

Summer Newsletter



Academic Year 2018/19

This has been a year of significant change at Welfare

Call so firstly I would like to say how much we appreciate the way you have embraced it. We couldn't have achieved the improvements these changes have led to without your continued co-operation, support, challenge and guidance – so thank you from the senior management team and all our staff based here in Barnsley.

We have continued to grow as a company, implementing additional improvements to our well-established services and bringing new ones into the mix. This has resulted in new authorities joining the Welfare Call family and longstanding customers taking on additional services to enhance those which we already provide.

Specifically, at our forum back in November 2018 we stated several key objectives which we were hoping to achieve this year, some of those being:

- **Launch our new branding**
- **Re-write our internal LAC database**
- **Launch a new Analytics product**
- **Produce a 'best practice' model ePEP including SMART targets linked to pupil premium**
- **Revamp our 'Extranet' platform**

I am pleased to say that all these initiatives are either completed or remain on target and have been achieved without any disruption to our day to day ePEP and monitoring services.

In the rest of this newsletter you will find more detail on each of these points, but for now from everyone here at Welfare Call, we wish you all a relaxing break and hope you return refreshed and ready to join us for what is sure to be an exciting 2019/20 academic year.

Stuart Henderson, Director

WelfareCall

Review of our operations 2018/19

This has been our busiest year to date in our Attendance Monitoring & Attainment Collection services.



Kay Reynolds, Customer Services Director

Attendance

As of the 19/07/2019 we have:

- Collected over **10.5 million marks** (14,636,180 if we include #marks)
- Monitored the attendance of **41,459** pupils over the Academic year
- Contacted **9,546** provisions across England, Scotland and Wales directly every day
- Finished the year with **32,560** Active pupils for Attendance, ePEP or both

Schools	Carers	Social Care
Calls To Schools 1,906,820	Calls To Carers 30,062	Calls To Social Care 19,903

Percentage attendance of each year group for the 2018-19 academic year

Safeguarding

Since the company was started over 13 years ago, we have emphasised the importance of speedy, direct, two-way communication with provisions to ensure not only that pupils are present, but to act immediately if they are not. This year our callers made **30,062** calls to carers and **19,903** calls to Social Workers as soon as an absence was recorded on the initial register call. This enabled us to either confirm that carers were aware of an absence or alert them and the child's social worker to a possible safeguarding issue.

Ofsted

Many of you had Ofsted inspections this year, which we have supported by providing additional ad-hoc reports, data cleaning and data checks when requested on a high priority basis. If you are anticipating or get actual notice of an inspection, please get in touch with us as soon as possible so we can assist you with your preparation.

Five of our customers had Ofsted inspections that coincided with their implementations of our new Analytics product and we were really pleased that Analytics was used to support data preparation and collections for the Inspectors. A number of these authorities also presented their data to Inspectors directly using the Analytics Dashboards and we will be taking feedback from them and the Inspectors to help enhance this use of Analytics in the future.

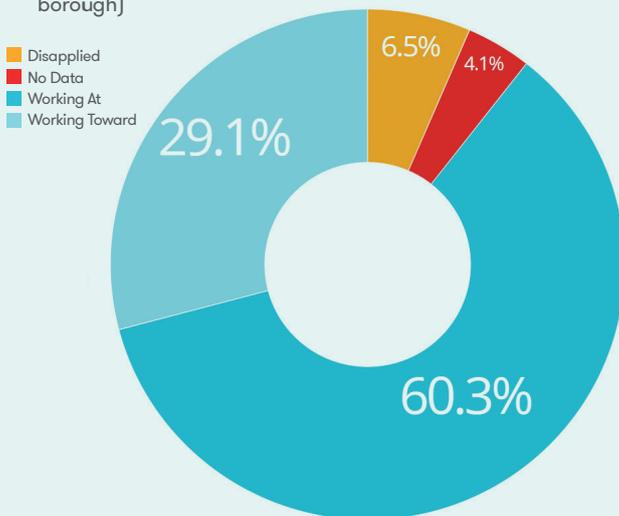
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Review of our operations 2018/19 (contin)

