



For the future you want

## **EXTERNAL ENGAGEMENT COMMITTEE**

### **MINUTES OF MEETING OF 13 FEBRUARY 2018**

**15:00 Boardroom, Milton Road Campus**

**Present:** Neal Black; Bruce Cassidy; Lesley Drummond; Alan Johnston (Chair);

**In attendance:** Alex Craig; Nick Croft; Michael Jeffrey; Alasdair Mathers (Midlothian Council);  
Marcus Walker (Clerk).

#### **1 WELCOME AND APOLOGIES**

- 1.1 Apologies were received from Azra Sharif-Qayyum and Ian Young.
- 1.2 The Committee Chair welcomed Alasdair Mathers, Community Planning Manager, Midlothian Council, to the meeting for Item 5.1.
- 1.3 The Committee NOTED that Jane Grant, Head of Commercial Development, would join the meeting (for Item 8.2) to present the Draft Commercial Strategy 2017-22.

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

- 2.1 None.

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

- 3.1 The Board APPROVED the minutes from 21 November 2017 as an accurate record of the meeting.

#### **4 MATTERS ARISING**

- 4.1 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 an update on media training for selected members of senior management and the Board, which was being progressed through the Leadership Development Project within the Business Transformation Plan. The Assistant Principal advised the Committee that the Depute Principal and the Chief Operating Officer were appropriately media trained.

The Committee NOTED that media training would remain on the matters arising report until its completion.

#### 4.1.2 *Board Engagement Sub-Group (Minute 9.2.2/29.08.17 refers)*

The Committee NOTED that the Vice Chair of the Board had met with the Head of Corporate Development, on 19 January 2018, to consider the position of the Board Engagement Sub-Group. The Head of Corporate Development advised the Committee that both he and the Vice Chair had agreed that the Communications, Marketing and Engagement Strategy provided a coherent framework for Board engagement going forward, and endorsed the closure of the Sub-Group.

The Committee AGREED to conclude the Board Engagement Sub-Group. The Committee Chair, on behalf of members, thanked the Vice Chair for his valuable contribution to stakeholder engagement through the Sub-Group.

## **5 COMMUNITY PLANNING PARTNERSHIP**

### **5.1 MIDLOTHIAN COMMUNITY PLANNING PARTNERSHIP**

5.1.1 The Committee NOTED a presentation on the Midlothian Community Planning Partnership (CCP). The Community Planning Manager outlined key priorities with the Local Outcome Improvement Plan to reduce inequalities in health, learning and economic circumstances, and how these priorities were captured in the Midlothian CPP structure.

5.1.2 The Committee NOTED that Midlothian Council was the fastest growing local authority in Scotland, following a significant increase in the construction of new homes in the area, and that continued growth was projected. The Community Planning Manager informed the Committee that education and training needs within the region had subsequently increased in scale, and accounted for approximately 45% of the Midlothian Council's annual budget.

5.1.3 The Committee welcomed the presentation provided by the Community Planning Manager and DISCUSSED the following matters:

- (i) The factors driving growth in Midlothian, and the development corridors running through the region;
- (ii) the potential for improving opportunities for the residents of Midlothian, which was shown to have a lower qualified workforce than the Scottish average;

- (iii) the placement of employability and adult learning under a single planning group, and the potential benefits of this going forward;
- (iv) the opportunities arising for further links with the college following the building of several new schools in the region;
- (v) the growth of STEM and digital skills within the region and the potential impact of funding through the City Region Deal;
- (vi) Further access to courses at the college's Midlothian Campus, and the potential to conduct non-specialist course elements on site.

5.1.4 The Committee NOTED that the college was in the process of restructuring its CPP engagement, and that the Head of Corporate Development would oversee the review process (minute 5.2.2/13.02.18 refers).

5.1.5 The Committee Chair thanked the Community Planning Manager for engaging with members in discussions, and emphasised the need for the College and its partners to continue to work towards their shared strategic goals in a progressive manner.

***The Community Planning Manager, Midlothian Council, left the meeting.***

**5.2 COMMUNITY PLANNING PARTNERSHIP REPORT**

5.2.1 The Committee NOTED an update on the college's work as part of the regions CPPs, which outlined specific matters arising that were of relevance to the college.

5.2.2 The Committee NOTED that following the External Engagement Committee in November 2017, the Executive had tasked the new Head of Corporate Development to review the college's engagement with CPPs, with a view to strengthening and prioritising college engagement. The Head of Corporate Development advised the Committee that the college would establish three distinct CPP Teams in the college, each led by the Principal, Depute Principal and Head of Corporate Development (and supported by the three Assistant Principals).

