



## Tudor Grange Academy Redditch

### Tudor Grange Academy Parent Carer Working Party Minutes

November 23, 2016

#### Welcome and Introductions

Steve Baylis welcomed the parents and carers; Jodie was asked to provide an update on last meeting discussions.

#### Principal's Update Newsletter

It was agreed after the first public communication that the newsletter was much more visual and reader friendly, and the smart phone format was welcomed by all members. A question was raised to ascertain the number of clicks to open the newsletter, to establish how many were actually being read. Jodie was going to take a look at these figures for the next meeting.

#### Sickness Reporting Line

Jodie reported that a new sickness reporting line was now in place and parents advised it was working much better.

#### New Policies

No new policies have been introduced at this time.

#### Recruitment of new students

Jodie reported there were 2 more year 7's joining the school, and similar number in year 9 and 10, which was deemed very encouraging. Jodie has been in talks with most of the feeder schools over the last few months with some promising progress. Offering a number of support programmes to several of the feeder schools which was met with great enthusiasm from the head teachers concerned. This of course creates good news to promote the school in local press wherever possible. Jodie is now providing the local newspapers with print ready news articles, appearing to get better results, and indeed there have been a number of press releases in local papers recently.

Jodie also attended a local pyramid meeting which she felt was a positive meeting in terms of the PR for TGAR, and it was agreed that the next meeting would be hosted at TGAR.

The school has also received some funding due to a new housing estate being built locally to the school. It will be used to provide disability ramps in certain areas of the school, heightened security and refurbished tennis courts.

#### Marketing

Lots of great ideas were added to the pot, to include the following:

- Representatives from the Parent Carer forum to be available on all open evenings to give prospective parents a positive view of the school, straight from parents whose children already attend. Perhaps an introductory speech from a selected member, to encourage new parents to join the working party
- Encourage as many parents as possible to provide web reviews about their own experience at TGAR
- Testimonials tab on the TGAR website
- Encourage parents to send positive emails which can be used on the testimonials
- Completing the Ofsted parental review for the school
- A leaflet for potential parents offering a 'parents view' to be handed out with prospectus
- Try and offer early dates for open evenings and promote across local media and website at the earliest opportunity. Can be supported by regular tweets and other social media platforms
- Invitation to parents whose children are joining the school to join the working party

#### Dates for the next meeting and items for discussion

- Thursday 26<sup>th</sup> January 6pm-7pm
- Thursday 16<sup>th</sup> March 6pm-7pm
- Thursday 18<sup>th</sup> May 6pm-7pm