



We're on a mission...



Ian McGrady
Managing Director

Purpose: To explain how and why Edsential was created

Objectives:

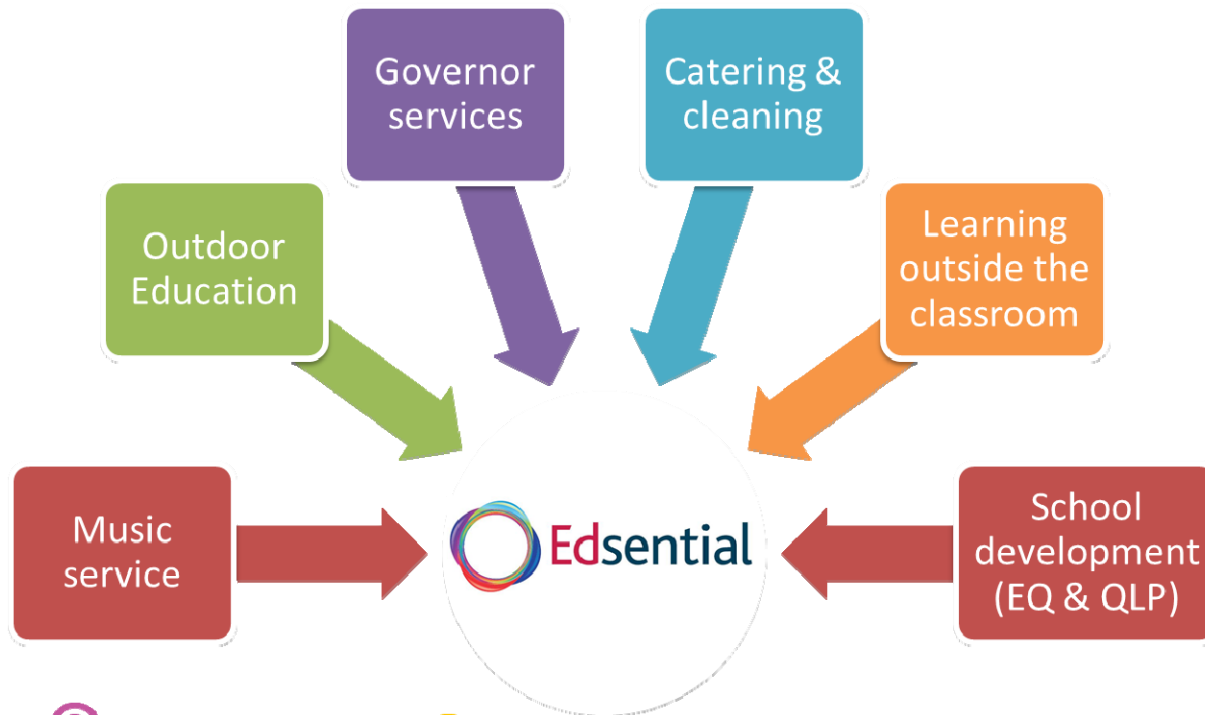
- Why an arms length company?
- Why a Community Interest Company?
- What have we learned?



Who am I?

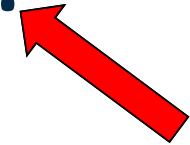


Who are Edsential?



Our mission:

Improving outcomes for
children and young people.



Our values:



