



Manchester Creative Studio, Fourways House, 57 Hilton Street, Manchester M1 2EF
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MANCHESTER CREATIVE STUDIO BOARD MEETING
Wednesday 25th September 2013, 6.00pm

Present: Raja Miah (RM), Amina Lone (ALe), Ben Barsky (BB), Max Larcombe (ML), Robert Croll (RC), Liz Forrester (LF), Denise Proctor (DP), Allyster Lee (AL), Andy Lovatt (ALt)

Apologies: Steve Kunczewicz (SK), David McCall (DM), Bernard Phillips (BP), Dave Barter (DB)

Chair: Raja Miah

Minutes: Allyster Lee

Welcome: RM welcomed everybody to meeting. SK, DM, BP and DB sent their apologies.

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

Matters Arising:

- Admission Policy

ML explained random draw system would be used to allocate places if over-subscribed. RM added that there is an appeal process for students that select MCS as their first choice and do not get offered a place.

Statutory Consultation:

- Community

RC and ALe gave update on first 3 completed focus groups in Manchester, Salford and Tameside. Generally low numbers but receiving great feedback and enquiries. ALe to type up related queries and share with relevant board members. Several more sessions scheduled in the next few weeks in Stockport, Wythenshawe, Trafford and with Manchester Councillors. Board suggested potential groups to engage – Residents' Association Forums in Ancoats and Prince's Trust in Bury.

RC updated on engagement with young people. RC has set up 12 consultation events with 2 completed at Mahdlo, Oldham and Factory Youth Zone, Harpurhey. Potential to engage with youth centre in Wigan as suggested by the board. RC mentioned Freshtival award event in Media city as part of awareness raising and conducting small focus groups.

- Employers

ML shared that the first employer consultation will be at Digital Fiction Factory. Harder to consult employers properly as most want to get involved rather than just fill questionnaires. However, limited on things they can do for MCS at this point in time. Pushing to increase MCS engagement through creative industries networks eg. Creative Pro Manchester. Main focus is awareness raising and filling out surveys rather than in depth consultation.



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Building:

ML announced ISG have won the bid to carry out the building works. RM felt ISG understood MCS vision and can deliver on a limited budget. Construction phase to start in April and finished by end of August. Concern raised by the board for tight schedule. RM has brought a building specialist on board to ensure building works go according to plan.

Queries raised by RC and ALe with regards to using the site for summer induction. RM stated a sub group would be formed to deal with building works to allow any board members to take a greater interest in the process. Assures that EFA and Mott McDonald will be strict in monitoring ISG.

ML stated that design of the building should be all signed off by Spring 2014. BB to liaise with artists to design mural art following sign off.

ML explained building not owned by MCS until funding agreement signed. ML felt it was important in general marketing plans not to publicise ownership until confirmed.

Marketing Plan: ML updated board on marketing strategy following the work done with John from Common Good. Initially recruit by conducting workshops to give a flavor of what it would be like attending the school. Outcomes should be shared on social media to create stories to engage a wider audience. Broader strategy is to utilise existing networks, using Facebook for advertising and promote the MCS page.

Taster workshops to be developed over next few weeks. ML in contact with CTI digital to run digital app development workshop. Several sessions to be run during October half term at Hyper Island over 3 days to do 3 - 6 workshops. Allyster to set up Eventbrite account to capture details of attendees. Parents will also be invited with Liz or Bernard available to speak to them about the school.

ALt offered ideas on out the box fundamental design workshops, media workshops and potentially piggy backing on events run by Adobe (starting end of October) and Sony in Manchester.

LF emphasised importance of tying in sessions with core curriculum and communicating the relevance with Mathematics, English, Science etc. through what they do at workshops.

ALt brought up point of targeting parents in the industry through LinkedIn. Felt it was important to engage with more parents, as they are the main decision makers. ALt also suggested to the board the documentation of the MCS journey to use as marketing material and continuity for future MCS employees.

Working Groups:

- Employer Engagement

ALt stated skeletal framework for employer board is in place. Engagement with employers is mainly with useful businesses and key people that signed letters of support. ML trying to focus on MCS key industry areas.



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Draft term of reference for the employer board is now available and just needs feedback on the terms. ML expecting it to be in place by end of October, then DP, ALt and DM to circulate. Aiming for 10 -12 people to come together for a meeting to move employer board forward.

- Curriculum

LF updated progress with Key Stage 4 and 5 accreditation and qualifications. Exploring possibilities of Social Psychology modules at Key Stage 5 following suggestions by people in the sector and online learning units offered by MIT, Cal Tech etc. LF also put forward Animation as another strand of work worth pursuing.

RM stated next stage is the education brief which needs to be ready for sign off by November.

RM brought up principal recruitment advert and issue with having to put in a terms' notice. RM and LF wants input by board as to what skill sets is needed by the MCS principal to deliver our vision and push employment through the appropriate channels (industry or educational).

Multi Studio School Trust: LF presented to the board the idea of moving towards a Multi Studio School Trust and exploring other studio school possibilities. RM suggested changing memoranda articles post funding agreement. All present agreed on the idea.

AOB: Alun Morgan has been brought in by RM to facilitate building related work with contractors. Alun to be put in charge of building sub-committee and added to the MCS board, but discussion needed as to when is the right time for inclusion on the board.

ALe discussed adding to the team, Cllr Kevin Peel who is potentially a political link with Manchester Council and has a wide national network. RM stated to get him on board post-funding agreement in Community sub group or MCS board. ALe to discuss with Kevin his commitment and involvement with MCS.

Next Meeting: It was agreed that the next Board meeting would be on Thursday 24th October at 18:00 at Fourways House. This will focus on the half-term workshops, marketing plan and statutory consultation updates.

CLOSED: 7.40pm