



261 PRELIMINARY PROCEDURAL MATTERS

261.1 Attendance, Apologies for Absence & Welcome

Present: Ken Ayling
Mick Dempsey
Tony Medhurst
Ian Richardson (Chair)

In Attendance: Sophie Bass, Marketing & Communications Manager
Jayne Chaplin, Clerk to the Corporation
Katrina Dougherty, VP Enterprise & Innovation
Mikaela Webb, Schools Liaison Officer
Tracey Welbury, Director of Apprenticeships

(Item 2.1.1 only)

On behalf of the Committee, Marketing & Communications Manager, Schools Liaison Officer and Director of Apprenticeships were welcomed to the meeting.

261.2 Declarations of Interest & Confidential Items

None reported.

261.3 Minutes of the Last Meeting & Matters Arising

261.3.1 Minutes of the Last Meeting

The Minutes of the last meeting held on were agreed as a correct record for signing by the Chair

261.3.2 Matters Arising: Future Remit of the Committee (Minute 258.3)

Further to previous discussion regarding potential amendments to the Committee's Terms of Reference, members were advised that time constraints had delayed such review and that a report would be presented to the Committee at its next meeting.

262 MONITORING & REVIEW REPORTS

262.1 Marketing Update: Schools Engagement

The Schools Liaison Officer joined the meeting.

Further to discussion of and the Committee's request at the previous meeting of further details of the extent of the impact in access to schools in the locality, a presentation was provided outlining how the College engaged with schools and their students.

There was summary of:

262.1.1 Previous and current communications, noting the various approaches to maintain and increase numbers or identify alternative or new ways to target schools and increase numbers

- 262.1.2 Relations with the top 20 schools in the area, noting progress by the comparison with the previous year and the activities extending into other schools within the College catchment area and those further afield within commutable distance.
- 262.1.3 Access to schools advising of instances where this was currently restricted.

After applauding the College approach and the breadth and variety of activity undertaken, members reflected further on instances where access to schools had been more restricted. Discussion focused on:

- 262.1.4 Questioning the plans for increasing social media activity, noting that this would be through the demographic targeting of audiences through viral social media campaigns via Facebook and Instagram campaigns, set up to target the age specific groups within a 20-mile radius of the College.
- 262.1.5 The continuation of advertising on bus shelter and at shopping centre adverts noting a campaign comprising separate elements to tackle both the on-going issue of schools restricting College access to their students and year-on-year enrolment figures, concentrating on the schools whose figures had fallen this year and those that could be improved. In response to questioning, members were advised of the College's work with a leading Out of Home media owner using its classic Adshel bus stops and Sainsbury's live ads to trial the campaign, running in three bursts to advertise its relevant open days.
- 262.1.6 The impact of attendance at community events in the local area with Management welcoming member suggestions of further opportunities for attendance and the further promotion of the College at other community events.
- 262.1.7 The extent of any change following the introduction of the Baker Clause, which now obliged schools to allow FE providers' access to pupils, welcoming the College's proposed approach.

The activities of the Schools Liaison Officer were commended, and she was thanked for such an interesting and informative presentation.

The Schools Liaison Officer left the meeting.

262.2 Marketing Update: General

The Marketing & Communications Manager presented an update on the current status of the Marketing and Communications service along with an overview of activities from the previous quarter outlined in the accompanying dashboard.

The Report was summarised and reviewed. After observing discussion elsewhere on the agenda (Minute 262.1 refers), discussion with management included:

- 262.2.1 The revised team structure following the departure of the Head of Marketing & Communications, noting in particular the focus of the new Marketing and Communications Officer was to be digital campaigns and event management, with a specific aim to improve the College's social media engagement and platform usage to attract the right audiences.

262.2.2 The focus of expenditure noting the most significant spend from the previous quarter was the Customer Relations Management to support apprenticeship and employer objectives.

262.2.3 Forthcoming activities and events noted to include:

- Those planned for Apprenticeship Week and the March Open Evening
- The Recruitment of Marketing and Communications Officer with an aim to create a consistent social media plan for the remaining year, creating engaging and interactive content as well as considering new platforms such as Snapchat

The Marketing & Communications Manager was thanked for the update and following discussion, the report was noted.

262.3 Apprenticeship Update

The Director of Apprenticeships presented a report providing an overview of and updates on developments in relation to the work of the College Central Apprenticeship Team (the Team) and performance against the data dashboard report.

Members were advised:

262.3.1 Following previous report of the structural changes that the Team was now fully resourced, welcoming report of the belief that the collective skills, knowledge and experience of the team will help position HRC for the delivery of a greater range of Apprenticeship programmes, including further exploration of the viability of higher level and degree apprenticeships.

262.3.2 Of year to date progress in the implementation of the Apprenticeship Plan for the operating period January 2018 to December 2018

262.3.3 Of the positive outcome of the College's procurement exercise for apprenticeship funding for the period January 2018 to March 2019, commending the successful application with a contract value of £932k, which it was noted would run in parallel with two other contractual allocations for apprenticeships with values of £1,205,627 and £307,214 respectively.

262.3.4 Of the positive recruitment activity in the year to date currently comprising 572 apprentices on programme, representing a modest improvement compared with the same census point in 2016/17.

Reviewing the report, consideration included:

262.3.5 The most recent Team appointments in particular the recruitment of the Apprenticeship Programme Delivery Manager, welcoming report of a wealth of commercial apprenticeship experience, gained from working for an independent training provider and employer links in the Health & Social Care sector, a sector within which the College had identified business growth opportunities.

262.3.6 The year to date recruitment activity. Responding to questioning of recent activity Management advised:

- That the majority of apprentices were on STEM based programmes reporting that employer engagement activity for STEM related programmes continued to be the area within which the Business Development Team received the highest number of enquiries with the Central Apprenticeship Team working closely with curriculum colleagues to ensure response to the increasing demand.
- In contrast, that sub-contracted provision remained below profiled activity levels, confirming that close monitoring continued of the College's two apprenticeship sub-contractors to ensure that any under-performance did not negatively affect the College's wider contractual performance. Questioning further activity and the potential for any negative impact, it was confirmed that a potential new sub-contractor had been identified to assist should performance remain below profile.
- Of progress following the previously reported introduction of the new Apprenticeship Standards to replace some of the Apprenticeship Frameworks, noting this to have been encouraging with the recruitment of the first cohort of apprentices onto the Level 3 Team Leader Standards in December 2017. Confirmation was welcomed that this brought the total number of Standards available through the College to seven, noting ongoing dialogues with key local employers about the development and introduction of a bespoke Level 5 Operational Manager Standard. There was discussion of the resourcing and infrastructure required noting most assessments to be taking place within the workplace. Reflecting on those areas less suited to such activity and the challenges in balancing the needs of the various industry sectors and the merits of time in College, there was note of strategies for responding including the potential for introducing initiatives such as Masterclasses.

The Director of Apprenticeships was thanked for an informative report.

Following discussion, the report was noted.

262.4 Employer Engagement Update

An oral report was received updating members on current Employer Engagement/ Employer Levy activity and developments and providing information on the scale of the College's work with apprenticeship employers and includes data relating to both levy, and non-levy status employers.

After observing discussions that had taken elsewhere on the agenda, activity to date was summarised and review with management included progress in the context of the target for the year and the work with Marketing on a Strategy using more Labour Market Intelligence.

After consideration, the report was noted.

263 OTHER BUSINESS & DATE OF NEXT MEETING

263.1 Any Other Business

None advised.

263.2 Date of Next Meeting

Wednesday 16 May 2018

Signed:



(Chair)

Date: 16 May 2018