



For the future you want

## **EXTERNAL ENGAGEMENT COMMITTEE**

### **MINUTES OF MEETING OF 26 FEBRUARY 2019**

**13:00 Boardroom, Milton Road Campus**

**Present:** Bruce Cassidy; Lesley Drummond (Acting Chair); Sarah Hay; Sam Hogrefe

**In attendance:** Diane Gordon; Jane Grant; Michael Jeffrey; Marcus Walker (Clerk); Ian Young

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

- 1.1 Apologies were received from Ann Landels and Azra Sharif-Qayyum.
- 1.2 The Acting Committee Chair welcomed the Vice Chair of the Board, Ian Young, to the meeting as an ex-officio member of the Board.
- 1.3 The Acting Committee Chair welcomed the Events & Stakeholder Manager, Diane Gordon, to the meeting, in the absence of the Head of Corporate Development.

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

- 2.1 None.

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

- 3.1 The Committee NOTED the minutes from 20 November 2018, and DISCUSSED the inclusion of an action relating to commercial reporting. The Committee AGREED that further information relating to a review of the costing and profitability model would be presented at the next meeting.
- 3.2 The Committee APPROVED the minutes from 20 November 2018 as an accurate record of the meeting, subject to the amendment outlined under Minute 3.1.

## 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 the Executive Team were content with media training arrangements at Executive and Board level. The Clerk advised the Committee that Board members were guided to contact the Head of Corporate Development and/or the Communication Team if contacted directly by external media agencies.

The Committee AGREED that the newly appointed Vice Chair of the Board (as of 02 March 2019) would receive an opportunity to discuss development and training opportunities with the Chair of the Board, to establish whether any further media training would be required.

#### 4.1.2 *GRANTON WATERFRONT DEVELOPMENT (Minutes 6.3 / 20.11.18 refers)*

The Committee NOTED that the Head of Corporate Development was unable to be in attendance, and therefore no verbal update on the Granton Waterfront Development would be provided. The Committee AGREED that a written report on the Granton Waterfront Development should be presented to its next meeting.

## 5 COMMERCIAL REPORT

5.1 The Committee NOTED a report on the commercial income of the College covering planned activity and sales pipelines in 2018/19. The Head of Commercial advised the Committee that the main risks to income related to scheduled courses falling short of their full year target, and outlined the work of the College to reduce the current financial shortfall.

5.2 The Committee NOTED that a mid-year performance review with the Executive Team and Heads of Department would be taking place. The Vice Chair of the Board advised the Committee that assurances had been provided to the Policy & Resources Committee that full year forecasts of income and expenditure would be considered by the Executive, and it was expected that this would reduce the risk of adverse income variances against the College budget going forward.

5.3 The Committee NOTED that it was expected that the College would draw down on its full Flexible Workforce Development Fund (FWDF) allocation of £1.6m in 2018/19. The Head of Commercial advised the Committee that the College was in open discussion with approximately 45 companies, and that the Commercial Team were confident that the full FWDF allocation would be spent by the end of July.

- 5.4 The Committee NOTED that International activity had performed well, and a number of developmental visits across three continents in February and March had enhanced current relationships and raised new development opportunities. The Head of Commercial informed the Committee that a recent visit to Panama had provided welcome reassurances around the continued relationship with the Panama Bilingue, with elections due to take place in the country later this year.
- 5.5 The Committee DISCUSSED the positive progress made with FWDF and International, and how the Commercial Team would balance its resources to develop scheduled courses. The Head of Commercial advised the Committee that the College had tendered for, and trained, associates to support the delivery of scheduled courses and it was hoped that this would provide the Commercial Team will greater flexibility going forward.
- 5.6 The Committee NOTED a verbal update from the Assistant Principal (Income & Product Development) on ongoing work to secure income through collaboration with COLLAB.
- 5.7 The Committee welcomed the overall year-to-date commercial and international performance of the College, and NOTED that the Commercial Team were expected to meet their 2018/19 targets. The Acting Committee Chair advised the Committee that, although scheduled courses had underachieved to date, both FWDF and International activities had performed strongly and commended the Commercial Team's continued efforts in these areas.

***The Head of Commercial, Jane Grant, left the meeting***

***The Assistant Principal (Curriculum Design & Development) joined the meeting***

## **6 CITY REGION DEAL**

- 6.1 The Committee NOTED an update on progress relating to the City Region Deal, which in August 2018 had received a formal commitment to funding from the Scottish and UK Governments.
- 6.2 The Committee NOTED that the two targeted skills gateway projects which sit within the Integrated Regional Employability Skills (IRES) programme had been approved by its Executive Board. The Assistant Principal (Curriculum Design & Development) advised the Committee that on 01 March, that final approval for the projects and their funding would be considered by the Joint Committee - which consisted of leaders of the six Councils within the Region Deal.
- 6.3 The Committee NOTED a presentation on the Data Driven Skills Gateway, and how the project could help the College develop the data skills of approximately 26,000 students over 8 years. The Committee DISCUSSED the development of industry relevant and contextualised data skills in the region, and the potentially significant funding the College could receive through the City Region Deal to support learners.

