

The Kingsway Association

Spring Term Meeting

Date: 03/02/25

Time: 18:00

Location: Broadway Campus

Attendees:

Anna Fowler (Headteacher); Pradip Patel (Chair); Claire Cowen; Charmain May (Parent); Fiona Leary (Treasurer); Debs Wilkinson (Secretary); Cathy Georgeson (Parent); Jane Grace (Parent); Catherine Stuart (Parent)

Apologies: Claire Chadwick (Parent), Victoria Holmes (Parent), Lyndsay McDonald (Parent).

Introductions:

Round-the-table introductions. PP Chairperson for this meeting.

Apologies:

As above.

It was relayed today that CCh had made the decision to step down from TKA, purely due to other commitments. FL will remove CCh as a signatory from the bank account and update accordingly. All passed on their thanks to CCh for her contribution to the team.

Review of Previous Minutes / Actions:

PP reviewed minutes and actions with the team.

DW advised that ParentKind Account had been set-up, but that two signatories were required to finalise Membership and Insurance. DW / FL have now signed DD Mandate and will submit this week. Once received, the ParentKind Membership and Insurance will be active within 14 days. The fee will renew annually. DW to confirm once done.

Gift Aid. Remains a key topic of conversation. Agreement to try and keep this online. A QR code has now been set up but there are some issues displaying the correct logo, which may affect people's willingness to complete information (due to heightened awareness of online scams etc). CC to investigate.

It was discussed that the links for Donations and Gift Aid need to be shared on all platforms, to maximise exposure and donations. Suggested that it be included in key messages once a month (previously TKA had queried whether to do this, for fear of the message getting "lost"). AF happy to do this.

JG asked if CS would mind sharing what she knew of TKA prior to attending – to help the team to gauge how comms were being received. CS advised that although she had knowledge of TKA, she wasn't aware

of the fundraising links in Gateway – demonstrating that there is still work to be done in raising awareness.

The team discussed getting a pop-up banner that could be used at events to promote TKA and provide information for families to donate instantly / sign up to Gift Aid. CG advised she is happy to support at such school events. CC to obtain quote.

FL queried whether the Gift Aid link could be added to Gateway – in the text field you see when making a payment; could it go here? AF to find out.

In terms of links / QR codes / graphics – AF advised that TKS were now using an outsourced IT team who provide greater overall support. In the interim, AF to be the point of liaison for any IT-based queries.

Discussion around Gateway / Donation link. Still some questions around the donation link: once donated does it disappear; how frequently does it get added on Gateway; can the description be changed to say Term 1 / 2 / 3; can the end date be removed? – all potential barriers to subsequent donations. AF will query.

DW felt it was important to know what platforms could be used to push different types of information to the parent community – this would be useful to steer the Comms plan. E.g. what platforms should be used to share links / what platforms best for media; can they all do the same? Presently, TKS use multiple comms channels (Gateway, ClassCharts, Key Messages, Emails, Text, Facebook, Instagram) and not all parents / carers have access to all of them. Understanding this would improve the effectiveness of targeting / increase exposure.

CS made suggestions on best ways to promote using the socials – eg. using photographs to make things more current / grab attention. The team reiterated that TKA would like feedback / photographs from the Departments whose items and projects have been funded. AF advised that the most recent bids / invoices have just been processed, so school do not have the items yet (likely after half term). TKA to factor into Comms Plan.

Comms Plan discussed throughout the meeting - it was agreed this would provide greater structure and focus for the team. It was also agreed that this would require more time than could be dedicated in tonight's meeting. CC agreed to review the plan previously put together, along with her recent graphic, which looked great. CG suggested this workload be shared.

CC tentatively suggested a meeting with parent members only – a few weeks prior to the next meeting - to make the on-site meetings more efficient. TKA parent-members will liaise amongst themselves to arrange this meeting.

Update from School:

- No more building work planned.
- AF advised that upcoming results look promising.
- New KS3 reports had been issued today (devised with parent / carer community). The Acquire and Apply areas of the report are great for the school to focus their efforts.
- Recent Parent Voice reflected greatly improved feedback and confidence in the school. Similar feedback was received from the Staff community. Local schools also giving positive feedback.

