

The Swanage School  
**MINUTES OF THE MEETING OF THE COMMUNITY & ENGAGEMENT COMMITTEE**  
 Wednesday 28 September 2016, 5.30pm

Present: Amanda Rowley (Chair), Mark Hatto, Tristram Hobson, Tim Marcus, Nicola Newman, Carl Styants, Nicky Taylor  
 In attendance: Sue Fletcher (Clerk), Katy Kerr (Business Manager)

Item		Action	Lead	Date
CE 1.1	<p><b>Welcome &amp; Introduction</b></p> <p>The chair welcomed everyone and gave a brief overview of why the committee had been established. She noted that an informal working party of governors had always been involved with engagement and marketing activities, but it had been recognised that a committee to have oversight of these functions would be of benefit to the school. The primary function would be to hold the leadership team to account for implementation of its marketing and engagement strategy, particularly given the importance of student recruitment and the vision for the school to be “at the heart of the community”. She noted that the original committee structure of the governing body had included a Community &amp; Partnerships Committee but this had been discontinued in 2014 as its work had become largely operational rather than one of strategic oversight. It would be important, therefore, to ensure there is a clear separation of operational functions from the role of the new committee.</p>			
CE 1.2	<p><b>Apologies for Absence</b></p> <p>None.</p>			
CE 1.3	<p><b>Declarations of Interest</b></p> <p>There were no declarations of interest or conflict with any agenda item.</p>			
CE 1.4	<p><b>Committee Overview (Scheme of Delegation)</b></p> <p>In considering the responsibilities and remit of the committee, it was agreed that:</p> <ul style="list-style-type: none"> <li>- the committee should be “outward-facing”, i.e. would not be concerned with communication or engagement of current students or staff which are covered by the Student Committee and Staffing Committee respectively;</li> <li>- the committee’s remit should reference the published vision, in particular the ambitions that The Swanage School:</li> </ul>			

	<ul style="list-style-type: none"> <li>• “ensures every student in our learning community fully realises their potential”</li> <li>• “engages the whole of Swanage as a learning community in raising aspirations and achievement”</li> <li>• “involves employers, businesses, community and volunteer groups as our partners in education, skills and training”</li> <li>• “aims to enable the Swanage community to enjoy a wide range of learning opportunities in a state-of-the-art environment”</li> </ul> <p>- the following groups represented the stakeholders the school should engage with:</p> <ul style="list-style-type: none"> <li>• current parents</li> <li>• prospective students</li> <li>• prospective parents</li> <li>• feeder schools</li> <li>• colleges &amp; universities</li> <li>• local businesses</li> <li>• potential employers</li> <li>• community &amp; volunteer groups</li> <li>• organisations, e.g. Town Council, Swanage &amp; Purbeck Development Trust</li> <li>• members of Education Swanage</li> <li>• wider local community</li> </ul> <p>There was a detailed discussion about what responsibilities the committee and headteacher should have.</p> <p><b>AGREED the Clerk would draw the proposals into a draft remit for the Scheme of Delegation, on which committee members would have an opportunity to comment before recommending the draft to the full governing body for approval.</b></p>	Draft SoD	Clerk	Oct 16
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CE I.5	<p><b>Committee Membership</b>          Committee members outlined the skills and experience they bring to the committee. These covered the areas of advertising and marketing, journalism, publication wording and layout, access to the community through contacts and organisation membership, strategic communication, marketing strategy, web and e-marketing, social media, access to advice on fundraising and ability to help with supply of equipment and space.</p> <p>It was agreed that Collette Drayson, Associate Governor, should be invited to join the committee at its meetings and that the chair would discuss with her the role she might have in supporting the work of the committee.</p>	Discuss role. Invite.	Chair Clerk	Oct 16 Oct 16
CE I.6	<p><b>Staffing</b>          TH confirmed that the Human Resources &amp; Administrative Assistant had been made responsible for marketing functions within the school, including Facebook, newspapers and website updating. TH will meet with her on a weekly basis and assess any support that is required. Governors noted that she must be empowered to edit information provided by other staff, to ensure that posts / articles are written in plain English and get key messages across.</p> <p>It was suggested that a “toolkit” be provided to local organisations, who could be asked if they would be willing to appoint a school-liason person to assist with flow of information.</p> <p>The chair asked whether staff could be encouraged to a greater extent to attend community events, it also being suggested that these are added to the school’s central calendar of events.</p>			
CE I.7	<p><b>Support</b>          It was agreed that practical support to the school could still be made available, by individual governors or via a working group, and that the committee could act as a think-tank. However, the responsibility for ensuring that effective marketing and engagement is undertaken, and actions completed, lies with the headteacher, delegated to staff as he feels appropriate. The headteacher indicated he would appreciate the involvement of governors in compiling a marketing strategy.</p> <p><b>AGREED that a working party comprising TH, TM, NN, AR and CS meet to discuss marketing strategy and compile a marketing plan.</b></p>	Working party meeting	Clerk	Oct ‘16
CE I.8	<b>Policies</b>			

	No additional policies were considered to be necessary, nor was it felt appropriate for any existing ones to come under the committee's remit.			
CE 1.9	<p><b>Annual Cycle</b> It was agreed that an annual cycle of events and actions for the school, and business for the committee, would arise from the marketing strategy and therefore agreed that this be revisited when the marketing strategy is in place.</p>	Revisit at next mtg if required	Clerk	Jan 17
CE 1.10	<p><b>Any Other Business</b></p> <p>1. <u>Open evening</u> It was noted that the school is hosting an open evening for prospective students / parents on Thursday 29 September 2016.</p> <p>2. <u>Litter</u> TH was aware that litter was blowing from the bins along the side of the school building. This would be tidied prior to the open evening.</p>			
CE 1.11	<p><b>Confidentiality</b> No item required confidential minutes.</p>			
CE 1.12	<p><b>Date of Next Meeting/s</b> Full Board of Governors – 19 October 2016, 6.30pm Community &amp; Engagement Committee – 18 January 2017, 5.30pm</p>			