

Minutes

Title:	People and Stakeholders Meeting		
Date:	8 th February 2017	Time:	5.30pm
Chair:	Rosalind Goldson	Location:	Compass

MEMBERS

Name	Present	Name	Present	Name	Apologies
Rosalind Goldson	Present	Pam Radford	Present	Penny Smith	Apologies
Andy Smith	Present	Tim Empson	Present	Aimee Kilbourne	Apologies
Jenny Hobden	Present				
Dave Bennett	Present				
Kate Grocock	Present				
Hazel Cole	Present				

NOTES

#	Agenda Item
1.	Welcome and Apologies
	1.1 Apologies from Penny Smith, Aimee Kilbourne
2.	Declarations of Interest
	2.1 None
3.	Matters arising and confirmation of minutes from 26th October 2016
	Items for AOB -
	3.1 No matters arising for previous meeting
	3.2 AOB – Risk Register and Community Lettings
4.	Marketing Presentation by Tim Empson
	<p>4.1 Tim started the presentation by explaining the definition of Marketing. He joined Bosworth Academy to market the school to increase the numbers of students. The perception of Bosworth from many years ago was not a good one so with good marketing and Open Days and Evenings the whole perception of the academy has now changed. The main aim was to make Bosworth the default school of choice.</p> <p>A Governor pointed out that we do not have a great relationship with our local newspapers; this was probably because of the location.</p> <p>We have now employed an apprentice who is working closely with Tim, he is frequently posting items onto facebook, (this was lacking in the past).</p> <p>A Governor also asked why we wanted to be a desired school, when numbers are already up and we are oversubscribed. The point made was that we cannot become complacent, as we will come vulnerable if student numbers drop.</p>

	<p>It was pointed out the Marketing budget could over spend this year.</p> <p>It was agreed that we need to focus more on Post 16 going forward as with the reduced numbers in KS4 there are fewer students on roll or applying for sixth form courses. It is hoped this will be less of a problem in future years but needs to focus until numbers have stabilised.</p> <p>The Chair of Governors asked what slant had we used to encourage Post 16 students to come here. Tim explained we had used the advert bikes and placed them outside restaurants where footfall was high and handed out leaflets advertising our open evening. Radio ads have worked very well. Tim explained we were focusing on individual learning in our Prospectus.</p> <p>It was asked if we have any areas of excellence in Post 16, all departments have great enthusiasm and passion for their subjects and this is shown on open evening/days.</p> <p>It was agreed that the Alumni project was a fantastic marketing tool, which must continue to be developed for this purpose.</p> <p>The academy needs to define our unique selling point and promote it; discussion suggested that a key feature was the process that nurtured students from entry to becoming independent young people equipped to face their futures and with that in mind maybe Post 16 needs to be seen as different to the rest of the college. This would go to Full Governors as an agenda item.</p>
5.	Update on the MAT
	<p>5.1 DBE explained that we were now working closely with Winstanley. With CPA and DBE going over 2 days a week, with the Lead Practitioners also going over during the week.</p> <p>A Governor expressed concern that the good experienced teachers were no longer teaching here as often and was worried Bosworth students would be missing out.</p> <p>It was agreed that we could enhance the teaching at Winstanley without impacting on students at Bosworth and that the systems were in place to ensure this happened.</p>
6.	The Laureates
	6.1 The Laureates oversubscribed again for next academic year.
7.	Key stage 4 and 5
	7.1 No entry at KS4 due to starting GCSE in year 9.
8.	Staffing
	8.1 Recruitment has started for the new academic year. No long term sickness.
9.	Cover and supply teacher provision
	9.1 These was postponed to next meeting
10.	Policies to be reviewed
	10.1 No policies were due to be reviewed at this time
11.	Standing items
	<p>Safeguarding – none</p> <p>Governor visits – no visits planned this term</p> <p>Financial issues to be referred to Finance – possible overspend on Marketing budget</p> <p>Parental involvement – Hazel to follow up possible names for parental support group</p> <p>The Fourth Way – this now has its own room displaying work from students</p>

12.	AOB
	<p>12.1 Risk Register – items to be added to the Risk register from this committee</p> <ul style="list-style-type: none"> • Marketing possible overspend • Post 16 Recruitment • Over recruitment – appeals cost • Possibility of new Post 16 provision in the area <p>12.2 Community lettings- comments have been made about the enrolment of swimming lessons (having to queue to secure your place) – the academy are looking at a new online system to alleviate this.</p> <p>Football indoor winter training – this had gone up by nearly double.</p> <p>Concerns were raised about charity events for the school been charged for events which was putting people off using the facility.</p>
13.	Impact Statement
	<p>13.1 Marketing – identified need for strategy to be in place for Post 16.</p> <p>13.2 Risk register –add new items to the register</p> <p>13.3 MAT – challenged the impact on Bosworth students</p>
14.	Date of next meetings - Wednesday 15th February 2017 in the Compass @ 5.30

#	Action Item	Owner	Due Date	Status	Notes / Update
	Minutes of meeting 8.2.17				
4.1	Post 16 area needs to be different from the rest of the academy this would go to Full Governors as an agenda item.	Chair	Next Full Governors meeting		Add to Full Governors agenda
11.1	Marketing budget overspend?	Andy Smith	6 th March 2017		Andy Smith to take revised figures to Finance meeting on 6 th March 2017
12.1	Risk Register – Items to be added to register	PRA	ASAP		PRA to hand items to be added to RRI
MINUTES AGREED & SIGNED					
Chair:				Date:	