



**MINUTES OF THE STRATEGIC PLANNING AND STANDARDS COMMITTEE OF
THE CORPORATION OF BLACKPOOL SIXTH FORM COLLEGE**

Date: Tuesday 12th June 2012
Venue: Sixth Form College
Room: Committee Room
Time: 1715hrs - 1905hrs

Present:

Mr R Weaver (Chair)
Mr S Brennan
Mr A Goodinson
Ms F Greeves
Dr D Sanders (Vice-Chair)
Mr S Sheard
Ms K Talboys

Mr J Boyle (Observer)
Ms K Kirkwood (Deputy Principal)
Ms G Yeadon (Incoming Deputy Principal)
Mr A Boden (Director of Learning)
Mr J McLeod (for item 4)
Mrs JA Trainor (Assistant Clerk to the Corporation)
Dr J Burgess (Clerk to the Corporation)

		Action
22.2012	Welcome and apologies for absence The meeting extended a warm welcome to the newly appointed Deputy Principal Ms Gail Yeadon and to Mr Andy Boden. The apologies from Mr G Curry and Ms K Edwards were noted.	
23.2012	Declaration of Interest The Principal drew attention to her role as Chair of Governors at Collegiate High School along with Mr Boyle's role as Chair of the Collegiate Trust Board.	
24.2012	Consideration of any items of urgent business None.	
25.2012	Marketing Update Mr Jon McLeod, Head of Admissions, Liaison & Marketing provided Governors with a most interesting update on the College's confident response to the on-going demographic challenges facing all post-16 education and training providers. This was likely to continue for another 5 years before there was an upturn in the pool of potential students.	

He was pleased to confirm that since his last meeting with the Committee two years ago, the College's "starburst" brand image, together with its associated values and beliefs, was now well established and widely recognized. This was in part responsible for the significant increase in market share, in the context of an overall shrinking market on the Fylde Coast. In addition, a more extensive and attractive course offer, coupled with closer collaboration with feeder schools and innovative marketing strategies including "Maths Day Workshop" and Saturday "Open Days" were all assisting in reaching and engaging potential students.

On a wider community level, the College's new facilities, particularly the theatre, along with partnership with the Evening Gazette on Junior Sports Awards and a growing alumni network were promoting the new image of the College. Governors were interested in the increasing number of published PR articles, as well as the extensive and vibrant Facebook, Twitter and on-line presence. In addition to the critical importance of the web site, Governors explored the whole range of marketing & communications strategies, responses to aggressive competitor marketing and the targeting parents of pupils in years 5 and 6. Mr McLeod emphasised the importance of face-to-face dialogue with potential students, parents, and their teachers.

Mr Boyle reminded colleagues of the better offer and outcomes available to 6th Form College students than their counterparts in school sixth forms. The Chair congratulated and thanked Mr McLeod for a fascinating and impressive presentation.

Mr McLeod left the meeting

26.2012 Minutes of the meeting held on 13th March 2012.

(Paper A)

26.2012 D1 Resolved: that the Minutes be approved.

27.2012 Matters arising from the Minutes of the Meeting held on the 13th March 2012

None.

28.2012 3-month Report on Student Attendance 2012

(Paper B - tabled)

The Principal was disappointed to draw attention to the slight 0.4% slippage in the May 2012 figure of 92% in comparison to 2011. The challenges in the additional studies area and particularly General Studies were discussed. Enhanced screening of students, the development of a core team of specialist teachers and more engaging strategies to convince students of the intrinsic benefits of pursuing these subjects, (particularly from the perspective of potential employers) were being developed.

