



Pupil Offer Meeting
24th March 2015

Attendees

Paul Orders – Chief Executive
Nick Batchelor – Director of Education
Ken Poole – Head of Economic Development
Kath Richards - Head of Culture, Tourism & Events
Avril Hooper - Operational Manager - Cardiff Flying Start
Rachel Jones – Operational Manager – Strategy and Partnerships
Debbie Martin-Jones - Operational Manager LAC Services
Victoria Poole – Marketing & Business Development Officer, Eco Dev

Pupil Offer

The objective of today's meeting is to start working on a framework for the 'Pupil Offer' where institutes and organisations in Cardiff link in with schools to create an approach that broadens learner's horizons and creating opportunities to experience meaningful activities pupils may not otherwise have access to. In the past, this approach has been very fragmented and has not had any sort of focus. Challenge Cymru gives a degree of focus on a small number of schools but if the framework is successful, we can potentially roll this out on a city-wide basis.

It is evident that the successful schools in Cardiff have the capacity and ability to partner with institutes and organisations, whereas unsuccessful schools become inward looking; they have limited capacity to build, sustain and develop partnerships. The main objective of these unsuccessful schools, in order for them to become successful, is to build partnerships. This is where the leverage that the City of Cardiff has to use its cultural capital can help the Challenge Cymru schools build and maintain these partnerships.

As a Council, we do a lot of outreach work but we need to make sure that it is sufficiently targeted and we are orchestrating it enough to really focus on those pupils serving deprived schools. We also need to look at the current activity going on with schools with schools and make schools more aware of the resources they have access to – Communities First Family First etc

The framework needs to be slightly tailored to each school as different schools will have different requirements.

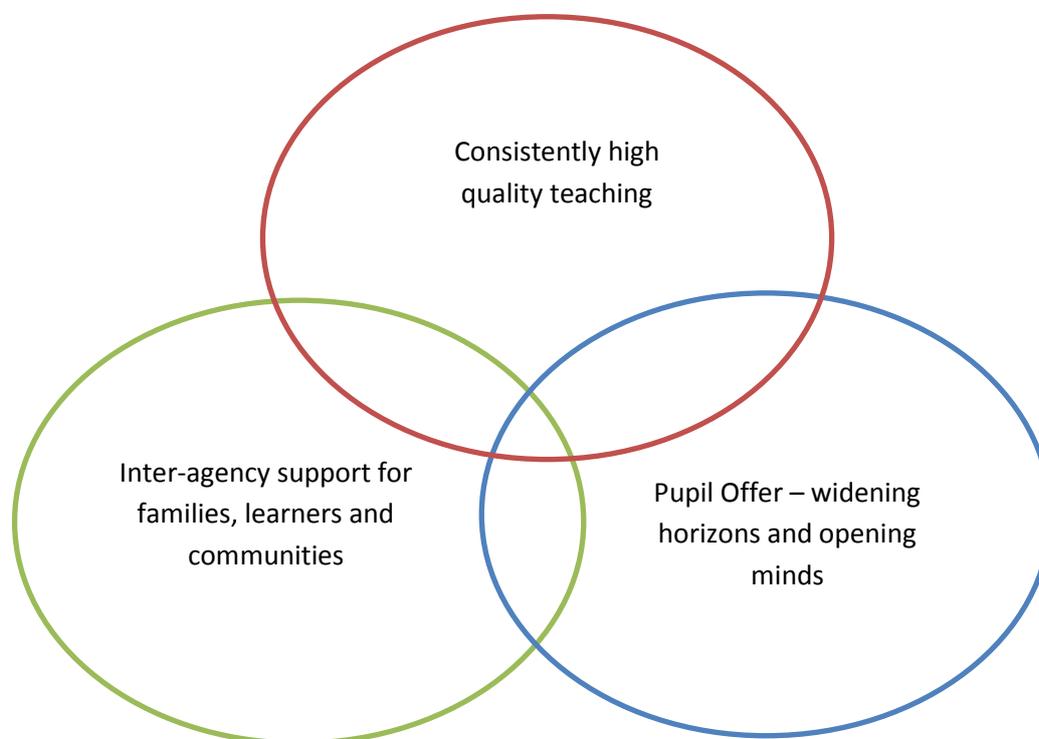
Points made in the meeting

- There is a huge amount of activity going on with schools and community providers/institutions but none of it is coordinated
- We need to look at what we already do and look at the opportunities with the new cultural consortium– target the joint effort
- There needs to be willingness and a clear alignment with the Head Teachers and parents.
- We need to use our Economic Development contacts to ‘tap into’ the cultural capital, turning it into educational capital
- The framework that needs to be created for the Pupil Offer, not only to be used on the Challenge Cymru Schools, but potentially roll out on a city wide basis
- We need to look at the partnership structure of the successful schools and apply this to the Challenge Cymru schools.

