

PTA Meeting – 3/5/19 – 8:45am

PTA Trustees (Leah Harley-Taplin, Chair; Sharon Newbury, Treasurer; Tanya Stevens, Deputy Chair) asked the floor about ways the PTA could improve its partnership with LFA parents and carers.

- A question was raised about sports day logistics but that was deferred to LFA
- Information on items purchased / future wish lists was requested
 - Sharon Newbury ran through summary of items purchased by PTA for the 2018/19 school year (forest school kit, PE equipment, classroom books and equipment termly for each class), and explained that LFA will steer future wish list items
 - YTD Income: £15290
 - YTD Spending: £14080
 - In bank: £17169
- It was acknowledged that there could be better transparency around spending priorities / items purchased and the PTA committee commented that while updates have been provided in the school newsletter, limited volunteer capacity has posed challenges here
 - Dr Chapleau confirmed that LFA is working on a video that shares items purchased by the PTA for school
 - It was noted that ClassList would be a useful channel on which to share wish lists and items purchased
- What does the government purchase for school versus what the PTA funds?
 - Dr Chapleau explained that government funds cover books, pencils, rulers, rubbers but not much else; the budget does not stretch as far as school need and the top up resources provided by PTA each term are welcomed
 - The point was made that future wish lists should be circulated to parents, some of whom may be willing to fund particular items
- Current site logistics have proven challenging in terms of PTA storage
 - Sharon Newbury currently receives and stamps all items purchased for school by the PTA. It was noted that volunteers to assist with stamping would be helpful and that the PTA will have some dedicated storage space when the wider school opens
- LFA is currently producing a 2019/20 calendar of events that maps key school and PTA events. This should help spread fundraising initiatives and forward planning for all.
- Fundraising structure / approach /communications is an area for improvement.
 - It was suggested that PTA begin each academic year with an income target to incentivise fundraising and volunteering. This should be done in dialogue with LFA.
 - It was noted that PTA needs a more structured, diversified approach to fundraising that includes targeting the wider community and corporate world.
- It was noted that the PTA can only claim gift aid on donations as opposed to ticket sales
 - It was commented if this was made more overt to parents, they may be more likely to donate.
- Lack of volunteers remains a key hurdle to current progress, and volunteers are needed across all areas: PTA Chair, PTA Deputy Chair, PTA Secretary (role has been vacant since early 2019), events committee members, project & fundraising committee members, relationship managers to manage community relationships such as the Churchill Theatre, MyBromley, local estate agents, etc.
 - The PTA Committee confirmed it is keen to spread the load but hasn't been particularly successful recruiting to date

- There seems to be a widespread fear to commit for fear of not delivering as well as a lack of understanding about where help is needed- the committee asked the floor how this could be overcome. ClassList was recommended as useful channel for recruiting volunteers, and it was also suggested that a larger, more visible notice board is put up in the playground where PTA updates / fundraising goals / calls to action can be shared
- Key PTA messages should be featured at the top of school newsletters, not buried several pages down on the PTA page
- The parent and carer LinkedIn Group should be revived as a useful channel for putting a call out for volunteers
- Xe Wei – acted a co-relationship manager for PTA Christmas Tree sales during 2018/19 school years. Explained that this project was managed outside school hours so the relationship manager model could be a great volunteering option for parents and carers who are working during the school day
- It was suggested that the PTA try to hold an evening meeting to see if there is more uptake; in past this led to low turn-out, but we are willing to try again
- It was suggested that PTA messaging currently misses the story that will excite people and hook in volunteers. PTA should let parents know the amount of time, money and thinking that is needed for particular fundraising initiatives like the compostable toilets for our field (see below). This story should link to our annual fundraising targets and include our children’s voices about what they’d like to see at school. Emotive language counts. This should be featured more overtly, perhaps through a video short that can be shared across our school community and featured at PTA fundraising events.
- Key Fundraising Project – compostable toilets for the field. This would allow wider use of the field for LFA children.
 - The project is planned and costed at £30k. Two parents spearheaded an Aviva bid earlier this year, from which we secured £500 as a runner up
 - PTA explored funding from STEP Academy for these toilets but they are not in a position to fund
 - A project committee needs to be convened to put in place a project plan and move this forward with the goal of toilet installation for the start of the 2019/20 school year. JC offered to Chair this committee and Kathleen Ridley also expressed an interest in taking part. Parents/carers then need to hear this story.
- PTA has not gotten other project fundraising off the ground over the course of this academic year but there is scope for this with focus from school and willing volunteers.
- French trip fundraising – it was suggested that these initiatives need to be done separately from the PTA by the school and parents of classed going on the trips
- 18th June – New Parent Open Day – a good opportunity to represent the PTA and promote our regular giving scheme. Use QR codes to sign people up on the day. and reception morning / iPads. Volunteers are needed

Action points

- Continue to collaborate with LFA on an annual events calendar- Carey from PTA events team is in discussion with Dr Chapleau about this.
- Convene compostable toilets project committee, led by JC, to develop and action a project plan. Develop a video short that includes LFA children to share what’s been done to date, and what’s needed for the future.

- PTA Committee in collaboration with Dr Chapleau to create a more prominent notice board in the playground where key PTA updates, fundraising targets/progress and calls to action can be posted. The above should also be shared digitally on ClassList.
- PTA Committee to develop a second video short that explains what roles the PTA is recruiting / their rough time commitment and parameters. Share this widely across ClassList and via class reps.
- PTA Committee and Dr Chapleau to discuss a realistic fundraising target for the 2019/20 school year so that we have a focus to work towards.