



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

MINUTES OF MEETING OF 29 MAY 2018

15:00 Room 4.02, Milton Road Campus

Present: Neal Black; Bruce Cassidy; Sam Hogrefe; Lesley Drummond; Azra Sharif-Qayyum; Ian Young (Chair);

In attendance: Alex Craig; Diane Gordon; Paolo Vestri (East Lothian Council); Marcus Walker (Clerk).

1 WELCOME AND APOLOGIES

1.1 No apologies were received.

1.2 The Committee Chair welcomed Sam Hogrefe, a newly appointed Non-Executive Board Member, to his first meeting of the Committee

1.3 The Committee Chair welcomed Paolo Vestri, Corporate Policy Manager, East Lothian Council, to the meeting for Item 5.1.

2 DECLARATIONS OF INTEREST

2.1 None.

3 MINUTES OF PREVIOUS MEETING

3.1 The Board APPROVED the minutes from 13 February 2018 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 (*Minutes 5.1.1 / 25.01.17 refers*)

The Committee NOTED that further consultation with the newly appointed Chair of the Board, Sir Ian Diamond, was required to ascertain his expectations regarding Board-level media training.

5 COMMUNITY PLANNING PARTNERSHIP

5.1 EAST LoTHIAN COMMUNITY PLANNING PARTNERSHIP

5.1.1 The Committee NOTED a presentation on the East Lothian Community Planning Partnership (CCP). The Corporate Policy Manager outlined the three key themes of the East Lothian Plan 2017-27, which focused on development of a region which was increasingly 'Prosperous, Community-minded and Fair'. Further to this, the Committee NOTED that the East Lothian Plan was part of a wider network of interlinking partner plans, each with the overarching aim of reducing inequalities in the region.

5.1.2 The Committee NOTED the key role of the college in the delivery of the East Lothian Plan 2017-27 in terms of workforce planning, training opportunity (specifically related to the City Region Deal) and the improvement of digital skills. The Corporate Policy Manager advised the Committee that the college also had a role in the implementation of a new action plan relating to community justice and poverty. The Committee NOTED that the Principal & Chief Executive of the college had chaired the East Lothian Poverty Commission from which the Poverty Action Plan had been developed.

5.1.3 The Committee welcomed the presentation provided by the Corporate Policy Manager and DISCUSSED the following matters:

- (i) The changes to the East Lothian CPP structures and governance arrangements to align with the East Lothian Plan 2017-27;
- (ii) the accountability within CPPs and general public's view of their purpose and effectiveness;
- (iii) the streamlining of the East Lothian CPP with a view to more effective decision-making;
- (iv) the development of projects within the Edinburgh College Strategic Blueprint align 2017-22 to align with the aims of the East Lothian Plan;
- (v) the engagement of the college with the City Region Deal and its digital skills strand.

5.1.4 The Committee NOTED that the engagement of the college with the East Lothian CPP, especially during the consultation on the East Lothian Plan 2017-27, had been positively received. The Corporate Policy Manager that the CPP particularly welcomed the engagement of the Principal & Chief Executive of the college in her role as East Lothian CPP Vice Chair.

5.1.5 The Committee Chair thanked the Corporate Policy Manager for engaging with members in discussion, and highlighted the positive actions taken by the East

Lothian CPP to rationalise its partnership and governance structures to support the delivery of its strategic plan.

The Corporate Policy Manager, East Lothian 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 the Edinburgh CPP had agreed to review its governance arrangements, and was currently in the process of agreeing the scope of a review (and consultation) which would look at all levels of community planning in the City. The Events & Stakeholder Manager advised the Committee that outcomes arising from the review would be considered by the Edinburgh CPP in September 2018.

The Events & Stakeholder Manager left the meeting

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 Edinburgh and the South East Scotland region, with a £1.1bn deal being secured from the UK and Scottish Governments, there was currently only a limited amount of funding being directed towards the college sector.

6.2 The Committee NOTED that the college was primarily involved in the HE/FE Committee, which was chaired by the University of Edinburgh. The Depute Principal advised the Committee that a plan had been developed for both Innovation and Skills strands, and provided an overview of progress in a number of project areas.

6.3 The Committee DISCUSSED the following aspects of the City Region Deal:

- (i) The position of City Regional Deal funding as investment income, rather than commercial or core funding;
- (ii) the significant needs of the region in terms of digital up-skilling and the implications for digital provisions at the college;
- (iii) the digital up-skilling of Edinburgh College staff to ensure the college is in a position to support the needs of the region;
- (iv) the duration of projects funded by the City Region Deal and the need for an evolutionary approach to developments in technology.

