

**WOODLANDS MEED GOVERNOR STRATEGY MEETING  
ON**

**Monday, 23<sup>rd</sup> November at 4.00pm**

The meeting will be held on Teams due to covid 19 restrictions

**All governors are invited to attend the meetings.**

**Committee:** Adam Rowland (AFR), Sandra Boyd (SB), Peter Clinch (PC), Simon Virgo (SV), Marion Wilcock (MGW), Tom Brown (TB), Justina Pugh Morgan (JPM)

**Also attending:** Miriam Owen (MO), Bill Hatton (BH), Rose Griffiths, Matt Stuart (MS)

**Clerk:** Louisa Rydon (LR)

**BUILDING UNIQUE FUTURES TOGETHER**

MINUTES		
1.	<b>Welcome &amp; Apologies</b> Apologies were received and accepted from Gillian Barton and all governors were welcomed to the meeting.	
2.	<b>Declaration of Interests</b> None to declare in the agenda.	
3.	<b>Election of Chair</b> PC was duly re-elected as chair for a further year.	
4.	<b>Review terms of reference</b> The committee corrected the strategy to a three-year plan and would continue to propose a summary three-year strategy document for approval at FGB in the summer term. It was confirmed that the up-to-date strategic plan was held under Visions and Values on the WM website. ToR recommended for approval at FGB.	Strategy Summer term FGB 30/11/20
5.	<b>Approval of Minutes dated 2<sup>nd</sup> June 2020</b> The minutes were approved and electronically signed as a true record.	
6.	<b>Matters Arising</b> None.	
7.	<b>Discuss actions/progress made against the strategy tracker (attached)</b> a) <u>1B – AFR presentation</u> Held until the end of the meeting to allow staff governors to leave. b) <u>2B – Removal of a target from Strategy</u> 2B had been removed following approval at the summer FGB that it had been achieved. c) <u>3A – Marketing strategy for WM</u> AFR reported on the focus of building links with local businesses through tools such as the newsletter, bulletins and website. He noted the importance of having all stakeholders on board and had shared the marketing strategy and fundraising plan in advance of the meeting. MGW raised concerns about the Complete Woodlands Meed voice, which could drown out the messages sent out by WM and governors. She had seen at training sessions and other venues how little other schools and councilors seemed to know about WM and stressed the value of getting the message out. AFR noted the very high number of hits on the website and ways to attract further views. SV reminded governors that the name Woodlands Meed and its logo were now trademarked, under the educational class, ensuring they could not be challenged on how the logo was used. JPM to add the trademark ® to the logo.	JPM 18/12/20

	<p>PC wondered if Complete Woodlands Meed could be used to promote the school but after discussion, it was agreed that the original decision to remain separate entities had been taken carefully, and for the best interests of the school that should continue.</p> <p>MS commented on the strength of video content on websites and AFR confirmed they were working towards setting up videos to attract interest.</p> <p>AFR to share the marketing strategy with staff to ensure they appreciated the importance of showcasing the amazing work they did and promoting the image of WM.</p> <p>Committee asked to review marketing plan at summer meeting.</p> <p>The committee asked questions about the current fundraising plan and how areas were prioritized. AFR explained how bids were made to tie in with available funding and the need to be flexible. The committee valued Anna Hull's work to continually develop relationships with donors and asked that the fundraising plan was a constant agenda item. LR to liaise with Anna Hull to receive plan prior to each meeting.</p> <p>There was some concern that the publicity surrounding the £20m funding programme for the college might deter donors, but AFR felt there was good support in the community and that all funding was currently directed towards the school.</p> <p>SV raised the need to start fundraising for items that would not be included in the college site and AFR confirmed that though the recruitment of a dedicated fundraiser had been postponed due to the delays in the building, it was still an aspiration.</p> <p>d) <u>3D – Update on new website design</u></p> <p>JPM showed the committee the planned design of the new website and reported on the improvements that it would bring. The switchover was taking place on Friday. She reassured governors that no changes were being made to the current website content so WM could work with the new system and make improvements on an ongoing basis. She noted that governors were able to send her their own changes to their biog pages at any time. SV was pleased to hear that there were no changes to the URL so Woodlands Meed would remain at the same level in search engines.</p> <p>The committee thanked JPM and AFR for the work they were doing to promote the school and appreciated their own involvement in enhancing the reputation of WM.</p> <p style="text-align: right;"><i>TB left the meeting.</i></p> <p>e) <u>See confidential part II minute</u></p>	<p>Agenda summer</p> <p>LR constant agenda item</p>
8.	<p><b>Commissioned by FGB:</b></p> <p><u>Review impact of WSCC update on post 16 SEN provision and appointment of Chichester College</u></p> <p>AFR confirmed it was too early to report but that Haywards Heath College had opened with a third capacity. It was understood they were planning to offer the same SEND provision as the other colleges in the Chichester group but there was no offer at present.</p>	
9.	<p><b>Impact on pupils</b></p> <p><b>3 year strategy in place</b></p> <p><b>Marketing strategy raising WM profile</b></p> <p><b>Fundraising plan for additional resources for pupils</b></p> <p><b>Review of leadership to increase breadth of offer.</b></p>	
10	<p><b>Date of next meeting</b></p> <p>Wednesday, 17<sup>th</sup> March at 4pm.</p>	

SIGNED.....*Peter Clinch*..... DATE.....21<sup>st</sup> June 2021.....

**ACTION GRID November 2020**

4	Three year strategy to be reviewed at summer terms strategy meetings for approval at FGB. ToR recommended for approval at December FGB	Agenda ✓
7c	Add ® to WM logo	JPM
7c	Review marketing plan at Summer strategy meeting	Agenda
7c	Fundraising plan constant agenda item	AH/LR