

CITYLIT

INSPIRING PASSIONS · REALISING AMBITIONS

Meeting	Student Panel
Date	Tuesday 24 th March 2026
Attendees	City Lit: Karin Kalfus (KK), Dragana Ramsden (DR), Wendy McKaig (WM), Alex Cutler (AC) Daniel Cringean (DC), Innocent Granger (IG)
Student Panel Members	15 panel members attended.
Notes	Melanie Headley (MH)

KK	Welcome & Ground rules There are 7 new panel members.
WM	Exec Update Curriculum Planning/Launch City Lit (CL) is in the midst of curriculum planning and budgeting cycle for the next academic year. The main course offerings for 2026/27 were launched on the website mid March. Annual Event City Lit participates in an annual event (Strategic Conversations), which is a meeting with the Department for Education (DfE), the FE Commissioners Office and the GLA (the mayor's office). CL discuss priorities, performance in the prior year, plans for the following year and targets set internally. Discuss how the college is aligning with London (GLA) and national (DfE) priorities. Most of the additional funding is going through the 16 – 18 funding stream, to which CL does not have access as an adult college. The financial landscape for the college remains challenging. Skills Boot Camps Skills boot camps are a short sharp intervention which aims to give people appropriate and valuable skills in particular sectors. CL has run a successful pilot in technical theatre (8 students), which is fitting given the college location in the heart of theatreland. . Students on the pilot have had a fantastic experience, utilising their newly acquired skills in supporting internal events within the college. They worked with creative writing students to devise a 1 hour play, and they undertook all technical work. The

CITYLIT

INSPIRING PASSIONS · REALISING AMBITIONS

collaboration will continue beyond Boot Camp. CL is being agile as possible to capitalise on funding opportunities as be become available.

Funding Bid

A bid has been submitted for a GLA round of funding called the London Talent Pathway. Currently awaiting a decision which is due in May. If successful, students would be able to access that provision for free from September 2026. This would build upon the success of Free Courses for Jobs.

Employer Relationships

Continuing to reach out and develop employer relationships. CL is now a provider on Amazon Career Choice where training is available to employees, free of charge specifically around a level 3 qualification User experience and user interface (UX/UI design). The courses start in June.

Political Landscape

CL previously reported into the Department for Education (DfE); the college now also reports to the Department for Work and Pensions (DWP). Ongoing work is focused on building engagement with MPs to gain deeper insight, through relationships and conversations, into the government's perspective on institutions like CL.

Performances

Term 3 will be packed with end of year performances and exhibitions. Drama students will be showcasing their end of Diploma performances.

Premises

CL has been in Keeley Street for over 20 years and capitalise funding opportunities to upgrade different parts of the college. The gallery is an example of capital investment from the GLA as well as upgrades to lighting throughout to be eco-friendly. Premises works are planned over Easter and the summer holiday, which includes 1st floor classroom improvements.

Ofsted

The college comes into the Ofsted window for inspection from September 2027. They introduced a new methodology and inspection framework in November 2025.

KK

Updates

Classroom Inclusion/Everyone is Welcome poster

CITYLIT

INSPIRING PASSIONS · REALISING AMBITIONS

In a previous meeting, the panel looked at designing a poster to highlight the idea that everyone is welcome at City Lit, and how to reach out if they do not. The "Everyone is welcome" poster is now in classrooms. Working on package for teachers which will include online resources which will be visible in Google Classroom.

Student Charter

In the past, there was a printed handbook available to students detailing what students could expect from CL and what was expected from students (e.g. attendance and behaviour). When the handbooks were no longer produced, there was still the need for an informal place to direct students to this information and reinforce expectations from both sides. The Quality team has worked with the student panel over the past year, and the charter has now been launched on the City Lit Helpcentre: [Student charter – City Lit](#)

There are 3 versions:

- Standard English
- Plain English
- BSL interpreter signing the text

A reader-friendly version is also planned for hard of hearing students.

Student Newsletter

The student newsletter launched at the end of January and was shared with 29,000 students who have subscribed to marketing communications.

You said... We did posters

The college is continually exploring new ways to encourage students to complete end of course feedback forms. Currently, the response rate is around 30%. Students have shared that they would be more likely to participate if they could see how their feedback is being acted upon. Demonstrating the changes made because of their input may help increase engagement in the course evaluation process. Worked with the marketing team to devise a template to curriculum areas to display in classrooms and noticeboards to show the actions taken because of student feedback.

