



271 PRELIMINARY PROCEDURAL MATTERS

271.1 Attendance, Apologies for Absence & Welcome

Present: Mick Dempsey
Tony Medhurst
Ian Richardson (Chair)

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

271.2 Declarations of Interest & Confidential Items

None reported.

271.3 Minutes of the Last Meeting & Matters Arising

271.3.1 Minutes of the Last Meeting

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

271.3.2 Matters Arising

Schools Update (Minute 268.1.2)

Following discussion at the previous meeting, confirmation was welcomed:

- Of progress in the organising of a “Jobs Fair” scheduled for 3 May 2019 with support from the MP for Hertford and Stortford, Mark Prisk, and in liaison with and the support of Job Centre Plus. Observing that the current demands on the time of MP for Broxbourne, Charles Walker, prevented more immediate assistance, members expressed the hope that his support would be forthcoming once his current parliamentary pressures eased. Noting that the Committee Chair was due to meet with him, the offer was welcomed for the opportunity to provide a gentle reminder that his support would be appreciated.
- That letters had been sent from Principal and the Chair of the Corporation to school Chairs of Governors, noting an update from the Principal confirming that the first response had been received.
- That the matter of engagement with schools had been the subject of discussion at the December 2018 meeting of the Corporation.

Committee membership (Minute 269.1)

Noting that the request for Corporation to consider the addition of a further member to the Committee had been raised at the December 2018 meeting of the Corporation following which it had been agreed for the matter to be reviewed by the Search Committee. Observing the nature of the Committee’s business would benefit from input from the student governors, it was agreed that the suggestion would be made to the Search Committee when next reviewing committee memberships.

272 ITEMS FOR FORMAL REVIEW OR APPROVAL

272.1 Monitoring & Review Reports

Reports updating members on performance and activity were received comprising:

272.1.1 Marketing Update

The Marketing & Communications Manager presented an update on the current status of the College Marketing and Communications service along with an overview of activities from the previous quarter outlined in the accompanying dashboard.

Discussion with management included:

- The data on the Open Events noted to be on a par with the same point in the previous year. After acknowledging the increased volume in Access to Higher Education and Accounting, Business and Law, it was reported that areas of decline identified would be the subject of focus on social media channels. After noting those items discussed elsewhere on the agenda (Minute 271.3.2 refers), members then reflected on the attendees from the top five target schools with questioning of the engagement of the respective schools with clarification provided to points of detail. Responding to further questioning, it was noted that the Principal did not undertake any formal role at such events, emphasising the need to demonstrate the differentiation from the school environment but confirming availability to meet and respond to queries if required.
- Community engagement, noting and commending the refreshed approach with the distribution of materials now provided in locations such as dentist and GP surgeries and the promotion of College Open Events on community websites. There was further note of the College's headline sponsorship of the Ware Festival of Running, recognising the opportunities this presented to promote the College.
- The further upgrades to the College website and the decline in social media engagement, acknowledging no immediate cause for concern with the data showing comparison against clearing and enrolment seasons, recognised to be the busiest times of year for such activity.

The College's social media presence then was the subject of more focused consideration:

- Welcoming confirmation of the College's recent launch on Spotify, reported to be the subject of a 12-week campaign to ascertain the extent of any impact over that period with progress to be tracked during that time.
- In the context of the Corporation's knowledge and engagement. There was discussion of the ways in which members could become more actively involved, agreeing that an interactive session immediately prior to a Board meeting would be helpful; with the merits acknowledged of supplementary activities such as inclusion as part of induction and in more general governance updates. Members then considered the extent to which their role individually and collectively was more widely understood in College, noting that this had been the subject of discussion at the recent Corporation Conference, concluding that activities to promote members and would enhance visibility and understanding of the work of the Board.

The Marketing & Communications Manager was thanked for an informative update, observing and commending the work of the team in such an accelerated pace of change in promotional

activities, particularly the increasingly sophisticated and intelligent use of social media to establish the College presence and in distinguishing it from local competitors.

The report was noted.

2672.1.2 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.

The report was summarised. Discussion with Management included:

- The under-performance in recruitment. The performance of sub-contractor CK Assessment & Training Ltd was questioned, acknowledging the negative impact overall and the ambitious nature of its recruitment profile. Members were advised of the planned contract review and profile adjustment to ensure a more realistic contractual allocation. Reflecting on recruitment across all delivery strands, members were advised that it currently followed the same geographical recruitment pattern / trend of the previous three years, with the highest recruitment of Apprentices being from within Broxbourne, East Hertfordshire and Enfield. After exploring factors impacting on performance, Management confidence was noted that the position would be addressed despite challenges in identifying candidates appropriate for the roles available. Members were advised of sessions to be provided to assist employability skills, extending appreciation to the Committee members for the offer of support with such activities. Confirmation was welcomed that the current level of job vacancies was good advising members of 52 live applications.
- Levy engagement welcoming the developments with the new employers within the levy pipeline, Hazelwood School, Your World Recruitment Ltd, London and ARJ Construction in Stevenage. After noting the proposed numbers and programmes for the respective organisations, members were advised of the desire expressed by ARK Construction to understand more about using their Levy to share with its supply chain, noting this to be the first approach of this nature.
- The forthcoming Apprenticeship Awards, reporting on progress with arrangements.

There was observation of the genuine nature of the opportunities being created and it was suggested for future Apprenticeship Levy reports to also provide details of the location to facilitate members' understanding of the extent of the College's reach of its apprenticeship activity.

The Director of Apprenticeships was thanked for an informative report. Following discussion, the report was noted.

273 OTHER BUSINESS & DATE OF NEXT MEETING

273.1 Any Other Business

None reported

273.2 Date of Next Meeting

Wednesday 15 May 2019

Signed: (Chair)

Date: 15 May 2019

