

HERTFORD REGIONAL COLLEGE
Employer & Community Engagement Committee
3rd May 2017.

Present: Ian Richardson (Chair)
Tony Medhurst (Principal)
Mick Dempsey

In Attendance:
Katrina Dougherty (Interim VP Enterprise
& Innovation)
John Fowl (Clerk to the Corporation)

247. Apologies for Absence.

Apologies were received from Patsy Spears.

248. Declarations of Interest.

Ian Richardson declared his interest as the Chief Executive of Broxbourne & East Herts CVS who will be delivering some contracted services for the College as outlined in 254.

249. To Approve the Minutes of the Meeting Held on 8th February 2016.

The Minutes were approved.

250. Matters Arising.

There were no matters arising.

251. Marketing & Communications Update.

Katrina Dougherty provided the committee with details of the recent marketing activities and a copy of the 'Dashboard' of marketing data. The department had been through a very busy period with Open events, Re-launch of the website, Welcome bids, Edu Rank, National Apprenticeships week and the Levy campaign.

More people had come through the doors as part of the Open Events with a total of 1709 visiting so far, against the target of 2000 by the end of July 2017. The rebranding of the College appears to have been successful/effective and significant work had been undertaken in the use of Social Media and the website is now more direct with information easier to find.

The College Education rank on Social Media is 65th and efforts are underway to improve this position.

There has been good coverage of Apprenticeships in the local press with editorial features that have cost the College nothing. The Chair asked for an indication as to whether National Apprenticeships Week had led to an increase in applications. Katrina Dougherty advised that such analysis was yet to be completed but will be reported to a future meeting.

An Employers guide to the future of Apprenticeships and the use of the Levy has been produced and this has been well received by the employers. Work was underway to re-kindle the relationship with past employers who had sent students to the College.

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

252. Apprenticeship Performance & Development.

The recruitment of Apprentices has seen 547 signed on from 411 employers which reflects the size of employers in the area ie SME's and includes 356 new starts.

HRC has been accepted onto the Register of Apprenticeship Training Providers but the HRC application for non-levy funding is not as yet known. The college has worked hard to achieve growth but the funding uncertainty is acting against this at present. The Principal outlined the problems currently impacting on this aspect of Apprenticeships.

Additional staff have been recruited to the central team to provide for functional skills delivery and to improve attendance.

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

253. Employer Engagement and Apprenticeship Levy Update.

The central team has been delivering presentations to Levy paying employers and have produced new employer marketing materials.

It was noted that the College is currently working with 14 Levy employers.

The Chair expressed the view that the Committee should consider how best to report on this activity to all Governors.

It was generally accepted that this Committee was the most appropriate way for Governors to monitor the work with Apprenticeships and the business that is generated with Levy employers, as it was noted that this was a fundamental part of the College income.

Katrina Dougherty undertook to provide this type of data in future reports to the Committee.

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

254. Adult Learning & Community Consultation.

The Chair reported on a small contract between the CVS and the College and outlined the proposed activities aimed at bringing members of the community into the College to encompass such provision as ESOL and ex- Service Personnel. Initially they are seeking to identify the various needs of the local area served by the College.

Members discussed how best to take this joint initiative forward and it was agreed that Governors would work closely with the College Management Team on this.

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

255. Future Remit of the Committee.

Members reviewed the Terms of Reference for the Committee and agreed to update them to include reference to Apprenticeships and the Levy as well as making the Committee more interactive.

Governors were asked to send their suggestions to Katrina Dougherty who would then update them with the Chair's input, before forwarding to the Clerk for submission to the Board for approval.

256. Any Other Business.

There was no other business.

257. Date of the Next Meeting.

The next meeting will take place on 1st November 2017.

Signed
(Chair)



Date: 22 November 2017