

**IMPACT**

**REPORT**

**2022-23**

**mesma** The logo graphic for mesma consists of three slanted parallel bars of increasing height from left to right, each ending in a small colored circle. The circles are pink, yellow, and teal.

# WELCOME

Mesma is a people business that deals in technology.

Over time, whilst the sentiment behind this hasn't changed, our mission has evolved.

We continue to focus on providing quality management software and advisory services for education and employment support sectors so they can be at their best for the people who matter most to them; their learners and customers.

Alongside this, our understanding of the type of employer we want to be has developed over time. In particular, our drive to create and advocate for alternative routes into employment, providing meaningful work or industry experience for those who may need additional support, and using our experience of change leadership, in voluntary roles in education or employability.

Emerging from what has arguably been one of the most challenging times in all of our history, has magnified the need for this rounded approach to being a 'people business that deals in technology' more than ever before.

Many of our clients operate to an academic year, reflecting on their impact during the twelve months between August and July. We've chosen to use the same period when reviewing our impact, so that we can take the learning forward to inform our work with them, as clients plan for their year ahead.

We have considered the problems we aim to address, how well we have addressed them against our performance metrics, and the steps we plan to take in 2023-2024 to build on our strengths.

We share details of a selection of key projects, team growth, external advocacy, and other relevant voluntary activities in this report.

We're excited about what 23/24 holds but recognise that many in the sectors in which we operate are facing challenging financial times. Co-creating cost effective solutions without compromising on quality is paramount. Advances in technology such as generative AI will help us remain at the forefront of quality management.

*Team Mesma*

# Our story so far

## Mission

As a mission-led business, we aim to achieve social and commercial impact.

Our mission is to *enhance the quality of education and employment support provision, one provider at a time.*

Why? Because exceptional provision ultimately supports people like you and me to fulfill their potential.

Our mission is delivered through two core services for clients:

- Quality Management Software
- Quality Enhancement Advisory Support

As an employer, we deliver the mission through our people and community strategy. It includes:

- Inclusive recruitment practices
- Providing placements and internships
- Advocacy for alternative routes into employment to other businesses
- Volunteer roles that allow us to put our experience to good use.

In short, we aim to reach beyond our size as a micro business, showing that being small is not a barrier to big impact.

## Values

Our values permeate through the actions we take and the choices we make as both a provider of services and North East England based employer.

- **Inclusive community**
- **Valuing contribution**
- **Empowering action**
- **Building confidence**
- **Supportive challenge**

**WHAT WILL YOU DO  
WITH THE  
CONFIDENCE  
MESMA GIVES YOU?**

# Our GOALS

Our 22-23 goals reflected the challenges we all faced emerging from the pandemic.

The impact on education and employment support was significant, as was the need for us to rethink our employee engagement model, recognising that a fully remote business would not allow us to achieve our aspirations.

## 1 Platform Capability Investment

Our platform is designed to reduce complexity and cost of quality management, coordinate data analysis, and support informed decision making to drive improvement. A focus for the year was implementing changes to the underpinning system architecture and launch of additional products in the range.

## 2 Increase Market Awareness

For potential clients to trust us and our services, we continued to build our profile and credibility amongst our target audiences in the UK. We recognise the need to nurture strong partnerships with other businesses where our goals and values align, focus on customer-experience excellence and provide value through sharing our knowledge and experience.

## 3 Employer of Choice

Roles that are critical to our success became more in demand as a consequence of the pandemic. Responding to this challenge has been an ongoing feature of our strategy this year. In parallel, we set out to further enact our commitment to create more routes into meaningful work, regardless of a person's background or abilities.

## 4 Employer Advocate

Employer voice is crucial for encouraging businesses to engage with the education or employment support sectors in the many ways this is possible. We are well placed to bridge a gap that is sometimes based on misunderstandings, with our deep knowledge of routes into employment. We will always set out to show that being a small business is not a barrier to impact.

# Our

# PROJECTS

## Platform Capability Investment

### PROJECT

### DETAILS

### OUTCOME

System architecture

Invest in the development of the software to improve data connectivity across platform products.

- Reduced burden on administrators for easier collaboration.
- Increased autonomy at department manager level to administer their own QA activities.
- Clearer links between QA activity and improvement plans.

Increased product range

Development of a continuous professional development product.

- Increased autonomy - Client staff can initiate peer to peer activity and self regulation.

Increased feature range

Development of a CPD product.  
Integrated quality calendar developed.  
Integrated KPI dashboard developed.

