

The Swanage School

MINUTES OF A MEETING OF THE COMMUNITY & ENGAGEMENT COMMITTEE

Held on Wednesday 1st February 2023

Present: Amanda Rowley (Chair), Laurie King, Jenny Maraspin, Dan Parker

In Attendance: Sue Fletcher (Communication and Engagement Lead), Sophie Weld-Davies (Clerk)

Item		Action	Lead	By
CE 2.1	Apologies for Absence Apologies were received from Rachel Tapping.			
CE 2.2	Declarations of Interest There were no declarations of interest.			
CE 2.3	Minutes of the Last Meeting The minutes of the meeting held on 5 th October 2022 were confirmed as accurate and signed.			
CE 2.4	Matters arising & Actions <ul style="list-style-type: none">• JM responded to a governor's question about PE staff that there could be the possibility of having 1.5 PE teachers in the future.• JM noted that the school is considering reducing the Published Admission Number (PAN) to 75 and then can plan accordingly for staffing• The new screens have been placed around the school promoting clubs, student work, the school production and other activities that have taken place• AR has spoken to Business Manager Andrew Thomas regarding the PTA. The bank account does not match the Charity Commissions information, but this will be easy to update. A date needs to be set for an AGM for the PTA and SF knows of 3 current parents who are keen to join.			

CE 2.5	<p>Careers & Apprenticeships To receive an update at the next meeting</p>	To put on April's Agenda		
CE 2.6	<p>Funding employment opportunities for PP pupils To discuss at the net meeting</p>	To put on April's Agenda		
CE 2.7	<p>Admissions & Marketing Report Admissions for September 2023 The Swanage School has 63 first choice applicants and 40 second choice and 1 late application. This is still only half of the Y6's from Swanage putting down The Swanage School as their first choice. In response to a governor's question SF responded that she is unsure why this is the case. When conducting school tours feedback has always been positive. One potential reason is that some parents may compare the sports facilities available at The Swanage School to those available at The Purbeck School, however curriculum time and the range of sports offered are as favourable at The Swanage School and sport is increasingly being promoted. There have been 39 additional new starters in the last 12 months. The current number of students is 339, up from the census in October which had 317 on role and we should be getting the money from the schools the pupils have moved from.</p> <p>Engagement</p> <ul style="list-style-type: none"> • The primary school engagement has been going well and has not impacted on the teaching staff as Nikki Lardner (Art/DT Teacher) and Jon Gregory (Sports Coach) have had time timetabled for this. Each Year 5 pupil will have three contact times with the school. This year NL has been doing marine based art projects and there is the possibility of inviting parents to see the finished projects or for them to go 'on tour.' All feedback has been positive but plans for next year have not been finalised yet. • Curriculum Area Leader for Maths Sarah Everitt and selected Y9 girls have been on a maths tour, visiting primary schools and working with the pupils. Three sessions completed so far and three to go. The school has also hosted a maths challenge for teams of talented primary school children. • There was an excellent attendance of primary school children to watch The Addams Family Preview Show at The Mowlem. • Transition days for Y6 will be held in July. <p>Marketing</p>			

