



Notes of a development meeting held in the Institute of Arbitrators at 1400 on 3 February 2023.

<b>Present</b>	Sheza Afzal	Steven Blackshaw (Chair)	Martin Buck	Sian Cooke
	James Cross	Adam O'Brien	Alessia Podaru	Kevin Watson (Principal)
	Alison Wong			
<b>In Attendance</b>	Adrian Cottrell (VPFR)	Anthony Alvis (Marketing)	Ralph Devereux (Clerk)	Tom Greatorex (Marketing)
	Kishan Pithia (VPSS)			
<b>Apologies</b>	Mannat Malhi			

#### **04/22 CHAIR'S OPENING REMARKS**

The Chair thanked all for attending and introduced AA & TG, the College marketing specialists; the apology was noted. The meeting would consider the marketing philosophy, activities and effectiveness.

#### **05/22 CONSIDERATIONS**

The Standards Committee had recently received a marketing presentation; the content had been widened and would inform today's considerations. AA and TG explained that they were now full-time (FT) marketing specialists, developing and analysing social media and other electronic facilities and their value to the College. They then jointly delivered a comprehensive electronic, interactive presentation explaining the development methodology of the electronic marketing strategy focusing on discrete groupings of potential users and the associated expenditure; search engines charged for each hit and B6 total cost was lower than similar colleges. The charging structures were complex and based on users' search criteria; for example, a "B6 College" search request would incur a higher cost than a more bespoke and lesser used term such as "Back on Track" (BOT). Information was frequently adjusted according to market response and a different focus was adopted for the media favoured by discrete groups ie parents and students. Electronic postings were one element of the overall marketing programme but the recent positive results of the BOT evidenced the strength of the medium.. B6 had a high number (237) feeder schools from near and far. There were heartening signs of increased applications and enrolments from Hackney school pupils.. Local schools had been reluctant to invite B6 to engage with their potential sixth form students but since it was now mandatory to allow pupils' access to alternative information that was less proscriptive. The relatively high deprivation index amongst BSix6 students was noted and may account for some students' low attendance and the high incidence of safeguarding and other concerns. . Marketing was becoming more effective although there was scope to "blow the trumpet" in some areas but clearly this had to be cost effective.

#### **06/22 CHAIR'S COMMENTS**

The Chair thanked all for their active participation in the lively and wide ranging considerations which had provided some useful indicators for the way ahead.

- a. Corporation and a letter before action had been received, Eversheds had been appointed to act for the College. A brief on the history of the events leading to the present situation would be circulated to all.
- b. He then also explained that an "Equality Working Group" would be established to consider "Equality and Diversity" (EDI) issues and draft Terms of Reference (TOR) would be circulated for pre-constitution comment.