



**HNS Admissions & Marketing Committee Meeting – Executive Summary**

**Date** 16<sup>th</sup> September 2013

**Time** 1930 to 2030

**Location** Buckingham Road, N1 4JE

**Present Governors** Phillippa De’Ath (Chair)  
David Heales  
Sophie Solomon  
Lesley Falconer  
cc: Colette Corbin

The agenda for the board meeting and the main items discussed were as follows:-

1. Apologies for Absence	<ul style="list-style-type: none"> <li>• None</li> </ul>
2. Confirmation of targets for interest	<ul style="list-style-type: none"> <li>• Confirmed that an expected level of applications at 3 x PAN i.e. 300 applications for a full cohort based on benchmarks from schools like us</li> </ul>
3. Review of target stakeholders for marketing	<ul style="list-style-type: none"> <li>• Parents, students, music partners (namely Hackney Music Development Trust), Hackney Learning Trust for admissions procedure, local Primary Schools visits and assemblies</li> </ul>
4. Event Planning	<ul style="list-style-type: none"> <li>• Discussed and confirmed the following planned events</li> <li>• Friday 20th Sept (By appointment). 41 bookings made</li> <li>• Tuesday 24th Sept, no booking required</li> <li>• Friday 4th Oct (By appointment) 30 bookings made</li> </ul>
5. Marketing channels	<ul style="list-style-type: none"> <li>• Newsletter, our website, social media i.e. FB and Twitter as minor channels</li> <li>• Press</li> <li>• Prospectus</li> </ul>
6. Music places	<ul style="list-style-type: none"> <li>• Aptitude Test place to be requested directly from HNS via phone or web</li> <li>• Web form to be built</li> </ul>
7. AOB	<ul style="list-style-type: none"> <li>• Ongoing links with Turkish-speaking families local councillor, community centres and Turkish Press</li> </ul>