



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

MINUTES OF MEETING OF 21 NOVEMBER 2017

15:00 Boardroom, Milton Road Campus

Present: Neal Black; Bruce Cassidy; Lesley Drummond; Alan Johnston (Chair); Azra Sharif-Qayyum; Ian Young.

In attendance: Alex Craig; Nick Croft (City of Edinburgh Council); Michael Jeffrey; Marcus Walker (Clerk).

1 WELCOME AND APOLOGIES

1.1 No apologies were received.

1.2 The Committee Chair welcomed Nick Croft, Partnership and Locality Manager, City of Edinburgh Council, to the meeting for Item 5.1.

1.3 The Committee NOTED that Nick Croft had recently been appointed as the Head of Corporate Development at Edinburgh College, and would commence employment as of 04 December 2018. The Committee Chair, on behalf of the Committee, congratulated Mr Croft on his appointment and informed members that (in this capacity) the Partnerships and Locality Manager was invited to remain in attendance as an observer.

2 DECLARATIONS OF INTEREST

2.1 None.

3 MINUTES OF PREVIOUS MEETING

3.1 The Board APPROVED the minutes from 29 August 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 a proposal for 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 external quotes for media training were currently being considered, whilst a skills review of senior management took place.

5 COMMUNITY PLANNING PARTNERSHIP

5.1 EDINBURGH COMMUNITY PLANNING PARTNERSHIP

5.1.1 The Committee NOTED a presentation on the Edinburgh Community Planning Partnership. The Partnerships and Locality Manager outlined the Edinburgh City Vision, as contained within the Edinburgh Partnership's Community Plan 2018/23, and how the college could continue to engage further with the Partnership.

5.1.2 The Committee welcomed the presentation provided by the Partnership and Locality Manager, and DISCUSSED the following points:

- (i) The local political context in Edinburgh and benefits of a long term strategy for the Partnership;
- (ii) the Edinburgh Partnership's three tiered governance arrangements and the various levels of representation;
- (iii) the appropriate representation of the college, through its senior management team, at each level of the Partnership and the need to ensure maximum efficiency in terms of time commitment and opportunity;
- (iv) the funding of the various partnership streams and the long term vision to move funding away from centralised control.
- (v) the importance of relationship building between the college and the various partnerships.

5.1.3 The Committee Chair thanked the Partnership and Locality Manager for engaging with members in their discussions, and emphasised the need for the college to match its key priorities to the various sub-groups which comprised the Edinburgh Partnership in a strategic manner.

5.2 COMMUNITY PLANNING PARTNERSHIP REPORT

- 5.2.1 The Committee NOTED an update on the college's work as part of the regions Community Planning Partnerships (CPP), which outlined specific matters arising that were of relevance to the college.
- 5.2.2 The Committee NOTED that Early Year / Child Care Provision was a high priority for all CPPs, and that the college had been working closely with partners to discuss their workforce development needs. The Depute Principal informed the Committee that the college was working with partners to alleviate immediate and medium term training issues faced within the region by using its 1,714 additional credits that had been allocated by the SFC.
- 5.2.3 The Committee NOTED the current membership arrangements of Edinburgh College with its three CPPs, and senior management representation on the various sub-groups relating to the Edinburgh Region City Deal.
- 5.2.4 The Committee welcomed the opportunity to review membership arrangements, and DISCUSSED the optimisation of senior and middle managers time commitments through the current group/sub-group linkages. The Depute Principal advised the Committee that staffs time management would continue to be a key consideration in the continued development of the strategic Blueprint.
- 5.2.5 The Committee Chair, on behalf of members, asked the Executive to continue to coordinate its relationship with partners effectively, whilst maintaining an appropriate level of visibility.

6 CITY REGION DEAL REPORT

- 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 good 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 that, in conjunction with partners, work had been undertaken by the Skills Proposition Working Group to establish demand and any specific skills gaps in the region. The Depute Principal advised the Committee that the main focus was on skills for new housing, construction and innovation, and that background work had commenced to inform the direction of travel for the various opportunities arising.
- 6.3 The Committee welcomed the comprehensive update provided by the Depute Principal and the level of progress achieved over recent months. The Committee DISCUSSED the following matters in relation to recent City Region Deal developments:
- (i) The direct opportunities for the college in relation to digital skills and construction;

- (ii) the opportunities available to young people through the City Region Deal and how this would be communicated going forward;
- (iii) the proposed housing developments in Midlothian and the future requirements for skilled laborers to maintain prefabricated housing;
- (iv) the apprenticeship levy and the sea changes within the sector towards up skilling and apprenticeships.

6.4 The Committee DISCUSSED senior staff representation on the HE/FE Partnership Forum, which would oversee the engagement of universities and colleges in governance arrangements relating to the City Region Deal. The Committee AGREED to endorse an Executive proposal that the Depute Principal be named senior staff representative for Edinburgh College, and that the Assistant Principal (Income and Product Development) act as an appropriate depute.

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 August, September and October 2017.

7.2 The Committee NOTED the launch of the January Courses Recruitment Campaign, and DISCUSSED the means by which the college reached out to potential students. The Assistant Principal also highlighted to the Committee the ongoing campaign to promote the Flexible Workforce Development Fund, which offered employers the opportunity to apply for up to £10,000 worth of training at Edinburgh College.

8 EXTERNAL ENGAGEMENT SUB-GROUPS

8.1 COMMERCIAL & INTERNATIONAL SUB-GROUP

8.1.1 Minutes 12.10.17

The Committee NOTED the minutes of the Commercial & International Sub-Group held on 12 October 2017.

8.1.2 Draft Commercial Strategy 2017-22

The Committee NOTED a Draft Commercial Strategy 2017-22, which had been developed to enable the college to meet current and future demands on partners, employers and individual CPD demands.

The Committee NOTED comments provided by the Commercial & International Sub-Group, and DISCUSSED the following matters:

- (i) The audience for the Strategy and the need to engage staff within the faculties;
- (ii) the large volume of information provided, the need for further prioritisation and greater differentiation between strategy and tactics;

- (iii) the need to develop a 'strategy on a page' document, to provide a summarised high-level version of the strategy;
- (iv) the college's Tier 4 status and the potential implications of Brexit;
- (v) the net worth of commercial and international income to the college, and the need to promote this clearly in the Strategy.

The Committee AGREED that an updated Draft Commercial Strategy 2017-22 should go forward for appropriate consultation with stakeholders. Further to this, the Committee AGREED that a finalised version of the Strategy, as endorsed by the Commercial & International Sub-Group, should come forward to its next meeting for approval.

8.2 BOARD ENGAGEMENT SUB-GROUP

- 8.2.1 The Committee NOTED that a meeting of the Board Engagement Sub-Group would be convened once the new Head of Corporate Development was in post.

9 ANY OTHER COMPETENT BUSINESS

- 9.1 None

10 DATE OF NEXT MEETING

- 10.1 The next meeting of the External Engagement Committee will take place on 13 February 2018, in the Boardroom, Milton Road Campus.

Meeting closed at 17:00