

Committee(s)	Dated:
The Board of Governors of the City of London Freemen's School	21st November, 2019.
Subject: Headmaster's Report	Public
Report of: Headmaster, CLFS	For Information

Summary

This report is for Members' information and 'the record' and includes:

- a) Marketing, Development and Community and Partnerships Report
- b) Verbal presentation (from Director of Teaching, Learning and Innovation)

Members are asked to note the contents of this report.

Main Report

a) Marketing, Development and Community and Partnerships

FOR INFORMATION:

1. Open events have been encouraging this term. The October Open Day, held on a Saturday had 175 families attending (218 last year). This is in addition to the 179 families that attended the Friday Open Day in September (150 last year) and the 114 students at the Sixth form Open Evening (167 last year). I have formed an Admissions and Marketing Committee (Deputy Head, Academic, Head of Boarding, Interim Marketing Manager, myself and occasionally the Bursar) who have met three times so far to generate ideas and inform strategy.
2. Registrations stand at: 465.
3. Head of Boarding, Deputy Head (Academic) and Head of Admissions attended the Academic Asia Expo before Half Term; they interviewed 84 potential students and 14 offers were made almost immediately with a waiting list in place. At the most recent Admissions and Marketing meeting, the Head of Admissions was predicting that the interest in boarding was far in excess of the places that we have available so it is important that we maximise that potential.
4. Since the start of this financial year, the Development Office has raised £78,276.06. Of this amount, £49,650.66 was raised for the Freemen's Foundation, by including City match funding and Gift Aid, this takes the total for the Foundation to £132,913.07. Donations made towards the Foundation from Livery Companies are in addition to this figure.

5. We have a new Community and Partnerships Officer, who has started in her role and has impressed so far. Counterpoint work continues and most recently, our Head of Modern Foreign Languages was at Walton-on-the-Hill Primary School training teachers there on Primary French delivery. Connections with the Leatherhead Youth Project remain strong and our Community and Partnerships Officer is exploring new initiatives with them which have included providing complimentary tickets to the School musical; encouraging a group of Sixth Form students to volunteer at the coffee shop and conducting a workshop on how to conduct a crowd funding campaign, involving Freemen's and LYP students. In the spirit of mutuality, LYP leaders have offered to give careers talks to Freemen's pupils.
6. We predict that Duke of Edinburgh volunteering work alone will total 11000 hours spent in local community organisations.
7. City engagement has included: four of us attending the City Education Conference on Wellbeing at Guildhall; five pupils witnessing The Silent Ceremony; four pupils accompanying me to process at The Lord Mayor's Show and one of our pupils winning The Comptroller's Legal Essay Competition and subsequently attending the Quit Rents Ceremony.
8. Chief Officers were invited by the Town Clerk to consider engaging with the Department of Works and Pensions' 'Mentoring Circles' programme. I attended the Stratford job centre twice over half term to coach some young graduates from BAME (Black, Asian, Minority, Ethnic) backgrounds on CVs, Application Forms, Letters of Application and interview techniques. Our Head of Boarding has kindly agreed to join me and spend a day in the Christmas holiday giving these young people mock interviews in Guildhall on 18th December.

b) Verbal Presentation

9. Governors are always keen to hear from colleagues and I have asked our Director of Teaching and Innovation, who started with us in September 2017 to give a verbal report on the work that he has been doing.

Appendices

- Nil

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Headmaster

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