

The Swanage School
MINUTES OF A MEETING OF THE COMMUNITY & ENGAGEMENT COMMITTEE
Held on Wednesday 18 November 2020 at 5.30pm

Present (via remote access): Paul Angel (Chair), Jenny Maraspin (Headteacher), Jo Martin, Amanda Rowley
In attendance (via remote access): Sue Fletcher (Clerk, and reporting as Community & Marketing Administrator)

Item	Action	Lead	By
	The meeting was held via remote access as a result of guidelines in relation to the Covid-19 pandemic.		
CE 2.1	Apologies for Absence Apologies were received from Kay Lawton. Carl Styants was not in attendance.		
CE 2.2	Declarations of Interest There were no declarations of interest or conflict with any agenda item.		
CE 2.3	Minutes of the Last Meeting The minutes and confidential minutes of the meeting held on 30 th September 2020 were confirmed as an accurate record. The minutes will be signed at a later date.		
CE 2.4	Matters Arising & Actions Where not elsewhere on the agenda. There were none.		
CE 2.5	Reports I. <u>Admissions</u> i) <u>Students on roll</u> Student numbers per year group had been circulated in advance, on which there were no questions. JM reported that in-year admissions had seen less student movement than usual in the first half-term. Three students had joined, plus one on a managed move, but two had left (one to another school and one relocation).		

- ii) Applications for September 2021 entry
The available data from the first-round application process had been circulated. JM reported that the number of first-choice applications in the first-round had been disappointing and lower than in previous years, and whilst additional applications should be expected in the late round or through the allocation, she alerted governors to expect a low intake not meeting the budget of 52 students, and therefore impacting school finances. It was noted the overall size of the current Year 6 cohort was significantly lower than usual, with recent numbers indicating only 83 students in this year group across the five local primary schools, compared with the usual number of around 115-120. Another factor may have been an increase in home-schooling.

2. Marketing & Engagement

- i) Activities and plans
SF reported on marketing activities that had taken place since the last meeting, noting that the continuing impact of the pandemic had meant that tours for Year 6 pupils and their parents had been suspended after a few weeks. It had not been possible to get an external videographer in to capture new footage as planned, and community lettings had also been suspended. She noted that the format of a virtual question and answer session run by the Headteacher via Zoom had worked well and had been well received, with a number of Year 6 parents joining online. An online virtual tour had also received good traction on social media (Facebook).

SF noted that the focus over the remainder of the term would be to make progress in relation to collecting information from alumni, and to make initial progress on other objectives on the Marketing Plan.

- ii) Facebook reports
SF talked through the circulated Facebook metric reports, noting that the number of followers/page likes had remained steady, that engagement continued to be good, particularly when compared with other schools, and that a sponsored (paid for) post launching the promotional video had performed reasonably well in terms of reach and engagement, leading to 160 link clicks (to the admissions pages) for a very reasonable cost. As requested by governors at the last meeting, demographic information was provided, which showed that the Facebook audience is comprised in large part by the expected “parent” age range of 25-44 or 45-54, with about 65% female and 35% male. The demographic of the audience who “engages” with posts shifted to be even more predominantly in these two age ranges, and about 80% female to 20% male. The time followers are online was as

	<p>expected – with the peak activity in the evenings, although perhaps not as sharp a jump up from the days as might have been anticipated.</p> <p>The reach and engagement of individual Facebook posts was also presented, and SF highlighted a few examples of the best performing posts, noting how significantly the reach extends when posts are “shared” rather than “liked”.</p> <p>iii) <u>Google Analytics report (website)</u> A selection of reports from Google Analytics were presented, including website traffic sources, daily users September – November 2020, and top 10 pages in each of September, October and November 2020. SF noted that the pages visited seemed to indicate a mix of use by both current and prospective parents, although cautioned over reading too much into the overall pageview numbers which can be high compared to unique pageviews. It was agreed that in future it may be best to filter the reports by unique pageviews for more meaningful figures.</p> <p>In response to a question raised by a governor over slipping uniform standards, who noted that this had a detrimental effect on perceptions of the school, JM reported that staff had deliberately been more relaxed than usual over uniform during the first half-term back after lock-down but they were now addressing standards, including having written to all parents and providing uniform from stock where particular issues or need for assistance have been identified. It was noted that some parents may appreciate a more robust approach from the school to help manage the desire of some pupils to flout the uniform guidelines.</p>			
CE 2.6	<p>Marketing Plan A draft Marketing Plan for 2020-21 had been circulated and SF summarised the objectives and actions, noting that key objectives for the year would include:</p> <ul style="list-style-type: none"> - Considering the feasibility of a new summer term event (such as an arts or literary festival) and, if decided upon, to involve primary schools in this. - Gathering alumni stories and using these in publications and displays. - Reviewing publications and seeing what other information might be tailored for an audience of prospective pupils and parents. - Adding to display material around the school, making the interior more aesthetically appealing whilst showcasing key messages. 			

	<ul style="list-style-type: none"> - Working on video footage with a view to creating a suite of promotional videos, although it was recognised this is incredibly time consuming and difficult at present given restrictions in place due to the pandemic. <p>The Committee welcomed the possibility of a new festival-type event and suggested that it might be possible to involve bodies such as Purbeck Arts Week or other local organisations. Ways to advertise in the town centre (for events and the school generally) were briefly discussed, it being noted that finding somewhere to display banners would be worthwhile.</p> <p>Greater promotion of PE and sport generally, e.g. via the Facebook page and newsletter, was suggested, as was the possibility of a sports-type festival / event.</p> <p>A governor asked about the use of planners, and whether they might have become an unnecessary expense now that so much homework planning is online. JM noted that they are used during tutor times, but that consideration could be given to discontinuing them.</p>			
CE 2.7	<p>Any Other Business</p> <p>The Chair asked if the school had signed up to the new School Communities Programme app [by the Covid Symptom Study team], which had been launched to help give schools insight into the health of pupils. JM noted that she was aware of the app but as yet had not actioned joining.</p>			
CE 2.8	<p>Confidentiality</p> <p>No item would require confidential minutes.</p>			
	<p>Next Meeting</p> <p>The next meeting will be held on 20th January 2021, and will include (tbc):</p> <ul style="list-style-type: none"> - School Development Plan and Marketing Plan: evaluate progress - Risk Register annual review - Funding priorities - Website annual review - Lettings annual review 			
	<p>The meeting closed at 6.35pm.</p>			