



258 PRELIMINARY PROCEDURAL MATTERS

258.1 Attendance, Apologies for Absence & Welcome

Present: Mick Dempsey
Tony Medhurst
Ian Richardson (Chair)

In Attendance: Jayne Chaplin, Clerk to the Corporation)
Katrina Dougherty, VP Enterprise & Innovation
Val Cumberland, Head of Marketing & Communications (*Item 2.1 only*)
Tracey Welbury, Director of Apprenticeships

On behalf of the Committee, Head of Marketing & Communications and Director of Apprenticeships were welcomed to the meeting.

258.2 Declarations of Interest & Confidential Items

None reported.

258.3 Minutes of the last meeting & Matters Arising

Minutes

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

Matters Arising: Future Remit of the Committee (Minute 255)

Following discussion at the previous meeting and in response to questioning, it was confirmed that suggested amendments to the Committee's Terms of Reference would be reviewed with the new Clerk to the Corporation and presented to the Committee at its next meeting.

259 MONITORING & REVIEW REPORTS

259.1 Marketing Update

The Head of Marketing & Communications presented the Marketing Annual report for 2016/17.

Providing an overview of the marketing and communications activity undertaken during 2016/17 and an analysis of its impact in the context of the objectives for the Marketing and Communications Campaign for 2016/17, the Report was summarised and reviewed. Discussion of performance and the achievements for the year included:

259.1.1 The achievement of the objective to grow the number of potential students completing an application form, noting the modest improvement in the conversion rate and in on-line applications, but observing in particular the need for the conversion rate to remain the focus of attention. In the context of the nature of the competition with other school sixth forms and colleges, there was consideration of:

- The extent of the impact in access to schools acknowledging the scale of the achievement in the increase in the numbers coming from the top twenty schools in the locality. Recognising that it remained an ongoing challenge, there was discussion of the forthcoming changes in legislation coming into effect in January 2018 to ensure that all schools, including academies, make available information about the full range of choice available to their pupils at both 14 and 16 years of age. It was agreed that it would be helpful for future reports to include data of conversion rates from school applications where such data existed.
- Of the factors inhibiting conversion rates reporting of a planned review of the enrolment process to ascertain factors impacting on the conversion rates and the nature of the further support that was and could be offered and the activities being undertaken.
- The decline in enrolments resulting from student withdrawals reflecting on the extent of the communications to and influence of parents on student choices of institution and the respective academic expectations, noting the strategies specifically targeted at parents on that basis.
- Recognising the overall improved nature of the data provided and acknowledging the information provided a base-line from which to track future progress and identify emerging trends to inform action to be taken, noting that reporting would become more sophisticated as the information collated continued to improve.
- The activities for reaching potential students noting in particular the impact of social and digital media in contrast with more conventional forms of advertising, highlighting the need for resources to be directed where most effective.
- The Budget and the allocation against the various activities agreeing that it would be helpful for future reports to include further data regarding the budget for the year and identify how the budget was spent along with information regarding the focus for the forthcoming year to help members better assess the impact of the action taken.

The Head of Marketing & Communications was thanked for the report.

Following discussion, the report was noted.

The Head of Marketing & Communications left the meeting at this point

259.2 Employer Engagement Update

A 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 no-levy status employers.

Activity to date was summarised and review with management included:

259.2.1 Discussion of the interest from employers in apprenticeships, which it was noted had continued to grow with the College seeing a month on month growth in the number of employers contacting the Central Apprenticeship Team to ask about support with employee recruitment.

- 259.2.2 The sectors showing the greatest level of interest, noting these to have remained consistent and continuing to reflect the local geographic business profile outlining the sectors from which recruitment interest was seen.
- 259.2.3 The direct targeting of Business development colleagues to engage with levy employers advising members of the continued efforts to demystify 'the levy' for employers many of who it was noted were waiting, remaining unsure as to how to best to approach the use of their levy pot.
- 259.2.4 Discussion of the introduction of the new CRM system and the practicalities of and the timescales over which conversion occurred. Members reflected further on those areas where the College realistically could provide further assistance and acknowledging the need for raising awareness with employers of the support available but recognising the constraints of the resources available.

After consideration, the report was noted.

259.3 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 and performance against the data dashboard report.

Members were advised:

- 259.3.1 Of the changes to the structure of the Central Apprenticeship Team to better reflect/align with the operational requirements and ways of working required by the Apprenticeship Reform Agenda along with the introduction of an adjusted delivery model, to reduce dependency on traditional workshop / day release classroom-based delivery.
- 259.3.2 That in respect of 2016/17 Year-end performance, overall and timely achievement rates for apprenticeship provision was considerably above the weighted national average and had increased when compared to 2015/16 with:
- Overall achievement was up by 5.9%, which placed the College 5.2% above the national weighted average for overall achievement.
 - Timely achievement improving by 7.6%, placing the College 2.9% above the weighted national average for timely achievement.
 - Timely achievement rates improving for six out of the seven Sector Subject Areas (SSA) within which the College delivered apprenticeships with the only area showing a decline being Health, Public Services and Care SSA, confirming that management were looking at the steps required to reverse the decline in 2017/18.
- 259.3.3 Recruitment activity in year the year to date had been positive with 515 apprentices currently on programme, 129 of whom had started their apprenticeship programme during the 2017/18 academic year, highlighting a small improvement from the same census point in 2016/17 and contrary to the national trend, which showed a decline over the same period.

259.3.4 Of the submission of a further application to the ESFA for Apprenticeship Funding for the period commencing 1st January 2018 noting that the College was due to hear the outcome of the procurement during week commencing 20 November 2017.

Reviewing the report, discussion included:

259.3.5 The revised Team structure confirming in response to questioning that the apprenticeship offer had remained stable and had been expanded so that it aligned more effectively with evidence of demand from local employers within the College's target geography.

259.3.6 Advising members of the College's response to a demand for hospitality and catering, noting the introduction of a programme comprising a cohort of 15 learners with assessment taking place predominantly the workplace, initially delivering Apprenticeship Frameworks but moving to the new Apprenticeship Standards. There was report of encouraging recruitment levels with 58 of the 129 2017/18 new starts against the Apprenticeship Standard rather than the old Apprenticeship Framework.

259.3.7 Recruitment via the College's two apprenticeship subcontractors, CK Assessment and Buttercups, noting that as it had been lower than expected applied a contractual tolerance with varied contracts to ensure the proactively management of subcontractor performance.

The Director of Apprenticeships was thanked for the report.

The report was noted

260 OTHER BUSINESS & DATE OF NEXT MEETING

260.1 Any Other Business

Welcoming the attendance of and presentation of reports by the other members of College management, it was requested for further such opportunities at future meetings was requested.

260.2 Date of Next Meeting

Wednesday 21 February 2018

Signed:



Date: 21 February 2018

(Chair)