



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

AGENDA

A meeting of the External Engagement Committee will be held at 14:00hrs on Tuesday 28 March 2017 in the Boardroom, Milton Road.

		Lead Speaker	Paper
1	WELCOME & APOLOGIES	Chair	
2	DECLARATIONS OF INTEREST	Chair	
3	MINUTES OF PREVIOUS MEETING <i>for approval</i>	Chair	A
4	MATTERS ARISING	Chair	B
5	EXTERNAL ENGAGEMENT STRATEGY <i>for approval</i> <i>Item 5 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 27, Information Intended for Future Publication.</i>	R Whetton	C
6	COMMUNITY PLANNING PARTNERSHIP REPORT <i>Item 6 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 30, Prejudice to the Effective Conduct of Public Affairs.</i>	R Whetton	D
7	CITY REGIONAL DEAL REPORT <i>Item 7 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 33, Commercial Interests and the Economy.</i>	A Craig	E
8	MARKETING REPORT	M Jeffrey	Verbal
9	EXTERNAL ENGAGEMENT SUB-GROUPS		
9.1	<u>Commercial & International Sub-Group</u> Minutes 02.03.17 attached	Chair	F
9.2	<u>Board Engagement Sub-Group</u>	I Young	Verbal
10	ANY OTHER COMPETENT BUSINESS		
11	DATE OF NEXT MEETING: 23 May 2017		



FOR INFORMATION / DISCUSSION			
Meeting	External Engagement Committee 28.03.17		
Presented by	Chair		
Author/Contact	M Walker	Department / Unit	Governance
Date Created	07.03.17	Telephone	Ext. 67048
Appendices Attached			
Disclosable under FOISA	Yes		

COMMERCIAL & INTERNATIONAL SUB-GROUP 02.03.17

1. PURPOSE

The External Engagement Committee are asked to consider the draft minutes from Commercial & International Sub-Group held on 02 March 2017.

2. BACKGROUND

Not applicable.

3. DETAIL

The External Engagement Committee is required to monitor, develop and advise the Board on commercial and international development matters.

4. BENEFITS AND REQUIREMENTS

Not applicable

CONCLUSIONS/RECOMMENDATIONS

The External Engagement Committee are asked to NOTE the minutes of the Commercial & International Sub-Group held on 02 March 2017.

COMMERCIAL & INTERNATIONAL SUB-GROUP
02 March 2017
Milton Road, Boardroom

Members:	A Johnston (Chair)	N McKenzie		
In Attendance:	J Grant	M Jeffrey	M Walker (Clerk)	

Item	Action by
<p>1. Welcome and Apologies</p> <ul style="list-style-type: none"> • No apologies were received. • The Chair welcomed Jane Grant, the newly appointed Head of Commercial Development, to her first Sub-Group meeting. • The Chair informed the Sub-Group that Elaine Lee, a non-executive Board member, had stepped down from the Board in January 2017. The Chair, on behalf of members, thanked Ms Lee for her contribution to the Sub-Group. • The Sub-Group AGREED that the Nominations Committee should be asked consider the future membership requirements of the Sub-Group at its next meeting. 	MW
<p>2. Minutes and Actions of Previous Meeting</p> <ul style="list-style-type: none"> • The Sub-Group APPROVED the minutes of the Commercial & International Sub-Group on 13 October 2016. • The Sub-Group NOTED that actions from its last meeting were either marked complete or on the agenda. 	
<p>3. International Strategy Framework</p> <ul style="list-style-type: none"> • The Sub-Group NOTED an update on the development of the International Strategy and a recent strategy mapping workshop undertaken by members of senior management in December 2016. • The Sub-Group NOTED that the International Team had also conducted an event with senior and middle management to promote discussions around the purpose and benefit of international development. The Assistant Principal outlined key goals coming out of the event, including the 'creation of an international mind-set' at the college, 'becoming more proactive in developing international, and 'ensuring that an international strategy is communicated and embedded across the college'. • The Sub-Group DISCUSSED the ongoing planning around international activity and the prospective markets open to the college. The Assistant Principal advised members that the college would continue to focus on the delivery of English language and teacher training programmes, whilst considering further expansion into areas such as engineering. • The Sub-Group DISCUSSED the need to improve external communications around the college's international activities, and how this could be achieved through brief overviews of each faculty's offer. The Assistant Principal confirmed that 'off the shelf' products were ready to be rolled out by the International Team. • The Sub-Group NOTED progress on the development of the international strategy framework and AGREED that the Commercial Development Strategy should come forward to the next meeting of the Sub-Group. Further to this, the Sub-Group AGREED that it would welcome the attendance of the International and Commercial Development Managers at the next meeting to support discussions around the Strategy. 	MJ JG/MW

