



QUEEN'S PARK HIGH SCHOOL

Thursday 13 July 2017
held in 6th Form Conference Room at 5.00pm

PART ONE MINUTES

Committee members	Attended/ Apologies	In Attendance	Attended/ Apologies
Kayte Parlevliet (KP)	Attended	Lyndsay Watterson (LW)	Attended
Sue Perason (SP)	Attended	Darren Halstead (DH)	Attended
Mark Bland (MB)	Apologies	Jill Cutler (JC)	Attended
Peter Burke (PB)	Attended	Kay Higgins (KH)	Attended
Gila Yalarakis (GY)	Attended	Kay Gresty (KG)	Apologies
Andy Dixon (AD)	Attended		
Mike Graham (MG)	Attended		
Linda Neill (LN)	Attended		

Item 1: Apologies and welcome

Apologies were received from Mark Bland and Kay Gresty.

Item 2: Acceptance of minutes of previous FGB meeting on 30 March 2017.

Minutes were agreed to be a true representation of the meeting and were formally accepted by Governors.

Matters arising from the previous FGB meeting on 30 March 2017.

- **Approach suppliers of QPHS to discuss and obtain sponsorship for awards (KH)**

KH explained that this action was in relation to our suppliers potentially sponsoring a QPHS end of year award. KH added that sponsorship had not been secured for this year and suggested that this could be added in to the strategic marketing strategy going forward. KH suggested offering advertising space in school publications, signage, and posters etc. in exchange for sponsorship.

JC suggested that sponsors could be associated to specific curriculum areas.

KP asked if KH would be happy to look at this initiative going forward.

ACTION: KH to approach suppliers and secure sponsorship for awards and rewards.

Item 3: Acceptance of minutes from committees (Part 1)

- Resources
- A&C
- Pastoral

Minutes were agreed to be a true representation of the meeting and were accepted by Governors with the exception of one point from the minutes of the Resources Committee Meeting where GY is incorrectly noted as Chair. This needs to be changed to SP.

ACTION: KG to amend this point.

Item 4: Headteacher's Report LW

LW explained that the Headteacher's Report had been made available prior to the meeting and was happy to go through any points with the FGB.

- LW began by explaining that the Arts Festival had now concluded and that over 300 members of the community were present at each of the four sessions. LW added that there had been many positive comments about the school, the staff and the students. LW acknowledged that the event had been hard work for the staff but had been a huge success and has been crucial to QPHS at this time as we look towards our 2018 intake.
- LW added that all staff have completed feedback questionnaires and the SLT have reviewed the results and have spent time discussing strategies going forward to help to decide the priorities for Year 3 of the SDP.
- LW congratulated DH on the work he has done this year around in-year transfers and highlighted the success he has had in converting the enquiries and applications into students on roll. By the end of the school year, QPHS hope to have accepted over 40 in-year transfers. LW added that unfortunately Year 7 numbers are still low at 53.

Q: AD asked where the students are coming from.

LW answered that the students are coming from a variety of schools, mainly from Chester and Wales.

- LW raised the subject of attendance, highlighted the fact that attendance has improved and thanked DH and JC on the work that they have done this year. LW continued to explain that attendance was poor at the end of the autumn Term 2016 due to the way Christmas fell. This will be closely monitored this year.
- LW offered Governors an overview of the SDP priorities and explained that the SLT are very clear on the areas that they need to work on over the next year.
- LW highlighted the Staff Development Programme and explained that staff were now taking ownership of their professional development and were being more innovative, whilst linking in to the national picture. LW added that QPHS have been part of a Research Project around feedback, have successfully hosted the Research Ed Conference and that key members of staff have attended national conferences. In general, staff feel they are in the right place, are progressive and in some cases are ahead of their peers in other schools.
- LW concluded that, as predicted, some members of staff would be leaving us at the end of the year. LW wished to officially thank them for their contributions and wish them well in the future.

Q: AD asked if the staffing situation in the maths department was changing.

LW responded by explaining that a new and experienced maths teacher had already started at QPHS and was making a positive difference in the department.

Q: MG asked about the situation in the languages department following the retirement of Andrew Morley.

LW explained that QPHS have successfully appointed a part time languages teacher who was previously the SENCO at Christleton.

SP added that the recently appointed music teacher, Vikki Stanners, is also an excellent appointment for the school. LW agreed and explained that QPHS staffing was now very tight, well managed and fully staffed for 2017/18. LW added that Lisa Steen, Head of English, returns after October half term 2017 and, to avoid any further disruption in the faculty, lessons will be covered by SLT up to that date. In addition, LW and DH will be teaching in the maths faculty which will ensure that the two core subjects have additional SLT support. Andrea Watts will return from maternity leave in December 2017 and a temporary business studies appointment has been made until that date.

Q: PB asked if news of these positive appointments can be communicated to parents.

LW confirmed that details of these appointments will be published in the newsletter before the end of term.

