

# Finance Information Sharing 6 Marketing and Capital Programme Finance

**Richard Woodfin – Primary Education Adviser**

# The Team - EIP

- **Michael Hawkins – Head of EIP**
- **Jason Hughes – Primary Education Adviser**
- **Caroline Ryder – Education Improvement Adviser - SEND**
- **Nicki O'Flanagan - Education Improvement Officer**

# Proposed Session Order

## Proposed sessions

1. Overview and outline
2. Re-structuring – when do you need to consider it – Bob Charlton Schools HR  
Deficit Budget Procedures – Greg Watson Schools Finance Officer
3. Pupil numbers – forward planning / reduction in PAN – conditions to consider applying
4. Cost saving strategies and ideas / PAN reduction process – Jenny Chalmers school admissions
5. Income generation and additional grants
- 6. Flexible thinking / resource sharing / any other ideas – Matt Szurgot HOS Holy Trinity**

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Michael Naughton Head of Capital Programmes

# Overview of session 4

- Rationale for the session
- People you may need to make contact with
- Marketing your school – Matt Szygot
- Questions and Reflection
- Capital Programmes funding and procedures – Michael Naughton
- Conclusions
- AOIB

# People

- **Sailesh Patel** – Lead Business Partner
- **Ndenko Asong** – Strategic Lead Finance Business Partner – Education
- **Nav Minhas** – School Place Planning and Policy manager
- **Greg Watson** – Schools Finance Officer
- **Nina Yasin** – Schools Finance Officer
- **Davinder Devgon** – Schools Finance Officer
- **Steve Denbeigh** – Assistant Finance Business Partner
- **Andy Moore** – Assistant Business Partner
- **Robert Clark** – Senior Business Analyst
- **Laura Baldry** – Admissions manager
- **Bob Charlton** – Schools HR
- **Michael Naughton** – Head of Capital Programmes

# Reflection and Questions



# Statutory Responsibility

- Providing Education
- Safeguarding Children
- Admissions
- Attendance
- SEND provision
- Health and Safety
- Equality and Diversity
- Assessment and Reporting
- Data Protection
- Financial Management

# Marketing your school

Matt Szurgot  
Head of School  
Holy Trinity Primary



# Reflection and Questions



# Capital Programmes Funding and Procedures

Michael Naughton  
Head of Capital Programmes

# Reflection and Questions



# Procurement

[www.Gov.uk/guidance/public-sector-procurement-policy](http://www.Gov.uk/guidance/public-sector-procurement-policy)

[www.Gov.uk/guidance/buying-procurement-law-for-schools](http://www.Gov.uk/guidance/buying-procurement-law-for-schools)

[www.legislation.Gov.uk/uksi/2015/102/contents/made](http://www.legislation.Gov.uk/uksi/2015/102/contents/made)

- No Group Procurement SLA in place in Hillingdon

# Procurement



# Conclusions

- Ensure that the marketing of your school is focused and as targeted as possible  
USP (Unique Selling Points)
- Don't market something you haven't got or can't deliver on (knowingly!)
- Branding and messages are clear
- Online presence – testimonials / success
- Community involvement – competitive analysis
- Capital project needs analysis
- Speak to the LA – Funding
- Scope and timeline of upheaval – mitigating actions
- Sustainability – compliance – future proofing – new direction
- Communication and transparency with all stakeholders
- Thorough evaluation of the project when complete – how has it helped etc

# Emotions / Support

- Working with a deficit and staff re-structuring is emotionally challenging **for all involved**
  - Personal reflections - I went through a range of emotional responses
    - Fear
    - Disappointment
    - Shame
    - Anxiety
    - Anger
    - Euphoria!
  - As leaders, where are you getting your support from – it's so important!
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- Please let us know if you are planning on making any restructuring changes to the school
- Many thanks to the EIP team for all their support
- Many thanks to everyone who presented and commented during the sessions – I hope you found the input useful
- Any further questions please do get in touch.