

The Swanage School
MINUTES OF A MEETING OF THE COMMUNITY & ENGAGEMENT COMMITTEE
Held on Wednesday 27 September 2017 at 5.30pm

Present: Nicola Newman (Chair), Mark Hatto, Tristram Hobson, Amanda Rowley, Carl Styants
In attendance: Sue Fletcher (Clerk), Jenny Maraspin (Deputy Headteacher)

Item		Action	By	Date
CE 1.1	<p>Welcome The Chair welcomed everyone to the meeting. She recorded thanks to Amanda Rowley, previous chair of the committee, and to Nicky Taylor, who was no longer serving on this committee.</p>			
CE 1.2	<p>Apologies for Absence Apologies were received from Tim Marcus.</p>			
CE 1.3	<p>Declarations of Interest There were no declarations of interest or conflict with any agenda item.</p>			
CE 1.4	<p>Scheme of Delegation AGREED to recommend the following changes to the committee’s composition, meeting arrangements and remit:</p> <ul style="list-style-type: none"> - to remove the Business Manager from the list of required attendees for the meetings, as marketing was no longer in her remit; - to mark the Headteacher’s responsibilities as “supported by the committee” in recognition that the committee offers a degree of practical support as well as oversight, given the professional experience of its members. <p>It was also AGREED the committee members would meet twice per term, once in the scheduled committee meetings and once more informally to focus on a particular area or action to support the Headteacher in achieving effective marketing and engagement.</p>			
CE 1.5	<p>Committee Membership The committee considered whether it would benefit from additional attendees, noting that the Articles of Association (para. 101) allow for the inclusion of non-governors so long as the majority of committee members are governors and that determination of whether a non-governor has a vote rests with the governors. AGREED that the following should be asked to join the committee, without voting rights:</p>			

	<ul style="list-style-type: none"> - a student of the school, via the School Council - a media/marketing student from Bournemouth University - a member of Education Swanage, preferably with marketing experience and enthusiasm for networking <p>The HR & Admin Assistant would be asked to attend meetings where possible.</p> <p>AGREED to ask Collette Drayson, a previous governor, if she would be willing to work with the HR & Admin Assistant to recruit volunteers (a role that would not require attendance at meetings) under the following role description:</p> <ul style="list-style-type: none"> - pro-actively recruit volunteers for specific needs - liaise with the HR & Admin Assistant for information on requirements - work with the HR & Admin Assistant to follow the recruitment process in relation to the formal checks for volunteers and ensuring that volunteers understand and sign the Volunteer Agreement <p>AGREED to recommend that the Staffing Committee review the Volunteer Agreement.</p> <p>The committee discussed the role of Education Swanage members, noting that they could be approached in relation to volunteering. A possible link to the Parent Teacher Association (PTA) was also raised, it being suggested that Education Swanage members be encouraged to join the PTA if the PTA adopted a resolution to widen their reach by becoming the Parent, Teacher and Friends Association (PTFA) which they were thought to be considering. If adopted, the committee would offer to write to Education Swanage members to suggest both joining the PTFA and volunteering at the school.</p>	<p>Arrange Contact Contact</p> <p>Invite</p> <p>Contact</p> <p>STF Agenda</p> <p>Liaise with PTA</p>	<p>TH JM Clerk</p> <p>TH Clerk</p> <p>CS/Clerk</p> <p>AR</p>	<p>Nov '17 Nov '17 Nov '17</p> <p>Nov '17</p> <p>Oct '17</p> <p>Nov '17</p> <p>Oct '17</p>
CE I.6	<p>Minutes of the Previous Meeting The minutes of the meeting held on Wednesday 3 May were confirmed as an accurate record.</p>			
CE I.7	<p>Matters Arising & Actions</p> <p><u>CE 2.6.1 (i) Web updates</u> TM had provided a training session on content, and a number of web updates had been discussed by the school and Blue Level (the web developers). TH would check that changes relating to admissions were actioned before the Open Evening on Thursday 28 September 2017.</p> <p><u>CE 2.6.1 (i) Signage for front entrance</u> TH noted that he would prefer to leave the school's banners at the entrance rather than have a SchoolsPlus sign and so this would not be followed up.</p> <p><u>CE 2.6.1 (i) Social media</u></p>			

It was reported that posts made on Facebook automatically link to the Twitter account, which was working well. The Twitter account had approximately 475 followers, gaining 15-20 new followers per month. A LinkedIn account had not yet been created, and it was agreed that this was lower priority than other social media channels. The use of Instagram was mooted. It was confirmed the school had a YouTube channel.

CE 2.6.2 Steering Group actions

There was no action to report in relation to signage for the mini-buses or acquiring new photographs for the website. The changing of the email and web footer had been superseded by the new GCSE results. A new prospectus had been produced although printing difficulties meant that only an A5 size would be available for the Open Evening.

CE 2.6.2 National press coverage

Press coverage had been received in relation to the school's recent success in the "Tenner Challenge" run by the Youth Enterprise Scheme, for which the school was congratulated.

CE 3.5.iv Transport

TH reported that he had met with Deborah Croney, the Dorset County Council Cabinet Member for Economic Growth, Education, Learning & Skills, in relation to the policy for the provision of free school transport. The meeting had been positive and a timescale was agreed for review, to start this month with a view to any changes being ratified by July 2018.

CE 3.5.v Teaching School application

The teaching school application submitted in May 2017 had not been successful, but useful feedback had been received. The Senior Leadership Team intended to work closely with Castle School in Taunton to prepare for a further bid, with the possibility of funding being available through this collaboration.

CE 3.5 Press distribution list

AR confirmed that she had provided a list of media contacts to the HR & Admin Assistant and would check that positive news stories are being shared with media outlets.