Social Media

DC

Marketing team introductions

Daniel – Marketing and Communications Executive. Front facing role, making videos and telling the day-to-day story of CL, social media and blog posts.

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INSPIRING PASSIONS · REALISING AMBITIONS

KK shared links to several videos for the panel to watch ahead of the meeting. Videos 1 and 2 were shown during the meeting.

1. Course Highlights (Japanese eating etiquette) - <https://youtube.com/shorts/8yOANFrCwDA?feature=share>
2. Fellow Interviews (Russel Tovey) - <https://youtube.com/shorts/8DBUJWonuiU?feature=share>
3. Events - <https://youtube.com/shorts/f4gyg8U8tY0?feature=share>
4. Tutor Tips - <https://youtube.com/shorts/1ZmHra90Hcw?feature=share>
5. Student Stories - <https://youtube.com/shorts/7w6eeSH1Uv0?feature=share>
6. General "Goings On" - <https://youtube.com/shorts/XEpWPDrp82Q?feature=share>

Questions for panel break out session

- What did you like about each video?
- Which video did you prefer?

Panel Feedback

Panel members discussed the videos in smaller groups and fed back to the whole group. These are some of the comments:

- Most liked the video regarding Japanese eating etiquette because it has a clear message and is more appealing to the target audience (prospective students). Would stimulate interest in the language and cultural understanding. Japanese eating etiquette was fun warm and entertaining, showed the range, depth and diversity of courses taught by experts. Liked that it was a demonstration rather than just a talk.
- Tutor tips video: good energy from the tutors, practical and useful, insight into what a class might be like.
- The event video showed the breadth of what CL offers with the Mental Wealth Festival (could have been longer).
- Student stories: showed the social aspect of CL (meeting new people).
- Fellow/Russel Tovey – like the touch of celebrity, good to have ambassadors, celebrity mixing with students, showed the connection of CL with the cultural lift of the city.

Marketing Comments

Daniel explained some of the aims of the different types of videos the marketing team produces.

Course highlights – CL does not have a provision like other places. Demonstrating the lesson is useful, something the Marketing team will explore further

CITYLIT

INSPIRING PASSIONS · REALISING AMBITIONS

	<p>Fellows – good to have a celebrity, however the call to action could have been clearer. Introducing Russel Tovey would have been useful.</p> <p>Events – an opportunity to tag attendees in the video. Useful for generating interest online.</p> <p>Tutor tips – slightly different to course highlights. Format is the tutor talking to the viewer rather than a fly on the wall perspective.</p> <p>Student stories – over 25,000 attend CL each year; lots of stories to tell.</p> <p>General goings on – the rationale behind the video was that some people are interested in the general going on – changes to the building, new teachers etc.</p> <p>Panel (Menti) Survey</p> <p>Panel members were asked a series of questions regarding their social media use and preferences. The response will be shared with the Marketing team.</p>
IG	<p>Marketing Campaigns</p> <p>Innocent Granger Head of Performance Marketing: performance marketing, SEO (search engine optimization - how CL appears in online searches)</p> <p>Part of the function of the marketing team is to</p> <ul style="list-style-type: none">• help people choose CL/recruit more students• communicate the CL brand and values• help people understand what CL does and what they can do at CL• run campaigns through the year – small campaigns marking significant days in the annual calendar (e.g. International Women’s Day). Larger campaigns on the website, on site tv screens, student emails, social media, paid searches (Google advertising) all of which have the same visual identity <p>Term 2 Campaign - Started in January and finished in February and was called “Learning for Fun”. It ran across the website and social media.</p> <p>Term 3 Campaign - Called “Season of Growth” - very seasonal, floral and leaning into spring. Just launched and will run into the summer.</p> <p>Panel feedback</p>

CITYLIT

INSPIRING PASSIONS · REALISING AMBITIONS

- Season of Growth (SoG). Listed only a few course areas. What if a student was interested in courses that aren't in those groups?
- Both campaigns are good, clearly matching the fun and spring theme. Small concern that the colour palette of the Season of Growth may be too "girlie".
- Why wasn't green used in the SoG campaign?
 - KK – the campaigns are following the CL colour palette.
- Learning for Fun – liked the campaign. Trying something new, going off in a new direction, being brave. Not keen on the colour palette. Seeds idea was good
- Learning for Fun was too monochromatic, SoG needed green in the palette. Don't have to limit yourself to corporate colours, which is limiting. The colour palette could negatively impact those with visual impairment as there is not enough contrast.

Next meeting: **Tuesday 30th June 2026**