



PART OF
**CITY OF
PORTSMOUTH
COLLEGE**

Minutes of the Special Corporation Meeting Held at Virtually at 8.30am on 10 March 2022

Present: Bernie Collins, Ashley Cullen, Katie Hill (staff governor), Samantha Miller (staff governor), Graham Morley (interim CEO), Kit Peet (student governor), Mark Pembleton, Paul Quigley (chair), Mike Stoneham & Pauline Tiller

Apologies: Shahalam Ali, Prue Amner, Lily Camacho (student governor), Mark Cooper, Tim Jackson, Rob Nitsch & Paul Walton.

In Attendance: Liz Cruz
Maria Vetrone
Paola Schweitzer

Director of Marketing & Communications (Min 068)
COO
Director of Governance

Minutes

1 – Standing Items

065 Attendance and Participation

Shahalam Ali, Prue Amner, Lily Camacho (student governor), Mark Cooper, Tim Jackson, Rob Nitsch & Paul Walton sent their apologies.

Bernie expressed his support for both agenda items (he had an unstable internet connection). Tim had expressed his support for both items to the chair prior to the meeting.

066 Declarations of Interest

There were no declarations of interest.

Minute 067 was confidential

068 City of Portsmouth College Branding (paper 119/22/C)

Liz joined the meeting.

Following Corporation's decision in summer 2021 that the newly merged College should have a new brand, a specialist agency Baxter and Bailey, was engaged. A tight timeline to complete the process in April 2022 was agreed (branding was inextricably linked to the construction of the new website which in turn linked to the Management Information System (MIS). A single MIS needed to be operational for enrolment in September 2022).

Following focus groups, Baxter and Bailey produced three possible branding options in December 2021. Whilst the proposals contained elements that were viewed as positive,

all three were rejected as not matching the College's aspirations. This delay impacted on the timeline but it was believed the need for a good brand outweighed the risks. The Board's Strategic Objectives were fed into the process and in February 2022 Baxter and Bailey produced three new options, one of which, based on maritime flags was met with universal approval by SMT and all those involved. Given the project was four weeks behind schedule, Baxter and Bailey had been instructed to continue the development work associated with the proposed brand but it was important to secure the Board's approval. Should the Board decide the proposal was not suitable, work would be immediately halted and further proposals developed. This would have a detrimental effect on the College's ability to develop the website and its linkages to the MIS.

Liz gave a brief overview of the maritime flags concept, outlining how it might be used to create different identities within the College now and into the future. The branding had been designed with screen-based colours in mind but also ensuring that printing costs wouldn't be high. Detailed elements including design, typefaces and colours were likely to alter as the concept evolved over the coming weeks. One governor wondered if not being aware of the maritime flags semaphore system would be problematic, to which Liz replied that whilst not everybody would be familiar with the system, the flags would become embedded in the identity of the College as part of the course guides, signage etc and would become part of the brand and that they provided a subtle nod to the heritage of the area. In response to a question, Graham confirmed that Katy Quinn, who would take up office as Principal/CEO taking in June, was supportive of this branding.

Governors **Agreed** the continuation of the '*flags*' concept to create a new brand for the City of Portsmouth College.

The meeting ended at 9.10am