

BARTON PEVERIL SIXTH FORM COLLEGE

Audit Committee

Notes of the informal meeting held on
Tuesday, 20 March 2018 at 5.21 pm

Present:

Mr P Boote (Chair)
Mr A Jackman

In attendance:

Mr D Blenkarn (Chair of Corporation)
Mr M Chart (Assistant Principal (Finance and Resources))
Mr G Miles (Director of Finance)
Mrs J Miles (Clerk and PA to the Senior Leadership Team)
Mr M Stabb (TIAA)
Mr L Shearing (Marketing Manager)

to 6.10 pm

Apologies:

Mrs C Fletcher
Dr D Robinson
Mrs V Davies (TIAA)
Mr R Bott (Mazars)

Absent:

None

		Action
354	Preliminaries The Chair welcomed Mr David Blenkarn (observing), Auditor Mr Mark Stabb and Mr Luke Shearing, Marketing Manager and newly elected Support Staff Governor to the meeting.	
355	Meeting procedure The Clerk advised members that the meeting was inquorate and that no decisions could be made. Those present were still keen to hear Mr Shearing's presentation regarding the work of the Marketing Department since his appointment at the College.	
356	Declaration of Interests No member of the Committee had anything to declare relating to the items on the agenda.	

357 Training Session

357.1 Presentation from the Marketing Manager, Mr Luke Shearing

Mr Shearing used a PowerPoint presentation to update members on the work being carried out by the relatively new Marketing team as a follow-on from the presentation given by the previous Marketing Manager in March 2017.

357.2 Mr Shearing highlighted:

- the current department staff ie himself and Marketing Co-ordinator, George Robson
- the department's remit and interaction with parents, students and other stakeholders
- strategic consideration of social media, including Facebook, Instagram and LinkedIn, which had the benefit of alumni connections
- development of the College website
- promotion of success stories
- targeting schools to promote the College eg the ongoing success of ex-pupils
- monitoring comments on social media, including comments made at weekends
- managing negative comments
- school liaison, keeping presentations fresh, innovative and distinct so that the College stands out amongst its competitors eg the use of a video about the application process
- attending conferences and colleges' marketing Network meetings
- aims to:
 - streamline the department and clarify priorities
 - improve the College's social media ranking on Edurank (currently 102nd from 254th the previous year with the hope of being in the top 50 in a year's time and eventually in the top ten)
 - improve the website user experience, including for those using tablets and mobile devices
 - improve the on-line application process
 - improve conversion from student application to enrolment

357.3 Mr Shearing was thanked for a very interesting presentation and he left the meeting at this point.

358 Confidential meeting with the Internal Auditor

The Auditor stated that there were no issues to raise with the Committee.

359 Equality and Diversity Issues arising from the Agenda

Members were reminded of the need to consider Equality and Diversity issues when discussing items on the agenda.

360 Minutes

360.1 Minutes of the meeting held on Thursday, 2 November 2017 could not be approved and would be carried over to the next Committee meeting.

360.2 Matters Arising from the Minutes

The updated Action Points sheet would also be discussed at the next meeting.

361 Agenda Items

Members informally reviewed the agenda items.

Actions

- **Items 7 (Internal Audit Reports), 9 (Annual Report on the Data Protection Act and Freedom of Information Act Requests), 10 (Report on Complaints about Governance), 11 (Outstanding items from previous Audit Reports), 13.1 (Health and Safety Governor’s Report), 14.1 (Risk Register) and 14.2 (Confirmation of expenses claimed) were noted**
- **Items 2 (Election of the Chair), 6 (Minutes), 12 (Policies) and 13.2 (Annual Review of the Committee’s Terms of Reference) would be carried over to the next Committee meeting**
- **Item 8 would be discussed at a meeting of the Audit Committee members (if there were enough members present to form a quorum) at an appropriate point during the March 2018 Corporation meeting, so that, if recommended by the Committee, the Re-appointment of the Regularity and Financial Statement Auditors could be considered at the Corporation meeting**

362 *Date of next meeting: to be arranged*

The meeting closed at 6.52 pm