

The Swanage School
MINUTES OF A MEETING OF THE COMMUNITY & ENGAGEMENT COMMITTEE
Held on Wednesday 3 May 2017

Present: Amanda Rowley (Chair), Mark Hatto, Tristram Hobson (Headteacher, from 6.30pm), Tim Marcus, Carl Styants
In attendance: Sue Fletcher (Clerk)

| Item | Action | Lead | Date |
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| CE 3.1 Apologies for Absence Apologies were received from Geoff Atkinson, Collette Drayson, Nicola Newman and Nicky Taylor. | | | |
| CE 3.2 Declarations of Interest There were no new declarations of interest or conflict of interest with any agenda item. | | | |
| CE 3.3 Minutes of the Last Meeting The minutes of the meeting held on 18 January 2017 were confirmed as an accurate record and signed. | | | |
| CE 3.4 Matters Arising & Actions <u>CE 2.6.1 (i) Webpage for facility hire</u> TM reported that staff at the school had been through the website in detail and had provided a list of updates to be implemented. A page relating to facility hire is in place. <u>CE 2.6.1 (i) Signage for the front entrance</u> The proposed signage for the front entrance had not yet been received from SchoolsPlus. The Clerk would follow this up. <u>CE 2.6.1 (ii) Twitter and LinkedIn accounts</u> TM reported that a Twitter account had been set up and was performing well. It linked in both directions with the Facebook page. The setting up of a LinkedIn account was still to be actioned and TM was conscious of wanting to launch this well, noting that LinkedIn serves a different audience to Twitter and Facebook. | Web updates Chase Simon Kidby, SchoolsPlus LinkedIn Account | TM Clerk TM | July 17 May '17 Jul '17 |

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| | <p><u>CE 2.6.2 Steering Group actions</u> The few actions arising from a recent meeting of the Steering Group remained outstanding. These included updating the email and web footer to include “best school in Dorset”, consideration of signage for the mini-buses and acquiring new photographs for the website. The Chair would follow these up.</p> <p>CS reported that the leadership team were keen for an updated prospectus to be produced and, whilst noting that it should not be changed for the sake of it, agreed it would benefit from new sections such as leaver destinations, trips and success stories. It was agreed the Steering Group would meet to review the prospectus and consider images for it and the website.</p> <p><u>CE 2.6.2 National press coverage</u> It was suggested that if the school achieved Teaching School status this would be a perfect opportunity to secure an article in the national press, particularly as it was believed it would be the first Free School to do so. The recent success of students in the Young Enterprise Scheme’s “Tenner Competition” was suggested for local press coverage. The Chair would follow this up and seek further details of the competition from the design & technology teacher.</p> <p><u>CE 2.10 Annual plan of committee business</u> This was deferred as a marketing plan was not yet finalised.</p> <p><u>CE 2.12 Prefect ties</u> TH confirmed that the prefects were happy with their choice of tie, despite similarities to The Purbeck School tie.</p> <p><u>CE 2.12 Parent-Teacher Association (PTA)</u> AR reported that she had spoken to the PTA, who were still struggling for support, about sending a survey as a means of consulting with parents on ideas and fundraisers that might be of interest.</p> <p>The Chair reported that the Finance & Premises Committee had, at its meeting on 15 March 2017, re-approved the Charging & Lettings Policy but had agreed that in future this policy should be the responsibility of the Community & Engagement Committee.</p> | <p>Follow-up, chase photographs</p> <p>Convene Steering Group</p> <p>Info from JP / local press</p> | <p>AR</p> <p>Clerk</p> <p>AR</p> | <p>Jun ‘17</p> <p>May ‘17</p> <p>May ‘17</p> |
| CE 3.5 | <p>Reports</p> <p>I. Headteacher’s Report</p> | | | |

