



Manchester Creative Studio, Fourways House, 57 Hilton Street, Manchester M1 2EF  
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**MANCHESTER CREATIVE STUDIO BOARD MEETING**  
**Thursday 24th October 2013, 6.00pm**

**Present:** Raja Miah (RM), David McCall (DM), Amina Lone (ALe), Ben Barsky (BB), Liz Forrester (LF), Denise Proctor (DP), Andy Lovatt (ALt), Steve Kuncewicz (SK), Alun Morgan (AM), Max Larcombe (ML), Robert Croll (RCr), James Spencer (JS), Allyster Lee (AL).

**Apologies:** Bernard Phillips (BP), Dave Barter (DB)

**Chair:** David McCall

**Minutes:** Allyster Lee

**Welcome:** DM welcomed everybody and self-introductions made. Meeting joined by Stephen Bagnall (SB) from the DfE, Rosie Clayton (RCI) from Studio Schools Trust and Marc Collett (MC), lead for Statutory Consultation. BP and DB sent their apologies.

**Minutes:** The board signed off the minutes from the previous meeting.

**Statutory Consultation:**

MC reported to the board progress and outcomes of Statutory Consultation over the past 7 weeks, which ended 21 October 2013. Generally positive feedback from targeted audiences - parents/local community groups, young people and local creative businesses across Greater Manchester.

Consultation was done via online and paper-based surveys. As at 23 October 2013, number of returned questionnaires was 221. Overall, 95.7% of 162 fully inputted questionnaires agree that the Directors of MCS should enter into a Funding Agreement with the Secretary of State for Education. Full report to be presented to the board before the next board meeting to be signed off at the next meeting.

DM put issues and questions raised from these consultations forward to the board.

- Recruitment of Year 10 students

RM stated potential year 10 entry students are targeted via marketing events catered specifically for young people wanting to go into this career path. Recruitment is also through strategic partnership with universities and going into schools as part of outreach activities.

- Location

Concerns were raised regarding location of the school and facilities such as sporting grounds and outdoor space. RM commented MCS is looking into a partnership with ETIHAD Stadium, a 10 minute walk away as a potential sports facility to students.

- Curriculum pathways

LF and RCr updated on meeting with Vice Chancellor and Dean of School of Art at Manchester Metropolitan University. MMU to offer guaranteed interviews to students into selected courses and elect a member of their team to sit on the MCS board to support curriculum delivery and align with progression pathways into higher education.



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#### **Building:**

AM updated the board on progress of building group. Weekly meetings currently being held at Fourways House with appointed contractors – ISG to complete the design stage. A considered design meeting the budgets, including phases of work will be presented at next board meeting in November.

AM brought up difficulty with planning permission obtained by current owner, which was deemed unlawful by Manchester City Council. This issue has since been rectified, but caused slight delays in the scheme of work.

Alt questioned delivery times and possibility of having a showcase space for prospective students to visit over summer. AM commented that once the planning phase is done and IT installation provisions are aligned with construction activity, it is possible to deliver a workable space by the beginning of July.

SB shared with the board that the DfE will be sending out legal documents for the building, currently with their lawyers, within next few weeks. This will be added as an agenda item for November board meeting.

#### **Website:**

ML gave an update on progress of the MCS website. Partnered with Silverchip, working towards a one-page scroll site, which looks modern and in line with our vision. General idea is to deliver only the necessary information to market the school to potential students and parents quickly and effectively without flooding them with too much detail.

Running alongside the main website will be a blog, which is populated with real time updates of the school, showing the journey from paper to reality.

RCI added the website should include information about the Studio School Trust to tell parents about the proven working studio school model, which is used nationally. Also to be included, is information on the CREATE model by the SST.

#### **Studio School Director Recruitment:**

JS shared with the board progress on recruitment of a Studio School Director. A draft advertisement for TES magazine to be published towards the end of October was presented to the board for comments. Board agreed that person specification and job description needed to be clear, as MCS is not recruiting for a generic principal position. Document on person specification and job description to be sent out alongside minutes to the board for further comments.

Suggestions made by Alt and DM to rename the post to Studio School Director rather than Studio Director as to attract the right pool of candidates, of which the board agreed to.

Shortlisting of candidates to begin on 22 November 2013 with interviews commencing the week starting 9 December 2013. The appointment to be made by 20 December 2013 with a view to start work on 1 April 2014. DM called for the need for a contingency plan as part of a risk assessment to accommodate failure to recruit a suitable candidate for the post.



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### **Working Groups:**

- Marketing

ML updated board on marketing plan based on 3 strands.

#### **1. Employer Workshops:**

One employer-led workshop designed and ready to be delivered over half-term workshops with another 2 in development. Aim for workshops is to build up a suite of 5 to 10 employer designed workshops to be run consecutively between now and September 2014 for prospective students to get a taste of MCS.

ALt added potential engagement with BBC, ITV and Adobe to deliver workshops. Students to create content via events to be shared across social media to generate interest and showcase MCS. DP and SK brought up the need for release and waiver forms to legally use these contents for publicity.

#### **2. Community Outreach:**

RCr and AL to deliver less technical workshops to communities less prone to MCS marketing campaign, raising awareness and inviting potential students to employer workshops or arrange meetings with team members to sign them up.

#### **3. Participating in Existing Events:**

Raise MCS profile by piggybacking on events such as TeenTech Manchester to engage with potential students. Also liaising with existing schools through university partnerships and speaking directly to potential year 12 students for 2014.

RCr updated the board on student interest and sign ups. As of 24 October 2013 there are 10 applications received, another 9 that parents have told us they have completed and are in the post and another 7 that we are in discussions with and are attending the workshops next week.

DP introduced the idea of using St. Peter's Church on Blossom Street as a venue for community question time. ALt added that the landowner very interested in working together to develop the surrounding area.

- Employer Engagement

ML shared with board details of first employer board meeting on 6 November 2013. Outcomes from this meeting will need to be communicated to SB.

This will be followed by an informal industry social, of which the Eventbrite link for the event to be circulated amongst professional networks is shared below:

<http://mcstudio-industry-eorg.eventbrite.co.uk/>

- Curriculum

LF shared with board example timetable and qualifications at KS4 and KS5. Emphasis made on designing pathways catering for all range of student abilities and interests. Educational offer includes widely recognised qualifications such as A-levels/GCSEs and industry-accredited courses.



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ALt raised issue over absence of art in qualification framework as a core craft skill. LF explained elements of art run alongside qualifications in graphic design but there is flexibility in introducing art into the curriculum.

SB put forward concerns over timeline, as DfE want education brief to be done as soon as possible. RM explained the education brief is informed by employer board and would like for it to be done properly. DM proposed a meeting between curriculum and employer sub-groups in week commencing 28 October 2013 to discuss alternative arrangements to prepare education brief within DfE suggested time frames.

**AOB:**

AM shared with board a meeting set up with Agilisys, who are looking to discuss apprenticeships in and around Manchester. DM suggested looking at local apprenticeship providers such as Bright Futures, EON Reality and Media Smiths to form bonds in line with MCS vision to grow talent locally.

**Next Meeting:** It was agreed that the next Board meeting would be on **Wednesday 20<sup>th</sup> November at 18:00** at Fourways House. This meeting will focus on updates from the employer board, education brief, workshop events, marketing and student recruitment.

**CLOSED: 8.10pm**