This was all well-received by TKA team who echoed that they, too, had felt a positive shift in culture.

- Recent Year 9 Options Evening had an excellent turnout, which all agreed demonstrated a gain in confidence from pupils and their families.

Summary from Treasurer:

Treasurer Summary as addendum.

Latest figures:

Current Account:	£6,514.03
Reserve Account:	£5,546.93
Total:	£12,060.96

FL advised these figures are up to 3rd Jan. After pledged bids, TKA has c. £5k available to support bids (factoring VAT that needed to be added to some bids).

FL shared that the highlight of the report was the £2.9k of donations received in the first term of this academic year. This comes after only £1.5k of donations received in the full academic '23/'24 year. Suggested this could be a good message to share with families.

HMRC - Gift Aid claims are in progress for the last four years. JG stated it would be great to try and get Gift Aid forms from Year 11 parents who have been donating since their children were in Year 7, as would be able to backdate.

New Bids:

No New Bids.

Revisited Bid:

Dept: PHOTOGRAPHY

Amount: £1,350 **APPROVED**

Item(s): Workshop

Bid for Workshop for new Photography GCSE – would benefit c60 students. AF provided more information from the Photography Dept. AF advised that without additional funding, even after seeking parent contributions, the department would only be able to put one of their three classes through this workshop. TKA happy to fund this, knowing parent contributions were also being requested.

Grants / Match-Funding:

CS, both parent member and local councillor, provided the team with an overview of some funding opportunities that school could take advantage of:

Ward funding (Cheadle Ward):

Ward-Flexible funding, £3k available per financial year – can put in bid for any amount but really need to be imaginative with application and demonstrate the benefits to local community (examples were given of Girl Guide events, local Eco-projects from neighbouring schools).

CM raised that in the past TKA had considered Prom funding - to make it more inclusive and accessible for all pupils. CS advised that a recent bid for funding had been approved for a Stockport LGBTQ+ Prom and therefore bids of this nature would be considered.

Brookfield Park Shiers Family Trust:

£5k made available every two years. Again, bids need to be submitted but must demonstrate social benefits in the wider community ie. Reducing social-isolation. AF advised that Years 7 and 8 were currently working on projects to involve older adults in the community and so will relay this to these Year groups.

Discussion around Minibus funding:

SHINE Foundation, Opencast, Airport Fund all suggested (noting that the Airport Fund tend to “top up” fundraising efforts, so should approach them only once some funds already raised).

CS happy to share the links for the above.

AOB:

Table of Actions requested.

Next Meeting:

Date: Monday 7TH April 2025

Time: 18:00hrs

Site: Broadway Campus

The Kingsway Association Treasurer's Report 3/2/25

Bank account – statement date 3/1/25

Balances

Current: £6 514.03
Reserve: £5 546.93
Total: £12 060.96

Total of bids approved so far this academic year: £6 358.16

Income/Expenditure

	Money in	Money out
1/9/19 - 31/8/20	£2 275	£3 090
1/9/20 - 31/8/21	£1 683	£0
1/9/21 - 31/8/22	£2 085	£3 939
1/9/22 - 31/8/23	£721	£0
1/9/23 - 31/8/24	£1 500	£3 648
1/9/24 - 3/1/25	£2 910	£2 780

Gift Aid

- 11 Gift Aid declarations received using Jotform
- Claims in process for the last 4 years
- Need to add QR code to website etc.



Bank account

- Claire Chadwick stepping down so will remove her from the Bank mandate.
- With only 4 signatories we can apply for internet banking

TABLE OF ACTIONS:

No.	Action	Owner
1	Remove CCh as Bank Signatory	FL
2	Submit ParentKind DD Mandate	DW
3	Investigate Logo on QR code	CC
4	Include slide in Key Messages re Donation Link / Gift Aid	AF
5	Quote for TKA Event Banner	CC
6	Gateway Queries	AF
7	TKS Website to use online GiftAid link (instead of paper-form)	CC / HS
8	Comms Plan	CC (All)
9	Links for Funding	CS