

HERTFORD REGIONAL COLLEGE
Employer & Community Engagement Committee
11th February 2016.

Present: Ken Ayling (Chair)
Tony Medhurst (Principal)
Warren Gordon (by phone)
Patsy Spears
Jan Wing

In Attendance:
Katrina Dougherty (Interim VP Enterprise
& Innovation)
Nicola Conibear (Dir: Academic Quality and
Development)
John Fowl (Clerk to the Corporation)

211. Apologies for Absence.

Apologies were received from Jan Wing.

212. Declarations of Interest.

Ken Ayling declared an interest as a Broxbourne BC councillor in the Waltham Cross Next Step Centre.

213. To Approve the Minutes of the Meeting Held on 23rd November 2015

The Minutes were approved.

214. Matters Arising.

Item 197. Head of Functional skills has been retitled more accurately as Head of English & Maths.

Item 208. It was confirmed that a Community Engagement Strategy has now been produced.

215. Marketing Update.

Nicola Conibear advised the Committee that the vacancies experienced in the department had resulted in cost savings and that these had been used to employ an external Marketing consultant to support and mentor the team. It was intended that the marketing team will be re-structured in order to strengthen the operational manager position and to enhance it to become Marketing & Communications Manager. Work has taken place on the website but it was considered that any available capital funds would be better spent on a CRM system to support the enquiries and applications management.

Line management of the Marketing Department will transfer to Katrina Dougherty from 1st Marcy 2016 when Nicola Conibear leaves the College.

Governors sought clarification as to how the Head of Marketing & Communications would impact on the marketing team and it was explained that the person appointed must be able to lead and direct the marketing team & oversee the marketing strategy. The planned re-structure is intended to be in place by the end of the Spring Term 2016.

A view was expressed that there now needed to be a move away from the paper based publicity for Full Time courses, in order to release funds to promote apprenticeships and HE which are seen as the growth areas for the immediate future.

Detail of the marketing activity during the year was received and noted.

Governors drew attention to the fact that the issue in the past has been that initial expressions of interest from Open Evenings were not then converted to enrolled students and so sought assurance that this was being addressed.

Nicola Conibear outlined the changes that are planned for the Information & Guidance Centre team which are intended to improve the conversion rate.

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

216. Business Solutions and Apprenticeships Update.

The Committee was informed that a recent internal review of this area of work had led to the conclusion that the work with Apprenticeships had been operating without a fully focused strategy in place. A mock inspection has recently been undertaken which has identified / highlighted a number of areas that require improvement. An agreement has been reached to bring the work of Assessors within a single centralised function to enable corrective work to be completed in order to address the issues identified.

It is proposed to introduce the use of electronic portfolios and to change the manner by which the management of Apprenticeships is undertaken in 2016 and to provide closer links with employers.

The College is currently planning to use sub-contractors to ensure that the target enrolments for apprenticeships are achieved. It was acknowledged that the College should do all it can to avoid returning funds to the funding agencies.

Work has been done to improve the progression reporting service for employers with apprentices at the College, it is intended that a monthly report will be sent to all such employers each month.

Jan Wing reported back on the positive reactions she had received from two very large local employers that had attended a recent event hosted by CAE department. Both had stated that they were now more aware of apprenticeships than they had been before the event.

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

217. Adult Education Update.

Jan Wing informed the Committee that the Ware Town Council had been granted a 30 year lease on the South Maltings building where it is intended to create an Arts Centre. She outlined that potential community links that were now open to the College and the Community working together.

The report provided an update on the findings from the Adult & Community Learning Service Review and on the approach HRC plans to take for Adult & Community Learning going forward.

The report also provided an update of the closure of the Next Step Centre following cessation of the current lease on 31st March 2016 as per the interim report provided to Governors on 16th December 2015.

A number of questions were raised by the Members in respect of the arrangements for staff affected by the closure of the Waltham Cross Next Step centre and how such local provision will be provided in future.

Governors were told that the College intended to relaunch the provision from the main college centres and other off-site accommodation with the aim that HRC will be seen as a community based college.

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

218. Tottenham Hotspur FC Partnership.

(Warren Gordon declared that his employer did occasional legal work for this football club although he personally was not involved.)

Members received the report which identified the work of the College and THFC with the college providing the academic programme with input from THFC in providing the football training. The programme is run by 2 Full Time staff from THFC and 1 Full Staff member from the College. The academic aspect of the programme is delivered at the Broxbourne centre of the College.

The students study a full 'programme of study'. This consists of: a BTEC core programme at level 2 or 3 delivered by HRC and THFC staff, English and maths delivered by HRC, the tutorial entitlement delivered by HRC, football training and matches delivered by THFC/ HRC staff, additional coaching qualifications/ work experience delivered by THFC. Kit is provided by THFC.

The football training is partly delivered at Broxbourne in the gym and sports hall, but mainly offsite at Town Mead Sports Centre. Transport to training and matches is provided by HRC

The target enrolment to the programme in 2016-17 is between 80-100 students but the final figure has yet to be confirmed.

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

219. Any Other Business.

There was no other business.

220. Date of the Next Meeting.

The next meeting will take place on 11th May 2016.