



## **EXTERNAL ENGAGEMENT COMMITTEE**

### **MINUTES OF MEETING OF 24 MAY 2016**

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

**Present:** K Bradford; B Downie; A Johnston (Chair); Azra Sharif-Qayyum; J Van Herk; I Young

**In attendance:** A Bruton; V Campanile; W Innes; A Leitch; S-J Linton; I McKay; D Robertson; M Walker (Clerk); C Wilson

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

1.1 No apologies were received

1.2 The Committee Chair welcomed Cllr Willie Innes (Chair of East Lothian Partnership and Council Leader), Angela Leitch (member of the East Lothian Partnership and Chief Executive of East Lothian Council) and Veronica Campanile (Policy Officer, East Lothian Council) to the meeting for item 3.

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

2.1 No declarations of interest were received.

#### **3 EAST Lothian PARTNERSHIP AND EDINBURGH COLLEGE ACHIEVEMENTS AND OPPORTUNITIES**

3.1 The Committee welcomed representatives of the East Lothian Community Planning Partnership (ELP) to the meeting. The Committee NOTED that by attending the meeting members of East Lothian Council hoped to bring partners closer to the work of the ELP and strengthen shared responsibility, to align with the community planning aspects of the Community Empowerment (Scotland) Act 2015.

3.2 The Committee NOTED an overview of the work of the ELP in the region and the ways the College engages with the Partnership and other community planning boards (e.g. the Sustainable Economy Partnership and the Resilient People Partnership). The Chief Executive of East Lothian Council informed the

Committee that she hoped the ELP could embark on a public service resource agenda, with a view to coordinating the regions assets more effectively.

- 3.3 The Committee NOTED the establishment of six Area Partnerships across East Lothian (one for each Council Ward) which aimed to act as the 'local voice' of community planning. The Chief Executive of East Lothian Council highlighted the role of the Area Partnerships in providing an opportunity for local communities to contribute to 'The East Lothian Plan' and influence service planning and delivery in their own locality.
- 3.4 The Committee NOTED the challenges facing the public sector, as highlighted by the Chair of the East Lothian Partnership, and the demands that this placed on East Lothian Council and its partners. The Chair of the East Lothian Partnership emphasised the 'fantastic' work currently taking place within local communities across the region and the positive impact of this on people's lives. The Committee NOTED that, to meet the demands of the region, funding had been made available by East Lothian Council to partners in order to achieve its key strategic goals.
- 3.5 The Committee Chair thanked representatives of the ELP for addressing members, and opened up the meeting for discussion. The Committee DISCUSSED the following matters:
- (i) the City Deal and the willingness of East Lothian Council to work with the College to consider opportunities further;
  - (ii) the importance of food and drink to the region and the opportunities that existed in terms of jobs and skills;
  - (iii) the proposed cancellation of bus routes in East Lothian and how this might impact upon individuals access to further education;
  - (iv) the wider issue of accessibility to education and the potential to engage with individuals through e-learning platforms;
  - (v) the opportunities available for students to volunteer, and the need for further recognition and accreditation;
  - (vi) the College's Business Transformation Plan and the reshaping of the curriculum;
  - (vii) the increased recognition of individuals learning needs, whether that be further or higher education or school leavers moving directly into employment;
  - (viii) vocational programmes within the region, and the Chief Executive of East Lothian Council's wish for more non-teachers with industry/ community expertise to be involved in student learning experiences.
- 3.6 The Committee AGREED that the College should seek to engage further with the development of the East Lothian Volunteering Strategy and action plan, through the ELC Policy Officer.
- 3.7 The Committee AGREED that it would welcome the College's participation in the regional skills assessment, which would set out the future needs of the region, an area which the Chief Executive of East Lothian Council had highlighted as one where the College could have real impact.

- 3.8 The Committee encouraged the College and East Lothian Council to continue to work together on the next round of the City Deal, and to consider how best to bring forward the Developing Scotland's Young Workforce agenda in tandem.
- 3.9 The Committee Chair thanked ELP representatives for attending the meeting and engaging in discussions with Committee members.

***Veronica Campanile, Cllr Willie Innes and Angela Leitch left the meeting.***

#### **4 MINUTES OF PREVIOUS MEETING**

- 4.1 The Committee APPROVED the External Engagement Committee minutes of 22 March 2016 as an accurate record of the meeting.

#### **5 MATTERS ARISING**

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

5.1.1 MEDIA TRAINING (*Minute 6.5/19.01.16 refers*)

The Committee NOTED an update on the scheduling of media training for members of the Senior Management Team and the Board. The Head of Marketing, PR & Communications informed members that due to changes within the Executive Team it would be sensible to postpone any training until the appointments process had concluded.

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

- 6.1 The Committee NOTED a verbal update from the Head of Performance & Planning on CPP engagement since the last meeting of the Committee in March 2016.
- 6.2 The Committee NOTED that the Head of Performance & Planning and the Head of Marketing, PR & Communications would be undertaking a review of stakeholder engagement which would cover CPPs. The Head of Performance & Planning informed the Committee that this approach would allow CPP engagement to be considered in a more strategic way. The Committee endorsed the outlined approach and AGREED that it would welcome the opportunity to consider a draft Stakeholder Engagement Strategy at its next meeting on 08 November.
- 6.3 The Committee NOTED a suggestion from the Principal that future CPP reports to the Committee cover the following three areas: (i) Notable outcomes in relation to CPP engagement; (ii) new asks of CPPs since the last meeting; and, (iii) any strategic responses sought. The Committee AGREED that the Head of Performance & Planning would present future CPP reports in this manner.

