Notes from Comms Meeting 20/11/19

Present: Clare Beswick Sue Baskerville Julie Pierce Ian Ross Madeline Hussey

Top priority is production of postcard for distribution before end December. To add Good Ofsted Logo and sentence on before and after school 7.30am – 6pm wrap around care. Copy to be attached to Parentmail. 500 postcards to be printed and copies delivered to local Preschools, Nurseries, Community Associations, Portsmouth Arms. Volunteers to be raised for a drop in the Elgar, Mozart, Wagner and Ketelby areas, which are just outside catchment. Action: MH CB

Community Board to be put on hold.

‘Woodland School’ can now be used in marketing

Production of Banners in progress Action: CB

Video in its final stages, awaiting permissions from parents of the children involved. Noted that our current website cannot host it without an upgrade. Looking at ways of using it with school and linking it to a host elsewhere. Action: JP CB

Work on the use of Social Media to be taken back to the PTA for discussion after Christmas

Action: MH

With the website in mind, the meeting went on to discuss the way in which the school fundraised, and how we can promote ourselves through that fundraising. Parents prefer to focus on a range of capital items, none of which required very large sums of money. We decided to recommend to governors a governor driven campaign to raise funds for upgrading the outside area, without which we can never meet our objective to become outstanding. Minimum £20k.

Comms block to be tidied up on the governor portal. Action: JP

The portal would then be used to hold copy deadlines for local magazines etc and a folder of articles written throughout the term after special events, for use in publicity. Action: MH

Meetings to be called with the PTA and Comms Group in the first half of the Spring Term.

Action: MH