

ANNUAL REPORT



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A World Class 2021 in numbers...

15 secondary schools and **8** primary schools awarded World Class Schools Quality Mark accreditation

23 secondary schools and

5 primary schools awarded World Class Schools Quality Mark re-accreditation

The first **9** schools subscribed to the WCSQM app



The students of Moor End Academy with their WCSQM plaque following their accreditation award in March 2021



The newly formed Alumni Association Committee encouraged a record number of students to sign up for the Association in 2021

58 young people joined the WCSQM Alumni Association, bringing the total number

of members to **468** by the end of 2021

4 organisations joined the WCSQM Suppliers Network, bringing the total

number in the network to **23** by the end of 2021

52 students submitted entries to the
2021 essay writing competition

25 students qualified as WCSQM
assessors



Author Dan Freedman set the question, judged and awarded the winners of the 2021 essay writing competition

68 students were commended as part of the Student Character Campaign



Claudia Palmer, student at Southfield School, performed a moving dance performance for the Awards Ceremony audience of 500 at the Sheldonian Theatre in Oxford

500 World Class teachers and

students from **50** schools across the

UK attended the WCSQM Awards Ceremony
in December - the first in-person event
since 2019

Our mission statement

At WCSQM we work to improve the quality of state education UK wide. We award a quality mark to non-selective state schools that offer the best education to young people in the UK. Unlike other 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 to recognise and achieve their potential.

The WCSQM framework of skills and competencies is available as a subscription to any school, primary, secondary, special and international, to support the development of World Class characteristics in young people of all ages, regardless of their age, background or educational setting.

“We’re delighted and honoured to join such a prestigious group of schools. Thank you for believing in us.” Kash Rafiq, Principal, Moor End Academy

“Thank you very much for this fantastic opportunity and your support at various points throughout. Our students really enjoyed the experience and have gained so much from it, it was fantastic to see!” Stuart Nunn, Assistant Headteacher, Swavesey Village College

“Thank you for this wonderful opportunity to work with the association and many talented people.” Daniel Ghanash, Year 12, St Cuthbert’s Catholic High School

“Thank you so much for all of your help during this process! I’ve really enjoyed being part of the shadow assessors team and can’t wait to get involved again in the future.” Olivia Woods, Shadow Assessor, Salesian School

“Thank you for putting on an uplifting celebration of the fantastic work of so many young people across the country. Thanks for all you do to promote curriculum enrichment, it is much valued by all colleagues at Featherstone.” Gerry Wadwa, Headteacher, Featherstone High School

A message from our Chair of Trustees

Unfortunately, Covid 19 meant that our schools could not return to 'normal' in 2021 as had been hoped. They were plagued by further lock downs, distance learning, and significant upheaval caused by staff shortages, student absences, national examination alterations, and the roll out of Covid inoculations in schools. Data and research findings began to surface identifying the significant learning gaps that students will suffer as a result of the pandemic.

We are pleased to say that we were there for our schools when they needed us most, in a way that they needed most. We received lots of positive feedback from our schools thanking us for supporting them in a way that demonstrated we understood their situation, when others didn't.

We have developed our practices this year highly effectively, to challenge the loss of opportunity students have experienced as a result of the pandemic. For example, we have rolled out our app for reaccrediting schools so students have been able to recognise their World Class character development wherever they are. Because our app is web based, students have not needed a particular device or installation to access the process. We have developed our Character Campaign, so that students have been able to achieve the recognition they deserve for overcoming seemingly impossible obstacles. We staged our largest ever Awards Ceremony, our first in-person ceremony for two years, at Oxford University and schools were ecstatic to provide their students with access to a national, prestigious, celebratory experience, redolent of cultural capital. We compensated for the cultural capital opportunities that the students had lost through the pandemic by adding a new competition to our repertoire, the 'Talk Off,' which students could access from everywhere, and which proved to be immensely popular.

Our work supporting students, who are often already at a disadvantage because of life circumstances, is even more challenging due to the impact of Covid on their education. However, we are very excited that, as a charity, we are in the best position to provide support. Research has demonstrated that students that excel best in adversity have well developed characteristics for learning. Our focus on World Class characteristics is therefore the right one to ensure our students achieve highly and go on to lead positive, fulfilling, World Class lives.



Matthew O'Connor



Our activities in 2021

Student Character Campaign



In 2021 we launched the [WCSQM Student Character Campaign](#), inviting schools to nominate students demonstrating World Class characteristics for a Student Character Award. Each month one student is awarded Student of the Month for their framework area, receiving a certificate and featured on our [Hall of Fame](#), with nominees also commended each month. All nominated students are shortlisted for the Student Character Award, given in person biannually at our Awards Ceremony in December and Symposium in July.

Schools have widely welcomed the initiative as a way of incentivising and rewarding students. For us at WCSQM, the nomination process which asks students (and nominating staff) to evidence one characteristic from one area of the WCSQM framework has been an invaluable way of familiarising students and staff with the framework and encouraging students to use it as a benchmark for their ambitions and achievements in and out of school.

“We are all so very proud of Amaan, as his family and friends are. He is a very inspiring young man who is a worthy recipient of student of the month.” Shivaun Duffy Moriarty, Sherbourne Fields School

In 2021...

100 students were nominated for a Student Character Award

9 students were awarded the badge for their framework area (one winner for each of the 9 areas) and 1 overall Student Character Award winner was awarded a trophy at the Awards Ceremony in December



Mark Baffoh-Botchway, Year 9 student at Bluecoat Wollaton Academy, was awarded November Student of the Month and overall Student Character Award winner in 2021

Even better if...

To date submissions are mainly received by staff completing an offline form with details of their students' characteristics. Our hope for the future as student engagement with the WCSQM app grows is that staff and students will use the app directly to download and submit their nomination, further incentivising app use and simplifying the nomination process.



The WCSQM Online App

The WCSQM internet based app officially launched in January 2021, offering primary and secondary schools an easy to use online platform available for their entire student cohort to use independently to develop and demonstrate their World Class characteristics using the [WCSQM framework](#). The first school subscribed to the app in May 2021, and 9 schools subscribed in total in 2021.

In our 2020 annual report we proposed a key area of development for 2021 focused on the improved functionality of the app to maximise its positive impact and usability for schools. We're delighted to have been able to achieve all our app development targets...

In 2021...

- We formalised a contract with app development expert James Kaye, who was familiar with the app having worked with app developers Plusier. James works with WCSQM for 2.5 days a week to support and troubleshoot school usage, and to make adaptations when required to improve the design and functionality of the app. James's support has been invaluable in facilitating a successful rollout and making the changes required quickly and cost effectively.
- James worked with Plusier to move the app to a dedicated WCSQM branded platform.
- James has adapted the app to enable students to download a PDF version of their completed framework areas - a key selling point for schools whose students can use this to support higher education, extra curricular and employment applications. James has gone further in adapting the app to facilitate a connection to professional networking platform LinkedIn, so students' completed profiles are automatically transferred to their LinkedIn profile.
- To facilitate all- through subscription, James has adapted the previously separate primary and secondary school apps so they can be linked, allowing all-through schools to subscribe to both apps simultaneously to use as is required within their school to meet their individual students' needs.