<p>4. International Report</p> <p>4.1. International Income Update</p> <ul style="list-style-type: none"> • The Sub-Group NOTED that the college’s work in Panama continued to grow steadily with new business added, including consultancy work for the Panamanian Government and work in partnership with SRUC to deliver English language and teacher training for agriculture teachers. • The Assistant Principal advised members that the International Team had recently welcomed the Panamanian Secretary General of Education and the British Ambassador to Panama to Edinburgh and the college. • The Sub-Group NOTED that Scottish Development International (SDI) de minimus funding had been secured to help the college enter new markets in Tanzania and Mozambique. • The Sub-Group NOTED that international student recruitment income was higher than projected, due to positive full-time and part-time recruitment in within ESOL programmes. The Sub-Group DISCUSSED the international income split as of February 2017, and the college’s reliance on ESOL to achieve its income target. • The Sub-Group NOTED that the International Team’s progress towards achieving their 2016/17 income target had progressed well, and was in line with previous years. The Assistant Principal advised the Sub-Group that a potential shortfall, caused by the loss of a significant Saudi Arabian contract due to the fall in oil prices, had been made up through other international activity. • The Sub-Group NOTED the college’s expenditure on staffing in the International Team, and welcomed the profit margins outlined. The Sub-Group DISCUSSED the case for increasing the size of the International Team and the potentially exponential benefits of this in terms of international income. <p>4.2. 2016/17 Planned Activity and Sales Pipeline to Date</p> <ul style="list-style-type: none"> • The Sub-Group NOTED an overview of contracts in the sales pipeline and progress to date, in order to achieve the income outturn and generate sale for the 2016/17 financial year. • The Assistant Principal informed the Sub-Group that all the activity outlined would eventually be incorporate within curriculum areas, through the Commercial & International Strategy. 	
<p>5. Business Development Report</p> <ul style="list-style-type: none"> • The Sub-Group NOTED a report on commercial income and performance from 01 August 2016 to 27 January 2017, which included income generated through the delivery of scheduled courses and bespoke programme for employers and through college Skills Development Scotland (SDS) programmes. • The Sub-Group NOTED that the Commercial Team’s progress towards its annual income target remained on track, subject to mitigations SDS contacts. • The Sub-Group DISCUSSED the potential 2016/17 budget shortfall around SDS contracts, and the difficulties projecting a budget for 2017/18 due to employability fund (EF) places no longer being ring-fenced for colleges. The Assistant Principal informed the Sub-Group that although there could be a fall in income from Modern Apprenticeships and EF in 2017/18, the college 	

<p>had accepted an offer to deliver Foundation Apprenticeship programmes with a potential value of £1m over the next two years.</p> <ul style="list-style-type: none"> The Sub-Group NOTED graphs outlining: sales to date information; proposal submitted to proposals won; and, company visits vs. target visits. The Sub-group AGREED that, in future, proposal submitted vs. won information should include an indication of the attached value. 	MJ/JG
<p>5. AOCB</p> <p>5.1 Central America Visit</p> <ul style="list-style-type: none"> The Sub-Group NOTED an update from the Assistant Principal on the International Team's recent visit to Panama, and the college's aspiration to become the biggest English language provider in Central America. The Assistant Principal informed the Sub-Group that the Panamanian Government had put forward proposals for the college to partner with one of its universities – in order to set-up an international hub. The Sub-Group NOTED that the college were considering such initiatives and the development of its international courses across Central America. <p>5.2 Commercial Development Structure</p> <ul style="list-style-type: none"> The Sub-Group NOTED an overview of the Commercial Development Structure. The Sub-Group Chair welcomed the steps taken by the Executive to break down barriers between commercial and international under the new Head of Commercial Development. 	
<p>Next Meeting: 04 May 2017</p>	

ACTION POINTS / DECISION LOG

No.	Owner	Action	Open/ Closed
1.	MW	Nominations Committee to consider sub-group membership	Open
2.	MJ/JG	Commercial Development Strategy to come forward to next meeting	Open
3.	JG/MW	Commercial and International managers to be invited to present the Strategy	Open
4.	MJ/JG	Proposal submitted vs. won information should include an indication of the attached (£) value.	Open