

WELLBEING GOVERNORS

GOVERNORS FOR SCHOOLS

Looking back over the Wellbeing Governors campaign since September 2020:

Our wellbeing blogs and resources have been viewed over **14,500** times

87% of volunteers who applied had some interest in mental health and wellbeing and **48%** had moderate experience

13% of all volunteers who applied had extensive skills in mental health and wellbeing

667 schools with vacancies requested skills in mental health comprising **17%** of all vacancies

Our Wellbeing Governors animations reached **191,000** people on Facebook

Our Wellbeing Governors campaign website pages have a combined total of **37,000** page views

Our promoted blogs reached **80,000** people, had **6,000** likes, **170** comments and **900** shares

2,300 people attended our wellbeing webinars during the campaign

The Wellbeing Governors homepage has been viewed **7,000** times

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What was Wellbeing Governors, and why did we do it?

In September 2020, we launched our first year-long campaign, 'Wellbeing Governors'. The campaign aimed to explore the need and impact of having link governors for wellbeing on every school board. We wanted 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. We wanted to put mental health and wellbeing at the centre of every school board's agenda.

This has been an issue since well before the pandemic, and the past 18 months has only exacerbated wellbeing concerns in schools, for pupils and staff. It is our firm belief that motivated governors can make a difference in improving school policies, provision, and culture as regards mental health and wellbeing. By providing access to the requisite expertise and encouragement, we hope to inspire, educate, and empower new and existing governors to take on this challenge.

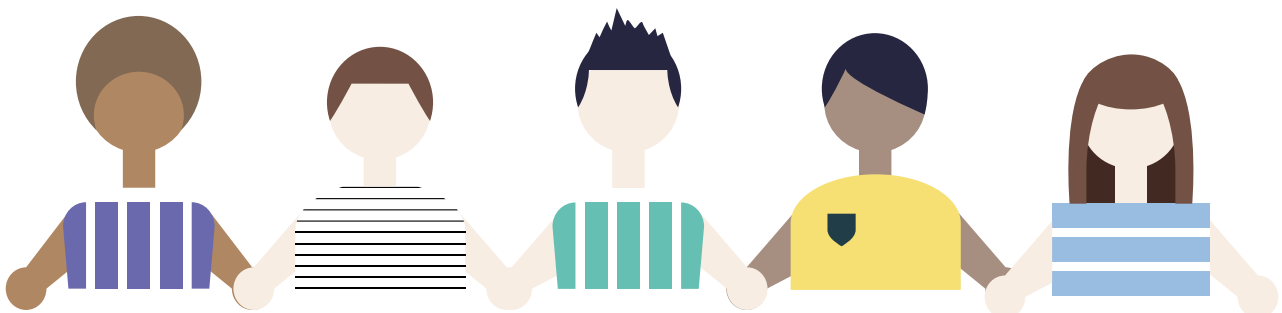
Although the Wellbeing Governors campaign is coming to an end, this is the beginning of our work to keep wellbeing at the heart of school boards.

Wellbeing Governors – the campaign year

The campaign focused on a different area each term to make sure that all aspects of governor's roles in the health and wellbeing in the school community were explored.

The autumn term was specifically looking at pupil wellbeing whilst the spring and summer terms addressed staff and physical wellbeing. All the themes were aimed at building a whole school approach to mental health and wellbeing culture.

