



Parent Forum

School Development

Welcome

Introductions

- Ellie Armstrong, Finance Director
- Kelly Harmer, Marketing & Business Development

Aims

- Improve communication & implement a successful Marketing Strategy
- Strengthen links and work together with parents, families and the community for the benefit of our students and community
- Develop new income streams and efficiently manage the school budget (inc. Fundraising schemes & initiatives)
- Gather your thoughts, assistance & feedback



Communication

Aims & Improvements

To make life easier for families & staff
To raise the school profile

- **Mailbox** – single contact route, defined timescales, trackable, trends highlighted, reduced delays & duplication
- **Facebook & press releases** – celebrating successes, sharing into the community, increasing engagement and profile
- **Termly News** – wider distribution to primaries, subscribers, stakeholders. Celebrating successes, sharing community information
- **Parent Surgeries** – opportunity to speak directly with SLT. Quicker resolutions.
- **Friday Parent Letter** improved – more visual & easier to find key/relevant information



GCP

Gordano Community Partners

Aims

- New community partnership initiative linking the school with local businesses
- Builds long-term meaningful relationships with businesses who align with school values
- Supports projects that directly create student enrichment opportunities
- In return: advertising via sports pitch banners, website, Termly News, digital screens. Opportunities to support/sponsor events for greater visibility.

Parent Involvement

- How best to engage parent body. They may be able to introduce us to a business or work for/run one who might wish to join, offer funding for a specific project or sponsor an event/sports team.



Fundraising

Working Together

Recent parent letter communicating National & local funding pressures & rising costs in education.

Being pro-active:

- Parents in Partnership fund – voluntary donations via ParentPay – supports student trips & enrichment, families in need, learning spaces, arts & tech
- Sponsorship – Sports Team kits, proms, creative arts events, department projects
- External grants & funding – success in Music Department and Nurture Garden
- Easyfundraising – create donations via online shopping at no cost to you & sharing on social media to encourage others



Fundraising

How can you help?

- Support Gordano Community Partners, Parents in Partnership & sponsorship opportunities either financially or by generating awareness/referrals.
- Inform us about external grants & funding opportunities that we may not be aware of, either in your own businesses or wider.
- Support easyfundraising, school events & productions, facilities lettings, Shine School Holiday Clubs & GoShine gym memberships.
- Sharing good news - re-share posts on Facebook, be an advocate in the community
- Consider putting yourself forward for the PTA committee



Next Steps

Your Feedback

- What's working well with communications? What do you engage with?
- What could be clearer or improved?
- How would you prefer to receive information, and how often? When did you receive notice about the delayed start to the school day recently?
- What's your view on the website?
- Can you refer any potential business or funding partners?
- Do you have other income stream suggestions?

How to provide your feedback or referrals:

- Open discussion
- Email: marketing@gordanoschool.org.uk





Thank you

For your time, honesty, feedback and being
a valuable part of our school community

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