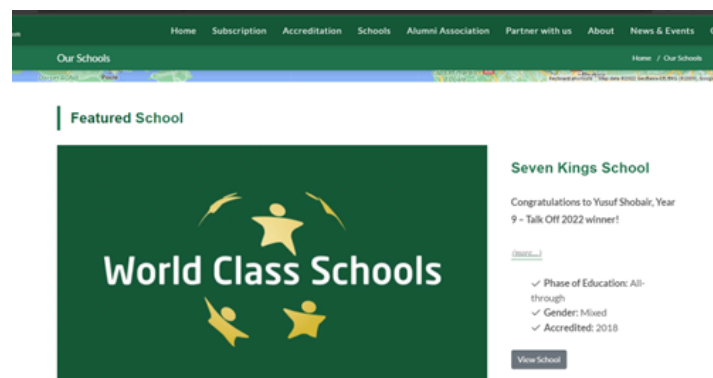
Even better if...

Now the app is established and being used effectively in schools, our aim for 2021 and beyond is to build the app brand independently of WCSQM, so it can be recognised and used by any school as a platform to support the character development of students, rather than it being used simply as a means to accreditation, as it is currently. We hope to do this by:

- Creating a unique app brand, with its own name, website, logo, social media etc.
- Adapting our marketing strategy to promote the app independently of WCSQM accreditation

Featured School

When creating the website, our web developer created a template where the schools landing page included a 'featured school'. Any school can be chosen to be a featured school, benefiting from added promotion / exposure on our website. In 2021 we actively used the feature to offer a different school each month 'featured school' status. Schools were chosen to be a featured school if they had World Class activities / initiatives to promote. E.g. Berkeley Academy were our featured school in December 2021 after they were awarded WCSQM School of the Year 2021.



Accreditation

As highlighted in the 2020 annual report, the schools participating in the accreditation process in 2021 did so via a postponed virtual assessment centre and self-audit video application. We're incredibly proud of the 23 schools whose students worked together and overcame the multiple challenges of inadequate technology, school closures and virtual communication to complete their assessment centre project and self-audit video and achieve WCSQM accreditation in 2021.



The staff and students at St Anne's Catholic High School for Girls in Enfield celebrated their accreditation in July 2021

From 2021 the development of the WCSQM app means the accreditation process, which previously stemmed from the Ofsted inspection framework, can now operate independently. Instead of limiting accreditation to schools judged Ofsted outstanding, using the WCSQM framework of characteristics, any school can now demonstrate their eligibility for WCSQM accreditation by evidencing World Class characteristics in students via the app.

The new accreditation process requires schools to first evidence a minimum of 20 students demonstrating World Class characteristics via the app, before they can begin the assessment process consisting of:

- The submission of a video created by students entitled 'A Week in the life of a World Class School', in which students must demonstrate why their school is typically World Class

- Successful participation in a WCSQM assessment centre (up to 6 students)

As this process is all new, it's difficult to plan for exact numbers and timescales of accrediting schools over the next 1-2 years, but we estimate schools will need 9-12 months of subscription in order to give students the time needed to complete all areas of the framework, and then the assessment process could take up to a year to complete. We therefore expect the first subscribing schools to begin the accreditation process in the Autumn term 2022, achieving accreditation if successful by the end of 2023.

Even better if...

Going forward we will be developing brand new processes for the management and delivery of our accreditation processes. Whereas previously schools were recruited and accredited in groups of 20-30, accreditation will now be a much more gradual process with smaller number of schools applying for accreditation alongside larger groups of re-accrediting schools. Our priority for 2021/2 will be creating streamlined processes and communication to support the accreditation and assessment processes for our schools.

Reaccreditation

Unlike the accreditation process, re-accreditation in the 2020/21 academic year was established from the outset as a virtual assessment process consisting of a form, video and virtual partnership with another re-accrediting school, all student-led, to demonstrate World Class characteristics. So although some adjustments were made to deadlines to offer flexibility for schools around closures / school absences, by and large the process was successfully completed by almost all schools, and 23 secondary / 5 primary schools achieved re-accreditation in July 2021.



The pupils of Sneinton St Stephen's Primary proudly displayed their WCSQM reaccreditation plaque for an article in the Nottingham Local News in October 2021

“Thank you for all of your support over these last few months, its been quite emotional working on this with these students during this tough time.” Matthew Niner, Harris Chafford Hundred

Even better if...

From 2022 the re-accreditation process will be adapted to allow a streamline of processes in line with the updated accreditation processes. So going forward, the biennial re-accreditation process will mirror the accreditation process in that schools will need to:

- Submit student portfolios demonstrating World Class characteristics via the WCSQM app
- Participate in an assessment centre event

In recognition of the fact these schools have previously proved World Class status, they will only need to submit 6 completed student portfolios (one for each framework area, or two per area for primaries) and they won't need to submit a self-audit video.

Having one consistent assessment process for both accrediting and reaccrediting schools will allow us to offer a well structured, smooth and effective process for the benefit of the growing number of schools applying for WCSQM accreditation and reaccreditation going forward.

Corporate partnerships

LinkedIn

Following the positive feedback from schools and students to the 2020 online LinkedIn sessions, we worked with LinkedIn to offer profile building sessions again in 2021. These were very well received, with almost 250 Yr 11-13 students signed up to the sessions and many more accessing a recording and LinkedIn guide via [our website](#). Schools were very keen to offer students opportunities to build their profile and reach potential employers and higher education providers at a time when traditional open days and careers events were not available.



Even better if...

While the LinkedIn sessions and the guide for schools and students have been popular, there are still many World Class schools and alumni students not using LinkedIn effectively to promote their World Class status and ensure they can be found by the best teaching post candidates, employers, higher education providers etc. In 2022 we plan to broaden the scope of our work with LinkedIn, whose development team have been incredibly helpful working with us to promote effective LinkedIn use across our school network, by:

- Continuing our programme of online sessions promoting best practice for schools and students
- Working with a World Class school using LinkedIn effectively and promoting them throughout the network as demonstrating LinkedIn best practice
- Working with LinkedIn to offer in-person sessions for students once this is practically possible.

WCSQM Supplier Network

As the number of our schools, partners and charitable activities grow, our capacity for actively sourcing and recruiting new [World Class suppliers](#) for our network has reduced. In 2021 we had four new organisations join the supplier network, all of whom had been recommended to us directly by a World Class school or another supplier.

With 23 suppliers in the network, we adapted our supplier communications / promotional processes in 2021 to offer mutually beneficial opportunities to our schools and suppliers, including:

- Our suppliers were invited to act as professional consultants for the 2021 virtual assessment process, and we were delighted to have the opportunity of working with Lytle Associates, Camps International and Aspens Services, all of whom offered their expertise for the benefit of the students participating in the process.
- Direct promotion of lockdown offers
- Regular inclusion of relevant content for schools in the WCSQM termly newsletter
- The opportunity to sponsor WCSQM events

Even better if...

As we continue to develop the WCSQM app we plan to incorporate the option of offering framework area sponsorship to our supplier network. This would give World Class organisations the opportunity to:

- Promote their brand alongside the WCSQM brand and specifically a framework area or characteristic that best links with their organisation
- Provide their own example (using their own case study / product) of how to demonstrate a World Class characteristic, for their sponsored framework area

Linking our supplier network more closely with our framework will better support our mission and give schools via students more direct, targeted information on the organisation and how it can benefit their World Class school.