5.2.3 The Committee DISCUSSED the proposed CPP arrangements, and welcomed the college's structured approach to ensuring appropriately resourced CPP engagement.

**6 CITY REGION DEAL**

6.1 The Committee NOTED an update on progress relating to the City Region Deal. The Depute Principal informed the Committee that although the City Region Deal was welcome news for the region, with a £1.1bn deal being secured from the UK and Scottish Governments, there was currently only a limited amount of Skills and Employability funding being directed towards the college sector.

6.2 The Committee NOTED the proposed implementation plan for the Construction and Digital Skills Project strands, which were of particular pertinence to the college sector. The Depute Principal outlined the governance structure agreed by the UK and

Scottish Governments, and currently being implemented by the City Region Deal partners.

- 6.3 The Committee DISCUSSED the complexity of the governance arrangements relating to Construction and Digital Skills Project, and Partners' aim to complete the development of programme level business cases by April 2018. The Depute Principal advised the Committee that the college would continue to work closely with university and college partners on key areas of construction and digital.

## **7 COMMUNICATIONS, MARKETING AND ENGAGEMENT UPDATE**

- 7.1 The Committee NOTED a Marketing, Communications and Events Update, which provided a summary of related activity over November 2017 to January 2018.
- 7.2 The Committee DISCUSSED its decision to conclude the Board Engagement Sub-Group (minute 4.1.2/13.02.18 refers), and AGREED that a standing item on Board engagement should be included on future meeting agendas. The Chair of the Committee advised members that it was essential that key stakeholders within the region remained informed about the college and its role.

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

*The Head of Commercial Development joined the meeting.*

### **8.1 MINUTES 01.02.18**

8.1.1 The Committee NOTED the minutes of the Commercial & International Sub-Group held on 01 February 2018.

8.1.2 The Committee NOTED that significant developments had been made to the college's commercial and international activity since the Sub-Group first meet in October 2013. The Committee Chair advised the members that there remained further potential to develop non-SFC funded activity at the college, and that he would recommend the continuation of the Sub-Group.

### **8.2 DRAFT COMMERCIAL STRATEGY 2017-22**

8.2.1 The Committee NOTED a Draft Commercial Strategy 2017-22, as endorsed by the Commercial & International Sub-Group, which had been developed to enable the college to meet current and future demands on partners, employers and individual CPD demands.

8.2.2 The Committee NOTED a contextual overview of commercial activity within the college and current key performance indicators, as presented by the Head of Commercial Development.

8.2.3 The Committee DISCUSSED the following aspects of the Draft Commercial Strategy 2017-22:

- (i) The organisation of staff within the Commercial Team and the four faculties to support continued commercial development;
- (ii) the distinction between a strategic document and a tactical one, and the potential to include further performance target information;
- (iii) the potential for commercial collaboration through the Collab Group and the City Region Deal;
- (iv) the need to develop the Executive Summary further with headline commercial and international target financial figures;
- (v) the uniqueness of the of the college's commercial offering and the responsiveness of the Commercial Team to the needs of employers and national priorities.

8.2.4 The Committee APPROVED the Commercial Strategy 2017-22, subject to minor contextual amendments.

8.2.5 The Committee AGREED that, in order to monitor progress on the implementation of the Commercial Strategy, an annual update would be provided to a future meeting of the Committee. The Committee Chair advised members that the Strategy should be viewed as a statement of intent for the college, and as such reviewed by the Committee on a regular basis.

## **9 ANY OTHER COMPETENT BUSINESS**

### **9.1 DEPARTURE OF THE COMMITTEE CHAIR**

9.1.1 The Committee NOTED that the Chair of the External Engagement Committee would be standing down as a Non-Executive Board Member on 01 March 2018. The Committee Chair thanked Board and senior management colleagues for their support of the External Engagement Committee over his tenure as Chair.

9.1.2 The Assistant Principal, on behalf of senior management, thanked the Committee Chair for his significant contribution to the development of key aspects of the External Engagement Committee's focus, including commercial and international activity, community planning and stakeholder engagement.

9.1.3 The Committee NOTED that arrangement relating to the Chairing of the External Engagement Committee would be considered by the Board in due course.

## **10 DATE OF NEXT MEETING**

10.1 The next meeting would be held at 15:00hrs on 15 May 2018 at the Milton Road Campus.

***Meeting closed at 17:00***