## 7 MARKETING, PR & COMMUNICATIONS

### 7.1 BRAND DEVELOPMENT REPORT

- 7.1.1 The Committee NOTED an update on the creation of a robust architecture to support curriculum and commercial areas and the College sub-brands. The Head of Marketing, PR & Communications informed the Committee that the Executive Team had approved the reclassification of Curriculum Centres as '*Faculties*' and the programme areas as '*Schools*'.
- 7.1.2 The Committee NOTED that further development work was been undertaken in relation to curriculum areas that potentially had a crossover with commercial areas such as the College restaurants/salons and the relationship with partners/contacts etc. The Head of Marketing, PR & Communications confirmed that once the consultation process was complete, final proposals would be presented to the Senior Management Group and the Executive for final approval.
- 7.1.3 The Committee DISCUSSED the use of the terms '*Faculties*' and '*Schools*', and welcomed the greater clarity it provided. The Committee Chair thanked the Senior Management Group and the Executive for agreeing an appropriate nomenclature and highlighted the importance of internally policing its usage across the College.

### 7.2 CRISIS COMMUNICATIONS PLAN

- 7.2.1 The Committee NOTED an updated draft version of the Edinburgh College Crisis Communications Plan, which outlined a procedures for coordinating communication in the event of an emergency of crisis situation. The Head of Marketing, PR & Communications informed the Board that members' comments from the previous meeting had been incorporated and a final draft reviewed by the Senior Management Group and the Executive.
- 7.2.2 The Committee DISCUSSED the Crisis Communications Plan and its positioning within the College's wider business continuity planning. The Principal advised the Committee that the Crisis Communications Plan was not the College's Business Continuity Plan (BCP), but it was a single strand with the wider BCP.
- 7.2.3 The Committee APPROVED the Crisis Communications Plan as a guide to managing crisis communications at the College.

## 8 EXTERNAL ENGAGEMENT SUB-GROUPS

### 8.1 COMMERCIAL & INTERNATIONAL SUB-GROUP

#### 8.1.1 Minutes 13.05.16

##### *Commercial & International Income*

The Committee NOTED the Commercial & International Sub-Group minutes and actions from the meeting on 13 May 2016. On behalf of the Sub-Group, the Committee Chair highlighted the important role of commercial and international income at the College, and the need to maximise non-SFC income.

The Committee DISCUSSED the following aspects of international and business development at the College:

- (i) Its place within the Business Transformation Plan, under the 'Non-SFC funded development' PID and the creation of a new Assistant Principal Income and Product Development post;
- (ii) the proposed changes across senior and middle management, and their potential to 'free up' curriculum staff to focus on commercial activities;
- (iii) the net value of commercial and international activity to the College;
- (iv) available comparable information with others in the college sector;
- (v) the need to 'sweat the assets' and promote the use of the College's estate within the local community.

The Committee NOTED the Committee Chair's request to the Executive for a realistic approach to commercial and international budgeting in 2016/17, in order to recognise the costs associated with bringing on board new commercial contracts.

##### *UK Immigration Tier 4 Status*

The Committee NOTED that, following notification received by the Head of International Development from UKVI on 13 May, the Committee Chair could confirm the College's Tier 4 licence had been fully reinstated. The Committee Chair informed members that the Sub-Group would consider a report on the outcome at its next meeting.

### 8.2 BOARD ENGAGEMENT SUB-GROUP

- 8.2.1 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, as agreed by the Committee on 22 March, he would oversee the development of the External Engagement Strategy prior to the presentation of a draft to the next meeting of the Committee (as referenced previously in minute 6.2).

## **9 ANY OTHER COMPETENT BUSINESS**

### **9.1 EDINBURGH COLLEGE COAT OF ARMS**

- 9.1.1 The Committee NOTED the finalised version of the College's coat of arms as confirmed by the Lord Lyon, following input from the Committee and the Board in 2014/15.
- 9.1.2 The Committee AGREED that the Head of Marketing, PR & Communications should develop clear guidance on the usage of the coat of arms, as part of the wider College brand.

## **10. REVIEW OF COMMITTEE OPERATION.**

- 10.1 The Committee NOTED that at the end of each academic year the Committee is required to review its annual activity. The Chair advised the Committee that the same evaluation form, which asked members to consider the committee's operation and its performance monitoring and strategic roles, would be completed by all committees of the Board.
- 10.2 The Committee DISCUSSED whether its operation had been compliant against its Terms of Reference over the course of the year. The Committee AGREED that membership, meetings and administration related to the Committee had all been of an appropriate level.
- 10.3 The Committee DISCUSSED its strategic role and, in particular, its engagement with other key stakeholders and partners in the region. The Deputy Principal highlighted potential external visitors, from Edinburgh Chamber of Commerce, Skills Development Scotland and City of Edinburgh Council, who may offer the Committee further strategic insights. The Committee NOTED that further visits from community partners, such as the East Lothian Partnership (see items 3), would also be welcomed.
- 10.4 The Committee AGREED that in future it would be proactive in inviting key stakeholders to engage with members. The Committee Chair advised the Committee that its role must remain strategic and that set outcomes from such visits must be achieved.
- 10.5 The Committee AGREED that the questions relating to performance monitoring and strategy should be circulated to members, out with the meeting, for additional feedback.

## **11. DATE OF NEXT MEETING**

- 11.1 The next meeting would be held at 14:00hrs on 08 November 2016 at the Milton Road Campus

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