Event sponsorship

In 2021 we benefited from event sponsorship donations from:

- Go 4 Schools and DPR who sponsored our virtual awards ceremony in March
- Performance Learning who sponsored our virtual Symposium in July
- ClickView who sponsored our awards ceremony at the Sheldonian Theatre in December

While virtual events offer a wider audience base, the lack of direct, personal contact offered by live events means they are less attractive financially. We were however very lucky to have the opportunity to work with our fantastic sponsors for each of our events in 2021, and we had a lot of positive feedback from our schools and our sponsors that reinforces the importance of working with World Class organisations to offer meaningful sponsorship opportunities that directly appeal to and benefit the schools in our network.

ClickView Managing Director Michael Wilkinson presented the award to the School of the Year winners at the Awards Ceremony they sponsored in December 2021



“I just wanted to thank you for everything. What an amazing event. I had vastly underestimated the student focussed element of this network; belief and aspiration with the confidence to showcase your talent. Just amazing.” Michael Wilkinson, MD ClickView, December 2021 Awards Ceremony sponsor

Even better if...

While we have traditionally only offered sponsorship of our large flagship events, the nature of our assessment centre events and the need for industry experts directly supporting and contributing to the events means they could be the ideal proposition for organisations looking to sponsor an event that helps them not only reach new schools but also to work directly with students. This is something we will be exploring in 2022 and as our assessment centre events grow.

Education partnerships

Following the successful partnership with Cambridge University following our 2019 Awards Ceremony hosted by the university at Lady Mitchell Hall, and the positive feedback from our schools to the access opportunities we’ve offered to date, one of our key aims as highlighted in the 2020 annual report was to strengthen and diversify links with higher education partners in 2021 to improve access for our World Class students.

To this end the WCSQM Alumni Association committee has prioritised the building of links with university access teams, and where time allows student volunteers will be actively contacting university widening participation teams to discuss partnership opportunities.

We have also actively developed links with...

Oxford University

We linked with Oxford University to discuss forging a partnership centred around the hosting of our 2021 Awards Ceremony in December at the prestigious Sheldonian Theatre. While unfortunately the Widening Participation team were not as forthcoming as we'd hoped, we were able to build positive relationships with:

- Oxpire, Oxford University's debating platform who presented a seminar to our schools prior to the awards ceremony
- Target Schools, Oxford's student-led access team, who organised a tour of the university colleges prior to the awards ceremony, and a visit to St Edmund Hall's Chemistry department, for WCSQM alumni students considering chemistry at university.



Target Schools and St Edmund Hall hosted an immersive open day for WCSQM alumni students interested in studying Chemistry at university

We hope to continue our partnership with Target Schools to offer more immersive access opportunities at Oxford University for our schools and their students.

Trinity College Cambridge

Following the 2019 Awards Ceremony at Lady Mitchell Hall, we have maintained links with Cambridge University's Widening Participation team through our online [Subject Passion sessions](#) in 2020/21. Over 500 teachers from schools UK wide signed up to the subject passion sessions, and over 50 more have requested the session recordings since.



Moving forward we are in the process of applying to Trinity College for funding to support a transition project, supporting World Class students to transition from school to university.

We also hope to further develop our Subject Passion programme in partnership with Trinity College, and potentially return to Lady Mitchell Hall for WCSQM events in the future.

Virtual Symposium

The continuation of Covid restrictions in 2021 meant we were once again obliged to run our summer Symposium virtually. Following the successful partnership with EdTech experts and WCSQM lead school Sandringham, we once again partnered with Sandringham School to utilise their ClickMeeting platform for the event, sponsored by WCSQM supplier network member [Performance Learning](#). With a theme of 'unlocking your voice', the Symposium included contributions from:

- LinkedIn - sessions including how to rock your profile, and top trending skills
- Performance Learning - a focus on the learning gap created by Covid and how to address it
- Accenture - undergraduate apprenticeships
- The first WCSQM 'Talk Off' - a live debating competition
- Launch of the 2021 Symposium with author Dan Freedman
- Trinity College Cambridge - how to be a World Class undergraduate student
- Awards ceremony celebrating accrediting / reaccrediting schools, 2020 School of the Year and individual student achievements

We had around 250 registrations for the Symposium, although it's likely viewers were in their thousands, as many teachers signed up to broadcast to a whole class / year group. The Awards Ceremony had the highest number of visitors - 108.

Symposium session recordings can be viewed [online via our website](#).

"Thank you for such a wonderful experience yesterday at the symposium. It was fantastic and I know Gracie was so pleased to be a part of it. What amazing opportunities you have given to our students!" Halena Tovey, President Kennedy School

Even better if...

While we're incredibly grateful to Sandringham School for the support provided to ensure our Symposium could continue despite Covid, we are very much looking forward to a return to our live events in 2022 where students and staff can benefit from the invaluable networking opportunities the Symposium provides.

WCSQM Awards Ceremony

While traditionally an annual event, we held two awards ceremonies in 2021 - the first was a virtual, pre-recorded ceremony shared virtually with schools in March 2021, following the postponement of the December 2020 event due to Covid. This included awards for student

of the month, the 2020 essay competition and the 2020 lockdown competitions, and was sponsored by WCSQM suppliers [DPR](#) and [Go 4 Schools](#). [The ceremony can be viewed via our website.](#)

The December 2021 Awards Ceremony was our first live event since pre-Covid, and we chose Oxford University's Sheldonian Theatre as the venue due to its prime location, prestigious reputation, generous capacity and, (as covered in [Education partnerships](#) above) in the hope it could form the basis of a long term partnership with the access team at Oxford University.

The event, sponsored by WCSQM supplier [ClickView](#), included:

- Keynote speech from author and Magdalen College Professor Sir Robert Douglas-Fairhurst
- Live dance / musical performances from the students of World Class schools
- Awards for accrediting schools, School of the Year, and individual students
- Pre-event workshops from Oxplore and a tour of the university colleges coordinated by Target Schools, Oxford's student-led access organisation.
- Student-led interview with author Dan Freedman, who also presented the award for this year's essay writing competition, for which he set the question and judged shortlisted entries.



Claudia Palmer, student at Southfield College, performed a moving dance performance, accompanied by fellow student and pianist Daniel Dickie

We were delighted with the response, reaching capacity with over 500 school staff and students attending from almost 50 schools UK wide.

"Lily and I wanted to thank you for the amazing time we spent with you yesterday. The event had such a great atmosphere and so much positive energy, it was wonderful to be part of it. You really did succeed in making the students feel like they could achieve anything." Emily Kennedy, mother to Lily Kennedy, Year 7, winner of the 2021 essay writing competition

"Congratulations on such a fantastic event! It was such a pleasure to see students, staff and parents celebrating their achievements after such a difficult couple of years for schools so thanks for inviting me. Everyone that I spoke to was extremely positive about WCSQM and the event!" Jon Datta, Outreach Coordinator, Trinity College

2021 Essay Writing Competition

In 2021 we actively approached a number of authors with an invitation to judge the essay writing competition. This was the first time we had proactively sought a competition judge, and paid a fee, albeit a modest amount, to secure author involvement. We made the decision to do this as a way of expanding the audience for the competition to appeal to a wider number of students who may not traditionally consider entering.

We were delighted to have our offer accepted by Dan Freedman, a bestselling author whose series of Jamie Johnson novels had recently been televised, meaning he was well known to most students, particularly boys aged 9-14 who are traditionally the most challenging to engage.

Dan Freedman was the ideal competition judge and an inspirational role model for pupils. As we hoped, his involvement including a brilliant interview led by the 2020 winning student Grace Rolinson for the competition launch, encouraged a higher than average number of submissions from younger, male pupils.

