

Present: Ian Richardson (Chair)
Tony Medhurst (Principal)
Patsy Spears

In Attendance:
Katrina Dougherty (Interim VP Enterprise
& Innovation)

John Fowl (Clerk to the Corporation)

239. Apologies for Absence.

Apologies were received from Warren Gordon.

240. Declarations of Interest.

There were no declarations.

241. To Approve the Minutes of the Meeting Held on 31st October 2016.

The Minutes were approved.

242. Matters Arising.

There were no matters arising.

243. Marketing Update.

Katrina Dougherty provided the committee with details of the recent marketing activities and explained that a 'Dashboard' of marketing data is now shared with all staff and includes information on Branding, outside advertising, events, digital advertising, Atrium restaurant advertising, focus groups, website launch, social media etc: and the marketing budget review.

It was noted that radio marketing was going well using BOB FM on 106.7 and 106.9 FM in Hertfordshire and on DAB Digital Radio across Herts, Beds, and Bucks (on the H.B.B. Multiplex - which is 10D)

Members were told that more potential students were visiting the college from Harlow and HRC adverts are displayed in the Harvey centre in Harlow.

The Open Evenings have been successful with the number of people attending higher than previous years. Feedback obtained from the students attending the taster days has been very positive.

The College has been represented at the Harlow Jobs Fayre and an interview between students and Robert Halfen MP has been recorded for future use.

Social media sites including Facebook and Google are being well used. Instagram is now the fastest growing social media site and the College is using this.

Governors noted the way the different marketing initiatives were being used to promote the College programmes. A banner is displayed outside the College to better advertise the Atrium restaurant to passers-by.

The new website has been launched and whilst this is early in its development it is acknowledged as being an improvement on the old version.

Members were informed of the various marketing initiatives that will take place during February and March 2017. To promote Apprenticeship Week 8th-10th March. The Mercury newspaper has devoted a double page spread to the College for the past few weeks and this is set to continue into March.

Detail of the marketing budget was shared with the Committee and were told that the real assessment of value for money will not be possible until after the student recruitment for 2017-18 was known.

It was **Resolved** that the Report be Received.

244. Employer Engagement and Apprenticeships Update.

Detail of this activity had previously been shared with the full Board. There has been a growth in Apprenticeships but there remained 32 vacancies still to be filled. The work of the sub-contractors was outlined and Governors were made aware of the potential impact of the Apprenticeship Levy and how these funds will be accessed. Members were informed of the changes to the staffing structure in the centralised apprenticeship team. The Principal outlined the latest situation in respect of the London Apprenticeships Training Group (LATG).

It was **Resolved** that the Report be Received.

245. Any Other Business.

- (i) The Chair having declared his interest as the CEO of Hertfordshire CVS, advised that Broxbourne Borough Council had received funding for establishing a Wormley & Turnford local area voluntary group. It was suggested the College might consider contacting the Chair of this group.
- (ii) Members were told that the CVS was looking to identify and hopefully fill any gaps for the provision of Community Learning. It was hoped that by working with the College it would be possible to develop opportunities for Apprenticeships with local community voluntary groups. It is planned to offer a year of activities from September 2017. The CVS is seeking to establish a community skills hub at Waltham Cross and that was something the College might be interested in being part of.

246. Date of the Next Meeting.

The next meeting will take place on 3rd May 2017.

Signed.....
(Chair)

Date.....