CE 3.6 School Development Plan – school environment

The committee congratulated the school on the new frontage and atrium signage and recorded thanks to Nikki Lardner who had co-ordinated the plans.

CE 3.7 Mission statement

AGREED to recommend to the full governing body that the existing mission statement is retained: "A school founded by the community for the community, combining local learning with a global outlook in one of England's finest natural environments".

To FGB

Clerk

Oct '17

	<p><u>CE 3.8 Risk Register</u> The Clerk confirmed that the suggestions made by the committee to adopt the risk relating to demand for places and to add an additional risk onto the register in relation to the negative impact that might arise in the community from reputation loss, had been passed to the Business Manager.</p> <p><u>CE 3.9 AGM arrangements & governor recruitment</u> The AGM arrangements and social event to thank the school's supporters and volunteers was thought to have worked well. It was considered important to hold an event for volunteers at least once a year. It was AGREED that, if possible, the AGM be moved to a date preceding the summer holiday, from its current timing at the start of the academic year. This would allow governor appointments to be made prior to the start of the following academic year and for an earlier meeting of the governing body to be held for the election of governors to roles.</p>	Follow up	Clerk	Nov '17
CE I.8	<p>Reports</p> <p>1. Headteacher's Report</p> <p>i) <u>Community use of facilities</u> TH confirmed that the financial report from SchoolsPlus is seen by the Finance & Premises Committee. The use of the facilities continued to see positive growth. AGREED to invite a SchoolsPlus representative to the next meeting to discuss ideas for development and to receive a breakdown of activities and demographics of the groups using the facilities.</p> <p>ii) <u>Marketing & engagement activities</u> The Open Evening would be held on Thursday 28 September 2017. Letters had been sent to all Year 5 parents via primary schools. TH reported that the relationship with primary school headteachers was going well and that Year 5 students had been invited to the school on several occasions.</p> <p>iii) <u>Admissions</u> TH reported that the new intake (Year 7) had 60 students and several students had also joined in the older year groups, with some further movement imminent due to relocations both in and out of the area. In total 318 students were currently on roll. It was noted that the current Year 6 at primary school is a larger cohort and so the school is optimistic of a higher intake in 2018.</p> <p>2. Steering Group The Steering Group had not met since the last meeting of the committee.</p>	Invite	Clerk	Jan '18

CE I.9	<p>Annual Marketing Plan TH confirmed he will draft a marketing plan and it was AGREED that reviewing the draft will be the focus of the next informal meeting of the committee members.</p>	Draft and circulate	TH	Nov '17
CE I.10	<p>School Development Plan (SDP) 2017/18 In relation to the drafting of the SDP for the current academic year, it was suggested that admissions should be the primary focus item under the committee's area of responsibility. Developing the profile of the school locally, regionally and nationally, which had been on the SDP for 2016/17, was considered an ongoing action and TH indicated it would therefore likely be rolled over to the 2017/18 plan. In further developing the school's environment, TH noted that the creation of a living wall in the Sports Hall would be considered for inclusion in the SDP.</p>			
CE I.11	<p>Funding Priorities Noting that a significant portion of the marketing budget had been used to fund the enhancements to the school's frontage and atrium, the committee did not have further priorities to recommend.</p>			
CE I.12	<p>Timing of Meetings AGREED the informal meetings of the committee, held termly, would be held during the daytime. The formal committee meetings, also termly, would continue to be held in the evenings unless revisited.</p>			
CE I.13	<p>Any Other Business</p> <p>1. <u>Parent / stakeholder survey</u> AGREED that the governors would conduct a survey of parents, to be sent by Mark Hatto, parent link governor, with the objective of determining satisfaction levels and areas of most importance to parents. TH would circulate the previous survey used and CS would check whether the National Governors' Association had a model survey. Committee members would then decide on the questions to use. It was felt that the survey should be conducted in time for the results to be collated before the next meeting of the committee, as responses would be useful in informing the marketing plan.</p> <p>It was noted that the Business Manager had been tasked to survey parents of primary school children with a view to better understanding why parents do or do not choose the school over other options.</p> <p>2. <u>Progresso / communication with parents</u> Governors with children at the school noted that the limitations of Progresso in providing information can be frustrating for parents, in particular reporting that a notification of "positive behaviour" or "negative behaviour" provides no details of the behaviour which had led to the notification. TH would ask the Data</p>	Circulate parent survey questions. NGA models	TH CS	Oct '17 Oct '17

	<p>Manager to look into this to see if the publication settings can be changed so that this information could be seen. TH reported that all Year 7 parents had been contacted by telephone since the start of the academic year. The time-consuming nature of this communication was appreciated by the committee who felt it was an extremely valuable aspect of communicating with parents.</p> <p>3. <u>Open Evening</u> The Open Evening would be held on Thursday 28 September 2017 from 6-8pm, with talks from the Headteacher, parents and other representatives at 7pm, and closing remarks from the Chair of Governors. It was suggested that the talks be videoed and TH agreed to organise this.</p> <p>The Chair suggested that registering attendees at the Open Evening would be valuable for future engagement with prospective parents, and it was AGREED that an email address field would be added to the evaluation form. Holding a prize draw for submitting evaluation forms was suggested.</p>	Discuss with FC	TH/JM	Oct '17
		Update form	TH	Sep '17
CE I.14	<p>Confidentiality No item required confidential minutes.</p>			
CE I.15	<p>Next meeting AGREED the committee members would meet to discuss the draft marketing plan on Wednesday 15 November 2017 at 9.30am.</p>	Book room, circulate details. Invite JW	Clerk	Oct '17
	The meeting closed at 7.30pm			