6.4 The Committee NOTED that the estimated additional funding to the college from both the Innovation and Skills projects was circa £500,000, pending funding being allocated appropriately. The Depute Principal advised the Committee that City Region Deal funding would not be included in the College Budget 2018/19 going forward to the Board for approval on 12 June.

7 COMMUNICATIONS, MARKETING AND ENGAGEMENT UPDATE

The Communications & Social Media Manager joined the meeting

- 7.1 The Committee NOTED a Marketing, Communications and Events Update, which provided a summary of related activity over February to April 2018.
- 7.2 The Committee DISCUSSED activities highlighted in the update and AGREED that it would welcome a report at its next meeting focussing on the effectiveness of the Communications, Marketing and Engagement Strategy approved in March 2017. Further to this, the Committee AGREED that it would also welcome feedback on the performance of targeted campaigns led by the college.

8 BOARD ENGAGEMENT REPORT

- 8.1 The Committee NOTED a verbal update on Board engagement from the Communications & Social Media Manager, including an overview of the information provided in the new Edinburgh College key facts document. The Committee NOTED that a finalised version of the key facts documents, which provides a snapshot of the college and its successes, would be launched before the end of the academic year.
- 8.2 The Committee AGREED that a written report on Board Engagement should be provided to the next meeting of the Committee.

The Communications & Social Media Manager left the meeting

9 COMMERCIAL & INTERNATIONAL REPORT

The Head of Commercial joined the meeting

- 9.1 The Committee NOTED that the Commercial & International Sub-Group had not met since 01 February 2018. The Committee Chair advised members that, as a temporary arrangement, a summary Commercial & International Report would be provide directly to the Committee for consideration.
- 9.2 The Committee NOTED a summary report on commercial income and performance during the period 01 August 2017 to 30 April 2018. The Head of Commercial advised the Committee that the current Foundation Apprenticeship contract had proved challenging due to a number of issues, relating to disengagement from school and parents not fully understanding the award's value, which had been communicated back to Skills Development Scotland (SDS). The Committee NOTED that due to issues surrounding Foundation Apprenticeships the scheduled income to the end of April 2018 was below target.
- 9.3 The Committee NOTED that the college was progressing well towards its 2017/18 international targets and had welcomed a number of international delegations from during recent months, including a Bahraini delegation to discuss structures and best

practice for vocational education - with a view to future consultancy/training contracts going forward.

9.4 The Committee DISCUSSED the following points in relation to commercial and international income:

- (i) The current shortfall against SDS contracts;
- (ii) the longstanding relationship of the college with Panama, and the potential impact of upcoming elections in the country;
- (iii) the current commercial budget and the expectations going forward in the 2018/19 college budget;
- (iv) the opportunities for the college in relation to Flexible Workforce Development Fund.

9.4 The Committee Chair, on behalf of the Committee, thanked the Head of Commercial for her update and wished the Commercial and International Teams success in meeting their end of year targets.

The Head of Commercial left the meeting

10 REVIEW OF COMMITTEE OPERATION 2017/18

10.1 The Committee NOTED that at the end of each academic year the Committee is required to review its annual activity. The Clerk advised the Academic Council 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 AGREED that its operation was compliant with its terms of reference, as outlined in 'Part 1' of the evaluation form.

10.3 The Committee DISCUSSED the effectiveness of its performance monitoring, strategic consideration, decision-making and relationships. The Committee AGREED that the following matters should be referenced in the evaluation:

- (i) the benefit of developing further reference material for members on qualification frameworks, and the development of a glossary of terms;
- (ii) the development of Communications, Marketing and Engagement Reports going forward, as outlined under Minute 7.2;
- (iii) the valuable role played by the Commercial & International Sub-Group over recent years;
- (iv) the level of trust in the management team shown by the Committee, as indicated by the content of papers and discussions.

10.4 The Committee AGREED that the Committee Chair should work with the Clerk to the Board to finalise 'Part 2', prior to its recirculation to the Committee for noting

11 ANY OTHER COMPETENT BUSINESS

11.1 DEPARTURE OF STUDENT BOARD MEMBER

- 11.1.1 The Committee NOTED that the Student President, Neal Black, would be stepping down from his role on 01 July. The Committee Chair, on behalf of members, thanked the Student President for his contribution to the External Engagement Committee over the past two years.

12 DATE OF NEXT MEETING

- 12.1 To be confirmed.

Meeting closed at 17:00