

# STRATFORD-UPON-AVON COLLEGE CORPORATION

## MINUTES OF STRATEGIC PLANNING GROUP FRIDAY 11 SEPTEMBER 2009

<b>Present:</b>	Alan Richardson	Chair of the Group
	Charles Anderson	Deputy Principal
	Jenny Andrews	Governor
	Tim Astbury	Assistant Principal Curriculum (items 1-6)
	Mike Atkins	Governor
	Satnam Bhogal	Governor
	David Jackson	Vice Principal – Resources / Clerk to the Corporation
	Martin Penny	Principal
	Hazel Skwirzynska	Director of Learner Services (items 1-6)
	Kay Taylor	Vice Principal – Corporate and International Business Development (items 1-6)

### 1. APOLOGIES

Apologies were received from John Latham, Geoff Thompson and Norman MacDonald.

### 2. DECLARATIONS OF INTEREST

Members were invited to declare any interest in business to be discussed at the meeting, following which Alan Richardson informed the meeting that he was Chair of Governors at Coventry University.

### 3. MINUTES OF LAST MEETING

The Chair commented that, although there had been no recent formal meeting of the Strategic Planning Group, strategic discussions had taken place informally and at meetings of the Finance and General Purposes Committee, the Corporation and the Governor Development Days.

It was resolved **THAT:**

The minutes of the meeting held on 28 November 2008 be regarded as correct and signed by the Chair.

### 4. MATTERS ARISING

There were no matters arising that were not dealt with elsewhere on the agenda as substantive items.

### 5. MARKETING REPORT

The Director of Learner Services presented the Marketing Report, together with the draft Marketing Strategy.

In terms of the Marketing Report, she drew attention to:

- The appointment of an Apprentice to work with the Marketing Team as part of maternity cover arrangements for one of the Marketing Managers;
- Website development;
- Incorporation of SBS in to Marketing activities;
- Prospectus circulation and wraps;
- Freshers' Fayre;
- Shakespeare's Birthday celebrations;
- Press relations;
- NSA launch; and
- Alumni launch.

In terms of the Marketing Strategy, Governors were invited to comment independently, with the intention being to agree the final version by December 2009. In addition to the Strategy, an accompanying Action Plan was in the course of preparation.

The Chair commented on the need to ensure that success stories are kept in front of Governors.

It was resolved **THAT:**  
Governors support the work currently being undertaken in relation to the updating of the Marketing Strategy.

## **6. NEW PROJECT PROGRESS REPORT**

The New Project Progress Report, detailing new projects and markets currently under active pursuit by the College, was considered in detail by the Group.

It was resolved **THAT:**  
The report be received by the Group.

## **7. STRATEGIC DISCUSSION ON THE WAY FORWARD**

The Group had a wide-ranging discussion on the work of the Strategic Planning Group in relation to supporting the needs of the College and its inter-relationship with other Committees in a rapidly changing environment in which long-standing assumptions needed to be challenged to ensure the future of the College.

The Group was clear in its view that the Quality Strategy must be delivered. The College needed to continue to adapt as it had demonstrated it could do in the past year and to remain ahead of the game.

The Group recognised that Stratford-upon-Avon College on its own would not change national policy but its best defence for any changes that may impact was prudence and excellence.

Financial pressures would remain in the short to medium term, one of which would be how to address much needed capital investment.

The Group recognised that its Terms of Reference were a mixture of operational and strategic issues and briefly went on to discuss the work of some of the other Committees.

It explored the impact of changes in the inspection regime and the impact of limiting grades for safeguarding and equality and diversity.

There was general consensus that the present Committee structure needed modification to provide a better distribution of work and, of equal importance, to enable the Strategic Planning Group to concentrate on strategic issues and be ready to respond rapidly to changed circumstances.

It was resolved **THAT:**

- a) The Principal and Clerk to the Corporation, in conjunction with the Chair, be requested to draw up Terms of Reference for a General Purposes Committee to cover HR, Staff Development, Equality, Safeguarding, Health and Safety, and Marketing;
- b) Revised Terms of Reference, taking into account the above, be established for the Finance Committee, Standards and Performance Monitoring Committee, and Strategic Planning Group;
- c) Membership of the Committees be reviewed in the light of the above changes;
- d) The Corporation be recommended to approve the revised Committee arrangements with effect from 1 October 2009.

## **8. ANY OTHER BUSINESS**

### **8.1 Additional Student Residential Accommodation**

The Vice Principal – Resources outlined to members an approach received from a developer regarding the provision of additional student residential accommodation in Stratford-upon-Avon and the current approach being taken towards the scheme.

It was resolved **THAT:**

The Group endorse the current actions being taken in relation to the provision of additional student residences in Stratford-upon-Avon.

### **8.2 Music Recording Studios**

The Vice Principal – Resources drew to the attention of the Committee the completion of the project to bring the Music accommodation up to the required standard.

It was resolved **THAT:**

The Committee endorse actions to be taken to launch the Music Rooms on a date to be agreed in the near future.

**9. DATE OF NEXT MEETING**

It was resolved **THAT:**

Future meetings of the Strategic Planning Group meet take place **at 8.30am** on:

- **Tuesday 10 November 2009;**
- **Friday 8 January 2010;**
- **Friday 16 April 2010.**