Q: KP asked if QPHS could write a background profile on the new staff.

LW agreed that this was a good idea.

SP suggested that the new teachers could go out to visit the primary schools also.

LW explained that following the return of Lisa Steen, Vikki Stanners will be given additional hours to work on primary transition.

Q: KP asked if PB felt there were any other ‘good news’ stories that he felt should be shared with parents.

PB highlighted that the number of parents who had completed the survey had doubled since the last time and this was a positive and encouraging effort. Additionally PB felt that 40 in-year transfers is a positive sign that the school is progressing and this information could also be shared with parents.

Q: KP asked if QPHS could obtain positive statements from the students who have transferred here that explained why they had chosen to come to QPHS.

JC and LW agreed that this was a good idea.

LN added that the image of the school had improved, the website was much better and LW winning the Cheshire Headteacher Award was very positive, however expressed a concern that it was still very difficult to communicate with those parents who do not use social media. SP added that ‘word of mouth’ was very important and felt that it is very powerful if students can pass on the positive messages.

- Finally LW added that during the Arts Festival the feedback from students and parents from the Lache was very positive and enthusiastic and that hopefully this will help us in our recruitment campaign next year. LW added that Christleton are also starting to suggest to parents who enquire to them for places that they consider QPHS, their ‘partner school’.

Item 5: Update from the Trust (KP)

KP thanked the Governors and SLT for completing the questionnaire. KP explained that she wanted the responses to be transparent and has started to see a positive shift from the results last year. Last year, the feeling was that the Governors were passive and were not

contributing fully. This year, structures have been put in place to simplify things; Governors are now actively involved in the meetings and feel both valued and valuable. KP explained that she fully understands that Governors have many personal commitments outside of QPHS and thanked everyone for attending meetings and helping with additional requests. The commitment shown is greatly appreciated.

KP addressed the issue of where the QPHS Governing Body sit in relation to the Trust and how we will work together going forwards. KP accepted that there is still some confusion regarding this and believed that any cross-over and uncertainty would be sorted out over the coming months.

KP asked about the survey that was recently distributed and if the Governing Body felt it needed to be changed in any way.

AD felt that the survey was perhaps unnecessary as the QPHS Governing Body was a small group and matters could be better discussed in an open forum.

MG explained that was happy to complete the form as it gave time for reflection.

LN suggested that individuals may prefer to write any issues down rather than raise them in an open forum.

SP agreed and PB acknowledged that the Governing Body had come a long way this year.

KP summarised that the results would be collated and posted on Google drive and thanked Governors for their support.

KP asked Governors in turn if they could suggest an area where they felt the committee had made improvements this year and an area that could possibly be improved upon.

- KP thanked Governors for making this past twelve months relatively ‘easy’ and for the enthusiasm shown. KP felt that the Governors could challenge further by contributing more actively to the SDP.
- MG appreciated having Google drive fully operational. MG added that results of the parental survey highlighted that there is still some uncertainty on how Governors can be contacted and would like to rectify this.
- LN felt that the Governors and the school were working together more effectively, however commented that she believed that communication regarding the role of the Governors could be further clarified.
- GY agreed that the Governors now felt more involved in the running of the school and wanted change the perception of our students in the community to a more positive one.
- SP felt that the various skill set that the Governors brought to the school was excellent. SP added that she had enjoyed being part of the interview and disciplinary panels and felt that the Governors have helped the school to make good and informed decisions in these areas.
- AD felt it that by coming in to school more frequently, Governors were better able to ‘test’ and challenge issues.
- **PB** felt it was helpful to attend all committee meetings as Governors were now able to get a rounder picture of what was happening in school.
- DH was encouraged by the level of challenge that was coming from the Governing Body and was encouraged that Governors wanted to come in to school, offer advice and therefore help to improve certain areas.

JC felt strongly that the Governing Body were approachable and were happy to listen to opinions. JC felt that the Governor Induction Programme, for new Governors in the future who are not familiar with the school, could have possibly been implemented better.

- KH agreed with DH and was encouraged that Governors do challenge the school. KH felt that, as Governors were in school regularly, the level of questioning was more relevant and enabled the school to move forward.
- LW wanted to thank the Governors for helping the school through some challenging times. LW explained that she was grateful for Governors' support and always felt able to ask for advice or assurance. LW thanked the Chair of Governors particularly for her absolute and unquestionable support.
- KP summarised by saying that the group are here primarily for the students and again thanked everyone for their commitment and time.

Item 8 – Marketing Presentation – Intake for 2018 CS and LM

KP explained that the school are looking at their current marketing strategy and how QPHS can raise their profile and gain awareness in the community. KP explained that she attended a meeting recently with Tony Lamberton, Nigel Follis, Lyndsay Watterson, Clare Scanlon, and Lynn Morris to look at the strategy going forward. KP explained that there is a concern over the low numbers due to join the school in Year 7 in 2017 and the aim is to achieve an intake figure of 120 in 2018.