Dan presented the winners' award to Year 7 St Albans Girls' School student Lily Kennedy at the Awards Ceremony in December 2021, and visited Lily's school virtually in 2022 as part of her winning prize.

We are very grateful to Dan Freedman for his support, and to the English faculty of President Kennedy School in Coventry for carrying out the shortlisting.

"The shortlisting process has been extremely valuable for both our students and staff. It has been wonderful to read the many approaches to the essay questions this year, and we were really impressed with the quality of ideas and line of arguments." Halena Tovey, President Kennedy School

WCSQM Alumni Association

In February 2021 we were joined by former St Mary's College, Hull alumnus Danny Cooper, now a trained paramedic, who has taken on a voluntary role as Alumni Association Development Coordinator. Danny's commitment

info@worldclass-schools.org



Dan Freedman presented the 2021 essay competition winners' award to Lily Kennedy, Year 7, St Albans Girls' School



and his fresh perspective as an alumnus himself, has facilitated some exciting developments for the Alumni Association in 2021 including:

- The development of a new, formalised and automated recruitment / communication system to welcome / engage new alumni members, and to facilitate an accurate database of members for ongoing communications
- Changeover of committee roles from the founding members, to the new Alumni Association committee, recruited in July 2021 (see image above).
- A growth in the number of students actively involved in the committee, with regular meetings to share ideas and roll out initiatives including competitions, social media posts / videos etc.

Jack Kennedy (Chair) presented with Lara Hall and Sophie Angel (Vice Chairs) to 500 staff and students at the WCSQM Awards Ceremony

58 students signed up to the Alumni Association in 2021, bringing the total number of members to 468.

Even better if...

Danny's support has been invaluable in shaping a committed, proactive and engaged Alumni Association committee, however with all committee members being students themselves, their time is limited. Our challenge going forward will be to work together with Danny, the committee members and the wider Alumni Association members to identify and plan events and initiatives that will engage members, encourage new members to join, and support the growth of the Alumni Association as a positive, influential body of World Class students. We are realistic about the challenges involved and the funding required to facilitate this, and this is a key element of our 2022 vision.

WCSQM Associate Programme

In September 2021 we launched the Associate Programme to recognise, support and develop World Class practitioners in our schools UK wide. The prestigious role of WCSQM Associate was initially offered to practitioners we had worked with regularly across our schools as active participants in the WCSQM network, and who have actively supported students to engage with WCSQM events, initiatives and opportunities.



WCSQM Associates Helen Kay (The Holy Cross School), Ellen McHugh (St Albans Girls' School), Halena Tovey (President Kennedy School), Caroline Carney (St Anne's Catholic School for Girls), Sarah Megeney (Finham Park School)

We currently have 11 Associates with whom we liaise and meet regularly to share World Class best practice for the benefit of staff and students. Going forward we look forward to expanding the network to invite representatives from schools across the UK to support continual improvement in WCSQM schools.

Details of the WCSQM Associate programme, how to join and member profiles can be found [on our website](#).

How we performed against our 2021 targets

In our 2020 annual report we highlighted key targets we wanted to work towards for 2021. Here's how we did...

1. Adapt the WCSQM online characteristics framework to ensure maximum impact and value for World Class schools

Our goals were to work with a dedicated app development manager to maintain and improve the app, with a particular focus on:

- Moving the app to a dedicated WCSQM platform
- Adapting the functionality of the app to allow students to download PDF versions of their completed portfolios, to support further education and employment applications
- Adapting the app to suit the myriad needs of special schools

James Kaye, our App Manager, who formerly worked with our app developers Plusier, has been invaluable in adapting the app in positive ways beyond our expectations. The app now runs on its own platform and students can easily download their completed portfolios. In addition:

- The app is linked to LinkedIn, so students aged 16+ can share their completed WCSQM profiles on their LinkedIn profile at the click of a button
- The primary and secondary frameworks can now be linked so special schools and all-through schools can have access to both frameworks to suit the needs of their individual students, and to allow for a continuation of the development of WCSQM characteristics through each school stage.
- Accrediting / reaccrediting schools can submit profiles for assessment via the app, reducing the time commitment needed from supporting staff
- We have a comprehensive bank of training videos to support staff and students with every aspect of app setup and usage

The new all-through functionality linking the primary and secondary apps has provided a positive platform from which we are currently developing the special schools app in consultation with our accredited special schools.



2. Strengthen links with education partners to increase funding and World Class opportunities

Our aim for 2021 was to capitalise on the success of the Subject Passion programme and positive links with Cambridge University's access team by applying to the university for funding to expand our partnership and build an accreditation subsidy for World Class schools that may not have the financial means to apply for subscription / accreditation. To this end, we have submitted a number of proposals to the university and are currently in discussions with the funding team on a potential WCSQM / Cambridge University partnership. While it seems funding may not be immediately available, some promising plans are in place to develop the Subject Passion programme and utilise Cambridge University as a venue for future WCSQM events as a way of strengthening links between World Class students and the university.



3. Develop relationships with new and existing partners with a view to growing the opportunities offered by WCSQM for the benefit of World Class students



Our Alumni Association committee are working towards the goal of increasing links with education partners, and actively developing links with a number of university access teams to pursue funding and partnership opportunities.

In 2022 Grace Fitzsimons, Alumni Association Vice Chair, launched a [World Class Futures](#) initiative to empower students to investigate their career options through proactive interactions with professionals across a number of sectors. The World Class Futures initiative encourages students to interview / meet with professionals to find out more about pathways into the career and what it means to work in the

sector.

Going forward we hope to develop the above initiatives to offer more visits in 2022 and beyond to universities and employers, giving students an immersive experience from which they can make informed decisions about their future.

Impact statements

Prisha Anand, Year 6, Berkeley Academy

(Prisha was runner up in the 2020 essay writing competition, and interviewed author Dan Freedman for the launch of the 2021 competition)

My experience with WCSQM was absolutely amazing! It really boosted my confidence, and it has encouraged me to enrol in more competitions and push myself to the limit. I am extremely grateful for the opportunities and experiences that World Class have given me. Not many 9-year-olds can honestly say that they've interviewed an author! This is just one of the experiences that WCSQM has offered me.

I have learned skills that will help me in my further education such as essay writing, interviewing and public speaking. These skills and experiences are something that I will always keep with me. My time participating and interacting with WCSQM was very memorable and something I will treasure.

Although I didn't win the Essay competition, I did get mentioned which was much more than I had expected. The fact that I had been mentioned and came this far was a shock. Every time I was relayed the information by my teacher that WCSQM wants me to interview an author and make a video about essay writing tips was a wave of contentment washing over me.

WCSQM changed the way I looked at competitions. Before, I believed that competitions like this were just extra work. Which is true in a way because you must put in more effort and sacrifice your time. However, they can change you in a good way and I think that WCSQM has helped me do just that.



Gracie Fitzsimons, Year 10, President Kennedy School

Throughout my time with WCSQM I have acquired a multitude of valuable personal development skills, been introduced to individuals who are arguably the best in their field and have had countless opportunities to enhance my academic abilities through workshops. For example, at the 2021 Symposium I virtually interviewed bestselling author Dan Freedman, after being awarded 3rd place in the 2021 Essay Competition.

Following this incredible experience, I was inspired to navigate my journey as a World Class student further, projecting my ideas by applying for a leadership opportunity on the Alumni Committee. The application was successful and I became Chair of Human Sciences at the Alumni Association.