Customer focused

We understand and anticipate the needs of schools



Innovative

We constantly improve what we do and how we do it



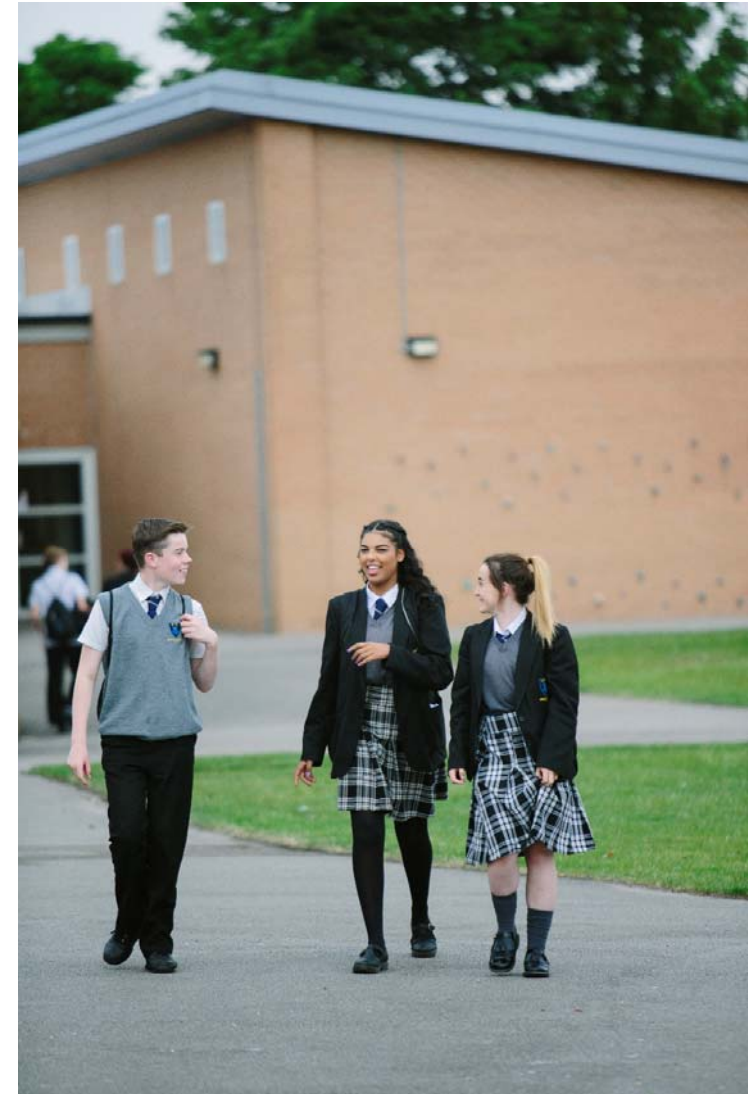
Best value guarantee

We will always deliver the best value for money



Market context

- Academies – individual & chains
- Pay inflation – teachers & living wage
- Pension costs
- Competition for pupil numbers