- Clients gain greater visibility of their QA cycle.
- Clients have greater visibility of performance against key quality indicators.

# IMPACT

**700+**

Active organisations

**4500 +**

Active users

**15%**

Increase in  
Customer lifetime value

**10%**

Average time saved on  
QA-related administrative tasks

“Technology is critical to helping organisations like us to achieve on-going success and raise standards. As a training provider, it’s important that we adapt to changes, and tools like Mesma will help us stay ahead and be even better prepared for future Ofsted inspections and other quality assurance tests that training providers must abide by.”

**90%**

Clients state they are more  
confident during inspection or  
audit by regulators

**80%**

Clients state their quality  
assurance arrangements have  
improved decision-making  
and impact

# Our

# PROJECTS

## Increase Market Awareness

PROJECT	DETAILS	OUTCOME
In-person/ online event and awards presence	Play a valuable role in key regional and national events. Increase online events with key partners.	<ul style="list-style-type: none"><li>• Profile raised through targeted sponsorship.</li><li>• Good, relevant reach from event activity.</li></ul>
Co-design of Quality Improvement Framework for employability sector	Development of QIF and collaborative projects with Institute of Employability Professionals.	<ul style="list-style-type: none"><li>• QIF progressed to point of roll-out 23/24.</li><li>• Successful bid for joint project.</li></ul>
Return on Investment communication	Increase transparency of existing client ROI - value of services and happiness with support provided.	<ul style="list-style-type: none"><li>• Confirm credibility.</li><li>• Growth in software and advisory services.</li><li>• Recognised as providing excellent customer support.</li></ul>
Quality improvement thought-leadership exposure	Openly share knowledge and experience in areas of expertise within the sectors we operate in.	<ul style="list-style-type: none"><li>• Most read articles in trade publications.</li><li>• Demonstrates credibility.</li><li>• Attract new clients.</li></ul>

# IMPACT

## 1000+

Delegates watched or participated in online events with consistently great feedback

## 90%+

Clients achieve desired outcome from Ofsted inspection

## 750+

People reached through speaker engagements for in-person industry regional/ national events

## 2+ yrs

Length of most advisory assignment relationships

## 5

UK and I countries with clients or projects

"Identifying best practice and opportunities to improve our processes enhances our training provision, helps us to produce highly skilled learners, who can contribute fully to the workplace."

## 100%

users rate our helpdesk support 5 out of 5





# Our

# PROJECTS

## Employer of Choice

### PROJECT DETAILS OUTCOME

Employee working arrangements

Introduction of hybrid flexible working, four day week.

- New office space for hybrid working.
- 4 day week - Jan 24

Create high quality career opportunities and experiences

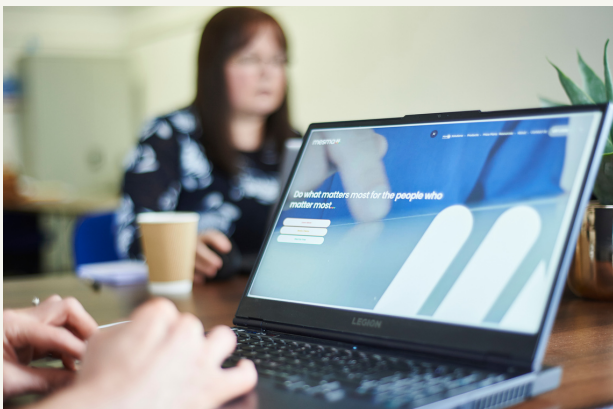
Creation of:  
Apprenticeships  
Industry placements  
Internships, kickstart placements.

- New apprenticeships recruited.
- T Level placements starts.
- Internship complete.
- Kickstart placement complete.

Valued Employees

Increased holiday allowance, encourage personal development community/charity activities, celebrate shared success.

- Holiday allowance increased.
- Share options in planning.
- Charity activity underway.
- Award winners.



# 4

Team members joined as apprentices from school or to change career

# 4

1 Kickstart placement for a young person not engaged in work or education. 2 T Level industry placement students and 1 graduate intern who has progressed to an apprenticeship in a new company

# 5

With known need for reasonable adjustments at work or at risk of unemployment prior to joining

# IMPACT



## Only North East finalist

Great British Entrepreneur Award in recognition of our work providing inclusive alternative routes into employment



# Our

# PROJECTS

## Employer Advocate

### PROJECT

### DETAILS

### OUTCOME

Voluntary roles in education governance

Use expertise to work with regional schools and colleges in voluntary role, focusing on communities most in need.