Over the last year, I have worked on campaigns, social media content and outreach emails. In addition to this, I took part in the 2022 Assessment Centre and had the opportunity to attend the 2022 Symposium. I was honoured to be named Student Character of the Year as well as becoming a Qualified Assessor. An important element of WCS campaigns are that they work cohesively with one another and every experience brings forth endless, exciting opportunities.

Academically, WCSQM have inspired me to constantly expand my knowledge. However the communication, teamwork and networking skills WCSQM have helped me to enhance, are perhaps my favourite aspect of the charity. In the future, I hope to expand my projects further, and introduce more universal initiatives for students to feel the same sense of belonging I have toward the organisation.



Gracie was awarded the WCSQM Student Character of the Year award in July 2022

The students of Bluecoat Wollaton Academy, Nottingham

Bluecoat Wollaton Academy students volunteered their time to project manage the WCSQM Awards Ceremony for 500 staff and students at the Sheldonian Theatre in Oxford, December 2021. Many students went on to participate in their schools' reaccreditation assessment in 2022, following which Bluecoat Wollaton Academy was rewarded WCSQM accreditation at the WCSQM Symposium in July 2022.

Izaak Rochester, 14:

The atmosphere at the ceremony was a spectacle to behold if you ever get the chance to. Whether it was the excited students bustling through the narrow passageways on either side, eager to receive their rewards, or teachers audibly shuffling their chairs to make way for people returning after getting their photos taken. Every aspect of that gym-sized hallway highlighted the distinguished and exemplary demeanour that the World Class Schools family prides itself with. Success emanated from every rupture as the staggering feats of the students that had both attended World Class Schools events in the past and events that day were revealed at the forefront of the hall. The tag that my school holds, highlights the perfections and achievements my school has gone far and wide to attain, some of which were achieved that very afternoon, and many schools that attended that afternoon may be able to notice these within themselves.

Charlotte Arkle, 14

As a year 7 student attending the awards ceremony in December 2019, having next to no knowledge of the prestigious World Class Quality Mark accreditation, I've been privileged in being part of the team who successfully received our reaccreditation award at the symposium this year. I have really enjoyed and feel as though I have greatly benefited from working with other World Class students from other schools. I've definitely gained more confidence in being open with my ideas and suggestions as well as being able to positively collaborate with my team.

The symposium was an excellent event in allowing students to learn and develop new ideas as well as being able to support and feel inspired by others receiving awards and recognition for their World Class achievements. It was great to see the schools that we worked with during the assessment day also receive their reaccreditation award, after all of the hard work and planning that everyone in the team went to in ensuring that our assessment would be a success. It was also amazing listening to the members of the Alumni association explain their positions and how everyone attending a World Class School can apply to be part of such an exciting and outstanding group- one of whom was involved in the original accreditation for our school.

Moving forward into the upcoming events for this academic year including the awards ceremony in December and the monthly character campaigns, I hope that our school can continue to lead in its world class example and inspire other schools to aim towards achieving the World Class Schools Quality Mark.

Millie, 14

In July Bluecoat Wollaton Academy attended a Talk off event hosted by World Class Schools and St Marleyborne School. As a leading school we took this event as an opportunity to help others spread awareness around social media and its connotations.

At the symposium I enjoyed creating new social bubbles and making new friends who enjoyed listening to each other's polarising viewpoints! Personally I gained a lot from the symposium such as my public speaking skills which I am really excited to use to spread my voice and opinions!

In the future, Bluecoat Wollaton Academy will help students across the country to gain imperative life skills by helping with upcoming events held by WCSQM.

Mark, 14

Firstly, I would like to credit St Marylebone School for hosting the recent World Class Schools Symposium event. I would also like to thank the staff, students as well as the World Class Alumni's for aiding the school in holding such an inspiring event because I personally thought it was an excellent inspired choice.

Myself and my peers paid a visit to London Zoo which was a thrilling experience for both staff and students alike. We explored the several types of animals, whilst engaging in the various activities presented to us. Additionally, the zoo educated us on animal life and animal data. From that



Mark was awarded Student of the Year at the WCSQM Awards Ceremony in December

experience I improved both my team working and navigation skills, which are both important skills as they keep you safe and allow you to work effectively as a team. We all thoroughly enjoyed our stay at the zoo and recommend that you should visit it too.

Later we arrived at St Marylebone School for the World Class Schools Symposium event, where students had to pick a topic to debate about, and the judges present at the event would vote on which argument was more convincing. Our school did extremely well, even rewarding one of our students trophy. After the awards had been given out, the CEO of World Class Schools gave an incredible speech, encouraging us to work even harder and show our World Class characteristics so that others can follow suit.

At the end of the event, we thanked St Marylebone School for holding such an event, and my peers and I discussed how as a leading school, we could plan an event just like this or an even bigger one! The opportunity that we can help other schools across the country become World Class is one that we at Bluecoat Wollaton Academy relish!

Our vision for 2022

Going into 2022 we have some very exciting plans in the pipeline for developing a wide range of WCSQM activities including...

MAT accreditation

In 2022 we will be launching the [MAT accreditation programme](#). We have [9 MATs](#) who have at least one accredited school, that have expressed an interest in being part of the inaugural cohort of World Class MATs, supporting their accredited schools to maintain accreditation, and subscribing additional schools in their MAT to the app, with a view to future accreditation. A WCSQM accredited MAT provides consistently World Class opportunities for children across its schools.



Image: Spencer Academies Trust - one of the 9 inaugural MATs applying for WCSQM accreditation

The timing of the MAT accreditation programme fits with the government's [schools white paper in March 2022](#) in which they set out a case for a fully trust led system. Now more than ever parents will want to know which schools belong to a strong trust and how that trust will support their child's school. Our aim is that parents will feel confident that their children will be World Class as a result of attending a school in a WCSQM MAT.

Our hope is to support the 9 inaugural MATS to subscribe and begin the accreditation process by the end of 2022.

Alumni Association - capacity building

Supporting further growth and development of the Alumni Association is a key priority for 2022, to take advantage of this year's positive changes and initiatives. We recognise that to support the aims and ambitions of the Association committee members, to expand the programme of access events and to grow the World Class Futures programme, we need a dedicated full or even part-time member to focus solely on the development of the Alumni Association, and we plan to apply for funding to facilitate this.



Our aim is to apply to Cambridge University and the National Lottery Community Fund for funding to develop the Alumni Association over a 5-year period with the recruitment of a dedicated team member and funding for ongoing access and alumni team building events. To make the programme sustainable we will be incorporating a fundraising remit, making the role self-funding by the end of the five years.

Lead Schools

We currently have two lead schools, Sandringham School, St Albans, and St Mary's College, Hull. Their purpose is to role model World Class practice consistently and lead on World Class initiatives. As we grow as a charity, and our national reach increases, we need to increase the number of lead schools, and formalise their role, to support our network. Our aim is to take on board a third lead school, representing central England, Bluecoat Wollaton School, which has consistently demonstrated World Class practice through its membership. Our aim is to establish a lead school programme through which school involvement is planned. This would align with the development of our MAT accreditation, in structuring and supporting the growth of the charity.

Associates

As the charity grows, it has become more difficult to work with World School leaders on a personal level in every school. Our aim, therefore, is to grow our network of Associates, staff leading on the World Class agenda in their schools, who are particularly active, and who can support and share best practice across the network. Associates will have their own branding, and annual meeting and activity schedule.

