

<b>Committee:</b>	<b>Date:</b>
City of London Academies Trust Standards and Accountability Committee	6 February 2020
<b>Subject:</b> Parent, Community and Commercial Links Survey	<b>Public</b>
<b>Report of:</b> Executive and Communications Assistant to the CEO	<b>For Decision</b>
<b>Report Author:</b> Natalie Williams	

### **Summary**

A survey will be sent to the Trust schools to request information on parent, community and commercial links within each. The survey questions have been drafted based on the last survey conducted in 2019 and require approval by the Committee meeting before being circulated to schools.

### **Recommendation(s)**

Trustees are asked to:

- Review the proposed survey questions (Appendix 1);
- Suggest any amendments and/or additions to the survey questions; and,
- Agree the timeline for the survey to be circulated.

### **Main Report**

#### **Current Position**

1. Monitoring parent, community and commercial links in Trust schools falls within the remit of the Standards and Accountability Committee, as outlined in the Terms of Reference (*Objectives*, page 2, point 8):

*“To consider and recommend strategies for the development and maintenance of strong Academy parent, community and commercial links and monitor and review progress.”*

2. At the meeting held on 1 November 2018, the Committee agreed that a short survey be circulated to Trust schools to identify and review the activities and processes that are in place to promote and maintain parent, community and commercial links. Following the first survey conducted in 2019, it was agreed that this exercise should be carried out annually.

#### **Process**

3. The survey has been built online via Survey Monkey. For continuity and to allow comparisons, questions have been kept the same as the survey conducted in 2019.

4. For users to feel that the survey is manageable and not time-consuming, there are still 10 questions; it is estimated that the survey would take less than 10 minutes to complete.
5. The questions refer to various activities carried out in schools and are mostly multiple choice to avoid users having to provide long responses.

### **Timeline**

6. The proposed timeline for the survey is:
  - Survey circulated to Trust schools – week commencing 24 February 2020
  - Deadline for responses – Monday 16 March 2020
  - Chase missing responses – Monday 16 – Friday 20 March 2020
  - Summary report to Committee – reported at meeting on 30 April 2020.

### **Recommendations**

7. Trustees are asked to:
  - Review the proposed survey;
  - Suggest amendments and/or additions to the survey questions; and,
  - Agree the timeline for the survey to be circulated.

### **Appendices**

- Appendix 1 – Parent, Community and Commercial Links Survey Questions

### **Natalie Williams**

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**\* 1. School Name**

**\* 2. Please tick the boxes below to indicate which of the following activities/events you hold during the academic year at your academy.**

- |  |  |
|--|--|
| <input type="checkbox"/> Open evenings                             | <input type="checkbox"/> Founders' Day celebration                   |
| <input type="checkbox"/> Open mornings                             | <input type="checkbox"/> International/Multi-Cultural evening/events |
| <input type="checkbox"/> Parent Day/Evening                        | <input type="checkbox"/> Black History Month events                  |
| <input type="checkbox"/> Subject evenings                          | <input type="checkbox"/> Fundraising events                          |
| <input type="checkbox"/> Newsletters                               | <input type="checkbox"/> World Book Day events                       |
| <input type="checkbox"/> Summer concert/show                       | <input type="checkbox"/> Work experience                             |
| <input type="checkbox"/> Christmas concert/show                    | <input type="checkbox"/> Local/national sports tournaments           |
| <input type="checkbox"/> Drama performances                        | <input type="checkbox"/> City of London events                       |
| <input type="checkbox"/> Music performances/recitals               | <input type="checkbox"/> Awards/prize-giving events                  |
| <input type="checkbox"/> Opportunity for parents to meet governors | <input type="checkbox"/> Art exhibition                              |
| <input type="checkbox"/> Lettings to the public                    | <input type="checkbox"/> Prom  |
| <input type="checkbox"/> Lettings to charities                     | <input type="checkbox"/> Anti-bullying events                        |
| <input type="checkbox"/> Parent Surgery                            | <input type="checkbox"/> Duke of Edinburgh's Award                   |
| <input type="checkbox"/> PSA/PTA meetings/events                   |  |
| <input type="checkbox"/> Other (please include details below)      |  |

**\* 3. Does your academy take part in charity events or work with local charities?**

- Yes
- No

If yes, please provide details.

**\* 4. Does your academy have any links to local/national organisations or charities?**

- Yes
- No

If yes, please provide details.

**\* 5. Which of the following social media platforms does your academy use:**

- Twitter
- Facebook
- Instagram
- LinkedIn
- Other (please specify)

\* 6. On average, how often does your school post updates on social media?

- Once a day
- Two/three times a week
- Once a week
- Once a fortnight
- Once a month
- Less than once a month
- Not applicable (no social media platforms are used)

\* 7. How many events does your PSA/PTA hold each year?

- 1 - 2
- 3 - 4
- 5 - 6
- More than 6

\* 8. How often do you send academic reports to parents/carers to update them on their child's progress?

- Once a half term
- Once a term
- Twice a year
- Once a year

\* 9. What is the process for parents/carers giving feedback on events/activities?

\* 10. If there any activities/events that you, your students or parents/carers have expressed an interest in holding but are unable to, due to specific restrictions (e.g. funding, building capacity, etc.), please provide details below. Please also add any comments or additional information you would like to highlight as part of the survey.