Actions

1. Rachel Jones to send out draft programme and contact list for Families First Communities First to rest of group
2. Kath Richards to share ‘cultural consortium’ list
3. Paul Order, Nick Batchelar and Vicky Poole to meet with all Head Teachers and form a clear alignment
4. Create the framework and content (based on the below diagram) for a core offer around the following:
 - a. Creative and cultural
 - b. Sport and development
 - c. Working World – opportunities
 - d. Personal Challenge - Duke of Edinburgh etc
5. Vicky Poole to work with Ken Poole and Paul Orders to contact a cross section of partners
6. Vicky Poole and Nick Batchelar to make contact with Sir Alasdair MacDonald
7. Set a date for a roundtable discussion with Head Teachers, cross section of partners and Sir Alasdair McDonald
8. Set a date for next Pupil Offer meeting

Pupil Offer Framework



Comments from the meeting

Rachel Jones– Wider community support provision hasn't been targeted and there has been quite a bit of work already carried out with Families First providers to shift the provision from schools they have been working with for a number of years and work with the schools like the Challenge Cymru Schools *Rachel Jones to send out updates on this*. There is a huge amount of activity going on with schools but none of it is coordinated.

We need to make schools aware of what they can access and what the resources are in there area, a 'whose who' programme has been drafted as well as a contact list of the resource in the area that schools can access *Rachel Jones to send this out*.

In terms of a model on locality based community support, we should look at the Families First Communities First approach. Needs to be more of an awareness of joined up working.

Ken Poole – through eco dev, we have contacts both in the public and private sector and an interesting feature we have noticed in terms of business links with schools is that those private sector businesses are involved in the 'easy schools' that may not necessarily need the help. It's the same with the Enterprise Awards schemes, the schools on the list (Challenge Cymru schools) do not seem to have a presence or entering these awards and this is part of the challenge process that we

introduce by asking questions when we are entering into this arena with other organisations who have an interface with schools – why aren't they interfacing with the Challenge Cymru schools? Eco Dev can help specifically with the lead introductions to the businesses and institutes and getting the message into the market place of this initiative. We need to refocus our attention on this programme.

Kath Richards – we need to scope out what we do at the moment – this would be a good starting point and looking at the opportunities with the new cultural consortium such as Royal Welsh College of Music and Drama, WMC – they are doing educational projects all the time and just having a look at what everyone else is doing and how we can target the joint effort. Possible idea of long term apprenticeships, moving children around different departments experiencing different positions which may catch the interest and imagination of the child.

Paul Orders – How do we have a conversation with these organisations and ask what's the proposition in terms of what they can offer to interact with the plans (Pupil Offer) we have? What is their capacity? We need to bring together a consortium of the organisations we have here in Cardiff and bringing them into contact with the individual Head Teachers

Nick Batchelar – managed brokerage is what is needed. In these listed schools you have a week partnering capacity and secondly some organisations have more engagement with schools in Bristol than they do in Cardiff because of funding issues. There is nothing systematic in Cardiff and they find it hard to build links and maintain them. We need to get a 'buy in to' from all partners and stakeholders in the city to make this difference. It is no accident that these schools are all in the South and East of the city. We have a huge cultural capital in Cardiff which we need to turn into education capital.

Avril Hooper – This does not start at Secondary level, it starts at birth and there is a 2 level approach here. It's all very well us talking about the pupil offer for the children but unless we have the parents engaged we are probably not going to get where we want to get to. Whatever we do at the Pupil Offer stage, there needs to be some sort of alignment of how we work with the parents. We probably haven't got an alignment around things we do with the parents and not just how we support the secondary schools but how we support the primary's that feed into the secondary schools and how we down age it almost. On the list of attendees from the event in January, there is no presence from the health board (Midwifery services etc) that are the 'front door'/first point of contact – we haven't got them engaged as part of that process.

Another point to raise is that we have been delivering a programme for 8/9 years in these communities. We have hit the area of the schools on the list and the primary's that feed into these schools have the problem that there is not willing teachers/willing heads. Some of them are open door but they are not engaged. If we are going to change the whole dynamic then there is a bit about them being engaged in what goes on outside of the school gates. There is work to be done around those relationships.

Debbie Martin-Jones – Thinking 'lessons learned' and the trainee schemes you (Paul) launched for us last year – the notion that the Council can provide work experience for Looked After Children and that has been like pushing an elephant up a hill, even within the Council. Lessons learned from that is that you need 'champions' in the schools, in the organisations, you need to include this in

contracts and picking up on Avril's point – including parents and talking to parents. We also need to include the children and consult the children about what they are interested in etc. You can put on a whole load of activity and they might not be interested. Traineeships provided to children who don't know that these opportunities existed (example giving of traineeship of 2 pupils in Central Library and City Hall). It's also about preparation – you can take the horse to water but you can't make it drink so pupils need to be prepared for what they are going to get, they need to be prepared for placements as do schools.

Paul Orders – Break it down into manageable steps – we need willing Head Teachers. We need to do some work with the Heads of these schools. We need a clear alignment with the Head Teachers. (VP to arrange meeting with NB, PO and Head Teachers). We also need to start opening up conversations with the institutions – host a dinner with the Head Teachers, cultural consortium, key sporting organisations and likes of National Museum, WNO, Techniquest etc. Organisations that are strongly involved. Free flowing roundtable discussion. Bring Sir Alasdair MacDonald down for the roundtable.

Avril Hooper – work linked with the Museum and Sherman theatre giving the experience with the child and parent– this enables them to follow it up as a family as it breaks down barriers.

Rachel Jones – You have a lot of community leaders through other provider/Communities First that can also contribute in supporting the young people and families in these situations and getting them to think differently as well. It doesn't just have to be the school that supports that. How are we going to do this practically, especially if a school is under the 'kosh' – we don't know what resource these schools have? There needs to be a lead person as the broker in each school or the school will become overwhelmed.