

Preston's College

Redacted and Abridged ¹Minutes of the Special Board Meeting held 16th June 2021 at 5.30pm via Zoom

Present:

Mr J Boydell	Chair
Mrs L Doswell	Principal and Chief Executive
Mr S Anyon	
Mr M Collard	
Mr M Driver	
Mr S Edwards	
Ms J Garcia	
Ms J Jones	
Mrs L Mason	
Mrs J Mein	
Mr T Readett	
Miss A Renfree	
Mr J Tansley	
Ms G Turner	

In attendance:

Ms M Haworth	Vice Principal - Quality, Teaching, Learning and Learner Support
Mr M Noblett	Vice Principal - Curriculum Delivery and Planning
Mr S Nixon	Executive Director of Resources
Mrs C Rayner	Clerk to the Board

Apologies:

Mr S Browne
Mr J Jepson
Mr D Patel
Mr J Taylor

1. Welcome and apologies

The Chair welcomed everyone to the meeting and noted apologies received.

It was noted that the Principal and Chief Executive would join the meeting shortly due to technical difficulties.

The Chair thanked everyone for attending the additional Special Board Meeting.

2. Declarations of interest

No declarations of interest regarding the content of the Board meeting were made.

¹ Please note that any matters which the Corporation is satisfied should be dealt with on a confidential basis have been removed from these minutes.

3. Appointment of Independent Governor

The Clerk referred members to her report and the recommendation of the Search and Governance Committee that the candidate should be appointed to the Board as an independent governor for a four year term. She reported that the Search and Governance Committee had interviewed the candidate at its last meeting on 10th June 2021. She referred to the candidate's Supporting Statement at Appendix A and his CV at Appendix B.

The Chair provided background on the interview.

Following discussion, the Board approved the appointment of the candidate to the Corporation Board for a four year term subject to the completion of compliance checks. The Chair asked the Clerk to discuss with the candidate the process for dealing with conflict of interests, should they arise. The Board noted that if the application process was completed in time, the candidate would be invited to attend the next Board meeting.

The Clerk explained that the candidate's committee membership had not been proposed at this stage as the Board had two other vacancies and the Board might be able to consider other applicants over the summer.

Resolved: The Board approved the appointment of the candidate to the Corporation Board for a four year term.

The Principal and Chief Executive joined the meeting.

The Chair welcomed Mrs Doswell, Principal and Chief Executive, to her first Board meeting.

The Chair reiterated his thanks to Mr Nixon for his management of the College as Interim Principal and Chief Executive.

4. College Brand Refresh

Mr Noblett, Vice Principal Curriculum, Delivery and Planning, presented his report on a proposal for a brand refresh. Mr Noblett thanked the Board for holding a Special Board Meeting to consider a rebrand and explained that the meeting had been requested as, subject to Board approval, this would allow enough time for management to progress plans before the start of the next academic year. Mr Noblett made reference to:

- the necessity to update College signage presented an opportunity to review the College's brand and presented an opportunity to build on the successful rebrand of the College website;
- the importance of consistent branding at the College and how updated signage would reinforce an outstanding environment;
- the rationale for the proposal to return to using its legal name Preston College in its branding and introduce a new logo including feedback from College stakeholders;
- design options for consideration estimated rebranding costs;

- feedback from College stakeholders on design options at Appendix A and a report on the history of the College logo at Appendix B;
- a proposal to change building names to reflect their purpose;
- a soft launch of the new brand was recommended with the new branding and logo used on the College website and social media channels from 1st August 2021.

The Board discussed with management:

- feedback from staff governors that the use of Preston College for legal purposes and Preston's College for all other purposes created confusion for staff and learners and many learners queried the purpose of the apostrophe;
- staff often had to explain the use of the name Preston's College to stakeholders and external contacts and many stakeholders continued to refer to the College as Preston College;
- many colleges used their location as the name of their college and returning to using Preston College was consistent with this;
- the benefits that had been gained from using Preston's College and a suggestion that this wording could continue to be used as strapline, or in descriptions of the College, rather than the College's name as it created a sense of belonging;
- possibility of negative publicity due to perceived costs of rebranding and comments from one of the student governors that students might be of the view that College funds could be spent elsewhere within the College to directly benefit learners. However, members noted that College signage required updating and replacing and many materials were produced digitally with minimal costs to rebrand. Members noted that a soft launch was recommended with the new branding gradually introduced as materials were updated;
- the importance of the College being consistent and not periodically rebranding;
- the proposed new logo.

During discussion with management, members noted:

- all contracts already used the College's legal name of Preston College;
- the suggestion to increase water coolers at the College would be reviewed;
- when progressing the soft launch management would be mindful of costs;
- staff would be consulted on appropriate names for multi purpose buildings;
- potential sensitivities where some of the existing building were named after historical figures;

- staff and learners tended to refer to the purpose of campus buildings rather than their names.

The Clerk shared feedback from Mr Jepson and Mr Patel.

Following discussion, the Board agreed that the College should use its legal name Preston College in its branding and introduce a new logo. The Board approved the updating of campus signage, based around the design indicated in Option 3. The Board agreed that, as part of the rebrand, the College building names should be changed where required to ensure they created identity and were reflective of the provision on offer in each building.

Resolved: The Board agreed:

- the College should use its legal name Preston College in its branding;
- that campus signage should be updated, based around the design indicated in Option 3 and a new logo should be introduced based on this design;
- the names of College buildings should be changed where required to reflect the purpose of the buildings.

5. Any other Business

The Board noted an update on bids and were supportive of management's approach.

a) Tender for Internal Audit Service

Mr Nixon gave a verbal report on the tender for Internal Audit Services.. The Chair of Audit Committee also updated the Board on the process to date.

b) Senior Post Holder Remuneration Committee

The Clerk reported that there was a vacancy on the Senior Post Holder Remuneration Committee and asked independent members to contact her if they would like to join the Committee. Members noted that the Committee currently met twice yearly.

c) Safeguarding online training

The Clerk asked all governors to complete the online Safeguarding training by the end of June 2021.

Resolved: The Board noted the verbal update provided.

12. Date of the next meeting – 8th July 2021