

**Minutes of the meeting of the South Bank Academies Board
held at 12.30 pm on Tuesday, 21 November 2017
Lilac Room - Avonmouth House**

Present

David Phoenix (Chair)
Rao Bhamidimarri
Adam Crossley
Richard Flatman
Richard Parrish
James Stevenson

Apologies

Douglas Denham St Pinnock
Tony Giddings
Lesley Morrison
Samantha Jury-Dada
Ruth Smith
Samantha White
Cheryl King-McDowall
Karen Fowler
Ed Arthur

In attendance

Nicole Louis
Michael Broadway
Joe Kelly
Alexander Enibe
Mike Simmons
Steve French
John Taylor
Joanne Young
Tony Roberts
Sarah Gordon
Natalie Ferer
Dan Cundy
Ian Brixey

1. Creating a Family of Educational Institutions

The LSBU Vice Chancellor and Chair of the (SBA) Board gave a short presentation on the creation of a family of educational institutions, and developing collaboration between LSBU and SBA.

The family of educational institutions currently consists of

- LSBU – Higher education
- SBA – SBA – Secondary education

- Institute of Professional Technical Education; providing apprenticeship and vocational learning. Further education provision would be included in the 'family'.

The meeting noted:

- The challenges of the current national technical and vocational education system.
- The LSBU and SBA are committed to providing links between the institutions to encourage cohesion.
- The 'Family' would provide a student focused education system, which offers choices of different style of learning and the opportunity for pupils to move between technical & academic education within the 'family'.
- The aim is to improve aspiration and create a pathway for students to progress to higher education or employment
- The group governance structure is being developed

2. **South Bank Academies - A Multi Academy Trust**

The CEO (SBA) gave a presentation on the draft SBA strategy.

The meeting discussed:

- The draft strategic plan. The link between vision and strategy and with LSBU needed to be developed
- Providing students with mentoring and guidance from entrepreneurs
- Recruitment challenges for teachers, especially engineering in London and the need to create a culture to develop and retain high quality staff.
- The need to develop teachers' relationships with employers
- The next step is to develop the operating plan.

The strategy was supported.

3. **Growth Strategy**

The CEO (SBA) gave a short presentation outlining the case for growth.

The meeting noted:

- SBA is committed to developing opportunities for pupil employment prospects by supporting and reflecting the needs of local industry and employers. As well as traditional engineering subjects, this might also include other STEM-related subjects in the property and health sectors.
- There is a significant market in the South Bank area for creative technology expertise.
- T-levels, and their parity with A-levels, potentially raises questions over the future of UTCs.
- Challenges with recruitment of pupils at year 10 at UTC nationally
- The DfE's desire for bigger MATs.

The meeting discussed advantages and opportunities associated with larger MATs:

- sharing of best practice;
- better use of assets and facilities;
- financial advantages via economies of scale providing opportunities for additional direct funding to teaching and learning;
- an easier and more complementary relationship with LSBU.

The meeting agreed there was a consensus in favour of growing the MAT to include more schools in South London, either by establishing new schools or bringing existing schools into the MAT where there was a fit with the MAT ethos.

4. Marketing and Branding

The meeting received a presentation from LSBU's Chief Marketing Officer.

The meeting discussed the following:

- a mutual relationship with LSBU was wider than just with LSBU's School of Engineering.
- a mutual relationship has a basis in the wider geographical area of South London.
- the relationship with LSBU must be authentically symbiotic and to the benefit of the 'family'.
- the branding connection between LSBU and the schools value proposition has not yet been established/articulated.
- inclusion of sponsor industries in the branding and an alignment of mutual benefits.
- the need to understand parental motivation when developing the branding and key messages. Parents are looking for brokered relationships that lead to apprenticeships, HE/FE, employment opportunities.

The meeting noted:

- an active relationship between LSBU staff and the schools has already begun assisted by the LSBU Outreach and Engagement department. Opportunities include:
 - a focus on supporting pupil premium students;
 - provision of summer schools
 - resource sharing of facilities such as Perry Library and Academy of Sport.
 - Development of enterprise education and coaching
- school development plans already articulate the relationship between LSBU and other sponsors. Schools are eager to make progress on group branding and fully activate the relationship with LSBU and sponsors.

- LSBU's motivation in developing the Family of Educational Institutions is to develop pathways for pupils into further and higher education.

5. Conclusion

SBA is moving out of the start-up period with a focus on basics, towards realising and activating the relationships more fully.

Key aim is now to establish consensus on a strategic framework through which to operationalise the strategy and deliver the vision.

SBA strategy days would be held regularly, with the next meeting to be held at Easter 2018.

**Date of next meeting
12.30 pm, on Thursday, 7 December 2017**

Confirmed as a true record

..... (Chair)