



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

MINUTES OF MEETING OF 28 AUGUST 2018

15:00 Boardroom, Milton Road Campus

Present: Bruce Cassidy; Lesley Drummond; Sarah Hay; Sam Hogrefe; Azra Sharif-Qayyum; Ian Young (Acting Chair);

In attendance: Nick Croft; Michael Jeffrey; Marcus Walker (Clerk).

1 WELCOME AND APOLOGIES

1.1 No apologies were received.

1.2 The Committee Chair welcomed the new ECSA Student President, Sarah Hay, to her first meeting of the Committee.

2 DECLARATIONS OF INTEREST

2.1 None.

3 MINUTES OF PREVIOUS MEETING

3.1 The Board APPROVED the minutes from 29 May 2017 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 (Minutes 5.1.1 / 25.01.17 refers)*

The Committee NOTED that further consultation with the newly appointed Principal & Chief Executive and the Chair of the Board was required to ascertain their expectations regarding Executive and Board-level media training. The Assistant Principal (Income and Produce Development) advised the Committee that all members of the Executive who needed media training had completed appropriate development activities.

4.1.2 *BOARD ENGAGEMENT REPORT (Minutes 8.2/ 29.05.18 refers)*

The Committee NOTED that upcoming engagement activity across the college was to be discussed by the Senior Management Group on 29 August. The Committee AGREED that once arrangements for 2018/19 were finalised an update on Board related engagement opportunities should be circulated to the Committee.

4.2 REVIEW OF COMMITTEE OPERATION 2017/18

4.2.1 The Committee NOTED an updated version of the Review of Committee Operation 2017/18, as agreed by Members outwith the meeting.

4.2.2 The Committee DISCUSSED the completed Review of Committee Operation form, and AGREED that a further amendment should be made under 'Part 2; Question 8' to clarify that the Committee would receive strategic information in a more structured manner to support improved decision-making.

5 TERMS OF REFERENCE

5.1 The Committee NOTED its Terms of Reference as previously agreed in September 2015. The Chair advised the Committee that the Code of Good Governance dictated that committee of the Board should regularly review their terms of reference to ensure they remain fit for purpose.

5.2 The Committee DISCUSSED its Terms of Reference, and AGREED that the role of the External Engagement in relation to community outreach and the oversight of the college's participation in the delivery of major partnership projects should be made more explicit. The Chair advised the Committee that the proposed amendment to the Terms of Reference would be put forward to the Board on 18 September, for approval.

6 GRANTON WATERFRONT DEVELOPMENT

6.1 The Committee NOTED a presentation from the Head of Corporate Development on the Granton Waterfront Development and the opportunities for contributing to the development that were emerging for the college. The Head of Corporate Development advised the Committee of the five draft outcomes of the development and how Edinburgh College would continue to engage with the project going forward.

- 6.2 The Committee welcomed the presentation and DISCUSSED the following points:
- (i) The Granton Community Day held by the college in May 2018 and the positive impact of such events;
 - (ii) the engagement of the business community with the development project and the college, especially the Faculty of Hospitality, Tourism and Business;
 - (iii) the current engagement of the college with local schools (including the development of an education strategy and integrated education estate as part of the project), health services and charitable organisations within the local area;
 - (iv) the governance arrangements relating to the development.
- 6.3 The Committee AGREED that it would welcome further updates on the Granton Waterfront Development, with specific links being drawn between the draft outcomes of the project and the Edinburgh College Regional Outcome Agreement, Blueprint and its wider aspirations.

7 COMMUNITY PLANNING PARTNERSHIP REPORT

- 7.1 The Committee NOTED an update on the work of the college as part of the regions Community Planning Partnerships (CPPs), which outlined specific matters arising that were of relevance to the college.
- 7.2 The Committee NOTED that the major activity taking place across the Edinburgh CPP was the development of a new Community Plan 2018/23 (Local Outcome Improvement Plan), which would be presented to the Edinburgh Partnership Board for approval in September 2018. The Head of Corporate Development advised the Committee that the plan was designed to complement and align with the development of the 2050 Edinburgh City Vision and the delivery of the City Region Deal.
- 7.3 The Committee DISCUSSED the report and NOTED that following the departure of the Depute Principal additional members of senior and middle management had joined the CPP teams, to support engagement with the three regional partners. The Head of Corporate Development advised the Committee that the current level of engagement remained manageable, however, further discussion would be required with the new Principal & Chief Executive regarding arrangements going forward.