Attainment

- We collected Y1 and Y2 Phonics scores for **77** authorities and gained **97%** within 5 working days of them being released. (This applies to all children, both in and out of borough)
- In addition to the usual results spreadsheet, our Analytics customers were supplied with an additional Dashboard providing insight into variations in achievement by gender, ethnicity and SEN status and whether there were significant differences between pupils educated in borough and those outside.
- Our SATs collection is currently underway with **75.4%** collected within the first 5 working days of them being released. (This applies to all children, both in and out of borough)



Results of the Phonics Collection completed in June 2019

New starters



Jennie de Bossart

(previous Information Manager for Surrey Virtual School)

It is with great pleasure that we can now announce that Jennie will be joining Welfare Call from 1st September 2019 taking on the role of Account Manager within the Sales team. She will be taking responsibility for managing some of our longstanding and new accounts in the South of England.

Jennie brings with her a wealth of experience, knowledge and understanding of how Virtual Schools work having worked with Surrey Virtual School for over 8 years as their Information Manager. We are confident that Jennie will be able to pass on this invaluable expertise in order to support and advise Virtual Schools moving forward.

Jennie also has the advantage of being extremely proficient with all of Welfare Call services having previously led on the attendance monitoring, ePEP and analytics services within Surrey.

WelfareCloud

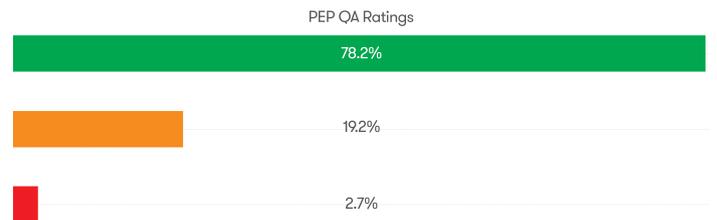
Review of our products - 2018/19

ePEP - Activity

The growth in the use of ePEP continues dramatically.

Using our ePEP platform:

- 36,248** PEPs were completed over this Academic Year
- 78.2%** of these were rated Green (outstanding)
- 6331** Designated Teachers made contributions to one or more ePEPs
- 2811** Social Workers made contributions to one or more ePEPs
- The busiest day for PEP completion was 20th December 2018 with one being completed on average ever 80 seconds (654 in total for 652 pupils)



Andy Kerr,
Implementation Manager

Best Practice Model now ready!

During our forums last November, we gave you a sneak peek at what was to come with our new ePEP template. There were three key objectives for this project:

- To facilitate a more consistent approach to PEP form content between authorities making it easier for DTs and Social Workers when dealing with pupils from different authorities and for when a pupil moves from one authority to another
- To tighten up the recording of interventions, targets and goals making it easier to demonstrate improvements in outcomes, especially in relation to Pupil Premium and other funding streams
- To improve the ePEP's underlying data structure enabling it to be pulled into Analytics Dashboards. This will enable us over time to link the impact of attendance and exclusions on the achievement of targets, in addition to exploring other variables affecting outcomes e.g. provision type, gender, ethnicity and SEN status.

This best practice model has now been finalised, and is available for viewing to all our ePEP customers through the test templates section of the ePEP (under the name 'Welfare Call exemplar').



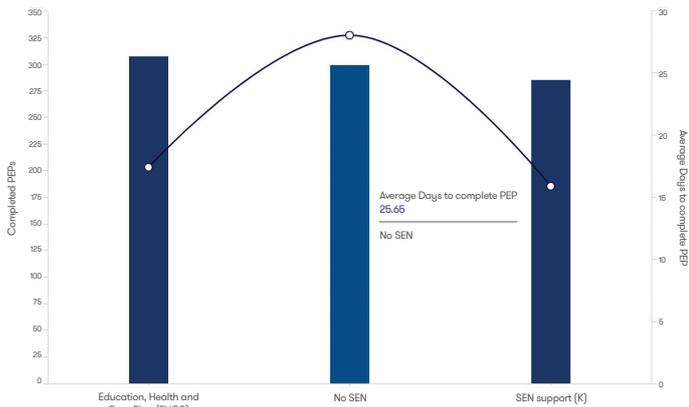
For those authorities who do not currently use the Welfare Call ePEP but would like more information please contact: ePEP@welfarecall.com

ePEP Dashboards

We released our first ePEP Analytics Dashboard in May which focussed on the completion rates of the first PEPs for children new to care or those re-entering. The Dashboard is populated directly from data entered in PEPs and is updated every night.

