Notes from Comms Meeting 21/01/20

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

Aim

Confirmed aim of the group is to increase the number of admissions in Sept 2021. 2020 admissions currently appear to have remained at 2019 levels.

Actions from meeting on 20/11/19

* The postcard was produced/agreed too late leaving no time for production and delivery. The design can be used this year. 500 to be produced.
* Community Board still on hold
* Two banners have been ordered; awaiting delivery
* Video is complete but website still requires an update to be able to host it.
* Work on social media to be taken back to a PTA meeting, MH awaiting the date to be set.
* Governor driven fund raising for the outside area yet to be started.
* Comms block on portal now tidy and up to date, though planning for work on regular articles on special events yet to begin.

Actions from this meeting

* Prioritise the accessibility of the video, either by updating website or hosting on a secure server elsewhere eg Facebook
* Website to be ready for June/July
* Draw up action timetable (see Annex)

ANNEX

2020 Action Timetable

|  |  |  |
| --- | --- | --- |
| Timing – Done by: | Action | Responsibility |
|  |  |  |
| End Spring Term | Check cost of Manorfield School advert in B Belle with the school | CB |
| Use school newsletter to request technical help with the video/website  | CB |
| Review website options and costs with Primarysite | CB |
| Review other school websites | ALL |
| Investigate other sources of advertising eg Observer (JP), hospital (SW), other community magazines (MH) | JP SW MH |
| Discuss social media with PTA and request volunteers for post card/poster delivery; website feedback | MH |
| Consider and approach other sources of technical help  | ALL |
| Ask parents for website feedback | SW |
| Update posters and add to Comms portal with postcard | CB |
| 24th April | Copy to Harrow Way and Brighton Belle and other identified magazines/papers  | CB MH |
| End April | **2021 Admission Process begins** |  |
| Post card and A4 A5 posters produced | SB |
| May - July | Take post cards/posters on nursery visits together with school jumpers.  | SB |
| End Summer Term | Post card delivery network drawn up and supplies given to deliverers | SB |
| Poster distribution list drawn up eg remaining nurseries (SB); community associations (MH); childminders (JP); and newsagents (MH). Any others? | MH SB JP |
| Poster supplies given to deliverers | SB |
| Copy to Harrow Way and Brighton Belle and other identified magazines/papers | CB MH |
| End August | Start post card/poster delivery | IR MH SW JP |
| End September | Remaining postcards/posters delivered | SB |
| 23rd October | Copy to Harrow Way and Brighton Belle and other identified magazines/papers | CB MH |