- Successful outcomes with Ofsted for all.
- Contribution to careers programme in primary schools.

Support national and local initiatives to engage employers

Contribute to campaigns, resources and activities encouraging employers to engage with alternative routes to employment.

- Contributed to national and local publications, videos, talks, awards judging.
- Supported DfE/SDN T Level employer events.

Contribute to national and local groups to inform policy and approach to engaging employers in education

Contribute where we can add value to the 'right' conversations that drive change.

- Active member of national T Level steering group.
- Informing regional SME engagement strategy led by LEP and FSB.

# 400+

Employers reached through participation in Department for Education T Level employer online events

# 250+

Voluntary hours in education governance

All achieved Good or Outstanding inspection outcomes in the past 18 months

"Businesses like Mesma, who act as an advocate for engaging with educator sector cannot be underestimated, including their commitment to the EDI agenda to ensure access for people with additional learning needs."

## IMPACT

"The 'faculty time' introduces pupils to a range of career options. This gives them something to aim for. Pupils are inspired to do well in school by meeting business leaders and employees."  
Ofsted Report, 'Outstanding' 2022

# 5

Ambassador roles for apprenticeships, T Levels and STEM. BCS employer steering group member and awards judge

# 5

Appearances in regional & national publications promoting apprenticeships and T Levels for all

# 1

Proud Lead Governor for Special Educational Needs and Disabilities



Louise Doyle  
CEO, Mesma



Foundation to take part in an interview about morals and ethics of the resources they are creating for T Level students.

It was such a great topic to explore and reflect on.

What I was particularly heartened to see is the other (brilliant) is from Cisco.

Cisco is a 70,000-person global business, whereas Mesma is employees.

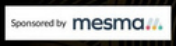
It is so, so, so important that we make the effort to bring these types of conversations. Let's not forget, that most of these talented young people will work for an SME at some point in their career.

And some of us will grow into being the next Cisco.

#tlevels #careers



Apprenticeship Equality, Diversity and Inclusion Provider Recognition Award



CONGRATULATIONS TO

Coach Core Foundation

#FEWEEKAAC | AACAPPRENTICESHIPAWARDS.COM



Helping Y understand the labour market

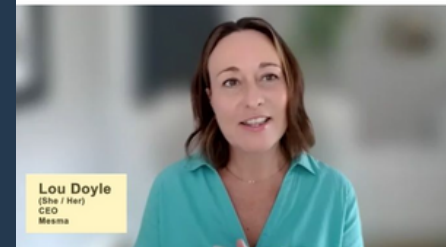


leader because of my governor role."

"As CEO of a small business and governor within a primary academy trust, I work with schools and businesses. Working in support of the teaching team, I'm using my network and experience to help them to bring to life the career options available to young people and provide a great way for teachers to stay up to date with the skills businesses need. Importantly for our business, I have become a better leader because of my governor role; learning how to manage risk, challenge with kindness and build connections with people I would never have otherwise met.

Some of our children may not have the opportunity outside of school to learn about different occupations and sectors. It's rewarding to see their enthusiasm when they engage with small businesses. It's never too early to light the spark of a career that they can pursue as they get older."

Louise Doyle, CEO Mesma and North of Tyne Regional Chair, Wise Academies



Lou Doyle  
(She / Her)  
CEO  
Mesma

# Our

## YEAR AHEAD

**Alongside our business as usual activities...**

### FOCUS

Cement position as 'go to' provider for change leadership and continuous improvement software and advisory services

Ensure we are at the forefront of thinking in our specialist area, to inform the design of our products and services.

Continue to invest in software development

Clients benefit from generative AI technical solutions, API opportunities to integrate data from other SaaS products, and improved use of data analytics tools.

Build on our strength as a community facilitator

Formalise the highly valued Mesma community, celebrate quality improvement professionals, co-create resources and support solutions.

Strengthen company culture that values teamwork and work-life balance

Implement 4 day working week to support work life balance objectives, formalise an employee shareholder scheme and continue to support hybrid working.

Careers advocacy in primary education

Launch charitable venture designed to engage hardest to reach young children in careers education, partnering with regional SMEs to design projects and content.

# ACKNOWLEDGEMENTS

With thanks first and foremost to our team at Mesma.

We continue to learn, grow and succeed because of you.

To our clients, partners and supporters. Thank you for your advocacy and ongoing commitment to working with us. We will continue to live our values in pursuit of your excellence.

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# THANK YOU

# FOR BEING PART OF OUR COMMUNITY