Competitive context

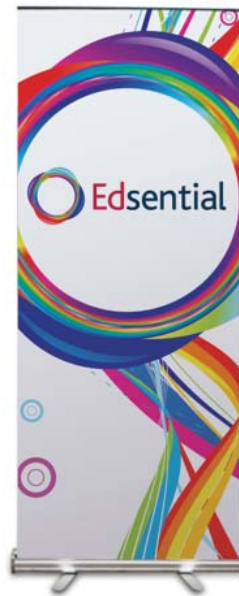


churchillcatering



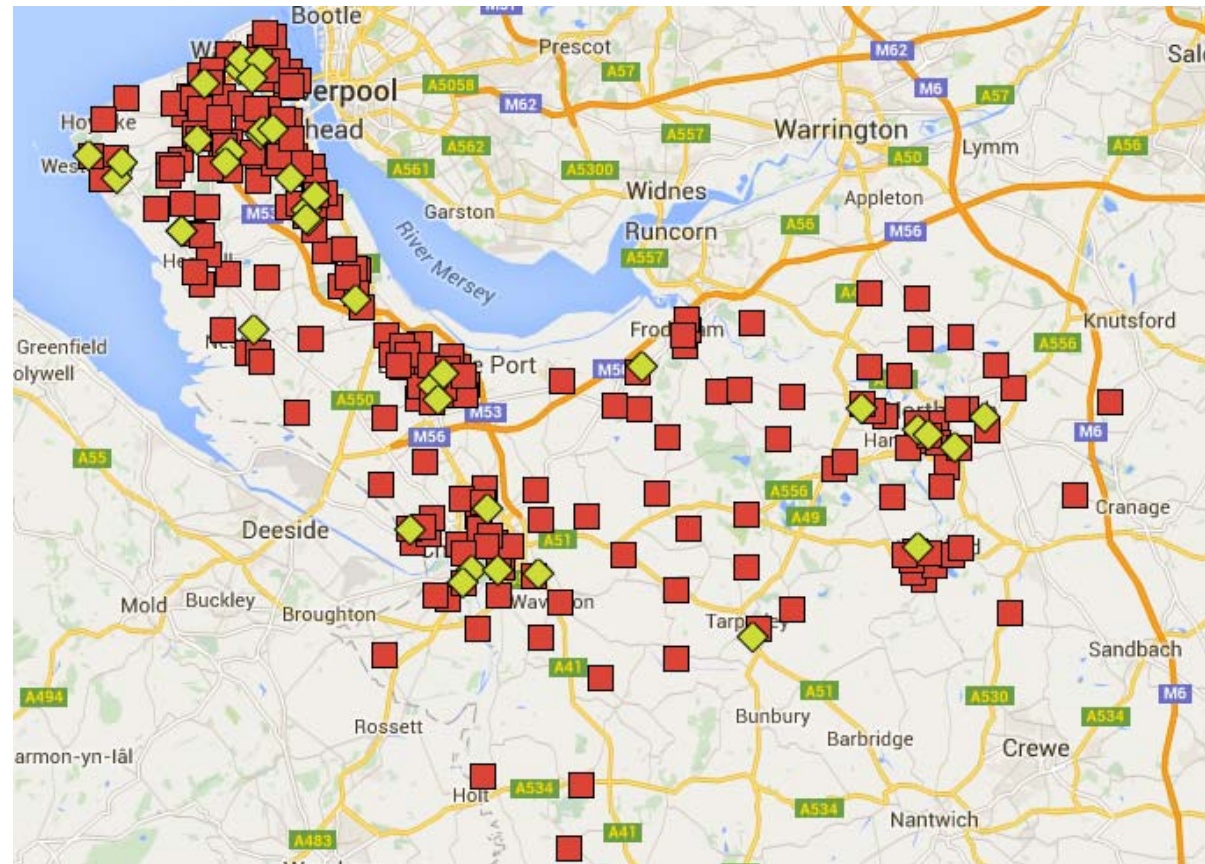
Ambitions for the business

- Deliver high quality services that are value for money
- Support improving outcomes for children and young people by reinvesting profits into service improvements and the local community
- Create a single front door through which schools, and other customers, can access council services
- Be commercially successful



Joint venture

- Economies of scale
- Double the customer base
- Risk sharing for shareholders
- Legitimacy from balanced ownership



Ownership models considered:

- Local Authority Trading Company (LATCo) limited by share or guarantee
- Limited Liability Partnership (LLP)
- Community Interest Company (CIC)
- Charity
- Industrial and Provident Society (IPS)



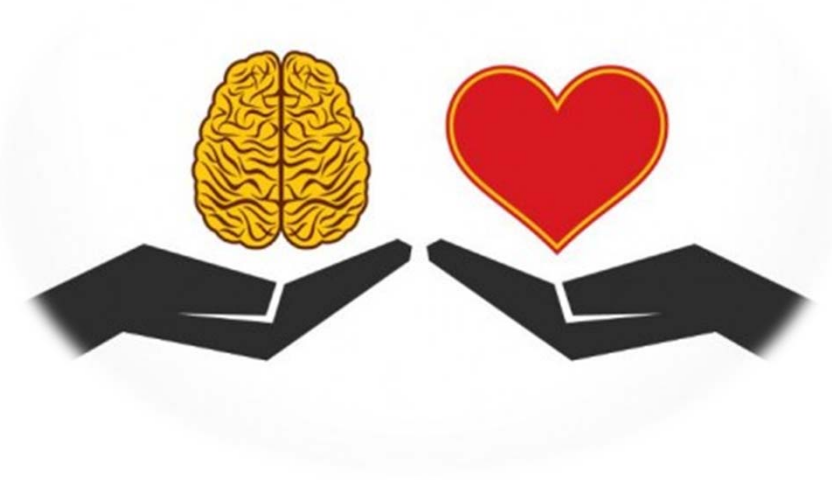
Why CIC?

