



For the future you want

## **EXTERNAL ENGAGEMENT COMMITTEE**

### **MINUTES OF MEETING OF 08 NOVEMBER 2016**

**1400hrs, Boardroom, Milton Road Campus**

**Present:** N Black; B Downie; A Johnston (Chair); Azra Sharif-Qayyum; I Young

**In attendance:** A Craig; M Jeffrey; D Robertson; M Walker (Clerk); R Whetton

#### **1 WELCOME & APOLOGIES**

- 1.1 No apologies were received
- 1.2 The Committee Chair welcomed Neal Black, Student President, to his first meeting as a member of the External Engagement Committee
- 1.3 The Committee Chair welcomed Nick Croft, Community Planning Partnership Manager at City of Edinburgh Council, to the meeting for Item 6.1.
- 1.4 The Committee Chair thanked Kellie Bradford, the former support staff Board member who left the College in October, for her contribution to the Committee. The Clerk informed members that elections for a new support staff Board member were due to commence on 15 November.
- 1.5 The Committee NOTED that following a recent restructure of senior management, Michael Jeffrey, Assistant Principal Income & Product Development, would act as Executive lead to the Committee. Further to this, the Committee Chair advised members that Alex Craig (Depute Principal) and Richard Whetton (Head of Corporate Development) would also support the Committee. The Committee Chair welcomed all three members of the Senior Management Team to the meeting.

#### **2 DECLARATIONS OF INTEREST**

- 2.1 No declarations of interest were received.

### **3 MINUTES OF PREVIOUS MEETING**

- 3.1 The Committee APPROVED the External Engagement Committee minutes of 24 May 2016 as an accurate record of the meeting.

### **4 MATTERS ARISING**

#### **4.1 MATTERS ARISING REPORT**

Actions from the previous meeting were complete, overtaken or on the agenda, with the exception of the following:

##### **4.1.1 Media Training (*Minute 6.5/19.01.16 refers*)**

The Committee NOTED that following the recent recruitment of senior staff, the College was in the process of ascertaining which members of senior management required media training. The Committee Chair emphasised the need to identify appropriate staff for media training and looked forward to a further update in due course.

#### **4.2 REVIEW OF COMMITTEE OPERATION 2015/16**

- 4.1.2 The Committee NOTED a finalised version of the Review of Committee Operation 2015/16, as agreed by Members outwith the meeting.

### **5 TERMS OF REFERENCE**

- 5.1 The Committee NOTED a revised terms of reference for the External Engagement Committee, which reaffirmed the role of the Committee in ensuring the College fulfils its statutory obligation under the Community Empowerment (Scotland) Act 2015.
- 5.2 The Committee DISCUSSED the statutory obligation under the Community Empowerment (Scotland) Act 2015, whereby the College must '*contribute such funds, staff and other resources as the community planning partnership considered appropriate*', with a view to improving (or contributing to an improvement in) the achievement of each local outcome. The Head of Corporate Development advised the Committee that, in relation to 'such funds', the expectation was often a contribution in kind rather than a financial requirement.
- 5.3 The Committee NOTED the need for a cooperative and common sense approach towards engagement with community planning partners, in order to successfully meet the College's statutory duty.
- 5.4 The Committee NOTED amendment to the terms of reference to clarify the Executive Lead and senior management support for the Committee (minute 1.5 refers).

- 5.5 The Committee AGREED to endorse the revised terms of reference to the Board for approval.

## **6 COMMUNITY PLANNING PARTNERSHIPS (CPP)**

### **6.1 CITY OF EDINBURGH COUNCIL LEADERSHIP LOCALITY TEAMS**

- 6.1.1 The Committee NOTED a presentation on the City of Edinburgh Council Leadership Locality Teams. The CPP Manager outlined the benefits of locality working, the steps taken to streamline locality planning structures and current governance arrangements.
- 6.1.2 The Committee warmly welcomed the presentation provided by the CPP Manager, and DISCUSSED the following points:
- (i) the strategic aspirations of the College, including its ambition to provide a place to every school leaver, which strongly correlated with the aims of locality working;
  - (ii) the need to engage appropriate stakeholders at the right level, especially with regards to the positive engagement of students; the utilisation of the College estates as a practical example of how the College can engage with the wider community;
  - (iii) the need to improve the profile of the College amongst the general public and key stakeholders;
  - (iv) the relationships between the City of Edinburgh Council and both Midlothian and East Lothian Councils around community planning;
  - (v) the Edinburgh City Deal and the College's interactions and involvement the various workstreams.
- 6.1.3 The Committee NOTED the engagement of the College's senior management with various Locality Management Board sub-groups. The Committee AGREED that the Head of Corporate Development should provide a report to a future meeting of the Committee clarifying the mutual benefits that exist between the College and its partners.
- 6.1.4 The Committee AGREED that it would also welcome further information on the organisations involved in Locality Management Board sub-groups and their key representatives.
- 6.1.5 The Committee Chair thanked the CPP Manager for engaging with members in their discussions, and emphasised the need for the College to match its key priorities to locality planning in a strategic manner.

### **6.2 COMMUNITY PLANNING PARTNERSHIPS REPORT**

- 6.2.1 The Committee NOTED a report from the Head of Corporate Development on CPP engagement since its last meeting on 24 May.

