



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

AGENDA

A meeting of the External Engagement Committee will be held at 15:00hrs on Tuesday 28 August 2018 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		
	4.1 Matters Arising Report	Chair	B
	4.2 Review of Committee Operation 2018/19	Chair	C
5	TERMS OF REFERENCE	Chair	D
6	GRANTON WATERFRONT DEVELOPMENT UPDATE	N Croft	Presentation
7	COMMUNITY PLANNING PARTNERSHIP REPORT	N Croft	E
<i>Item 7 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 30, Prejudice to the Effective Conduct of Public Affairs.</i>			
8	CITY REGIONAL DEAL REPORT	J Buglass	F
<i>Item 8 is presently exempt from publication under the Freedom of Information (Scotland) Act 2002, Section 30, Prejudice to the Effective Conduct of Public Affairs.</i>			
9	COMMUNICATIONS, MARKETING AND ENGAGEMENT UPDATE		
	9.1 Quarterly Update to August 2018	N Croft	G Attached
	9.2 Communications, Marketing and Engagement Strategy 2017-22 Update Report	N Croft	H Attached
10	COMMERCIAL & INTERNATIONAL REPORT		
	10.1 Commercial & International Annual Report 2017/18	M Jeffrey	I
	10.2 Flexible Workforce Development Fund Guidance Update	M Jeffrey	J Attached
	10.3 Skills Development Scotland Contacting Update	M Jeffrey	K Attached



For the future you want

FOR INFORMATION			
Meeting	External Engagement Committee 28.08.18		
Presented by	Nick Croft		
Author/Contact	Diane Gordon, Lucie Dingle and Heather McLean	Department / Unit	Communications / Marketing
Date Created	21.08.18	Telephone	0131 297 9150
Appendices Attached	<i>Appendix 1: Marketing, Communications and Events Update (May to July 2018)</i>		
Disclosable under FOISA	Yes		

MARKETING, COMMUNICATIONS AND EVENTS UPDATE

- 1. PURPOSE**
The Marketing, Communications and Events Update provide a summary of activity, which succinctly covers activity from May to July 2018.
- 2. BACKGROUND**
This update will be made available at management meetings, online and brought forward to the External Engagement Committee for information.
- 3. DETAIL**
See Appendix 1.
- 4. BENEFITS AND OPPORTUNITIES**
The update provides information on the positive engagement undertaken by the college.
- 5. STRATEGIC IMPLICATIONS**
The Committee maintains an overview of Marketing and Communications related matters as part of its remit.
- 6. RISK**
Not applicable.
- 7. FINANCIAL IMPLICATIONS**
Not applicable.
- 8. LEGAL IMPLICATIONS**
Not applicable.

9. WORKFORCE IMPLICATIONS

Not applicable.

10. REPUTATIONAL IMPLICATIONS

Not applicable.

11. EQUAL OPPORTUNITIES IMPLICATIONS

Not applicable.

CONCLUSIONS/RECOMMENDATIONS

The Committee are asked to NOTE the information provided.



For the future you want

Marketing, Communications and Stakeholder Engagement Evaluation

May – July 2018

For the future you want

MARKETING TEAM UPDATE

Exam Results Campaign



For the future you want

Marketing Campaign

- Website Homepage & Social Media Takeover
- Curated Audience Specific Social Media/Website Content
- Facebook LIVE Video Stream
- Facebook Adverts
- PPC (Google search advertising)
- Emails (Schools, job centres, SDS advisors and interested students)
- Snapchat Adverts
- Radio
- Digital Out of Home (billboard screens)



Course Clearing Day

- Marketing Campaign (AS ABOVE)
- Course Clearing Card
- Signage
- Event Materials (prospectuses etc)

CLEARING EVENT INFORMATION CARD

For the future you want

Student Name:

Date of Birth:

Current Application: Change Level Change Course

New Applications:

Advanced Higher/Higher/National 5:

The following fields will be filled in by the lecturer:

Subject:

Course Name:

Conditional Unconditional

CM Signature:

Personal statements should NOT be completed on applications made at the clearing event. In personal statement field, please write 'Attended clearing event'.

Before you leave, have you ticked all of the boxes?

1. Application Made 2. Funding 3. Student Support

Thank you for attending the clearing event. Details of your start date, timetables and induction will be sent via email shortly. Please keep an eye on your inbox for updates.

EXAM RESULTS ARE COMING.

Start your clearing course application 📄

Course Clearing Event

After you get your SQA exam results on Tuesday 7 August, come along to our course learning event to find out what to do next.

Thursday 9 August 2018
2 – 4 pm
Irrantou Campus
50 West Granton Road, EH5 1QE

Please make sure you bring all qualification certificates, portfolios and examples of work with you to the course clearing event so we can test back your course offers.

Find out more on the website

Head to the Edinburgh College blog for advice, student stories and events

🔍 Find out more 📄

📍 📱 📺 📺

Edinburgh College

Home | Health | Course | Jobs | International | Training/Development | Student Welfare

SEARCH [] CLEAR [] HELP/LOGIN []

Exam results are in. **YOUR FUTURE STARTS NOW.**

Who to talk to about your exam results 📄

COURSES Check out our new courses!	EVENTS Check out our events!	PROSPECTUSES Check out our prospectuses!	CONTACT US Check out our contact us!
BLOG Check out our blog!	COURSES FOR Check out our courses for!	BLOG Check out our blog!	BLOG Check out our blog!
BLOG Check out our blog!	FUNDING Check out our funding!	STUDENT SUPPORT Check out our student support!	ACCOMMODATION Check out our accommodation!

Head to the Edinburgh College blog for advice.

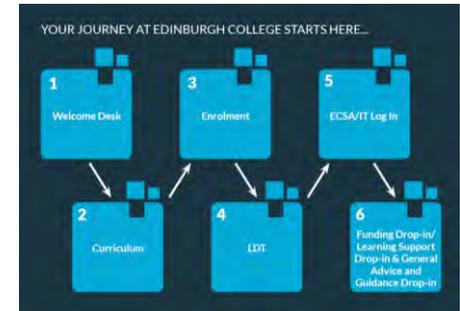
MARKETING TEAM UPDATE



For the future you want

Welcome Events

- **Event Flyer**
 - Giving directions for welcome event and details on where to find additional support (funding, learning support etc)
- **Registration Pass**
 - Given to students with registration details
- **Invitation Emails**
- **Presentation Template**
 - Given to all staff to ensure brand consistency and professionalism at all welcome event workshops
- **Induction Video (created by in-house video team)**
- **Events Kits – 1 per campus**
 - Tablecloths
 - Directional Signage
 - Pull Up Banners
 - Staff T-shirts
 - Pens



First Weeks of Term

- **First Day Directional Signage**
 - Subject signs at reception to improve customer service on first days
- **Flyer & Poster (Missed welcome events)**
 - Positioned throughout campuses and at reception to improve customer service and guide students if they missed their welcome event
- **Campus Guide Emails**
 - Sent to all students 1 week before start of term. Guide to everything on campus.



MARKETING TEAM UPDATE

Events

• Prize Giving

- Certificates
- Email Invitations
- Presentation Slides
- Signage
- Campaign Assets
- Programme
- Banners
- Video (created by in-house video team)

• Staff Awards

- Certificates
- Email Invitations
- Presentation Slides
- Campaign Assets
- Banners
- Video (created by in-house video team)

• Ballroom Factor

- Certificates
- Digital Assets
- Posters
- Email Templates/Invitations
- Programme
- Presentation slides
- Voting cards etc



For the future you want



MARKETING TEAM UPDATE

Student Experience

- **Summer Drop-in Sessions Campaign**
 - To improve customer service and increase support and funding applications over summer
- **ESOL Drop-in Sessions Campaign**
 - To improve customer service and increase support and funding applications over summer
- **Learning support materials**
 - To improve information on learning support available to students. Giving clear guidelines on why to disclose and contact process



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MARKETING TEAM UPDATE

Campaigns



For the future you want

- **Targeted Campaigns**
 - Targeted support for all full-time & part-time struggling courses
- **Places Still Available Campaign**
- **Foundation Apprenticeships**
 - Merchandise
 - Poster/Flyer
 - Pull Up Banners
- **ESOL Home Tutor Volunteer Training**
 - Facebook advertising
 - Poster distribution
- **Accommodation**
 - Facebook Advertising
 - Flyer to university student services teams – low cost student accommodation
 - Campus plasma screens
 - Social media content



MARKETING TEAM UPDATE

Digital

- **New Website Development Blueprint Business Case**
- **Commercial Advertising**
 - PPC for summer school and commercial courses
 - LinkedIn advertising for commercial courses
 - Health & Safety course promotion
- **Google Tag Manager Implementation**
 - Improved tracking of source traffic to website
- **The Club Website**
 - New website built and designed. Due to go live start Sept 2018.
- **Waterfront Nursery Website**
 - Final edits to website. Due to go live end August 2018.
- **Route 2 Webpages**
 - New webpage added to EC website with information on Route 2 service.
- **International analytics report set up**
- **GDPR**
 - New cookie functionality implementation on website
 - Update of terms of use and disclaimer on website



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STAKEHOLDER UPDATE

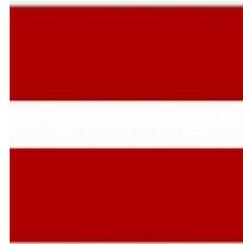
May 2018



For the future you want

May:

- Glow Festival Launch – 8 May 2018
- National Centre for Education of the Republic of Latvia, 14 May, Visit to Milton Road
- Deputy First Minister visits Edinburgh College to launch 15-24 Learner Journey Review, 10 May 2018
- Granton Community Open Day, 12 May



Granton
Community
Open Day

300 Visitors

Over 15
Community
Groups
Represented

The graphic is an orange rounded rectangle with a white notch at the top right. It contains text about the Granton Community Open Day, including the number of visitors and community groups represented.

A spotlight on creative student talent

STAKEHOLDER UPDATE

June 2018



For the future you want

June:

- Career in Care Programme Graduation – Midlothian 6 June – Thirty one P6 pupils from Cornbank Primary School
- Prize Giving – 8 June 2018 at Granton Campus with over 100 FE students receiving prizes in the presence of over 400 guests
- Lothian Association of Youth Clubs – hosted an event in the PASS Theatre on 13 June
- Principal hosted reception at Cross Currents show in Kings Theatre 15 June
- Staff Awards on 21 June recognising the achievements thought-out the year of all staff and awarding over 80 staff for their contribution
- Edinburgh Deputy Head Teachers meeting on 21 June at Milton Road
- Principal's Political Briefing held at Milton Road on 22 June with over 15 politicians in attendance



STAKEHOLDER UPDATE

July 2018



For the future you want

July :

- Save the date for Graduation
- Over 1800 invitations issued to eligible graduates
- Planning for SQA Results clearing day - 9 August 2018



STAKEHOLDER UPDATE

Next Steps

- Clearing Event 9 August
- Graduation VIP Invitations issued
- DYW Parental Event
- Voice your Choice Events
- ACE Briefing
- Graduation 2018
- Saint Gobain Product Launch
- Midlothian Science Festival 6-20 October
- Scottish Climate Week 1-5 Oct
- National Care Leavers Week
- Recruitment events for 2019-20



For the future you want



COMMUNICATIONS UPDATE

May 2018



For the future you want

Press coverage

- 30 positive stories in local, national and trade press (see attached press coverage report)
- 7 Neutral stories
- 0 Negative stories

Press releases

- 13 press releases issued

Website stories

- 18 news stories

Internal news

- Intranet stories – 24
- College Update – 4 issues
- All-staff emails – 8, including:
 - Message from Chair - New Edinburgh College Principal announced
 - Message from Information Management team – GDPR launches today
 - Changes to recording sickness absence
 - Network fault at Midlothian Campus

Stories include (including stories covered on the college's social media channels):

- Ready, steady, Glow... Edinburgh College creative students get set for annual festival
- Gavin snaps up top photography awards
- Deputy first minister visits Edinburgh College to launch 15-24 Learner Journey Review
- Make-up Artistry students bring the weird and wonderful to PASS Theatre
- Edinburgh College appoints Audrey Cumberford as new Principal
- ALDI partnership cooks up support for Edinburgh College students
- Barnardo's Scotland leaders' skills honed through new training partnership with Edinburgh College
- Student president-elect nominated for Herald HE Award
- Natalie set to inspire at TEDxYouth
- Inspiring the next generation – STEM Construction Day at Granton Campus



COMMUNICATIONS UPDATE

June 2018



For the future you want

Press coverage

- 28 positive stories in local, national and trade press (see attached press coverage report)
- 6 Neutral stories
- 1 Negative story (From The Edinburgh Evening News on Public Audit Committee report)

Press releases

- 12 press releases issued

Website stories

- 14 news stories
- 11 case studies on Prize Giving Award winners

Internal news

- Intranet stories – 22
- College Update – 4 issues
- All-staff emails – 9, including:
 - Working Well: Putting wellbeing and positive mental health first all staff event communications
 - End of term office and desk space clear outs
 - Message from OD – Information Security Essentials module training

Stories include (including stories covered on the college's social media channels):

- Costume for Stage and Screen students bring Edwardian style to Festival Theatre
- Justin finds the recipe for awards success
- Edinburgh College Prize Giving winner styles her way to the red carpet success
- Apprentice of the Year title the right fit for Edinburgh College student
- Edinburgh College hosts ballroom extravaganza
- Inspiring the next generation of care workers
- Prize Giving 2018



COMMUNICATIONS UPDATE

July 2018



For the future you want

Press coverage

- 23 positive stories in local, national and trade press (see attached press coverage report)
- 5 Neutral stories
- 2 Negative stories (From The Scottish Sun on the police handling of the stabbing incident at Granton Campus)

Press releases

- 4 press releases issued

Website stories

- 9 news stories

Internal news

- Intranet stories – 13
- College Update – 2 issues (bi-weekly during the summer break)
- All-staff emails – 3, including:
 - Essential upgrade to CAMS system
 - Fan replacements on PCs



Stories include (including stories covered on the college's social media channels):

- Bright sparks Get Into Electrical Installation
- Summer School 2018 is in full swing
- Sharp design skills lead Jonatan to prestigious pencil accolade
- Student Fringe Festival show rehearsals in full swing at Granton Campus
- Photography students showcase their work at top London exhibition
- ECSA officer team wins NUS UK award
- International friendships developed as youth parliament heads meet at Edinburgh College



The Communications team also produced a new Staff Guidebook for 2018/19 to help staff negotiate the start of term.



FOR INFORMATION			
Meeting	External Engagement Committee 28.08.18		
Presented by	Nick Croft		
Author/Contact	Diane Gordon, Heather McLean and Lucie Dingle	Department / Unit	Corporate Development
Date Created	18.08.18	Telephone	0131 297 9150
Appendices Attached	None.		
Disclosable under FOISA	Yes		

COMMUNICATIONS, MARKETING AND ENGAGEMENT STRATEGY 2017/22 - UPDATE REPORT

1. PURPOSE

To update the Committee on the progress made against objectives set in the Communications, Marketing and Engagement Strategy 2017/22.

2. DETAIL

The Communications, Marketing and Engagement Strategy 2017/22 was agreed in September 2017.

This report updates the Committee on progress made against each of the six strategic aims of the strategy, which is described the table below:

Aim	Progress update
Objective 1: Ensure a strong and coherent brand that builds the reputation of the college, underpins the core values of the organisation and provides energy, focus and direction for the change agenda.	<ul style="list-style-type: none"> Introduced new advertising channels, including snapchat and digital radio adverts, to target a younger school leaver audience. Increased the presence of the College brand throughout Edinburgh & Lothians via out of home advertising (e.g. digital billboards, community posters and phone box wraps). Implementation of branded templates across the college for all strategies, plans and policies. Development and implementation of brand guidelines.
Objective 2: Deliver a strategically aligned	<ul style="list-style-type: none"> Successful August 2018 citywide recruitment campaign for exam results and clearing.

<p>programme of marketing and public relations activity</p>	<ul style="list-style-type: none"> • An annual programme of briefings to inform political stakeholders on the Strategic Plan, Blue Print and Regional Outcome Agreement delivery. • Development of three distinct CPP Teams to coordinate the College's engagement activity. • Working with DYW partners and Scottish Government to support the launch of the 15-24 Learner Review Journey. • Increased number of student case studies featured on the College's website, in press and social media channels, including more video content.
<p>Objective 3: Plan and deliver strategically aligned engagement activities to external audiences</p>	<ul style="list-style-type: none"> • Delivery of Granton Community Open Day on Saturday 12 May 2018, and planning for a Midlothian Community Day in 2018/19. • Allowing over 20 community and third sector groups to use the College facilities. • Development of relationships with local organisations to boost brand awareness (e.g. Lothian Buses, Forth 1).
<p>Objective 4: Plan and deliver a comprehensive programme of internal communications and engagement activities to staff that is aligned with our values</p>	<ul style="list-style-type: none"> • Delivery of a staff awards programme. • Delivery of Staff Briefing sessions at all campuses in October 2017 and March 2018, providing updates on the College's strategic plan and Blueprint. • Organising major events including The Ballroom Factor and the 'Working Well: Putting wellbeing and positive mental health first staff day'. • Departmental and faculty newsletter template in development. • Regular strategic updates provided to all staff every two weeks via the College Update newsletter. • New intranet homepage in development. This will be rolled out in September 2018.
<p>Objective 5: Plan and deliver a comprehensive programme of internal communications and engagement activities for students</p>	<ul style="list-style-type: none"> • Providing learning opportunities for students from the hospitality and events curriculum area to work on corporate events. • Student Communications Project Group established to improve student communications. • Continued to work closely with the ECSA communications officer on ECSA campaigns.
<p>Objective 6: Develop a systematic approach to market intelligence and horizon scanning</p>	<ul style="list-style-type: none"> • Marketing campaign evaluations created after each campaign, with lessons learned, and issued to internal clients. • Improved analytics tracking on website to better understand source of user traffic. • Improved integration with the College Development Network. • New website research project completed and linked to Blueprint delivery.

	<ul style="list-style-type: none"> • Interpreting CPP data across the three partnerships to highlight policy developments.
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3. BENEFITS AND OPPORTUNITIES

Delivery of the strategy has led to numerous benefits and opportunities identified in the table above.

4. STRATEGIC IMPLICATIONS

Delivery of the strategy is well aligned to strategic plan and blueprint aims, specifically, delivering an excellent student experience, and being valued in partnership and by communities.

5. RISK

Delivery of the strategy assists with mitigating against risks identified in the top level risk register related to reputational damage, poor partnership relations and poor staff engagement.

6. FINANCIAL IMPLICATIONS

The corporate development team has around £150,000 p.a. identified against communications, marketing and engagement activity.

7. LEGAL IMPLICATIONS

There are no significant legal implications identified as a result of this report.

8. WORKFORCE IMPLICATIONS

Delivery of the strategy has led to improvements in internal communications, marketing and engagement activity.

9. REPUTATIONAL IMPLICATIONS

Delivery of the strategy has led to numerous reputational benefits with internal and external partners, and has enabled the College to improve its profile across the region.

10. EQUALITIES IMPLICATIONS

All communications, marketing and engagement activity considers equalities issues, and activity has led to improved engagement with audiences that represent communities who share protected characteristics.

CONCLUSIONS/RECOMMENDATIONS

It is recommended that the Committee NOTE and ENDORSE the work to deliver the Communications, Marketing and Engagement Strategy 2017/22.

FOR DISCUSSION / INFORMATION			
Meeting	External Engagement Committee 28.08.18		
Presented by	M Jeffrey		
Author/Contact	M Jeffrey	Department / Unit	Executive
Date Created	08.08.18	Telephone	-
Appendices Attached			
Disclosable under FOISA	Yes		

FLEXIBLE WORKFORCE DEVELOPMENT FUND (FWDF) GUIDANCE UPDATE

1. PURPOSE

This paper is to provide the members of the External Engagement Committee with an update on the Flexible Workforce Development Fund.

2. BACKGROUND

In September 2017 the Scottish Government announced the Flexible Workforce Development Fund through the SFC. The £10 million fund was made available to Apprentice Levy payers in Scotland and provided an opportunity for those companies to draw down a maximum of £10k to support staff development and upskilling (£10k cap on funding available regardless of levy contribution). This fund is split by region depending on the number of levy payers in that region. The SFC provides an amount of funding available to the College for their region, for Edinburgh and the Lothians the potential funding available was £1.6m. The timescales set out for completion of his activity was originally set at February 2018. This was subsequently changed after consideration given from the sector over the tight timescales was realised. The fund is apportioned to the college region based on the number of levy payers in that are payers within that region. Within the first year the college successfully concluded over 70 funding applications (Flexible Workforce Development Fund) to deliver bespoke training to eligible employers, 41 of which are new clients to the college. The majority of this training is management and soft skills, but also includes mental health, First Aid, IT skills and Health & Safety. This will generate approximately £640K commercial income this financial year. We have carried out 220 client visits and attended 30 networking events.

3. ISSUES ARISING/ RELEVANCE TO THE COLLEGE

The government announced the 2018/19 on the 31 July 2018 with some slight amendments to previous guidance. The allocation is still £10 million for the FWDF for 2018/19 - same as last year. The basis of the allocation to college regions is also the same as last year. The main change is that Ministers have agreed that each Levy-payer will be able to access up to a maximum total of **£15,000** in 2018/19, an increase of £5,000 from 2017-18. The other main changes is the inclusion of supply-chain companies.

4. **RISK**
No specific risk implications at this time.
5. **FINANCIAL IMPLICATIONS**
This scheme is of financial benefit to the college with a potential draw down of £1.6m.
6. **LEGAL IMPLICATIONS**
No specific Legal implications at this time.
7. **WORKFORCE IMPLICATIONS**
The college is recruiting a number of new posts to support with the delivery and achievement of maximum draw down from this fund.
8. **REPUTATIONAL IMPLICATIONS**
This has had really positive impact on industry relations through engagement with over 40 companies the college has not had business with before.
9. **EQUALITIES IMPLICATIONS**
No specific equalities implications at this time.

CONCLUSIONS/RECOMMENDATIONS

The Committee is asked to NOTE the changes to the FWDF guidance and to consider how the college can raise awareness through networks to support maximising return through the fund.



FOR DISCUSSION / INFORMATION			
Meeting	External Engagement Committee 28.08.18		
Presented by	M Jeffrey		
Author/Contact	M Jeffrey	Department / Unit	Executive
Date Created	08.08.18	Telephone	-
Appendices Attached			
Disclosable under FOISA	Yes		

SKILLS DEVELOPMENT SCOTLAND (SDS) CONTRACTING UPDATE

1. PURPOSE

This paper is to provide the members of the External Engagement Committee an update on Edinburgh Colleges work with Skills Development Scotland (SDS) around contracting Modern Apprentices, Foundation Apprentices and Indirect Apprentice contracts.

2. BACKGROUND

As a key contributor to our non-SFC income, SDS contracts are becoming more important to the income of the college and it is vital to ensure a competitive and efficient service is provided to capitalise on growth opportunities.

Edinburgh College is a key provider of apprenticeships in Edinburgh and the Lothian's through direct contracts but also in delivering the underpinning knowledge for other managing agents within the region. The college is commitment to engage with employers within the region, and more widely which has led to a long history of delivering vocational training for apprentices. The current delivery model includes contract delivery of 85 Modern apprenticeship starts in 2017 and 160 Foundation Apprenticeship starts in the same year. Along with, around 2000 indirect apprenticeships providing underpinning knowledge and core & essential skills delivery. The potential for supporting the university section with the delivery of Graduate Level Apprenticeships is currently being reviewed with planned activity with both Heriot Watt University and Edinburgh Napier University.

3. ISSUES ARISING/ RELEVANCE TO THE COLLEGE

3.1 Frameworks

Edinburgh College currently provides apprenticeship start places on the following Skills development Scotland (SDS) frameworks for 2018/19:

Automotive
Chemicals and Biotechnology Related
Creative and Cultural Skills
Engineering and Energy
Hospitality and Tourism
Sport, Health and Social Care
TOTAL

BID	AWARDED	VALUE (£)
50	30	232,350
1	1	9,200
3	3	10,000
45	40	387,000
10	10	15,350
50	5	14,600
159	89	668,500

3.2 Numbers

Edinburgh College's provision is a combination of both Direct and indirect apprentice numbers. On average our direct contract represents about 11% of the overall number attending in any 1 year. A comparison over the last 3 years show a fairly static number of apprentices in the region. On an annual basis the total income related to Apprentice numbers is £3-£4 million.

MA	14/15	15/16	16/17	17/18 (approx.)	18/19 (approx.)
Indirect Apprentices	1929	2017	1793	2000	2000
Direct Apprentices	59	61	54	85	89
Foundation Apprentices		16	16	160	

3.3 MA delivery model

An example for apprentice delivery is outlined below. The college has a range of modes of attendance for both direct and indirect apprentices but a standard 4 year delivery model has the following method of delivery and assessment.

Year	College	Work Based Experience	Outcome
1	SVQ 2 & NC (2,3 or 5 days per week)	College & work based assessment	SVQ & NC awards
2	SVQ 2 & NC (2,3 or 5 days per week)	College & work based assessment	SVQ & NC awards
3	SVQ Level 3 & HNC year 2 HNC Year 1 (1 day)	Work based assessment	SVQ & HNC awards
4	SVQ Level 3 & HNC year 2 (1 day)	Work based assessment	SVQ & HNC awards Completion of MA

3.4 Foundation Apprenticeships

Edinburgh College is delivering foundation apprenticeships (FAs) for senior phase school pupils to offer a broader opportunity in place of the traditional route to Scottish highers. All the frameworks below are equivalent to SCQF level 6 and offer a substitute to 2-3 Scottish highers depending on the framework. The frameworks are a split between college based learning and vocational work based learning. This will give the foundation apprentices the opportunity to gain on-the-job training as well as reducing the time to modern apprenticeship achievement and ensuring access to university with a broader wealth of experience than the traditional school route.

FA 18-20	Contracted numbers
Accountancy	20
Business Skills	20
Civil Engineering	20
Creative and Digital Media	20
Engineering Systems	20
Financial Services	10
Food and Drink Operations	20
ICT software	20
Scientific Technologies	18
Social Services Healthcare	20

3.5 Modes of attendance

As previously highlighted in the MA delivery model section the outline of a standard programme is indicated, however that model is delivered through a range of modes of attendance based on employer need. This is to meet the needs of employers and ensure that we can offer the right learning experience for the right learner. The following options are available for direct and indirect apprentices:

- Full-time
- Part-time
- Day-Release

3.6 Employer engagement

Employer Engagement is critical in the delivery of SDS contracts and the curriculum portfolio in general. Employer councils are utilised within our self-evaluation process for reportage through Education Scotland. These employer councils are used to inform both full-time curriculum and apprentice need reflected by the regional skills investment plans. The college actively support the employers who it has direct contracts with through ongoing engagement with work based assessors visiting apprentices and engagement with the contracts team regarding workforce planning needs.

3.7 Indirect apprentice provision

We deliver the underpinning knowledge, the first 2 years, of the Modern apprenticeship for the following managing agents across our faculties. Most sit within our Engineering & Built Environment faculty, this is with national training boards and larger local employers, SME's and other training providers:

- EDETA
- BETA
- Leonardo
- OPITO
- LAGTA
- ReMit
- SEMTA
- MTS
- CITB
- SPADAC
- SNIPEF

This covers apprentices across all trades routes, light & heavy vehicle, body repair and paint, Electrical and mechanical engineering, Instrumentation but also other areas such as Professional cookery and Business.

3.8 Growth aspirations for apprenticeship opportunities

Sector skills council areas of interest and development for Edinburgh College are highlighted below. This links with our planned growth in Foundation apprenticeships, our STEM manifesto and pledges in line with local STEM related activity growth. We are also planning

to meet the needs of Edinburgh city deal activity boosted by government funding to create growth and innovation within the Edinburgh region.

- Building futures group - facilities management
- Cogent - Water treatment
- Creative Skillset -Digital media and Fashion & Textiles
- [Scotland IS](#) - IT, Telecoms
- ECITB - Engineering Construction
- Energy & Utility Skills - Power distribution, sustainable resource management
- Financial Skills Partnership - Accounting & Finance
- Improve LTD - Food & Drink
- Skills for Care & Development- Social Services
- Skills for Health - HealthCare
- Skillsmart Retail - Retail
- SkillsCfA - Business & Digital marketing
- Career Development Institute - Education & Coaching

4. RISK

No specific risk implications at this time.

5. FINANCIAL IMPLICATIONS

SDS contracts and indirect apprentices have a financial benefit to the college, not only in terms of Credits but in top up fees from SDS and/or managing agents/employers. The income target for 2018/19 for all SDS contracts and indirect is £1.99m [SDS: £578,000; Indirect: £1.412m].

Currently a costing analysis is being completed to ensure efficiency and to maximise delivery based on current resource. A further update on this process will be supplied at the next committee meeting.

6. LEGAL IMPLICATIONS

No specific legal implications at this time.

7. WORKFORCE IMPLICATIONS

The college is recruiting a number of new sales staff to support increasing commercial income as a whole, of which SDS contracts are a part.

8. REPUTATIONAL IMPLICATIONS

Vast improvement required around our FA delivery to improve reputation on delivery of this contract.

9. EQUALITIES IMPLICATIONS

No specific equalities implications at this time.

CONCLUSIONS/RECOMMENDATIONS

The committee is asked to NOTE the detail of the paper.