International

Our web based app lends itself to international application. The aim of the charity has always been to support schools in providing global opportunities for their students. Our aim is to increase the uptake of schools abroad subscribing, and increase our trustee capacity so we have expertise and connections to support international development.

Independent Sector

We are a charity that supports the development of opportunities for students in the non-selective state sector. This is our abiding mission, and we will not dilute this. However, we generate interest from the independent sector in our activities, and it is foolhardy to ignore the possibility of partnerships that could support our mission. Our aim is to increase our trustee capacity so we can explore potential beneficial partnerships with the independent sector.

App rebranding - BeWorldClass

Following a successful rollout and to utilise the app development support offered by our dedicated App Manager, our aim for 2022 is to rebrand the app to give it an identity affiliated with but not limited to WCSQM. From September 2022 the WCSQM app will be rebranded as 'BeWorldClass', with its own domain name, rebranded app platform, logo and supporting resources. The aim of the rebranding is to:



- Establish the app in its own right as a platform that schools can use to develop their students' characteristics, regardless of whether they intend to apply for accreditation
- Cater to a new audience of schools that are interested in subscribing independently of WCSQM accreditation
- Create new funding streams by making the app more accessible to a wider audience of schools thereby generating a higher number of subscriptions, and by offering sponsorship opportunities to organisations who will have the option of sponsoring individual characteristics and framework areas on the app.

Our aim is to have the rebranding complete by the end of 2022, with dedicated BeWorldClass app domain, website, resources and communication processes.

Social Media campaign

The development of the app has significantly broadened our audience base from previously being Ofsted outstanding / high performing schools, to any non-selective state school nationally and internationally. A targeted social media campaign is a key part of our marketing strategy to grow the BeWorldClass brand, and reach as many schools as possible.

From 2022 therefore, following advice from social media marketing professionals tailored to WCSQM, we will be targeting our social media engagement to maximise impact, focusing on the three platforms we feel are most used by our audience (Facebook / Twitter / LinkedIn). Planned campaign activities include:



- Creating a termly calendar of daily social media posts, allocated amongst WCSQM staff to maximise engagement within our capacity.
- Utilising scheduling platform Publer to plan and streamline posts across social media platforms
- Termly analysis of social media posts to tailor content for maximum engagement
- Scheduled content that covers a variety of different areas - news links, promotion of past and present events, links to WCSQM / BWC web content etc.

The overarching aim of our social media campaign is to build an email database of schools to whom we can promote WCSQM and BWC. To this end we will be testing the creation of 'gateposted' resources that enquirers will need to give their email address to receive.

LinkedIn

Our corporate partnership with LinkedIn has been very successful, and our app lends itself to links with LinkedIn. As research suggests that most of our student cohort will find employment through LinkedIn, we aim to significantly increase the number of World Class schools who have World Class profiles on LinkedIn, and in turn, increase the number of 16+ students, particularly our alumni, who have World Class profiles on LinkedIn connected to their school profiles.

Assessor Training Programme

The new assessment programme streamlines processes for accrediting / reaccrediting schools in line with the WCSQM framework, with three different assessment modules:

- Self-audit (assessment of the 'week in the life of...' video)

- App assessment (assessment of completed student portfolios)
- Assessment centre - one day assessment on location

The new [modular assessment process](#) was launched in January 2022, providing online easy to follow videos and accompanying resources for each of the three modules, plus an additional quality assurance module. The training programme has been designed to be undertaken flexibly in school, overseen with minimal work required by a member of staff who is responsible for supervising the quality of the work and signing assessors off once they feel they are adequately prepared for taking on WCSQM assessments.

The aim for the assessor training programme from 2022 is to offer World Class accredited schools a unique volunteering experience their students can engage in to build skills and develop their World Class characteristics. Early marketing has been successful and by mid 2022 we already have 15 schools whose students are completing or have completed their assessor training, ready to take on assessments from the 2022/23 academic year. WCSQM student assessors receive a certificate for completion of the training programme, and bespoke references once they have successfully completed assessments. Students can also use the WCSQM assessor training / assessment programme to fulfil their Duke of Edinburgh volunteering commitment.

By the end of 2022 we hope to have a comprehensive database of students who have completed the training programme and to whom we can offer assessment opportunities as they arise. Assessment dates are published [on our website](#) to help assessors plan their volunteering.

Trustees

We are extremely grateful to our trustees for their unstinting support for the charity. Our aim is to increase trustee capacity, so as to increase the charity's capacity to raise funds, increase our international network of schools, and forge effective partnerships with the independent sector.

A World Class thank you to...

We are incredibly grateful to all the following who have supported us in 2021 to improve World Class opportunities for non-selective state school students through supplier network membership, event sponsorship, partnership initiatives and services...

Our supporters...

Alfie Dale, Video Editor

AMR Consult Ltd

Aspens Services

BlueSky Education

Camps International

CENTURY

CPOMS

ClickView

CREATE Education

DPR

DAISI Education

Educake

Edulink One

Go 4 Schools

Hi-Impact Consultancy

Lytle Associates Architects

Now Press Play

Performance Learning

Pobble

Realsmart

Strengthening Minds

Tassomai

Thisislanguage.com

Cambridge University – with special thanks to:

Jon Datta, Outreach
Coordinator

Oxford University - with special thanks to:

Isabel Creed, Target
Schools

Robert Douglas-Fairhurst,
Magdalen College

The Chemistry Dept at
Edmund Hall

Charlotte Wriglesworth,
Outreach Delivery Asst

Stephanie Cater, Outreach
Development Asst

Sarah Wilkin & Anna
Caughey, Outreach
Development
Coordinators

Plusier software developers – with special thanks to:

Jamie Ridyard, CEO

For judging the essay writing competition:

Dan Freedman

LinkedIn – with special thanks to:

Charles Hardy, Higher
Education Client Partner

Mark Walton, Global Client
Director

Ralph Blunden, Higher
Education Partner

Lisa Harrison, Senior
Customer Success
Manager

Sevda Gupinar, Client
Solutions

Paul O’Loghlen

Jennifer Shaw-Sweet,
EMEA Lead B2B Institute

Our schools...

Thank you to the following schools for their commitment to the assessment process and for their continued dedication to offering World Class opportunities to students.

Accredited in 2021

Secondary

Babington Academy
Feversham Academy
Five Acres High School
Higham Lane School
King Edward VI Handsworth School for Girls
Kingswood Academy
Lymm High School
Sacred Heart Catholic High School
Southfield School
St Anne's Catholic High School for Girls
Trinity Academy Grammar

Yate Academy

Swavesey Village College
Moor End Academy

Primary

Kentmere Academy
Marshfield Primary School
Sacred Heart Primary School
Seething and Mundham Primary School
St Michael's C of E Primary School
Three Bridges Primary School
Whitefield Primary School
Yerbury Primary School

Reaccredited in 2021

Secondary

Alexandra Park School
Bishop Ramsey CE School
Cardinal Hume Catholic School
Cranford Community College
Darrick Wood School
Finham Park School
Harris Academy, Greenwich
Harris Academy, Battersea
Harris Academy, Chafford Hundred
Hayes School
Tudor Grange Academy, Solihull
Holland Park School
Rushcliffe School
Balcarras School

Carlton Bolling College
The Ruth Gorse Academy
Seven Kings School
Weatherhead High School
Southam College
Harris City Academy, Crystal Palace
Bosworth Academy, Leicester
Langley Park School for Boys
Carmel College