At the end of July, we released our ePEP review Dashboard which looks at all PEPs completed during the academic year regardless of whether the child or young person remains looked after now or not. We will release two more

ePEP Dashboards next Academic Year, one that looks at completed and upcoming PEPs and another that will reflect targets, outcomes and pupil premium spend, drawing on data from the best practice model.



Rating of all PEPs completed during the 2018-19 academic year

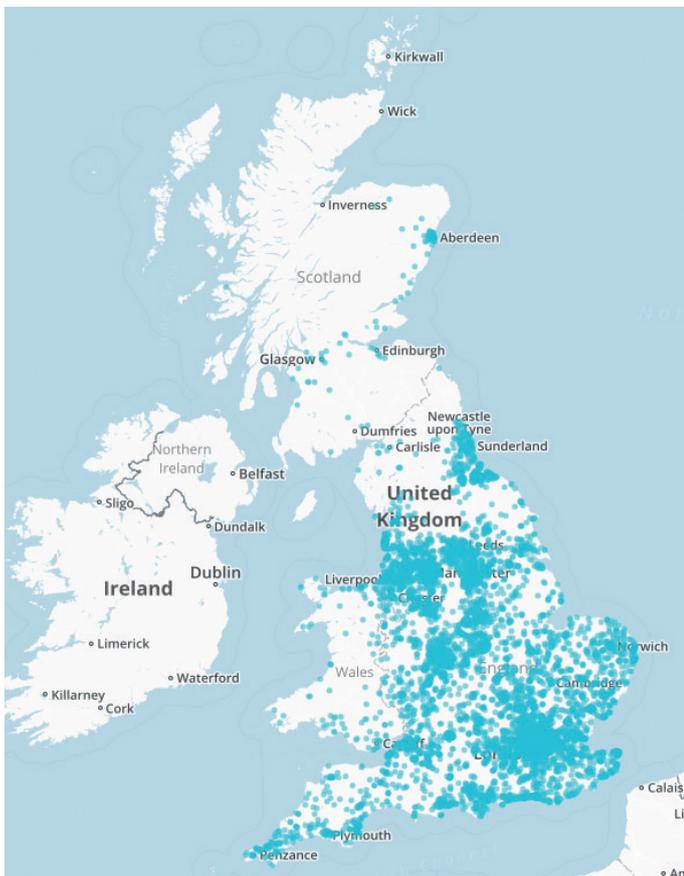


Jes East, Product Manager

Analytics

What an incredible 4 months it has been since the launch of Analytics in April 2019. We now have 21 local authorities successfully up and running with our newest product. We also have another two authorities ready and set to go live in September. So far, we have released five main Dashboards that have gone live in line with our 2018-19 Roadmap and are

on schedule to deliver the remainder which will focus on SATs and GCSEs. Within the main Dashboards are an increasing number of supplemental dashboards, so we have ended up delivering far more content than anticipated when we started this project last October.



Location of provisions of currently active pupils

The feedback we have received has been overwhelmingly positive with users highlighting the amount of time analytics is saving them both from general day to day working, but also when reporting to senior managers, corporate parenting boards and Ofsted.

They have also commented on the amount of insight it has given them, allowing trends and patterns in data to be identified with ease whilst getting a fuller picture as to why certain things might have happened.

We have made several improvements to the Dashboards as a result of user feedback and have already tested and released two upgraded versions.

We use the same product from Sisense to build Dashboards that we use to monitor our own performance so, for example, we are using an Analytics Dashboard to find patterns in how our customers are using their Dashboards and incorporating those insights into future designs.



Rebecca Fevers, Business Analyst

Internal Database

Behind the scenes we have been busy working away to re-engineer our internal LAC database. The primary reason for this is so that we can collect, analyse and disseminate additional data elements regarding looked after children over and above that which we are already providing.