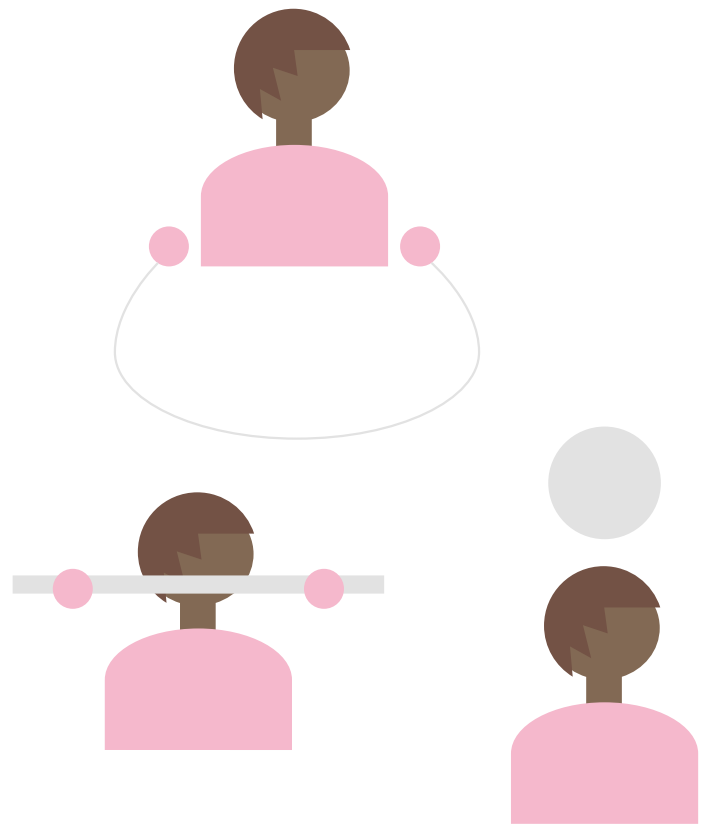
We were fortunate to work with a variety of partner organisations to ensure our governors were, and are, able to access a wide range of expert views and resources. Equipped with this support, they were able to champion wellbeing in their schools.



The Summer Term of the campaign, Physical Wellbeing

This term has built on the success of the last, launching on 20th April. Since then, we continued to publish regularly on the topic of physical wellbeing and have released a series of free resources to support governors, including:

- 12 articles covering various aspects of physical wellbeing and the governors' role
- 2 panel webinars on physical wellbeing featuring expert speakers
- A webinar workshop on Sport Premium funding
- A webinar exploring research into the various perceptions of movement breaks in classrooms
- eLearning module on physical wellbeing
- Several guest speaking appearances by our CEO, Hannah Stolton, on the topic of wellbeing in schools, as well as various presentations on wellbeing to governor groups

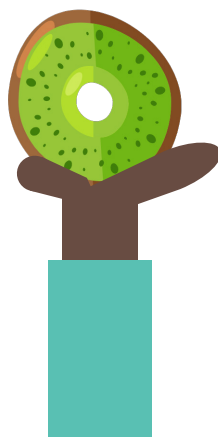


The Summer Term in numbers

The campaign has continued to generate engagement within and beyond our network. In addition to the participation in our webinar programme we have seen increased interaction on our website, social media, and application process.

During this term our Wellbeing Governors page has drawn over 8,000 views, with our articles and resources accessed over 5,000 times. Our animation reached 77,000 people and created 177,000 impressions across social media, the most of the campaign.

We continued to attract volunteers with an interest in and experience with MH&WB. 77% of all volunteers this term had some experience or skillset, with 13% holding extensive experience. Similarly, schools continue to value this very highly too, with 16% of vacancies listing MH&WB experience and skills as desirable or essential.



Physical Wellbeing Webinars



Our two panel webinars this term were well received, both achieving the highest average ratings of the campaign of 4.5. The first, entitled 'Why physical activity in schools is so important and first steps to improving provision' was focused on exploring the importance of physical activity, its relationship to mental health and attainment, and where schools can look to positively intervene.

The second panel webinar, entitled 'Wellbeing within and beyond the school gates: nutrition, sport, travel, and community' explored further ways in which schools can contribute towards pupils developing healthier, more active lifestyles and habits into later life.

We also produced our first webinar workshop of the campaign in partnership with Active Sussex, delivering training on how governors should spend sport premium funding. This was similarly acclaimed, rating 4.6 out of 5, and will be a helpful resource to return to going forward.

