



Ellesmere College
Parents' Society

2026/27 Strategy

Ellesmere for Everyone



Chair
Jonathan Sherlock

Treasurer
Mai Sharawy

Vice Chair
Gem Cook

Comms & Media
Shelley Morgan





Ellesmere College
Parents' Society

Executive Summary



01

The Four Pillars for 2026/27

This document sets out the priorities and planned activity for the Ellesmere College Parents Society for the 2026/27 academic year. It has been prepared to provide our school community with a clear picture of our intentions, the structures we are putting in place, and the areas where we are seeking to develop and grow.

- Strengthening the foundations – ensuring our governance, communications, and structures are fit for purpose.
- Building community – creating events and forums that bring parents, teachers, and pupils together in meaningful ways.
- Growing our reach and resource – developing sponsorship relationships and alumni engagement to expand what ECPS can offer.
- Innovating our format – exploring new models for meetings and representation that work better for busy families.

Ellesmere for Everyone

A central ambition for this year is to make ECPS truly representative of the whole school community.

Under the banner of **Ellesmere for Everyone**, we are committed to broadening the reach of everything we do by creating events that speak to all year groups, welcoming families at every stage of their journey through the school, and building genuine partnerships with local businesses who share our pride in the community we are part of.

This means moving beyond a traditional events calendar and thinking more creatively about the types of activity we offer, from family-focused socials and pupil-centred celebrations to professional networking and community fundraising. Inclusion is not just about who is invited; it is about designing experiences that make every parent, pupil, and partner feel that ECPS is working for them.



Governance & Foundations

Website & Messaging

The Ellesmere College website is often the first point of contact for new and prospective parents. It is important that it accurately represents our activities, events, and values, and that it is kept up to date throughout the year.

Planned activities include:

- Conduct a full review of existing website content in the first half of term.
- Correct any outdated information, broken links, or inaccurate descriptions of working groups and events.
- Establish a simple update process with a named owner responsible for keeping the site current.
- Consider whether the website could better showcase the breadth of ECPS activity to encourage wider involvement.

Constitution Review

The PTA constitution was recently redrafted. This year we will take stock of whether the revised document accurately reflects how the association actually operates in practice, and whether any further updates are needed.

- Review the constitution against current practice across all working groups and meetings.
- Identify any gaps between what the constitution describes and what we actually do.
- Bring any proposed amendments to ECPS members for formal approval.





Ellesmere College
Parents' Society

Working Groups

Our working groups are the engine room of ECPS activity, delivering events and initiatives throughout the year.

ECPS organises its activity through a series of dedicated working groups, each responsible for planning and delivering specific events or programmes. The proposed groups for the coming year are set out below.

Working Groups 2026/27

Michaelmas Group – Responsible for events and initiatives during the Michaelmas term.

Burns' Night – Celebratory evening event with broad parent appeal.

Lent Group – Responsible for events and initiatives during the Lent term.

Creativity Workshop – Organising a dedicated creativity event for all year groups.

Summer Group – Responsible for events and initiatives during the Summer term, including the key end-of-year celebrations.

Lunch on the Lawn – Annual outdoor social event for. Focus on creating a relaxed and inclusive atmosphere.

Lower School Group – Dedicated group focused on the needs and experiences of families with KS2 and KS3 children.

Alumni Activity – Developing engagement with the school's alumni community.

Documenting Success

Each working group will be asked to nominate a lead, submit a brief plan at the start of their respective term, and provide a short written report following their event for ECPS records.



Community Engagement

ECPS exists to support the nurturing of community at Ellesmere. Every decision should have this at the heart of it.



01

Meetings

PTA meetings are the primary forum for communication and decision-making, but participation can be constrained by timing, format, or the perception that attending meetings means more responsibility. We propose reviewing the current meeting format to make it more accessible and greater focus on social interactions. Proposed actions include:

- Survey parents to understand preferred meeting times, all options to be considered.
- Explore whether hybrid in-person/online could increase participation without reducing the social element.
- Consider introducing a brief informal social element before or after the formal agenda – a simple way to build community and make attendance more appealing.
- Aim to fix a full schedule of meeting dates at the start of the year so parents can plan in advance.

02

Class Representatives

A class representative system could significantly improve communication between ECPS and the wider parent body, increasing the number of families who feel actively involved. This would involve the following actions:

- Discuss the concept of class reps with school leadership and seek formal endorsement.
- Identify one parent volunteer per class who would act as a liaison between ECPS and their class community.
- Define the role clearly (communication conduit, event support, feedback gathering) to avoid creating an onerous commitment.
- Assess whether the school's existing communication channels could be used to facilitate class rep activity.

Commercial Development

Sponsorship Programme

Sponsorship represents an important and underexplored opportunity for ECPS. By developing relationships with local businesses, we can reduce the reliance on ticket sales and fundraising alone, and create more ambitious events and programmes.

