

The Swanage School

**MINUTES OF A MEETING OF THE COMMUNITY & ENGAGEMENT COMMITTEE**

Held on Wednesday 27<sup>th</sup> November 2019, 5.30pm

**Present:** Carl Styants (Chair), Mark Hatto, Jenny Maraspin (Acting Headteacher), Nicola Newman, Nicky Taylor, Amanda Rowley

**In attendance:** Anna Carvisiglia (Business Manager), Sue Fletcher (Clerk), Kay Lawton (Acting Deputy Headteacher)

Item		Action	Lead	By
	<b>Election of Meeting Chair</b> Carl Styants was elected to chair the meeting in Paul Angel's absence.			
CE 1.1	<b>Apologies for Absence</b> Apologies were received from Paul Angel and Tim Marcus.			
CE 1.2	<b>Declarations of Interest</b> There were no declarations of interest or conflict with any agenda item.			
CE 1.3	<b>Minutes of the Last Meeting</b> The minutes of the meeting held on 1 May 2019 were confirmed as an accurate record and signed.			
CE 1.4	<b>Matters Arising &amp; Actions</b> Where not elsewhere on the agenda  <u>CE 3.4 (2018/19) Website</u> It was noted that a web audit and updates had been completed, but that further work on the website was required to bring it fully up to date. The staff contact details page could be re-implemented, with or without short biographies, but should be done without staff photographs.  <u>CE 3.4 (2018/19) Alumni</u> 2019 leavers would be asked at the GCSE Certification evening to give permission for the school to continue to contact them into the future. JM offered to contact parents of ex-students whom the school might like to invite back to give talks or similar, and the Clerk reminded the committee that it had previously been concluded that it would most likely be acceptable for the school to contact alumni to seek permission for continued engagement into the future.	Reinstate staff contacts page	SF	Jan '20

	<p><u>CE 3.4 (2018/19) Parent, Teacher &amp; Friends Association (PTFA)</u> It was noted that the running of the PTFA had changed hands. Arrangements were being made for transfer of funds to a new bank account with new signatories. A table top sale had been arranged for 1<sup>st</sup> December 2019 as a first fundraiser.</p> <p><u>CE 2.8.2 Banner Design</u> Actions determined at the last meeting had been superseded by plans for a new banner campaign.</p> <p><u>CE 3.5.3 Lettings : Climbing Wall</u> NN reported that discussions had taken place with Land &amp; Wave regarding the possibility of collaboration in relation to the installation and use of a climbing wall, but that they were not inclined to take it forward at present. It was suggested that other outdoor companies such as Cumulus or Allnatt would be worth approaching.</p> <p><u>CE 3.11 Video edit</u> It was reported that the required edit to the video (to remove a member of staff whose image had been pixelated) had been completed [Clerk's note: on double-checking after the meeting, it transpired that the pixilation had been done, but not editing out the shot as previously discussed at the committee].</p> <p><u>CE 3.11 School calendar</u> NT reported that the School Calendar on the website is being kept up to date. A half-termly letter to parents highlighting key dates is also being sent out.</p>			
CE I.5	<p><b>Scheme of Delegation</b></p> <ol style="list-style-type: none"> <li><u>To review the committee's purpose, effectiveness and remit</u> The committee considered whether it remains an effective body or whether it would be better to replace the formality of a committee with a working party. Committee members and JM felt that holding the school to account for recruitment of students, which falls under the remit, is of high importance given that this is a key strategic aim of the school. To further reflect the importance and to ensure momentum is maintained, it was <b>AGREED</b> that the committee should meet each half-term, rather than termly.</li> <li><u>To consider the annual plan of business</u> Deferred.</li> <li><u>To decide whether to recommend co-opting governors or to invite associate members</u> Not required at the present time.</li> </ol>	Convene additional meetings	Clerk	Jan '20

CE 1.6	<p><b>Reports</b></p> <p>1. <u>Admissions</u></p> <ul style="list-style-type: none"> <li>- <u>2019: Confirmed starter numbers</u> It was reported that 67 students were on roll for Year 7. A breakdown of the primary schools they attended was provided, it being noted that the figures were similar to the previous year, with a greater number again coming to the school from Swanage Primary, St Mark's Primary and St George's Primary than from St Mary's Swanage and Corfe Primary.</li> <li>- <u>2020: Recruitment and application numbers</u> A total of 113 applications had been received by the 31<sup>st</sup> October deadline, of which 63 were first preference applicants. It was noted that at the same point the previous year there had been 69 first preference applicants. The need for further and consistent marketing was noted, as would be discussed under item CE 1.9 below.</li> </ul> <p>2. <u>Lettings</u> The Community Administrator (in attendance as the Clerk) gave a brief overview of the new groups using the facilities on a regular basis and the events booked in for the coming year and reported that there are no issues with staffing or otherwise running of the out-of-hours hire service. She noted that the annual report on lettings will be presented at the next meeting.</p>			
CE 1.7	<p><b>Communication</b> Deferred to discuss under item CE 1.9 below.</p>			
CE 1.8	<p><b>School Development Plan</b> To discuss planned objectives that fall under the remit of the committee:</p> <ul style="list-style-type: none"> <li>- <u>Ensure future financial stability of the school (aspects of this relevant to the committee)</u> It was agreed that increasing the number of students on roll was the main factor in this objective and the Chair noted the decision to increase the number of meetings to more regularly hold the senior leaders to account for keeping marketing and outreach a key priority.</li> <li>- <u>Improve marketing activities to increase the school's profile locally</u> This would be considered under item CE 1.9 below.</li> <li>- <u>Increase revenue generated for the school (aspects of this relevant to the committee)</u> It was reported that regular use of the school's facilities for lettings was almost at capacity on weekday evenings in the Sports Hall, but there remained scope for additional groups at weekends and in the main building. There also remained scope for improvement in attracting one-off events to the schools. It had been noted under item 1.6.2</li> </ul>			