KP acknowledged that there has been a lot of work undertaken recently to change QPHS's perception in the community and now is the time to convert this to student numbers on roll. A marketing strategy has been outlined and a proposal has been presented to the Trust. Initiatives needed to be agreed, the proposal was accepted and £16000 was given to QPHS to support the strategy.

KP went through the plan with the Governors, highlighting the aim to reach 120 on roll in Year 7 in September 2018. The strategy questioned who the school need to work with going forward and how this could be done. The following groups were highlighted:

- Current QPHS parents - Need to communicate the message with our current parents that QPHS are providing a stimulating, secure and safe environment for our students.
- Perception from parents who did not choose QPHS for their children - It may not have been the right choice at the time but the school appears to be getting better.
- Future parents – We want them to want to be thinking if they move away from the area will they still be able to secure a place at QPHS for their child.
- Future Year 7 Students - Ensure that they want to come to QPHS as it looks exciting and fun.

Q: AD raised the point that progress and achievement needed to be highlighted.

KP agreed and LW confirmed that this is an area that would be highlighted.

KP discussed the key messages that would be circulated:

- Headteacher of the Year
- Good outcomes
- Strong Leadership

In summary, KP explained that QPHS are clear who they need to target and how they target this wider audience. Clare Scanlon, as the marketing lead, has walked round the school looking on as a new parent and is addressing any barriers, ensuring that the school is welcoming. Key messages need to be consistent, a fly-through video will be produced, social media will be looked at and Instagram has now been introduced. There are now 150 students, some from Year 5, who are following QPHS on Instagram. Other suggestions include starting an Alumni group and a 'Customer First' ethos will be revisited.

LW explained that there is a perception that QPHS is not an academic school and is predominantly arts based. LW added that QPHS are looking to promote academic success and possibly create a programme for our high achievers to follow.

Q: GY suggested that this could link to the Alumni group, using ex-Oxbridge students to mentor them for example.

LW added that the perception in the community is that QPHS is a safe, nurturing school but that we do not necessarily push our students to achieve academic excellence. LW explained that we need to convince parents that we offer academic excellence and added that QPHS now has some support from the University. LW explained that QPHS would be bringing in 'Lead Learners', who would be challenged to raise standards in a particular curriculum area.

KP explained to Governors that these initiatives need to happen before 31 October 2017, prior to the 2018 application deadline.

Q: SP asked about current numbers in the primary schools in Years 5 and 6 and which schools QPHS considered to be their feeder schools.

LW explained that our feeder schools are Doddleston, Eccleston, Overleigh, Lache, Hoole, Belgrave and Chester Blue Coat. LW acknowledged that very few students come to QPHS from Hoole and Chester Blue Coat and that Overleigh are currently the main feeder school for QPHS.

Q: AD asked where the students from Belgrave are going in September 2017.

LW explained that many Year 6 students from Belgrave were going to independent schools or to Wirral Grammar Schools. LW added that this year the majority of students from the Lache were going to St David's and Blacon in favour of the Catholic High School and QPHS. LW explained that the current Dee Partnership does not include Hoole and Chester Blue Coats; however from September 2017 the Heateachers from all our feeder schools will be invited to meet on a termly basis. In addition, the 'Enabling Enterprise Initiative', currently run by the Bank of America, would like to roll out the programme to include some primary schools. The initiative carries funding and LW will invite the feeder primary Headteachers to join an initial meeting in September 2017, which could be hugely beneficial for them.

KP summarised by explaining that the marketing plan is broken down week by week with clear objectives, key messages, who the audiences are, what is happening in school etc. The plan will be reviewed every two weeks. KP acknowledged that the marketing team have already done a phenomenal amount of work and are very highly motivated.

LW added that filming in the 'Big Brother Diary Room' took place last week and these recordings will be played to new students from the primary schools.

MG was encouraged that the Trust had allocated a budget to support these initiatives.

A discussion followed about the benefits and USPs of Queen's Park High School and why would students and parents choose QPHS above other Chester Schools.

Item 9: Meeting dates for 2017/18

KP confirmed that the scheduled meeting dates for 2017/18 have been posted on Google drive and explained that the dates of the meetings fall in to line with the rest of the Trust. KP added that Christleton have independent 'Topic' meetings which focus on one particular area

and suggested that QPHS could adopt this initiative and made use of the skill set that was available in the Trust.

Item 10: AOB

LW presented the Governors with the QPHS Admissions Policy. LW explained that as an academy we need to have our own Admissions Policy and that the LA has now agreed the document. Previously only QPHS and Helsby were listed under 'LA Schools' and the admissions policy was not clear. QPHS will now appear under the 'Academy' section and will be more prominent. Any further changes to the policy will have to be done 18 months in advance.

The policy was agreed and accepted by the Governors.

Date of the next meeting: Thursday 14 September 2017 at 5.00pm.