

Regional Sustainability Advisers 2012-13

Collaborative project report for the South West Region: Information leaflet for college governors



Project leader	Di Dale, LSIS Regional Sustainability Adviser for the South West	
Organisation	Wiltshire College	
Contact details	Email: lynne.horwitz@wiltshire.ac.uk	Phone: 07989 853211
1. Aims of the project	<p>The aim was to create a brief information leaflet for governors on CSR and SD. The leaflet was intended to signpost useful information resources and case studies.</p> <p>The leaflet will make a difference in its wider circulation to chairs, clerks and members of governing bodies as it will raise awareness of how governors can support this agenda.</p>	
2. Situation: Identify the situation or issue that faced you	<p>The project was identified as a need by members of college governing bodies at a meeting on 1st March 2012. They felt it would be very helpful to have an information tool. The leaflet could raise awareness and provide support; governors sometimes say they are unsure where to start in engaging with this activity.</p> <p>I definitely saw a need for this resource.</p> <p>My LSIS critical friend was also very supportive of the idea.</p>	
3. Task: Define the outcomes you needed to achieve	<p>At one level, what I would like to achieve is for the completed leaflet to be circulated widely across England and other UK regions. This could happen initially with post April 2013 support from LSIS if resources are available to support this, or AoC.</p> <p>The resource could also form part of the AoC governance library and I am investigating this currently.</p>	

<p>4. Actions that you took in order to achieve your plan, and your approach</p>	<p>Timelines of the project:</p> <p><u>March 2012</u> Initial meeting of 5/6 governors at an LSIS South West region sustainability event - need identified.</p> <p><u>June 2012</u> Project idea communicated to LSIS as part of the rebid for the Regional Sustainability advisor project.</p> <p>Project bid successful securing funding to support the work.</p> <p>Early discussions with governor contacts and formal partners.</p> <p><u>October 2012</u> Workshop of 30+ governors participating in 'brainstorming event' to inform the RSA on what would be helpful in terms of meeting the identified need. Three key themes emerged as important – basic information, where to start and useful links to case studies on the web. The meeting was facilitated by RSA and critical friend.</p> <p><u>November/December 2012</u> Leaflet production phase based on feedback received using graphic design input.</p> <p><u>January 2013</u> First outing of prototype leaflet shared with RSA colleagues at Coventry meeting. Very useful feedback received.</p> <p><u>March 2013</u> Version 2 prototype shared with governors attending LSIS governor conference workshop. Again very useful feedback points received. The production phase has required thought about visual content, textual style, and particularly compromise on intended audience and content.</p>
<p>5. Results that you obtained</p>	<p><u>March 22nd 2013</u> The leaflet is now ready for a final edit, probably using professional input on the language suitable to gain maximum impact. This will be completed during the next 4 weeks.</p> <p>The leaflet then needs a communication plan to finalise who will support dissemination, to which groups, how and when, and this will need high level discussion at LSIS, AoC and other key stakeholder groups.</p>

	<p>The leaflet, if circulated to all AoC colleges in England, will have a reach of approximately 1000 individuals initially with more on further cascade.</p> <p>It is difficult to see how impact could be measured in any formal way as part of the project, but I am keen that the dissemination continues at a national level, to support the work which we can easily achieve within the south west region.</p>
6. What made the project a success? What were the key ingredients?	I think the key success resulted from the clearly identified need on the part of governors.
7. What were some of the challenges and obstacles you faced in planning and implementing your project? How did you anticipate or respond to these challenges?	No particular challenges which had to be worked through other than managing expectations.
8. What would you say were the most important things you learned from this project, which you will take forward as an individual or as an organisation in your sustainability journey?	There is a need for more information and support at senior levels in organisations to support their practitioners 'on the ground'.
9. Any resources or tools produced by the project	The leaflet – will attach copy of the latest draft (but more <u>final decisions</u> needed at LSIS on final content and format).