	<ul style="list-style-type: none"> • SF reported that the budget is mostly being spent on printing and graphics. The branding of the school is staying consistent. The first student newsletter will be published soon and there will be another book published from the current PBL (Project Based Learning) project. • SF has turned off the ability to comment on Instagram and is starting to post more consistently on both Instagram and Facebook. SF asked about current feelings on the use of Twitter, given recent controversies in the press over the platform, and after some discussion it was suggested she look at how other schools use Twitter and see how it works for them. SF will also look again at workflow and software options so that any posts get shared to all platforms, as currently only sharing between Facebook and Instagram is possible using Meta's own (free) application. A governor who used social media suggested looking at software that writes the content for you depending on the platform. • The Swanage School staff have restarted the twilight sessions, meeting up with their peers from primary schools with the idea to talk about best practice for their subject. JM and KL continue to meet termly with the heads of five local primary schools. 			
CE 2.8	<p>Communication with Stakeholders</p> <p>SF reported that the school communicates with stakeholders using various methods and tracks how these work. She noted that communicating with Alumni needs to be improved.</p> <ul style="list-style-type: none"> • A GCSE booklet has been drafted for parents, including information on subjects and how to support their children. This needs further discussion in order to be completed. • The Celebration of Learning booklet was not published as part of the Y7 and 8 PBL event last year as work was celebrated in other ways. The format and decisions on accompanying information for Celebration of Learning events for the current year has not yet been finalised. JM still likes the idea of a booklet. • There will be no current plans to invite parents to a year-end celebration where cups and awards are given out, this having been done during a year-end assembly last year. The size of the student cohort now makes this challenging. 			
CE 2.9	<p>Lettings</p> <p>Staffing wise lettings are better than ever with Jon Gregory and Sam Stallwood covering the evenings but there will be a point where a new staff member will be needed if bookings pick up. The sports hall is let every evening and there are Dance and Zumba classes being held in the main school as well as a weekend Performance Academy. The school has also hosted some one-off events such as a cycle race and annually hosts a Folk Festival dance. However, lettings will not achieve its budgeted income this</p>			

	<p>year. SF noted that if one regular group booking of just an hour a week ceases, this equates to losing income of approximately £1.5k a year. Financially the school would be better off having regular bookings at weekends rather than one off events. A governor suggested that Twitter would be a good platform to promote the school as a venue. Following on from a discussion in a meeting of the Staffing, Finance & Premises (SFP) Committee regarding the Astro turf and lighting, SF reported that the football club now has a new floodlit Astro Turf pitch and there are no enquiries coming in to use the schools at present. Jon Gregory does book the sports hall for his holiday football camps. Should the gymnastics club ever move venues this will be a big blow financially. The price increase is on the agenda to be discussed at the next meeting of SFP.</p>			
CE 2.10	<p>Funding Priorities</p> <p>SF reported that the current marketing budget is £10k and the majority of this goes on printing and clarified that this includes the school brochures, Making Waves, and the PBL book. It also includes the show programme, but the money is recouped from this spend by sales, and décor around the school for which there is no other budget although it could be argued that this is facilities spend.</p> <p>In response to a governor asking if there were any big budget items that SF would like, SF replied that she would like more of the same to fill the gaps in around the school. She would prefer the budget not to be cut as then it would be a struggle to meet all the needs. The associated cost with primary outreach is dependent on plans but there could be a need for branded gazebo, sail flags etc. The Chair asked SF to put together ideas and costs for the next meeting.</p>	To put on April's agenda		
CE 2.11	<p>Risk Register annual review</p> <ul style="list-style-type: none"> • Low admission numbers – in terms of applications and from a marketing and engagement perspective, this risk is being managed. It was noted there are associated risks of low student numbers for the student committee also. • Reputational damage – noted that this is being managed, but that reputational damage could occur at any time due to unforeseen events. Risk to stay as at present on the Register. 			
CE 2.12	<p>School Clubs</p> <p>Discussed in item</p>			
CE 2.13	<p>PTA</p>			

	Discussed in item 2.4			
CE 2.14	<p>AOB</p> <p>The 10-year anniversary of the school and Education Swanage is coming up. The committee discussed whether to celebrate 10 years of the school opening (September 2023) and/or 10 years of the building (April 2024) and noted that a budget and working party needs to be decided. Agreed that:</p> <ul style="list-style-type: none"> • If held in September 2023, which is 10 years of the school opening, an event could be combined with a belated retirement party for former Headteacher Tristram Hobson, invitees to include the original Education Swanage members and past governors, teachers, and supporters. This could start a year of celebrations. • A Festival on the Field event would be held in Spring/Summer 2024, possibly on the first weekend of Easter or Summer Holiday. • Awards celebrating past students would be nice to incorporate. <p>SF asked for clarification of where the budget would come from, and whether as a community event it can come from the school budget. The committee agreed that the SFP would be approached to consider a marketing budget for this event. PTFA fundraising might also help.</p>	To put on April's Agenda		
	<p>Next Meeting</p> <p>As there was no other business the meeting closed at 6.40pm. The next meeting will be held on Wednesday 26th April 2023</p>			