- Given a clear social mission
- Able to make a profit
- Able to recover VAT
- Can be non-Teckal company
- Allows changes in ownership
- Facilitates growth



Learnings

- Private sector head, public service heart
- Governance must be fit for purpose



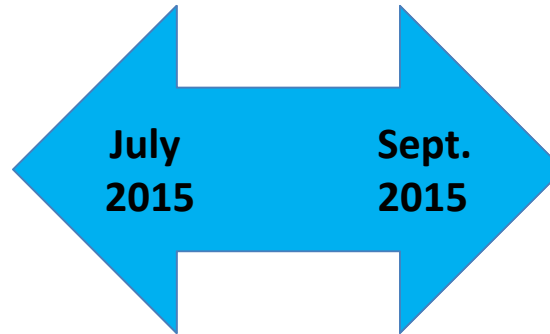
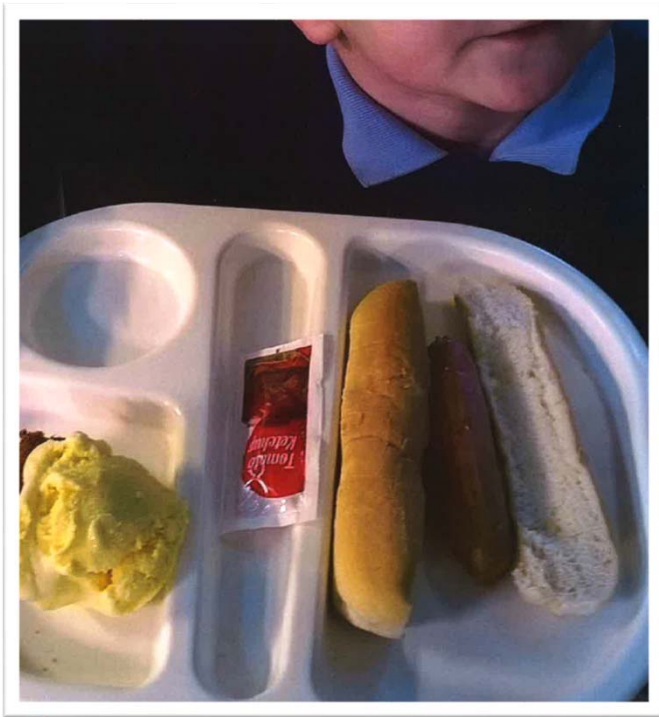
Culture

- Positive
- Creative
- Dynamic
- Professional
- Tenacious - We are on a mission

ONE
TEAM
ONE
MISSION



Rapid culture change



Freedom

- Unlocking the value of the bigger picture
- Doing the things you need to do

Health and Wellbeing

CONTENTS:

- 50 Catering Services
- 51 Residential - Conway Centres
- 52 Learning Outside the Classroom
- 54 School Swimming Service
- 56 Physical Education, Sport, Health & Personal Wellbeing (Premium)
- 57 Physical Education, Sport, Health & Personal Wellbeing (Standard)
- 58 Physical Education, Sport, Health & Personal Wellbeing (Basic)
- 59 Physical Education, Sport, Health & Personal Wellbeing (Pay-as-you-go)
- 61 Safeguarding

“Being involved in the wellbeing and advancement of one’s own community is a most natural thing to do.”

Clarence Clemons

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Finance

- Control your own future
- Invest in your services
- P&Ls drive everything



Focus

- It's all about the mission
- Make the hard decisions
- Customer, customer, customer...



Conclusion





We're on a mission...

