



## 264 PRELIMINARY PROCEDURAL MATTERS

### 264.1 Attendance, Apologies for Absence & Welcome

**Present:** Ken Ayling (Chair)  
Mick Dempsey  
Tony Medhurst

**In Attendance:** Sophie Bass, Marketing & Communications Manager *(Item 2.1.1 only)*  
Jayne Chaplin, Clerk to the Corporation  
Katrina Dougherty, VP Enterprise & Innovation  
Tracey Welbury, Director of Apprenticeships

**Apologies:** Ian Richardson

### 264.2 Declarations of Interest & Confidential Items

None reported.

### 264.3 Minutes of the Last Meeting & Matters Arising

#### 261.4.1 Minutes of the Last Meeting

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

#### 261.4.2 Matters Arising

Observing all matter to be covered on the agenda, there were no Matters Arising requiring report.

## 265 MONITORING & REVIEW REPORTS

### 265.1 Marketing Update:

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. Discussion with management included:

265.1.1 The strengthening of relationships with Curriculum colleagues to improve reactive social media content and support applications social media activity, which members were advised now as underpinned by a new social media strategy. There was questioning of the nature of the positive impact on social media noting examples highlighted with increases in:

- Organic content posted, increased followers and engagement with and traffic to the College twitter page and improved Instagram, recognising its significance as one of the most popular social media sites used by the College target audience.

- The amount of video used on the College Facebook page and the improvement in analytic results.

265.1.2 Forthcoming activities, noting plans including those for Progression Week to encourage students to progress within the College, to either the next level or an apprenticeship and the Careers Fayre.

265.1.3 Sharing experience of attendance at competitors' Open Evenings noting report of the pressure experienced following the requirement to complete a written assessment and observation of uninspired aesthetics and little consistency; and the planned development of case studies.

265.1.4 Schools activity noting inconsistencies in approach to allowing the College access, particularly the crucial Year 11s and 13s; and feedback from parents about some continued concerns following the Term 1 incident.

Questions on points of detail then were addressed with clarification provided as necessary.

Reflecting further on the schools' approach to allowing College access and expressing concern, particularly in the context of the newly introduced legislation, there was:

265.1.5 Response to questions focusing on strategies employed by schools citing examples of schools now managing careers provision internally and increasing BTEC provision to retain students.

265.1.6 Review both of the ways in which the College could respond and how members could lend support in improving the situation.

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

*The Marketing & Communications Manager left the meeting at this point.*

## **265.2 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 and performance against the data dashboard report.

There was report of:

265.2.1 The well-received College annual apprenticeship celebration and awards event supported by dignitaries, employers, apprentices and their families; and governors.

265.2.2 The outcome of the Ofsted Inspection of Apprenticeship Provision commending the securing of a Grade 2 / Good and the positive feedback from the inspection team and extending the Committee's congratulations.

265.2.3 Year to Date apprenticeship performance advising members:

- Of recruitment activity in year with data, expected to reflect a modest improvement on the same census point in 2016/17.
- That the majority of apprentices remained on STEM based programmes.

- That employer engagement activity for STEM related programmes continued to be an area that the Business Development Team was receiving a number of enquiries. It was noted however that levels of interest were also increasing from Hairdressing, Health & Social Care and Hospitality employers, reporting that the Central Apprenticeship Team were working closely with curriculum colleagues and employers to ensure response to all areas of employer demand.
- That sub-contracted provision remained below profiled activity levels reporting that two new sub-contractors had been identified to assist in the delivery of contractual requirements in out of region delivery locations.

265.2.4 Progress with the previously reported introduction of the new Apprenticeship Standards to replace some of the Apprenticeship Frameworks noted to be encouraging with continued movement towards replacement of Frameworks by Standards, where available and viable, whilst simultaneously looking at the broadening of current offer via the introduction of new apprenticeships.

Reviewing the report, consideration included:

265.2.5 The College annual apprenticeship celebration and awards event observing that attendance had not been as anticipated. Reflecting further, acknowledging the challenges for employers and former apprentices, there was discussion of:

- The ways in which attendance could be improved agreeing that further consideration would be given to the timing of the event.
- The presentation of awards to non-attendees, exploring with Management the potential for alternative arrangements such as the screening of pre-recorded video on the evening.

265.2.6 Sub-contracted activity, questioning Management further:

- Noting that whilst there were some concerns around timely achievement, there was expectation of rates above sector benchmark albeit with improvement being modest. Confirmation was welcomed of focused activity to ensure overall and timely achievement in the run up to year-end, noting confirmation that an update to be provided at the Committee's next meeting.
- About the rationale for expansion of the College's geographical footprint in to out of region locations, acknowledging the prudence of adoption of parallel strategies for growth in, in-house direct delivery along with fulfilment of allocation to establish and consolidate the College's reputation in this regard.

265.2.7 Responding to questioning of the continuing transfer from Framework to Standards, noting the latest to be in Business Administration with the transfer to be underpinned by HCC moving its current apprenticeship delivery contract to the College; with the area to be added to be an Apprenticeship in Design, which was expected to be available from July 2018.

The Director of Apprenticeships was thanked for an informative report.

Following discussion, the report was noted.

### **265.3 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 (Minute 265.2 refers), activity to date was summarised and reviewed with management including clarification of the numbers relating to Employer Levy activity.

After consideration, the report was noted.

### **265.4 Committee Terms of Reference (Review)**

A report was presented outlining proposals for and seeking feedback concerning amendments to the Committee's Terms of Reference.

In the context of the Committee's current remit, members were advised of proposed amendments for the Committee to direct its attention, review and challenge to include:

265.4.1 The development of greater community insight, noting particularly the Identifying and championing of community partnership opportunities;

265.4.2 The progress of internal and external policy developments relating to employer engagement;

265.4.3 The approval of the annual Apprenticeship Plan, priorities and objectives and the periodic reviews of performance to ensure the College achievement of key performance indicators;

265.4.4 The management of the College brand and reputation.

There was discussion of the proposals but acknowledging the late presentation of the paper, the suggestion was agreed for comments to be forwarded to the Vice Principal Innovation & Enterprise and for updated Terms of Reference to be presented for consideration by the Committee at its next meeting.

The report was noted.

## **266 OTHER BUSINESS & DATE OF NEXT MEETING**

### **266.1 Any Other Business**

None advised.

### **266.2 Date of Next Meeting**

**Wednesday 21 November 2018**

Signed:



Chair

Date: 21 November 2018