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| | <p>i) <u>Community use of buildings</u> TH reported that the use of the school's buildings by local groups continues to be good, having steadily grown since SchoolsPlus were given the contract for managing it.</p> <p>ii) <u>Marketing & engagement activities</u> TH gave a brief overview of current engagement activities. These included:</p> <ul style="list-style-type: none"> - work with local schools, primarily St Mark's School and Swanage Primary School. He noted that St Mary's Primary School is proving more difficult to engage. - art display in the Rollington Barn for Purbeck Arts Week - the Summer Festival, due to take place in June. - the next edition of the newsletter is being compiled, as is the parent pack for the new students starting in September. <p>It was agreed that better use is now being used of the Facebook page for promoting the activities being undertaken by students and that the Twitter link will help promote these positive stories.</p> <p>iii) <u>Admissions for September 2017</u> The committee received a list of the 65 students due to join in September 2017, including details of their feeder school. It was considered very positive that at least half of each cohort from the five key feeder primaries appeared to have applied, and that the number of applications from outside these schools suggested a wider reach than expected.</p> <p>iv) <u>Transport</u> Noting that a meeting with the Sufficiency School Places Manager for Dorset County Council had proved unproductive in discussing issues regarding the provision of free school transport, TH reported that he will next meet with the Assistant Director for Children's Services and hopes also to discuss the situation with the relevant Councillor from the County Council Cabinet.</p> <p>v) <u>Teaching School application</u> TH reported that the initial stages of the teaching school application had been very positive and the outcome is expected in July. If achieved, it was believed the school would be the first free school to be awarded teaching school status and this would be a positive national news</p> | | | |
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| | <p>story. He noted that becoming a teaching school would embed strong relationships and be powerful for marketing the school in the future.</p> <p>2. Steering Group The Chair noted that the last scheduled meeting of the Steering Group had been poorly attended and therefore the marketing plan had not been progressed to any great extent. Among the ideas discussed had been to:</p> <ul style="list-style-type: none"> - conduct a parent survey to find out what parents want from a secondary school - identify and send a letter to students who have selected the school as a second choice - update the “parent pack” - conduct a new starter survey to discover the interests of new students and use this information to encourage and support students, and to allocate students to houses with a view to achieving a good mix in each house - engage to a greater extent with local estate agents, including those in Wareham, inviting them to take a tour of the school - arrange visits for Year 5 primary school students in addition to Year 6 - continue to develop community use of the hall and consider installing a climbing wall which would create an all weather attraction for the local community and tourists alike, if open during the summer holidays. It was suggested that local companies such as Land & Wave or JM Adventure might be interested in developing and running this facility, although how this would operate required consideration in light of the SchoolsPlus contract. TH would discuss the idea with SchoolsPlus. <p>The committee agreed that a press distribution list be created, with a view to ensuring that press releases of newsworthy stories are sent in a timely manner to local publications. These were identified as: The Purbeck Magazine, The Dorset Echo, The Swanage & Wareham Advertiser, Purbeck Xperience, Dorset Life, Dorset, The Gazette and The Dubber. The Chair offered to liaise with the HR & Admin Assistant to take this forward.</p> <p>The Chair would draft a marketing plan and circulate it to the committee.</p> | <p>Discuss climbing wall with SchoolsPlus</p> <p>Discuss with JW</p> <p>Draft marketing plan</p> | <p>TH</p> <p>AR</p> <p>AR</p> | <p>July ‘17</p> <p>May ‘17</p> <p>June ‘17</p> |
| CE 3.6 | <p>School Development Plan TH briefed the committee on progress of the following objectives:</p> <p><u>SDP 3.1: Develop the profile of the school local, regionally and nationally</u></p> | | | |

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| | <p>The continued use of the facilities by community groups, outreach work with local schools, teaching school application and press relations had been discussed earlier in the meeting.</p> <p><u>SDP 4.2: Create a school environment which is inspiring on entry and all round the school</u> TH reported that the initial quotes for the implementation of the plans for the atrium space had been too high. The Chair noted that she had professional contacts who would be worth contacting for quotes and TH agreed to ask the member of staff involved to contact her for details.</p> | NL to contact AR re quotes | TH | May '17 |
| CE 3.7 | <p>Mission Statement In the context of the development of a strategic plan by the Board of Governors, the Committee was asked to update the school's mission statement (which reads "A school founded by the community for the community, combining local learning with a global outlook in one of England's finest natural environments"). No firm suggestions were made and it was agreed to ask the Steering Group to take a look at this when they next meet.</p> | Pass to Steering Group | AR | May '17 |
| CE 3.8 | <p>Risk Register The committee was provided with a copy of the risk register, noting that currently none of the risks falls under their responsibility.</p> <p>It was agreed that:</p> <ul style="list-style-type: none"> - it would be appropriate for the committee to adopt the risk "insufficient demand for places at The Swanage School leaves it unsustainable" as this related directly to recruitment of students and therefore to the remit of the committee. - there should be added an additional risk relating to the negative impact within the community arising from reputation loss, which would have a low likelihood but a high impact. | Pass to Business Manager | Clerk | May '17 |
| CE 3.9 | <p>AGM Arrangements & Governor Recruitment It was agreed that an early evening drinks event to thank supporters, local employers, local professional bodies and Education Swanage members, as held in 2016, would again be held in conjunction with the Annual General Meeting. The Clerk, Chair and HR & Admin Assistant would take this forward. There would be three Education Swanage governor vacancies and one parent governor vacancy in September, although hoped that current post-holders would re-stand. It was felt the usual means of advertising would</p> | Arrange | Chair Clerk JW | Jul '17 |

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| | prove sufficient. It was also noted that interest had been expressed by a potential candidate via the charity SGOSS (School Governors One Stop Shop) and that the Clerk would let them know when recruiting. | | | |
| CE 3.10 | Any Other Business There was no other business. | | | |
| CE 3.11 | Confidentiality No item would require confidential minutes. | | | |
| CE 3.12 | Next Meeting Autumn Term 2017/18, date to be confirmed. | | | |
| | The meeting closed at 7.30pm | | | |