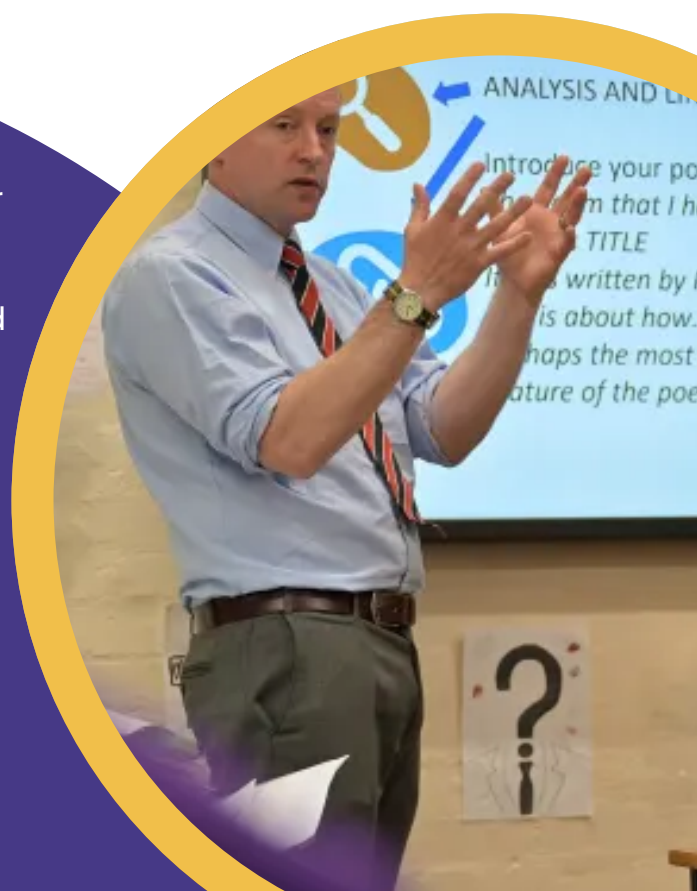
Work has already started on:

- Developing a short sponsorship prospectus, setting out the range of sponsorship opportunities available and the benefits to sponsors.
- Identify target businesses with connections to the school community.
- Tiered sponsorship packages for businesses of different sizes.
- Ensure appropriate recognition for sponsors at events and in ECPS communications.
- All sponsorship arrangements should be agreed in writing and passed through the appropriate school channels.

ECPS Business Network

There is a significant professional network within our parent community that is currently untapped. We propose exploring the launch of a business networking series, hosted at the school, which would bring parents together in a professional context while generating income and profile for the school.

- Conduct initial soundings with parents to gauge appetite for a networking series.
- Propose a pilot event in the Spring term, subject to school approval and venue availability.
- Consider external speakers or sponsors to add value and credibility to the series.
- Ensure the series is positioned as a community benefit — not a closed or exclusive group.
- Work with the school's marketing team on any external promotion.



Enabling Ellesmere

A key part of how ECPS creates real, lasting impact is by ensuring that the funds we raise go directly towards projects that matter to those who know the school best.



01

Nominations

Teachers will be asked to present their project across three levels of ambition: a **Good** option that delivers tangible benefit within a modest budget, a **Better** option that broadens the scope and impact, and a **Best** option that represents the full vision if resources allow.

ECPS will review all submissions, select the projects it will champion for the year, and align its fundraising activity and events calendar accordingly. This approach ensures transparency, gives staff a genuine voice in how ECPS funds are directed, and creates a compelling story for parents and supporters — knowing that every ticket sold and every pound raised is working towards something specific, tangible, and chosen by the people closest to our children.

02

Charitable Donations

In recent years, a considerable proportion of the funds raised by ECPS has been donated to external charities, a reflection of the generosity and values of our community that we are proud of. Going forward, while we will continue to support charitable causes through dedicated events, i.e. MacMillan Coffee Morning, we are making a considered shift in how funds are deployed.

The primary beneficiary of fundraising will be the school itself, with proceeds directed into projects nominated and approved through the Enabling Ellesmere scheme. This is not a retreat from generosity; it is a redirection of it towards the classrooms, facilities, and experiences that our own children benefit from every day.

Alongside this shift, ECPS is committed to full transparency in how money is raised and where it goes. At every event, parents and supporters will be clearly informed which project or initiative their contribution is supporting and what difference it will make.



Priorities at a Glance

A summary of the key initiatives and their suggested sequencing.

Priority	Action
High	Website review & update
High	Meeting format review
High	Working group leads confirmed
High	Class rep system — proposal
High	Sponsorship prospectus
Med	Class rep system — launch
Med	Alumni engagement strategy
Low	Constitution review
Low	ECPS Networking — pilot event

In Closing

ECPS exists to strengthen the relationship between families and the school, and to enrich the experience of every child and family in our community. This strategy is ambitious but achievable, and we are committed to working collaboratively with families and the school leadership at every stage. We hope to welcome many of you at future ECPS meetings and events throughout the 2026/27 academic year.



Ellesmere College
Parents' Society



Thank You For Your Attention



ECPS: Ellesmere for Everyone



Our Email
ecps@ellemere.com

26
27