

The Swanage School

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

Held on Wednesday 4 May 2022, 5.30pm

**Present:** Amanda Rowley (Chair), Jenny Maraspin (Headteacher), Catherine Starmer-Howes

**In attendance:** Alex Duke (Careers Lead, for item 3.7), Sue Fletcher (Clerk and Communication & Engagement Lead)

Item		Action	Lead	By
CE 3.1	<b>Apologies for Absence</b> None.			
CE 3.2	<b>Declarations of Interest</b> There were no declarations of interest or conflict with any agenda item.			
CE 3.3	<b>Minutes of the Last Meeting</b> The minutes of the meeting held on 2 February 2022 were confirmed as an accurate record.			
	Item 3.7 was taken at this point in the running order of the meeting.			
CE 3.4	<b>Matters Arising &amp; Actions</b> An action list had been circulated.  <u>Primary school sports sessions:</u> The action had been to explore funding streams for primary school outreach involving sport, which had not yet been completed. It was noted that sessions run at the Purbeck Sports Centre had been publicly funded for primary schools. JM reported that PE, including sports outreach for primary schools would be on the School Development Plan for the coming year.			
CE 3.5	<b>Admissions &amp; Marketing Report</b> A presentation had been circulated.  I. <u>Admissions 2022</u> SF reported that admissions for entry September 2022 were looking positive, with 69 students currently having received offers. This number is expected to rise slightly.			

2. Marketing & engagement objectives and actions

Referring to the circulated presentation, SF highlighted the following points and answered questions:

- Primary school engagement activities are picking up post-Covid and upcoming events include primary schools (Year 4) attending the Healthy Planet Challenge Day, joint participation on local arts projects, and TSS sports ambassadors helping at primary school sports days.
- Information packs have been sent to 2022 entrants and new students will attend for transition day on 7<sup>th</sup> July 2022. Eleanor Morris has been appointed Academic & Pastoral Transition Lead and will visit schools to meet new students. The Special Education Needs Coordinator and Safeguarding & Welfare Officer will also visit SEND and vulnerable students in their primary school setting and discuss their transition with staff.
- As in previous years, a copy of the prospectus and open day invite will be sent to the current Year 4 and Year 5 parents, and tours will be offered.
- Publications continue to be 're-vamped' into a new school style, with content reviewed to ensure it is up-to-date and in easily digestible form. Where timeframes permit, school booklets will be professionally printed, along with printing of the newsletter Making Waves and the annual production programme. Making Waves is now targeted at community readership as well as parents, and is available at several locations in town.
- The school's first book is underway as the output from the Year 7 Community Heroes project.
- Instagram and Facebook demographics and top performing content were included in the presentation, it being noted that posts relating to the annual production, the Geography field trip to Iceland and support for Ukraine had performed particularly well. There was some discussion about the potential downsides of the aim to build use of Twitter, given that it can be quite a politically aggressive platform. SF reported that in future it is hoped to have greater links with the student media team to generate content.
- Opportunities for students in the past and present terms were listed and particular highlights noted. All agreed that it was good to see so many trips and visits taking place again and that these represented real enrichment for students.

CE 3.6	<p><b>Website Annual Review</b></p> <p>SF reminded governors that the website had recently been redesigned and reported that in the process content had been checked for compliance. It was noted that streamlining of content and navigation menus would be beneficial. It was confirmed that Ofsted inspectors often check a school's website to find information to inform their visit and so it is important that it is kept up to date.</p> <p><b>Actions arising:</b></p> <ul style="list-style-type: none"> <li>- Disable top level subject navigation where there are sub-pages (e.g the 'Policies' page would be easy to miss).</li> <li>- Disable the 'News' page, and just have 'News Archive' (for streamlined navigation).</li> <li>- On the 'Results' page, add information relating to being top of the league table for English.</li> </ul>	Implement action points	SF	Jun '22
CE 3.7	<p><b>Careers Annual Review</b> [Taken earlier in the meeting.]</p> <p>1. <u>Presentation</u> Alex Duke, Careers Lead, was in attendance to present on the careers programme. A presentation had been circulated in advance and he reported that an improved student-led model has been adopted. Students are given resources to undertake careers pathway research, to take ownership of their 'next steps'. Following their research, each Year 11 has seen a careers advisor who has supported them to develop an action plan. Feedback from students has been positive and the programme will be cascaded down to Year 10 and Year 9 and then to younger students. Several students from Year 7 had already expressed an interest and had been booked to have a session with the careers advisor.</p> <p>There was discussion around the value of apprenticeships for some students, it being noted that cultural change was needed before vocational and technical options are valued as highly as more traditional academic routes post-16 and that, within school, embedding the provision of information and discussion of apprenticeships earlier might be valuable.</p> <p>2. <u>Statutory requirements</u> A copy of the statutory guidance on careers had been circulated.</p> <p>The Chair asked whether all students over the age of 12 will have access to independent advice in compliance with the Gatsby Benchmarks. AD reported that all students from Year 8 should have</p>			

	<p>received an independent review by mid-2023. Careers research will also be developed as a feature of the ambition pillar in Crew, starting from Year 7 and a work-based element could be built into projects in Project-Based Learning, building career aspirations right from the start of secondary school.</p> <p>AD reported that opportunities are arranged for students to have virtual and non-virtual employer encounters. In the careers framework, these have replaced ‘work experience’ and can include research, employer visits, speakers, etc.</p> <p>The Chair asked about the Baker Clause in relation to publishing an access statement for providers. AD confirmed an access statement had been published on the school’s website. He confirmed that providers get in touch reasonably frequently and that there are plans to hold a careers fair at the school next year, including an evening for parents.</p> <p>He also reported that two external audits of the careers programme have so far been conducted, with the school scoring highly on each, and feedback received has been that the school’s model is a good one for meeting (and exceeding) the Gatsby Benchmarks.</p> <p>In terms of meeting statutory requirements for documenting careers provision, AD had produced a strategic plan outlining the obligations and activities that meet them. The auditor had confirmed the activities exceed the requirements. AD noted that the school would be able to demonstrate outcomes through the research documents that students have produced and that students should be able to articulate the process.</p> <p>Governors thanked AD, commending the careers strategy and work being undertaken.</p> <p>3. <u>Careers Information, Advice &amp; Guidance Policy</u>  <b>AGREED</b> to withdraw the Policy in favour of a clear plan over 3-5 years.</p> <p>[Alex Duke left the meeting.]</p>	Withdraw CIAG Policy	Clerk	Jun ‘22
CE 3.8	<p><b>Education Swanage General Meeting (June 2022)</b>  It was noted that the upcoming General Meeting of Education Swanage would include a governor election and that networking by existing governors was a good way of encouraging others in the local</p>			

	community to put themselves forward, either as a governor nominee or as an academy trust member. The Chair agreed to circulate information to governors to promote this to them.			
CE 3.9	<b>Self-evaluation of Committee Impact</b> The Chair asked committee members to give the question of the committee's impact some thought outside of the meeting. It was felt that in holding the school to account for marketing and engagement activities, this area retained the high profile it needs to make a difference to community and primary school engagement and positive promotion of the school to see benefits in terms of higher number of applications and thereby students on roll.			
CE 3.10	<b>Confidentiality</b> There were no confidential items.			
CE 3.11	<b>Any Other Business</b> None			
CE 3.12	<b>Next Meeting</b> To be held in the Autumn Term.			
	The meeting closed at 7.30pm.			