We are also embedding standardised list structures taking influence from CBDS and 'get information about schools' (previously known as Edubase).

This will ultimately enhance your reporting capabilities as the collection of extra and more structured data can:

- **help identify and verify issues, theories and perceptions**, such as equality vs equity, factors encouraging and inhibiting pupil achievement and progression etc
- help to proactively address issues, measure progress and capitalise on opportunities. When data is gathered, tracked and analysed in a credible way over time, it becomes possible to measure progress and success (or lack of it). Budgets, policies, practices, processes, services and interventions can then be evaluated, modified and improved
- Extra data can gain trust, develop effective, respectful consultations and secure the support of key decision-makers and stakeholders. Collecting, tracking and evaluating data on an ongoing basis can help provide credible, compelling information when communicating with key decision-makers and stakeholders about support for sensitive issues, policies, or initiatives.

The proposed 'go-live' date for Version 2.0 is January 2020. We will provide regular updates between now and then to keep you informed as to how things are shaping up, what is going on and how you can help us on this journey. Stay tuned!

Summer at Welfare Call Group
Offices closed for system updates: 31 July - 2 August
 Normal business hours will resume over the 6 week summer break

G-Cloud 11 – what does it all mean?

For a second year running Welfare Call is proud to announce that we are an accredited and approved G-Cloud supplier of cloud-based solutions.

Welfare Call has 3 services listed on the G-Cloud 11 framework under the Cloud Software category (Lot 2). Those being:

- **Welfare Call Analytics**
- **Welfare Call ePEP (electronic personal education plan)**
- **Welfare Call Attendance Monitoring Service**

But what does all this mean for you?

The benefits:

- Avoid having to go through a full tendering process or a request for quotation
- As a buyer you can directly award a contract if you feel that we are the only supplier that meets your exact needs and requirements – saving you time, effort and money
- Get a multi-year contract in place with a fixed price with the option to extend as required
- G-Cloud will speed up the procurement process and in doing so reduce costs. The framework has had a massive impact on public sector procurement. For every £1 spent on the framework, £1 is saved.
- With standardised terms and documents provided by CCS (crown commercial services), buying through G-Cloud couldn't be easier.



For more information on how to purchase our software through the G-Cloud 11 framework please contact: sales@welfarecall.com

Forum 2019 – save the dates

We have now booked the venues and dates for our 2019 annual forums so new and current customers can meet our new and current staff whilst hearing and discussing our plans for 2019-20 and beyond:



London Forum: Friday 8th November 2019

Venue: Mary Ward House Conference and Exhibition Centre, 5-7 Tavistock Place, London, WC1H 9SN



Leeds Forum: Friday 22nd November 2019

Venue: The Queens Hotel, City Square, Leeds, LS1 1PJ

An agenda for the day along with details of how to book your free place will be sent out at the beginning of the new academic year.



The Welfare Call Family

New customers joining us

We are extremely pleased to announce that **Thurrock** council has re-joined Welfare Call and that **Redcar** and **Cleveland**, **Bournemouth** and **Christchurch** have transitioned over to us for the collection of daily attendance having all previously used a competitor's product.

We are also delighted that **York** and **Surrey SEN** have joined us on that journey. This takes the number of authorities using Welfare Call for daily attendance monitoring up to an astonishing **115**.

From an ePEP perspective we have had several authorities join us, those being:

- **Brighton and Hove**
- **Suffolk**
- **Essex**
- **Knowsley**
- **Durham**

We also have **2** authorities in the final stages of contract completion the names of which we will disclose at the start of the new academic year.

With **49** Local authorities now using this service we are the only supplier in the UK offering an integrated suite of Attendance, Attainment, ePEP and Analytics services to such a large number of authorities.

The key benefit of this is our ability to support a high level of OLA reporting and regional Analytics analysis.

We are also extremely proud of the fact that we have achieved a 100% retention of customers across our products (attendance and ePEP) where authorities have been through a re-tendering process this year.



This re-enforces the fact that daily telephone communication with education provisions is still the preferred method for the safeguarding of children and the collection of attendance.