opportunities and experiences that the association provides such as the symposium is unmatched and the networking allows us to grow and ensure we reach our potential- both academically and personally.

What being a part of the alumni association has helped me with the most is my confidence and my experience. I've had opportunities to do public speaking (eg. at the symposium) and have had opportunities to assess other schools, learn how to complete audits and help out at events. Now, I find it much less daunting to take on leadership roles in and outside of school, and talk to large groups of people without getting overly nervous. I've learned to approach situations - personal or academic - in a more collected manner by using the communication and organisation skills I've gathered from years of being part of World Class Schools. Also, being a part of WCSQM has guided

me through my choices for university and given me significant support when going through this demanding period of time.”

Case study - Tanya Dhilyanwo, Nonsuch High School for Girls (previously a student at Chelsea Academy)

“WCSQM has definitely given me a whole host of new skills and experiences that I don’t know if I could’ve got from anywhere else to such a high standard. I started off as a student part of a school being assessed and now being part of the alumni association feels fantastic. From event planning to people managing, everyone on the WCSQM team supports and encourages growth and once you work with the organisation they don’t just forget about you. Elif, Titus and I have been so lucky to keep evolving with WCS as I continue my studies and keeping involved in assessment centres and symposiums is just part of the WCS package. Im proud to say I’m World Class and the network is full of amazing people doing so many things. It’s definitely one of the things I’m proudest to be a part of and I feel like WCS is a family that is always there to help, advise and support your growth and development.”

Financial report

Fundraising and purchasing practices

In 2018, fundraising was almost entirely (97.5%) from Cohort 4 secondary school accreditation and Cohort 2 secondary school re-accreditation fees. The restructure of the supplier network model generated 1% of the income via supplier membership fees, and sponsorship of the awards ceremony 1.5%. Income from the 2018 cohort of primary and secondary schools was received in 2019, and will be covered in the 2019 financial report. All funds raised in 2018 were unrestricted and used to fund the running costs and charitable services as laid out under ‘objectives’ and ‘financial reporting’.

Standard practice for purchases over £1,000 is to obtain 3 comparable quotes to ensure prices paid are competitive and cost effective. Information on WCSQM’s spending policy is detailed in the [Financial Management](#) policy.

Income and expenditure for 2018

Income	
Cohort 4 secondary schools accreditation fees	£40,850
Cohort 2 secondary schools re-accreditation fees	£11,400
Awards ceremony sponsorship	£800
Supplier network membership fees	£594
Total income	£53,644

Expenditure (inclusive of VAT)	
Professional fees (accountancy)	£360
Overheads (office space)	£3,564
Staff salaries	£10,317.70
Staff travel for school visits / events	£509
2017 awards ceremony (catering)	£730.50
Running costs (logo design, purchase of font for house style)	£160.79
Plaques for accrediting and re-accrediting schools	£1,756.86
Video editing of accrediting school videos	£1,899.08
Symposium costs (printing, branding, travel, materials)	£588.71
WCSQM merchandise (pin badges, lanyards)	£667
Assessment centre costs (host fee, travel, printing, materials, staff support)	£2,514.17
Qualified Assessor fees	£2,050
Awards ceremony 2018 costs (materials, printing, travel, awards / trophies)	£1,006.94
Director's salary	£24,604.20
Total expenditure	£50,728.95
Total reserves end 2018	£2,915.05

Independent Examiner's Report

Please access the Independent Examiner's Report via [this link](#).

Reserves

At the end of 2018 the charity held £2,915.05 in reserves. In line with our reserves policy, these unrestricted funds are held to protect WCSQM financially in the case of unforeseen income losses, unplanned costs and/or new opportunities that may arise during the course of a financial year. Our reserves policy is detailed in our [Financial Management](#) policy document.

Projections and funding priorities for 2019

For 2019 we anticipate receiving income from the following sources

- Sponsorship of WCSQM events - a modest increase from 2018
- The accreditation fee from 16 successfully accrediting cohort 5 secondary schools
- The accreditation fee from 7 successfully accrediting cohort 2 primary schools
- The re-accreditation fee from 18 successfully re-accrediting cohort 3 secondary schools. This is assuming all 18 schools that were involved in the re-accreditation process by the end of July 2018 are successful.
- The accreditation fee from 2 successfully accrediting cohort 1 special schools
- The renewal membership fee from 7 WCSQM supplier network member organisations
- The membership fee from 8 new WCSQM supplier network member organisations
- A small amount of funds raised from early sales of WCSQM branded merchandise

Our planned funding priorities for 2019

- Salaries
- Overheads (office space)
- Running costs (website domain hosting, online database / file storage - G-suite, etc.)
- Cost of staff travel for
 - visiting potential World Class secondary schools as part of the initial shortlisting process (where possible visits are grouped together for cost efficiency).
 - travelling to events and pre-event planning meetings / venue recces.
- Awards ceremony venue hire, catering (we aim to have the majority of the awards ceremony costs covered by using a venue provided free of charge, and securing sponsorship to cover as much of the catering / materials costs as possible)
- Printing the plaques awarded to accrediting schools
- Video editing of self-audit / assessment centre / re-accreditation videos submitted by students. Videos are shown at WCSQM events and on the WCSQM website as a marketing tool for the promotion of the charity's aims and objectives.
- Printing services - printing labels, packs, materials, signs, banners etc. for WCSQM events
- WCSQM branded merchandise - some merchandise costs will be covered through sales of merchandise to accredited schools. Some branded products (pin badges, memory sticks) are given to students as a token of thanks for their help at a WCSQM event or as awards for achievement and participation
- Purchase / engraving of trophies awarded to students in recognition for their World Class achievements at the awards ceremony.
- Annual WCSQM symposium - catering, materials, staffing etc. (again, as much as possible we aim to have costs covered by securing sponsorship)
- Assessment process - catering / event costs generated by the assessment centre, staff travel, assessor fees etc.
- Bursaries - an amount of £1,000 will be set aside for helping students to access World Class events / services where funding is not available from the school.

Thank you for your support

We would like to extend a sincere and heartfelt note of thanks to all the World Class schools, students and organisations that helped to make 2018 a very successful first year as a registered charity. Achieving charity status has been hugely significant in allowing us to establish our charitable aims and objectives and beneficiaries, and we hope to be able to build on the successes and lessons learned in our first year to develop a thriving charity with the capacity to support thousands of young people to access World Class opportunities, giving them the skills and confidence to realise and achieve their potential.

How you can support WCSQM

WCSQM welcomes support from trusts, education providers, individuals and organisations with an interest in developing World Class state school educational opportunities for young people across the UK and internationally. For further information on how you can work with WCSQM please contact info@worldclass-schools.org.