Primary

St Stephen's Catholic Primary School
Thomas Jones' Primary
Berkeley Academy
Wyndham Academy
Sneinton St Stephen's C of E Primary

Accredited schools

Ashley School	Beal High School	Beckfoot School
Bennett Memorial Diocesan School	Bluecoat Wollaton Academy	Churchill Special School
Clapton Girls' Academy	Claremont High School	Featherstone High School
Forest Gate Community School	George Spencer Academy	Harris Academy Morden
Harris Primary Coleraine Park	Hazelbeck School	Hillcrest Academy

Hitchin Girls' School	Humberston Academy	Hungerhill School
Ivybridge Community College	Kenilworth School & 6th Form	King Ecgbert School
Morley Newlands Academy	Nower Hill High School	Parkside Academy, Crook
Piper Hill Special School	President Kennedy School	Riddlesdown Collegiate
Riverbank Academy	Roundhay School	Salesian School
Sandringham School	Sedgefield Community College	Sherbourne Fields School
Sidney Stringer Academy	Sir Jonathan North Girls' College	St Albans Girls' School
St Aloysius Catholic Federation	St Andrew's Catholic School	St Anthony's Girls' Catholic Academy
St Clement Danes School	St Giles Special School	St Mary's College, Hull
St Wilfrid's RC College	Stormont House School	The Bishop of Llandaff CiW High School
The Charter School, North Dulwich	The Green School for Girls	The Hertfordshire & Essex High School
The Holy Cross School	The Morley Academy	Painsley Catholic College
Thomas Mills High School	Trinity Academy Halifax	UTC Reading
Waldegrave School	Weydon School	Wren Academy
Wymondham College		

And special thanks go to...

Sandringham School, St Albans - for hosting the 2021 virtual Symposium on their award winning EdTech platform

President Kennedy School, Coventry - for carrying out the shortlisting for the 2021 essay writing competition

Bluecoat Wollaton Academy - whose World Class students project managed the Awards Ceremony at the Sheldonian Theatre in December 2021



President Kennedy School English students and faculty carried out the shortlisting for the 2021 essay writing competition

WCSQM App - subscribing schools

Bruche Primary School	Fulford School	Gumley House School
Houlton School	Lime Tree Primary School	Nene Park Academy

Our World Class students...

Our warmest thanks and admiration goes to the World Class students who continually inspire us with their resilience, creativity and resourcefulness. A special thanks goes to:

- ★ Our World Class student assessors
- ★ The students of Bluecoat Wollaton Academy for their World Class project management of the 2021 Awards Ceremony
- ★ The brilliant students of St Cuthbert's Catholic High School in Newcastle acting as student advisers for the virtual assessment centre
- ★ All the students nominated for a [Student Character Award](#) in 2021
- ★ All the students participating in their schools' accreditation or reaccreditation process this year - you are what makes your school World Class!
- ★ All the students who entered the essay writing competition
- ★ All our World Class alumni students

And World Class role models...

Finally a huge thank you to the following who dedicated their limited free time to improving opportunities for students to ensure all young people have the knowledge and opportunity to reach their full potential.

Danny Cooper - WCSQM Alumni
Association Development Coordinator

Jack Kennedy - WCSQM Alumni
Association Chair

Sophie Angel & Lara Hall - WCSQM
Alumni Association Vice Chairs

WCSQM Committee members:

Nabrissa Badu

Reuben Hallsworth-Woods

Gracie Fitzsimons

Antonio Seminara

Yash Wilson



Alumni Development Coordinator Danny with committee Chair Jack Kennedy and committee members Grace Fitzsimons, Antonio Seminara and Reuben Hallsworth-Woods

Congratulations to our 2021 award winners...

Student Character Campaign - Student of the Month 2021










January	Amaan, Year 13, Sherbourne Fields School, Coventry
February	Juwayriyah, Year 7, Hillcrest Academy, Leeds
March	Lora Stamatova, Year 11, St Mary's College, Hull
April	Isla Thomas, Year 10, Weatherhead High School
May	Jacob Byfield, Year 12, Langley Park School for Boys
June	Abshara, Year 7, President Kennedy School
September	Tarunpreet, Year 14, Sherbourne Fields School
October	Ibrahim Dilber, Year 9, Yate Academy
November	Mark Baffoh-Botchway, Year 9, Bluecoat Wollaton Academy
December	Breyer, Year 1, Whitefield Primary School



Amaan was our first ever Student of the Month in January 2021

<https://www.worldclass-schools.org/students/>

Student Character Award - Framework area winners

	Emmanuella Dinu , St Mary's College & Cole Panyades , Tudor Grange Academy		Bobby Hughes , Harris Academy Greenwich & Kennedy Udegbe , Babington Academy		Evert Tyler, Yerbury Primary School
	Hardeep Uppal , Finham Park School & Logan Hewit , Sandringham School		Lavinya Edwards , Rushcliffe School, Mark Baffoh-Botchway , Bluecoat Wollaton Academy		James Chong, Yerbury Primary School
	Prem Pun , Cranford Community College & Sara Mazilu , Sandringham School		Joe Quinney , Southam College		Ivie Nosakhare, Sneinton Primary School

Student Character Award Overall Winner

Mark Baffoh-Botchway, Year 9, Bluecoat Wollaton Academy

Mark pictured right receiving his award from Professor Robert Douglas-Fairhurst at the Awards Ceremony, Sheldonian Theatre, December 2021



The 'Talk off' Competition Winner

Anna Wright, King Egbert School

(Below) Dan Freedman presented awards and certificates to the winners and shortlisted entries of the essay writing competition

Essay Writing Competition Winners

1st place Lily Kennedy, Year 7, St Albans Girls' School

2nd place Callum Dootson, Year 9, The Ashley School

3rd place Alan Swinney, Year 8, Sedgfield Community College

[Read the winning essays](#)



2021 School of the Year

Berkeley Academy, Hounslow

Berkeley Academy staff and pupils proudly accepted their School of the Year award at the Awards Ceremony in December 2021 (right)

[Watch the Berkeley Academy School of the Year nomination video](#)



Visit our awards page for a full list of award winners and runners up
<https://www.worldclass-schools.org/news-events/wcsqm-awards/>

Structure governance & management

Structure

World Class Schools Quality Mark was first registered as a charity in 2018. As a Charitable Incorporated Organisation (CIO) our objectives are to advance education for the public benefit by awarding the “World Class Schools Quality Mark”, an award that involves assessing all students against a framework of skills and competencies relevant to their educational development with the overall aim of developing students, motivating them to achieve high standards and promoting exceptional performance in secondary education.

Management of the Charity

The activities of World Class Schools Quality Mark are managed by a Senior Management Team (SMT) comprised of a Director, a Project Manager and Assessment Manager. The Trustees delegate the day-to-day operational running of the charity to the SMT, in line with the charity’s strategic plan.

Student Volunteers

As a charity prioritising the enhancement of educational opportunities for students, offering meaningful, rewarding and skills building volunteering opportunities for students is key to our charity objectives. We therefore rely on World Class students, supported by their school, to take on a diverse range of roles as project managers, assessors, networkers, and influencers. Management and recruitment of volunteers is undertaken in line with our Volunteer Management Policy.

Trustees

The Board of Trustees currently comprises four members (five as of 2022) who meet quarterly to review strategy, business plans and operations. Our Trustees have ultimate responsibility for ensuring our charity is well-run and delivering our charitable outcomes for the benefit of the public for which it has been set up.