8 CITY REGION DEAL

The Assistant Principal (Curriculum Design and Development) joined the meeting

- 8.1 The Committee NOTED an update on progress relating to the City Region Deal. The Assistant Principal (Curriculum Design and Development) informed the Committee that on 07 August 2018 the City Region Deal and the commitment to funding was formally agreed and signed in Edinburgh by Scottish and UK Governments.
- 8.2 The Committee NOTED that the college would focus on two targeted skills gateway projects which sit within the Integrated Regional Employability Skills (IRES)

programme. The Assistant Principal advised the Committee that the two projects aimed to increase the pipeline of activity and promote inclusive growth within Construction and Data Skills. The Committee NOTED that the finalisation of projects and the agreement of funding with regional colleges would be the next step, with final propositions going forward to the IRES Board on 06 November 2018 - for approval.

- 8.3 The Committee DISCUSSED the implications for the college once projects were approved, and the timescale for the development of new courses and the potential impact on lecturing staff. The Assistant Principals informed the Committee that staff had been invited to an awareness raising event in September to provide further information on the City Region Deal and the role of the college.

The Assistant Principal (Curriculum Design and Development) left the meeting

9 COMMUNICATIONS, MARKETING AND ENGAGEMENT REPORT

9.1 QUARTERLY UPDATE TO AUGUST 2018

9.1.1 The Committee NOTED a Marketing, Communications and Events Quarterly Update, which provided a summary of activity over May to August 2018.

9.1.2 The Committee DISCUSSED the update provided, and AGREED that future reports should place less emphasis on operational activities and greater focus on their impact. The Head of Corporate Development advised the Committee that such data was already available and would be incorporated in future communication, marketing and engagement updates.

9.2 COMMUNICATIONS, MARKETING & ENGAGEMENT STRATEGY 2017/22 - UPDATE REPORT

9.2.1 The Committee NOTED an update on the progress made against objectives set in the Communications, Marketing and Engagement Strategy 2017/22. The Head of Corporate Development highlighted the benefits and opportunities to the college associated with the delivery of the six strategic aims of the Strategy.

9.2.2 The Committee DISCUSSED the progress made since the implementation of the Strategy in September 2017, and commended the work of the Corporate Development Team. The Committee AGREED that, as outlined in Paragraph 9.1.2, future updates should specifically identify the impact associated with the implementation of the Strategy.

10 COMMERCIAL & INTERNATIONAL REPORT

10.1 COMMERCIAL & INTERNATIONAL ANNUAL REPORT 2017/18

10.1.1 The Committee NOTED a report providing a detailed account of commercial income and sales performance in 2017/18. The Assistant Principal (Income & Product Development) advised the Committee that the Commercial UK Team had a successful year despite a change in focus part

way through the financial year, to maximise opportunities available to the college through the Flexible Workforce Development Fund (FWDF). The Committee NOTED that the International Team had also experienced a successful year, generating an income of £1.3m against a budget of approximately £1,350k.

10.1.2 The Committee welcomed the annual report and DISCUSSED the following points:

- (i) The importance of non-SFC income to the financial sustainability of the college;
- (ii) trends over the past five years, and the continued challenges relating to Foundation Apprenticeships;
- (iii) bespoke training income going forward and the appointment of new Business Development Advisors for the Commercial Team;
- (iv) the increase in student recruitment from the EU in 2018/19, and the potential impacts of Brexit on international recruitment going forward.

10.1.3 The Committee NOTED that the Commercial & International Sub-Group had not met since February 2018, and that Commercial and international reportage would continue to come directly to the Committee until a new Chair of the External Engagement Committee had been identified.

10.2 FLEXIBLE WORKFORCE DEVELOPMENT FUND GUIDANCE UPDATE

10.2.1 The Committee NOTED an update on the Flexible Workforce Development Fund (FWDF), and the slight amendments in guidance outlined by Scottish Government on 31 July 2018. The Assistant Principal (Income & Product Development) advised the Committee that in 2018/19 each levy-payer would be able to access up to a maximum of £15,000, an increase of £5,000 from the previous year.

10.3 SKILLS DEVELOPMENT SCOTLAND CONTRACTING UPDATE

10.3.1 The Committee NOTED an update on the work of the college with Skills Development Scotland (SDS) around contracting Modern Apprenticeships, Foundation Apprenticeship and indirect apprentice contracts. The Assistant Principal (Income & Product Development) advised the Committee that SDS contracts and indirect apprentices had significant financial benefits for the college due to associated top up fees from SDS and/or managing agents/employers.

11 HORIZON SCANNING REPORT

11.1 The Committee NOTED a Horizon Scanning Report which outlined major political, economic, social, technologies, legal and/or environmental developments that could impact on the five strategic plan aims of the college. The Head of Corporate Development advised the Committee that further to this, the report summarised what

the impact of these developments might be and proposed a course of action in response.

11.2 The Committee welcomed the Horizon Scanning Report and NOTED that it had no further additions.

12 ANY OTHER COMPETENT BUSINESS

12.1 None

13 DATE OF NEXT MEETING

13.1 The next meeting of the External Engagement Committee will take place on 20 November 2018, in the Boardroom, Milton Road Campus.