- 6.2.2 The Committee NOTED that in light of the recent senior management restructure, a CPP review was underway to ensure that an appropriate level of representation on key boards and committees is achieved. The Head of Corporate Development advised the Committee that currently the Principal attended both the East Lothian and Midlothian CPP Boards, whilst the Depute Principal sat on the Board of City of Edinburgh CPP.
- 6.2.3 The Committee NOTED that, in addition to the main partnership group meetings, the College was represented at a variety of community planning sub-groups which were broadly thematic with community planning priorities. The Head of Corporate Development informed the Committee that a full list of key members would be made available at the next meeting.

***Nick Croft left the meeting.***

***Deborah Robertson, Head of Marketing, entered the meeting.***

## **7 SENIOR MANAGEMENT RESTRUCTURE**

- 7.1 The Committee NOTED an overview on progress related to the recent senior management restructure. The Assistant Principal informed the Committee that a decision had been taken to re-advertise the key posts of Head of Commercial Development and the Head of Engineering & Built Environment, with a view to confirming appointments before the end of the calendar year.
- 7.2 The Committee NOTED an updated senior management organisation chart.

## **8 EXTERNAL ENGAGEMENT STRATEGY**

- 8.1 The Committee NOTED a presentation from the Head of Marketing of the development of the External Engagement Strategy. The Head of Marketing informed the Committee that the Strategy had been developed to provide a more considered approach to external engagement, to ensure that local and national stakeholders understand and value the work of the College.
- 8.2 The Committee DISCUSSED the following matters relating to the External Engagement Strategy:
- (i) the need to prioritise key aspects of external engagement, in order for the College to maximise its impact;
  - (ii) the resources required to implement a Strategy which meets the needs of the College and the wider community;
  - (iii) the key considerations and challenges related to the development of alumni relations;
  - (iv) progress to date on the development of an effective Customer Relationship Management (CRM) system.
- 8.3 The Committee NOTED that the College was currently in the process of reviewing its vision and strategic planning over the next five years. With this in

mind, the Committee Chair emphasised the need to assimilate the Strategy into the College's wider planning activities.

8.4 The Committee AGREED that the Head of Corporate Development should bring forward a plan outlining the key external engagement prioritise to the next meeting on 25 January, with a view to a draft of the Strategy coming forward to the Committee on 21 March.

8.5 The Committee Chair reminded senior management colleagues that the Committee would prefer that complex papers, such as strategy documents, were not to be tabled.

## **9 COMMUNICATIONS REPORT**

9.1 The Committee NOTED a report on key projects and activities relating to public relations, internal communications, events and stakeholder engagement.

9.2 The Committee NOTED that the College's engagement with schools and Heads of Education across the region had been enhanced with the introduction of a monthly Schools Bulletin, and a consolidated database of contacts across the sector. The Head of Marketing advised the Committee that this approach aimed to ensure that the College's key messages, relating to its values and the wider Developing the Young Workforce agenda, reached the parents and guardians of future students.

9.3 The Committee NOTED that work would be undertaken by the Head of Corporate Development to enhance the College's approach to corporate affairs. The Head of Corporate Development informed the Committee that the College would work to ensure that its voice was heard at a national level, and seek further opportunities for the Principal and the Chair of the Board to have their voices heard on matters of importance to the sector.

## **10 MARKETING REPORT**

10.1 The Committee NOTED a report on the status of projects within the remit of the Marketing function.

10.2 The Committee DISCUSSED the core activities undertaken by Marketing and their prioritisation at various points of the academic year. The Committee AGREED that future reports on marketing activities should place greater emphasis on key marketing objectives and their strategic implications.

10.3 The Committee NOTED that the Head of Corporate Development was currently reviewing the format of Board and committee papers, in order to support the Board's understanding of potential strategic implications.

## **11 EXTERNAL ENGAGEMENT SUB-GROUPS**

### **11.1 COMMERCIAL & INTERNATIONAL SUB-GROUP**

#### **11.1.1 Minutes 13.10.16**

The Committee NOTED the Commercial & International Sub-Group minutes and actions arising from the meeting on 13 October 2016.

The Committee NOTED an overview of the new commercial and international staffing structure and welcomed the clarity it provided in relation to contracts, as all College contractual agreements would now be supervised by a single member of staff. Further to this, the Committee Chair advised members that the new commercial and international structure would be recognised in the development of the College's Curriculum Strategy, to ensure effective support at curriculum level for income related activity.

The Committee NOTED that a draft Commercial & International Strategy would be presented to the next meeting of the Sub-Group on 02 March 2017. The Committee Chair highlighted the Sub-Group's endorsement of the strategic aim to alter the ratio of SFC to non-SFC funding, as this would place the College in a stronger position and could potential change the nature of its relationship with Scottish Government.

The Committee NOTED that, following a UK Visa & Immigration (UKVI) audit of systems and processes, the College's Highly Trusted Sponsor Licence had been reinstated in full. Further to this, the Committee welcome the International Team's success in renewing the Sponsor Licence with UKVI for a further four years.

### **11.2 BOARD ENGAGEMENT SUB-GROUP**

11.2.1 The Committee NOTED that the Board Engagement Sub-Group had not met since the last meeting of the Committee. The Vice Chair informed members that he had held a meeting with the Head of Corporate Development to discuss Board relations in the context of the wider External Engagement Strategy.

## **12 ANY OTHER COMPETENT BUSINESS**

12.1 None

## **13 DATE OF NEXT MEETING**

13.1 The next meeting would be held at 14:00hrs on 25 January 2016 at the Milton Road Campus

***Meeting closed at 16:00***