28.2012 D1 Resolved: that the **3-month Report on Student Attendance 2012** be received.

- 29.2012 Mid-year Review of the Strategic Development Plan 2011 / 2012**
(Paper C)
The Deputy Principal introduced the annotated Mid-Year Review, which was colour coded to show items achieved / on target, those with further work to be done, and finally those “red” areas which highlighted “concern”.
- Governors sought clarification on a number of the progress notes and questioned the areas designated “red” – of concern. They considered a number of the percentage figures used were somewhat confusing and did not accurately report current progress against the success indicator.
- Overall, Governors were impressed with the achievements reported and congratulated the College on the progress made. Only 4 targets out of the 39 were designated “Concern” and these were thoroughly discussed.
- 29.2012 D1 Resolved:** that the **Mid-year Review of the Strategic Development Plan 2011 / 2012** be received.
- 30.2012 Draft Strategic Development Plan 2012 - 2013**
(Paper D)
The Principal explained that this year the draft Plan had been prepared in alignment with the 6 Priority areas in the 5 year Strategic Plan, with a smaller number of key targets, 29 as against 39. The primary target audience for this document was the College’s staff. Governors sought clarification on a number of areas but were content to approve the document at this stage and recommend adoption by the Corporation in July.
- 30.2012 D1 Resolved:** that **Draft Strategic Development Plan 2012 – 2013** be approved and recommended to the Corporation.
- 31.2012 Contextual Strategic Development briefings**
- 1) New Curriculum Offerings for 2012 -2013**
The Deputy Principal drew attention to the new BTEC Engineering and Public Services awards being launched in August 2012 to appeal to potential male students.
- 2) Ofsted Update**
In advance of the formal announcement later this week, the Director of Learning advised Governors of the more stringent approach being adopted by Ofsted from the start of the next Academic Year. These include a revised definition for College’s to be designated “Outstanding”; the removal of the designation “Satisfactory” and replacement by “Requires Improvement” along with changed re-inspection rules; a 2 day notice period of Inspection and a requirement on Colleges to produce an anonymized summary of Performance Management data of teachers.
- 3) Collegiate High School**
The Principal reported a number of difficulties at the School arising from the imminent changes in the senior management team and the challenging financial pressures.

Clerk
(To action)

Whilst the Boundary Primary School Headteacher would provide immediate management support, questions remained about the future of the School, potential capital investment funds and future of the shared campus with the High School and Highfurlong Special School.

32.2012 Customer Service Excellence Report 2012

(Paper E)

Governors were delighted to receive the impressive Report from the Assessor following the April 2012 surveillance visit and warmly congratulated the Deputy Head of Student Services and all involved in sustaining full compliance in all areas of this award.

32.2012 D1 Resolved: that the **Customer Service Excellence Report 2012 be received.**

33.2012 Student Survey Report 2012

(Paper F)

Governors were particularly interested to review the very positive outcome of the Spring Term 2012 Student survey. The Director of Learning highlighted the improved participation rate from 72.4% last year to 77.7% in the current year, and drew attention to a 92.4% satisfaction rate relating to quality of teaching, 93.3% satisfaction rate for the resources and support from the learning resources area of the College. Actions were in hand to address car parking, canteen seating, food pricing and careers advice

33.2012 D1 Resolved: that the **Student Survey Report 2012 be received.**

34.2012 June 2012 Teaching School Report

(Papers G)

The Principal introduced a detailed review of the Teaching School's progress in meeting its targets in the four major areas. The final review of the year will take place at the end of the month with representatives of the National College and TDA. Considerable activity and tangible results are evident from each of the major areas. The College is considering its position and the potential benefits from enhanced professional practice with regard to supporting applications for long staff development courses in the forthcoming year.

34.2012 D1 Resolved: that the **June 2012 Teaching School Report be received.**

35.2012 Safeguarding Update Report – June 2012

(Paper H)

The increase in the number of reported incidents for the year as a whole is attributed to improved training and awareness of teachers and personal tutors, improved awareness by students and the growing challenges of the digital environment. Governors were assured that systems and processes are sound and robust and links with parents, the Police and Social Services are sound.

The Deputy Principal answered detailed questions supplied by one governor, unable to attend the meeting, in considerable detail. Clarification as to the College's position on investigating issues prior to reference to the Police was provided, along with 3rd party reporting and limited use of Student-to-Student support mechanisms. Governors noted the increasing pressures on local authority services and advised the College that an independent Audit might be required in the future.

35.2012 D1 Resolved: that the **Safeguarding Update Report – June 2012 be received.**

36.2012 Any other business

a) On behalf of the Committee, the Chair offered very sincere thanks to Ms Kerry Kirkwood for her highly professional and competent approach to dealing with all matters under her responsibility at this Committee over the last six years. Governors wished Ms Kirkwood every success in her new role.

b) Mr Boyle advised Governors of two forthcoming events, the Celebration Evening on Monday 25th June followed by the Awards Evening on Wednesday 27th June.

37.2012 Estimation of Risk

Governors noted the critical imperative of sustaining the improvement in Student Attendance rates, Student Retention rates and Male Student Success rates. They also highlighted the concerns regarding the pressure of work on the senior management team, particularly the Principal, in respect of Collegiate High School and identified the pressures on local authorities to fully address Safeguarding referrals.

38.2012 Date of next meeting

The next meeting of the Committee was confirmed as **Tuesday 9th October 2012 @1715hrs.**

The Chair thanked members for their support, attendance and contributions and closed the meeting.

Members
Note

Signed:.....

Name:.....

Date:.....