

Community and Marketing Committee 2020-21

Terms of Reference

Key Purpose:

- (a) Ensuring the effective marketing of the school with a view to improving/maintaining pupil intake; and
- (b) Ensuring effective communication amongst the school community: parents, pupils and staff

Community and Marketing

1. To ensure that the school has a clear marketing plan and to further ensure that there is a strategy in place for achieving the targets set out in that plan
2. In partnership with the head teacher and Senior Leadership Team (SLT), and any staff working party as may be convened from time to time, to regularly review the marketing plan and to monitor the progress being made towards achieving its aims
3. To oversee promotion of the school externally through selected channels and through local media and organisations
4. To oversee the creation and administration of the school's annual Parent Pupil & Staff Surveys, and to ensure that there is a plan to collect the voices and opinions of the school community throughout the year.
5. Review the results of all 3 surveys and draw up an Action Plan (in partnership with the head teacher and the SLT) to deal with any issues arising from the three surveys, and to monitor progress of the Action Plan being implemented
6. Monitor engagement with the local community, aiming to ensure the school provides has a consistent voice in any issues that may affect it in the future.
7. Revise the prospectus information on the school's website and to work alongside the head teacher and SLT to ensure that the prospectus is kept up to date

General:

8. To monitor and review relevant policies, as delegated by the Full Governing Body from time to time.
9. The Chair of this Committee (or designated substitute) will report back to meetings of the full governors.

Quorum: One half of the number of committee members

Committee members:

Claire Devine (Chair), Chris Hirst, Rupert Loader, Shelley Connor, Rachel Salmons (Associate Governor), Stuart O'Brien Weeks, Caroline Conway, Emma Ashley

Date: Signature of Committee chairman: