



For the future you want

EXTERNAL ENGAGEMENT COMMITTEE

MINUTES OF MEETING OF 20 NOVEMBER 2018

15:00 Boardroom, Milton Road Campus

Present: Bruce Cassidy; Lesley Drummond; Sarah Hay; Sam Hogrefe; Ann Landels (Chair); Azra Sharif-Qayyum

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

1 WELCOME AND APOLOGIES

- 1.1 No apologies were received.
- 1.2 The new Committee Chair, Ann Landels¹, introduced herself to the External Engagement Committee.
- 1.3 The Committee Chair welcomed the Vice Chair, Ian Young, to the meeting as an ex-officio member of the Board.

2 DECLARATIONS OF INTEREST

- 2.1 None.

3 MINUTES OF PREVIOUS MEETING

- 3.1 The Board APPROVED the minutes from 28 August 2018 as an accurate record of the meeting.

¹Ann Landels was confirmed as Chair of the External Committee by the Board of Management on 18 September 2018.

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 Principal & Chief Executive and the Chair of the Board was required to ascertain their expectations regarding Executive and Board-level media training.

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

The Committee NOTED a verbal update on the Granton Waterfront Development, and AGREED that a written report should be presented to the next meeting of the Committee highlighting the impacts of the development on the college specifically.

5 TERMS OF REFERENCE

5.1 The Committee NOTED its updated terms of reference as agreed by the Board on 18 September 2018.

6 COLLAB GROUP OVERVIEW AND UPDATE

6.1 The Committee NOTED a presentation from the Assistant Principal (Income & Product Development) to update members on the COLLAB partnership and the development of the Scottish COLLAB strategy. The Assistant Principal informed the Committee that Edinburgh College had been a member of COLLAB since October 2017.

6.2 The Committee NOTED that COLLAB was a membership organisation representing large further education colleges, which collaborated to deliver apprenticeship and training services for major national employers. The Assistant Principal advised the Committee of the focus COLLAB placed on the development of sustainable professional and technical skills to enable a transformation in the productive capacity of the UK economy, and its strategy to achieve such aims.

6.3 The Committee DISCUSSED the following with regards to the COLLAB Group and the role of the college:

- (i) The objective of the college to see a return on investment in the financial year, and whether this goal would be achievable;
- (ii) the role of the three Scottish colleges in ensuring that clients' needs in Scotland are achieved;

- (iii) the corporate opportunities available through COLLAB;
- (iv) the SDS contracting system and the challenges it poses for the development of further apprenticeships.

6.4 The Committee welcomed the COLLAB report provided and AGREED that a regular update on progress should be provided to members.

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 the Edinburgh Partnership Community Plan (LOIP) 2018-28, and the three priority work streams which aimed to address poverty, inequality and intractable issues which can only be tackled collectively by partners. The Committee DISCUSSED the Plan, which provided a framework for every member of the Edinburgh Partnership to make an active contribution to meeting shared objectives, and AGREED to endorse the Edinburgh Partnership Community Plan 2018-28.
- 7.3 The Committee NOTED that the City Vision 2050, led by City of Edinburgh Council, had proposed a programme of engagement with college students and staff in early 2019. The Committee DISCUSSED the engagement of the college with City Vision 2050, and AGREED that the Committee Chair and the ESCA Student President should meet with the Lord Provost of Edinburgh to discuss how engagement with the college could be maximised.
- 7.4 The Committee NOTED that a Poverty Commission had been established by the Depute Leader of the City of Edinburgh Council, Councillor Cammy Day. The Head of Corporate Development advised the Committee that, as part of this year long programme of work, the college had been asked to partner the College Development Network, Scottish Government, Edinburgh Poverty Commission, Social Bite and Cyrenians in order to deliver a national conference 'to improve approaches in the FE sector to tackle poverty and inequality'. The Committee welcomed this development and NOTED that the conference would be held at the Granton Campus on 14 February 2019.

8 CITY REGION DEAL

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

- 8.1 The Committee NOTED a verbal 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 the 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.
- 8.3 The Committee NOTED that the agreement of funding with regional colleges had been confirmed by the IRES Board, and would be in the region of £3.5m (over 3 years) for the Construction programme and £2.6m (over 7 years) for the Data Skills programme. The Assistant Principal advised the Committee that the distribution of funding (between colleges) and governance arrangements had yet to be confirmed.

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

9 COMMUNICATIONS, MARKETING AND ENGAGEMENT REPORT

9.1 QUARTERLY UPDATE TO NOVEMBER 2018

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

9.1.2 The Committee DISCUSSED the update provided, and welcomed the development of the report to show progress made against objectives set in the Communications, Marketing and Engagement Strategy 2017-22. The Head of Corporate Development advised the Committee that, at its request, further analytical information had been incorporated into the report to help members understand the impact of initiatives and activity led by the communication, marketing and engagement teams.

9.2 BOARD ENGAGEMENT

9.2.1 The Committee NOTED an update on planned college activities relating to Board engagement over the academic year. The Head of Corporate Development informed the Committee that a number of events had already been successful held, including the 2018 Graduation Ceremony at Usher Hall.

9.2.2 The Committee DISCUSSED the wide variety of engagement outlined and AGREED that scheduled opportunities to visit campuses and departments would be welcomed by members of the Board.

10 COMMERCIAL REPORT

The Head of Commercial, Jane Grant, joined the meeting

- 10.1 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 a new employer engagement group had been set-up by the new Principal & Chief Executive to consider ways of improving college engagement with

industry, including the development of a new CRM system to record and analyse industry engagement

- 10.2 The Committee NOTED that the Business Development Team continued to focus on maximising the potential income available through the Flexible Workforce Development Fund (FWDF), and had already attracted a number of new clients for 2018/19.
- 10.3 The Committee NOTED that the International Team was currently reviewing its Fee Status Assessment process and developing an online application and payment system for 2019 Summer School. The Head of Commercial advised the Committee that developments to these systems would support growth in the current summer school programme going forward.
- 10.4 The Committee NOTED that funding from Scottish Development International had allowed the college to take on some consultancy support in China and, further to this, the college had joined the China-Britain Business Council.
- 10.5 The Committee NOTED that the Chair of the External Engagement Committee had met with the Assistant Principal (Income & Product Development) to consider the position of the Commercial & International Sub-Group, which had not met since February 2018. The Committee Chair advised members that she supported a proposal to continue to report commercial matters directly to the Committee.
- 10.6 The Committee AGREED to conclude the Commercial & International Sub-Group. The Committee Chair, on behalf of members, thanked both Lesley Drummond and Niki McKenzie for their valuable contribution to the development of the commercial matters through membership of the Sub-Group.

11 HORIZON SCANNING REPORT

- 11.1 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 Head of Corporate Development advised the Committee that further to this, the report also indicated what the college was doing to address these impacts.
- 11.2 The Committee DISCUSSED the Horizon Scanning Report and AGREED that further reference to the Top Level Risk Register should be included in the document.

12 ANY OTHER COMPETENT BUSINESS

12.1 ACTING COMMITTEE CHAIR FOR THE NEXT MEETING

The Committee AGREED that, in the absence of the Committee Chair at the next meeting, Lesley Drummond would act as Committee Chair on 26 February 2019.

13 DATE OF NEXT MEETING

- 13.1 The next meeting of the External Engagement Committee will take place on 26 February 2019, in the Boardroom, Milton Road Campus.

Meeting closed: at 15:00