



# WELLBEING GOVERNORS

GOVERNORS FOR SCHOOLS



Since starting term 2 of our Wellbeing Governors campaign in January 2021:



Our Wellbeing Governors campaign website pages have had a total of over **11,400** page views



Our wellbeing blogs and resources have been viewed over **4,000** times



**14%** of volunteers who applied this term had extensive skills in mental health and wellbeing



**16%** of vacancies registered this term listed mental health/wellbeing skills as essential or desirable



**86%** of volunteers who applied this term had some experience or interest in mental health and wellbeing



Our animation reached **51,000** people on Facebook



Our animation has had over **2,600** organic views on Twitter, LinkedIn, and YouTube



We saw record attendance at our wellbeing webinar panel, with nearly **600** attendees



Our promoted blogs reached over **45,000** people on Facebook and have been engaged with **5,780** times



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## What are we doing, and why are we doing it?

In September 2020, we launched our year-long campaign 'Wellbeing Governors'. The campaign explores the need and impact of having link governors for wellbeing on every school board. We want to encourage volunteers to bring their interest and experience in mental health and wellbeing to school boards, to support schools, staff, and children when they need it most.

Mental health and wellbeing was an issue before the pandemic and the past year has only exacerbated wellbeing concerns in schools, for pupils and staff. We believe that motivated governors can make a big difference in improving school policies, provision, and culture when it comes to mental health and wellbeing. By providing resources and encouragement, we hope to inspire, educate, and empower new and existing governors to take on this challenge.

### Wellbeing Governors – the campaign year

The campaign will focus on a different area each term so that we explore all aspects of governor's roles in the health and wellbeing of the school community.

During the autumn term, we focused on pupil wellbeing. This past spring term, we looked at staff and a whole school approach to mental health and wellbeing culture.

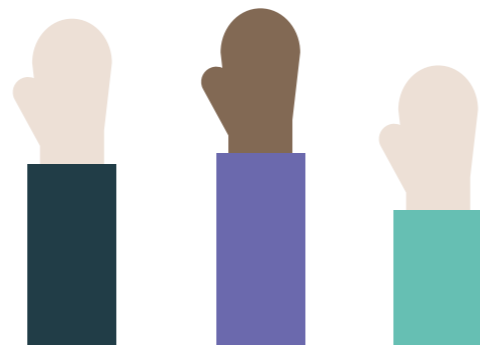
The summer term will explore the importance of physical activity in schools, its impact on mental and physical health, as well as personal development and educational attainment.

We continue to work with a variety of partner organisations to ensure our governors are accessing a wide range of expert views and resources. With this support, governors are equipped to put wellbeing on their school's agenda.

### The Wellbeing Governors campaign so far

This term has built on the success of the last, launching on the 12th January. Since then, we've continued to publish regularly on the topic of staff wellbeing and have released a series of free resources to support governors, including:

- 12 articles covering various aspects of staff wellbeing and the governors' role
- Free downloadable staff wellbeing audits and surveys
- 2 webinars on staff wellbeing featuring expert speakers
- eLearning module on pupil wellbeing
- Several guest blogs published on the GfS website as well as written for partner organisations
- Several guest speaking appearances by our CEO, Hannah Stolton, on the topic of wellbeing in schools



## Webinars.

Our first staff wellbeing webinar in January was very well-supported and exceeded our platform capacity on the day. The webinar panellists discussed how governors can strategically support staff wellbeing and the subject is clearly one of great interest. Attendees were able to hear from experts in governance, the wellbeing of teachers, staff surveying and from a current head teacher. The webinar was rated on average 4.4 out of 5 and attendees rated their 'likelihood of taking action on staff wellbeing' as 4.9 out of 5.

Comments included:

"The speakers had a very clear message with practical application in school. It enables me as chair of governors to lead our board with a clear roadmap. Thank you."

"An excellent and, above all, practical session! As a teacher, (retired) and now Chair of Governors, so many of the points made resonated. I'm happy to say that we have a lot of the strategies mentioned in place but this session was extremely useful in drawing everything together and serving as a memo for future constructive steps - shall certainly be sharing with fellow Governors, SLT and Wellbeing lead!"

"I have been a governor for 12 years and chair for 5 and I can say this is one of the best webinars I have attended. Good balance of speakers. Thank you."

The March webinar on how governors can integrate staff and pupil wellbeing and create a sustainable wellbeing culture was similarly well supported and received. Attendees gave an average rating of 4.3 out of 5 and we saw a record attendance of 594. Attendees heard from two former head teachers now working the wellbeing space, a national expert on workplace wellbeing, and a national PTA and parents' organisation. When asked how much more informed and motivated they were having attended the webinar the average score given was 4.2 out of 5.

Comments included:

"Absolutely brilliant. As a new governor, parent and a wellbeing coach it was good to understand how to approach school head teachers about wellbeing, without overwhelming them. I feel that the school I'm a governor for would really benefit from the support offered by the individuals on this webinar."

"I think we are starting from quite a low base so this has really given me a clear picture of where to begin building the foundations. Thank you."

"Very well presented, addressed the subject in a clear, considered and balanced way. A number of possible outcomes to share with Board members, looking at the way forward. Thank you."

## Our Supporters:

We're grateful to our expert contributors from the world of education, mental health and governance. We have benefitted from the experience and knowledge of a range of people and organisations, including but not limited to:

- Linda Unternahrer – Senior Content Editor, the Key for School Governors
- Sinead McBrearty – CEO of Education Support
- Mark Solomons – CEO of Welbee and experienced school governor
- Michael Eggleton – Head teacher, Charles Dickens Primary School & Nursery
- Andy Mellor – National Wellbeing Director of Schools Advisory Service, former head teacher
- Nancy Hey – Executive Director, What Works Wellbeing
- Kerry-Jane Packman – Executive Director, Parentkind
- Suneta Bagri – Wellbeing coach and consultant, experienced former head teacher

You can read the materials these experts have contributed to by opening the attached summary of resources. Here you'll find links to articles, blogs, webinars and videos.

### Looking ahead to next term

The third stage of the campaign launches on 27th April, when we'll change focus to look at why and how governors should support physical activity in their school as a wellbeing priority. Webinars and other materials will be released throughout the term in collaboration with a variety of expert partners, including Yorkshire Sport, Active Sussex, Sport Wales and the Children's Health and Exercise Research Centre of the University of Exeter.