	<p>above that both the Town Council and Dorset Council had used the school for meetings in recent months, which might lead to further bookings and that the main hall and drama studio combined had worked well as an exhibition space for a recent event. Further promotion was required.</p>	Increase promotion for lettings	SF	Ongoing
CE I.9	<p><b>Marketing Plan</b></p> <p>JM reported that a staff Marketing Working Group had formed and at recent meetings had discussed how to increase the visibility and consistency of marketing activity, and how to achieve better co-ordination of this. Notes of two meetings had been circulated and a third had been held since. As an example of current activities and thinking, JM noted that:</p> <ul style="list-style-type: none"> <li>- new primary school outreach work led by the Director of Performing Arts is proving popular</li> <li>- outreach activities are also ongoing in sports, maths and science</li> <li>- plans to develop water-sports activities are a key objective and being discussed with the PE teacher</li> <li>- a new banner campaign for horizontal and pop-up banners is being designed</li> <li>- hire groups with primary pupil participants will be approached to see if they would like use of the mail hall for award ceremonies/events etc with a view to offering the children and parents a chance to see the school</li> <li>- a survey will go out to Year 7 parents (see item CEI.10 below), with a view to gathering information useful for marketing efforts</li> <li>- an annual calendar of events and outreach will be compiled to assess any gaps</li> <li>- a Spring/Summer Open Evening/Day is under consideration, possibly to be combined with the Summer Festival</li> </ul> <p>Governors observed that all banners and publicity need a “call to action” and it was confirmed that “come &amp; visit” would be the call on the banners that are planned.</p> <p>The use of volunteers to support marketing was suggested, it being recognised that staff time is limited.</p>			
CE I.10	<p><b>Surveys</b></p> <p>JM reported that Year 7 parents would be asked to complete a survey at Parents’ Evening (28<sup>th</sup> November 2019) with questions relating to their priorities in choosing a school, reasons why they chose The Swanage School and what information sources (e.g. Open Evening, prospectus, website, tours etc) they engaged with and the level of influence that these had. Once collated, data from the survey would be shared with committee members.</p> <p>Plans for other surveys had not yet been decided upon.</p>			
CE I.11	<p><b>Education Swanage</b></p> <p>I. <u>Communication with, and engagement of, members</u></p> <p>Noting that communication with, and engagement of, Education Swanage members has been discussed over recent years without any firm conclusions or ideas, and as time for staff is so pressurised, the Chair suggested and others</p>			

	<p>agreed that this is not a priority for the school at present. The Clerk would continue to forward details of events and other information as and when they arise, and members would continue to be invited to the Annual General Meeting of Education Swanage.</p> <p>2. <u>Governor recruitment</u> The Clerk reminded governors that they could use their networks to help secure new governor applications, and also noted that she has signed up for “Inspiring Governance”, a website linked to the National Governors’ Association and used for matching potential governors with schools in their local area. One interested person had been identified and there were a further two in a reasonable radius who the Clerk would approach in due course.</p> <p>3. <u>DBS checks</u> The Clerk reported that whilst DBS checks were undertaken on governors, there had been uncertainty as to whether they should be conducted on members, given that guidance in “Keeping Children Safe in Education, 2019” (which indicated they should) differed to other advice and guidance available. As members were not present in school at any point when children might be in attendance (attending only once per year for the AGM, held in the evening) and were not involved in any regulated activity, it had been concluded that DBS checks on members would be an unnecessary expense. Section 128 checks relevant to management and oversight roles had been conducted however and would be recorded on the Single Central Register. JM confirmed that this sounded consistent with what would be expected by inspectors.</p>			
CE I.12	<p><b>Policies</b> <b>RE-APPROVED</b> the Charging &amp; Lettings Policy, agreeing the proposed changes. These removed detailed reference to the facilities available for hire (which are described on the website) and inserted information relating to general charging principles and terms &amp; conditions for hire.</p>			
CE I.13	<p><b>Any Other Business</b> None.</p>			
CE I.14	<p><b>Confidentiality</b> No item would require confidential minutes.</p>			
	The meeting closed at 7.15pm			