Mr Matthew O’Connor, Chair of Trustees	Dr Jerry Toner
Mr Alan Gray (until June 2022)	Ms Katherine Hewin
Mr Mark Nicholls (appointed June 2022)	Mr Charlie Jenkinson (appointed June 2022)

Banker

Lloyds Bank, 1 Legg Street, Essex, CM1 1JS.

Independent Examiner

Nicola Anderson FCA FCIE, 189 Baldwins Lane, Croxley Green, Rickmansworth, Herts, WD3 3LL.

Financial Review

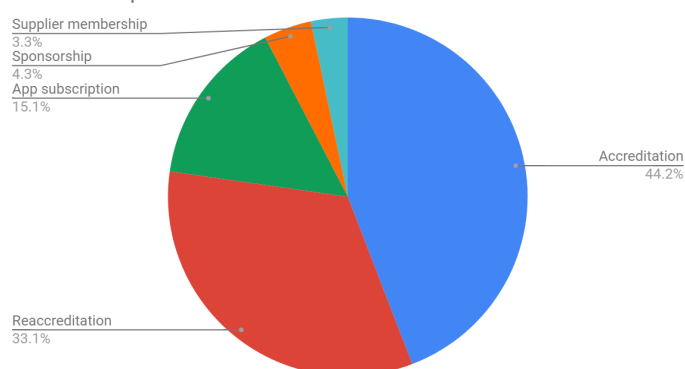
Following a challenging 2020, we are very pleased to have ended 2021 having achieved an exciting hybrid of online and in-person charitable activities for the benefit of our schools and their students. Our strategic aims for the year included a focus on increasing opportunities for alumni students, and we're very pleased to have been able to do this via the rollout of the app which is available to all non-selective state students, through our competitions, awards, online LinkedIn sessions and bespoke university visits.

While the changing priorities of schools due to Covid meant a slower than intended rollout of the WCSQM app meaning reduced subscription payments against budget, this has given us the opportunity of investing in its development in a cost effective way through contracting the services of a dedicated app manager to work with WCSQM on an ongoing basis to maintain and improve the app over time, and to take into account feedback from our schools.

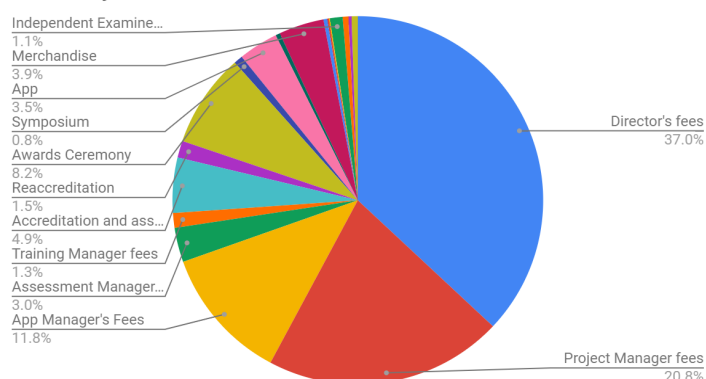
While we're disappointed not to have been successful thus far in securing funding from Cambridge University, we are pleased to have been able to diversify income streams in 2021 thanks to the introduction of app subscription. We're now moving away from relying on accreditation fees as the main source of our funding, and hope over time to secure funding to be in a position to subsidise the accreditation and subscription of potential World Class schools.

We are delighted to have ended the year having received a total of over £98,000 (a 28% increase from 2020), of which 83% has been used to cover our charitable activities and running costs in line with our mission. Net receipts of £17,556 have been added to the surplus of £25,172 from 2020 giving us reserves of £52,454 at the end of 2021. Planned activities / the accreditation schedule for 2022 means the bulk of payments is expected to be received in the second half of the year, so these healthy reserves will help ensure the charity's financial viability through the first half of 2022.

2021 Receipts



2021 Payments



Statement of receipts and payments for the year ended 31st December 2021

	2021 £	2020 £
Receipts		
Accreditation and reaccreditation fees	74,575	66,400
App subscriptions	14,600	-
Sponsorship	4,100	3,375
Recognised suppliers	3,183	1,089
Merchandise	2,180	809
Total receipts	98,638	71,673
Payments		
Director's fees	30,000	22,500
Project manager's fees	16,873	10,648
App manager's fees	9,537	-
Assessment manager fee	2,450	5,250
Other assessment and accreditation costs	6,181	1,830
Awards ceremony	7,519	-
Symposium	627	255
Merchandise	3,199	935
Website maintenance and running	2,936	1,584
Office space	-	1,638
Other overhead costs	860	386
Fundraising fee	-	875
Independent Examiner's fee: Examination	800	600
Independent Examiner's fee: Other Services	100	-
Trustee remuneration and reimbursed expenses	-	-
Total payments	81,082	46,501
Net receipts for the year	17,556	25,172
Bank balance brought forward	34,898	9,726
Bank balance carried forward	52,454	34,898
Statement of assets and liabilities		
As at 31 December 2021		
	2021 £	2020 £
Monetary Assets		
Bank account	52,454	34,898
Non-monetary assets		
Debtors	13,869	9,262
Stock of merchandise	4,085	3,165
Non-monetary liabilities		
Creditors and accrued costs	(800)	(900)

Approved by the trustees on 13th October 2022 and signed on their behalf by

A handwritten signature in black ink, appearing to read 'M O'Connor', written on a light grey background.

M O'Connor Chair of the Trustees

A handwritten signature in black ink, appearing to read 'Jerry Toner', written on a light grey background.

Jerry Toner, Trustee

Independent Examiner's report to the trustees for the year ended 31st December 2021

I report to the Trustees on my examination of the accounts of World Class Schools Quality Mark (charity no. 1176813) for the year ended 31 December 2021 which are set out on page 40.

Responsibilities and Basis of Report

As the trustees of the charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. Accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. The accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Nicola Anderson FCA FCIE

Chartered Accountant and Independent Examiner
189 Baldwins Lane
Croxley Green
Rickmansworth
Herts. WD3 3LL

Dated: 13th October 2022

Join Us

We invite any and all non-selective state schools in the UK and international schools with an interest in developing the World Class characteristics of your students to [subscribe to our app](#). Easy to use from any internet enabled device, available to your entire student cohort and designed to be used independently by pupils aged 7-18, it's the ideal platform for schools that understand the importance of supporting young people to be World Class.

Once you can demonstrate your students are World Class we would love to invite you to join the 120+ schools worldwide accredited with the World Class Schools Quality Mark, by participating in our student-led [assessment process](#).

Partner with us

We have over 500 World Class students (majority Yr 10+) signed up to our Alumni Association, and we engage with thousands more high-achieving young people each year through our app, our events and our assessment process. We are always looking to build on our existing links with employers, higher education providers and apprenticeship organisations to link our students with the opportunities provided by these organisations, that they may not otherwise have access to.

So if your access / wider participation team is looking to reach students among the best in their school, that have proven World Class employability, leadership and learning skills, please do get in touch, we'd love to introduce you!

Support us

We welcome support from grant making bodies, trusts and sponsors with an interest in supporting the development of high-quality education for non-selective state school students, and improving the opportunities available to young people in state schools.

If you would like to discuss partnership initiatives and ideas for supporting our work and reaching the schools and students we work with, please do get in touch.



Photo provided by Finham Park MAT

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