As part of our collaboration with the Children's Health and Exercise Research Centre at the University of Exeter, we ran a webinar exploring the results of their research into the perceptions of various stakeholders on movement breaks within classrooms. These partnerships with leading researchers and thought leaders are something we look forward to growing in the future.

We are grateful to our expert contributors from the world of education, sport and physical activity, mental health and governance for sharing their experience and knowledge. We have benefitted from the insight of a range of people and organisations, including but not limited to:

- Dr Bert Bond and Becky Chorlton – The Children's Health and Exercise Research Centre, University of Exeter
- Alex Ogden - Yorkshire Sport
- Jon Smedley – Teach Active
- Chris Tolson - The Academy at St James, Bradford
- David Taylor – Active Sussex
- Alex White – British Nutrition Foundation
- Chris Kenyon – The Key
- Linda Appleby and Katie Chapman – Little Common School

You can read the materials they have contributed to in our summary of resources. Here you'll also find links to articles, blogs, webinars, and videos.

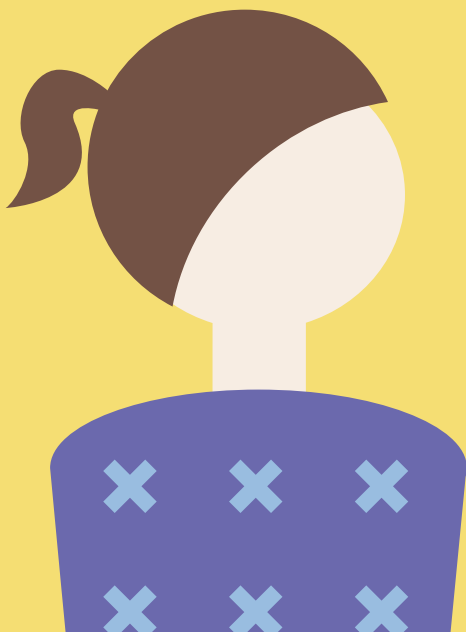
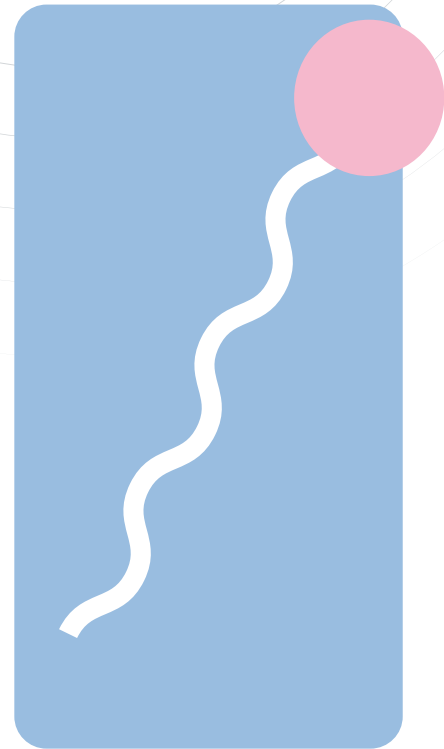


The future of Wellbeing Governors.

While the campaign may be ending, we'll continue to promote both the link governor role and the importance of mental health and wellbeing in schools. Our resources, including the webinars and eLearning, will continue to be refreshed as and when appropriate and will remain accessible going forward. This year alone our webinar videos on YouTube have been watched almost 1,800 times.

Not only will we refresh and promote our wellbeing resources, but going forward we will continue to create new materials and work with new and existing partners. This begins with a panel wellbeing webinar on Mentally Healthy Schools during our conference. We're also joining the ground-breaking #Beewell programme in Greater Manchester. Lastly, we are in plans, alongside BounceTogether, to support a pilot programme improving MH&WB culture within a school.

Please continue to access and share these resources and support putting wellbeing at the heart of your school board's agenda.



**PUT MENTAL HEALTH
AND WELLBEING
AT THE HEART OF
YOUR BOARD**