- 6.4 The Committee NOTED a presentation on the Housing-Construction-Infrastructure Gateway, and the need within the region for an addition 10,000 people in the construction industry. The Committee welcomed and DISCUSSED a strand contained within the Gateway to promote inclusive growth and skills development.
- 6.5 The Committee NOTED the process by which the College would receive funding from the City Region Deal, and DISCUSSED the need to appoint both a project manager and course developer (as a shared service with other colleges in the region) to oversee the effective implementation of each skills gateway project. The Acting Committee Chair thanked the Assistant Principal for the update provided, and welcomed the prospect of a further update once final approval for both projects had been finalised.

***The Assistant Principal (Curriculum Design & Development) left the meeting***

## **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 after a period of significant change over the last 18 months, across all three community planning partnership (CPPs) in the region, each CPP had now agreed new statutory plans and new local governance arrangements. The Events & Stakeholder Manager informed the Committee that the Executive and Senior Management Team were scheduled to review partnership activity in March 2018, and any subsequent changes would be reported to the next meeting of the Committee.
- 7.3 The Committee DISCUSSED agenda planning for future meetings, and AGREED that senior representatives from all three CPPs should be invited to meet with the Committee in 2019/20.

## **8 EDINBURGH ST JAMES PARTNERSHIP**

- 8.1 The Committee NOTED a verbal update on the development of Edinburgh St James, a retail-led mixed use destination under construction in the city centre of Edinburgh. The Assistant Principal (Income & Product Development) informed the Committee that Edinburgh St James would open in 2020 and was expected to bring approximately 3,000 new jobs to the city.
- 8.2 The Committee NOTED that FUSE, a world class retail and hospitality academy for skills, training, recruitment and careers support in Edinburgh, had been established to work across the region in connecting people to training courses, accredited qualification and jobs in both retail and hospitality. The Assistant Principal (Income & Product Development) advised the Committee that the College was working closely with FUSE to support skills development and training opportunities in retail and hospitality.

## **9 COMMUNICATIONS, MARKETING AND ENGAGEMENT REPORT**

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

9.1.1 The Committee NOTED a Marketing, Communications and Events Quarterly Update, which provided a summary of activity over December 2018 to February 2019.

9.1.2 The Committee NOTED that the College had delivered a Poverty Conference in partnership with the College Development Network on 14 February. The Events & Stakeholder Manager informed the Committee that over 120 participants were present at the event, and a significant amount of positive participant and social media coverage had been received.

### **9.2 BOARD ENGAGEMENT UPDATE**

9.2.1 The Committee Committee NOTED an update on planned College activities relating to Board engagement over the academic year. The Events & Stakeholder Manager informed the Committee that a number of important events would be held over the coming months, including the Glow Festival and the ECSA Awards.

## **10 HORIZON SCANNING REPORT**

10.1 The Committee NOTED a Horizon Scanning Report which outlined major political, economic, social, technological, legal and/or environmental developments that could impact on the five strategic plan aims of the College. The Clerk advised the Committee that further to this, the report also indicated what the College was doing to address these impacts.

10.2 The Committee NOTED that the Chair of the Board, Professor Sir Ian Diamond, was to chair a new Association of College's led commission on the future of colleges. The Clerk advised the Committee that a more detailed update on the commission would be provided the Chair of the Board at the next Board meeting.

## **11 ANY OTHER COMPETENT BUSINESS**

### **11.1 DEPARTURE OF THE VICE CHAIR OF THE BOARD**

11.1.1 The Committee NOTED that the Vice Chair of the Board, Ian Young, would be standing down as a Non-Executive Board Member on 01 March 2019. The Acting Committee Chair, on behalf of the members, thanked Mr Young for his significant contribution to development of the External Engagement Committee since its first meeting in November 2015.

11.1.2 The Vice Chair thanked Committee members and Executive colleagues for their support, and welcomed the significant progress made by the College

in terms of its external engagement across the region and both nationally and internationally.

**12 DATE OF NEXT MEETING**

12.1 The next meeting of the External Engagement Committee shall take place on 28 May 2019, in the Boardroom, Milton Road Campus.

***Meeting closed at 14:50***