



**Minutes of the Employer & Skills Committee held on Thursday
22 January 2009 at 5.00pm in Room 3F099 York College**

Present: Alison Birkinshaw
Gillian Cruddas
David Johnson, Chair
Danny Morgan

In Attendance: Richard Hinde, Clerk to the Governing Body
Kim Jones, PBS Limited Business Services Manager
Louise Lawrence-Crockford, Assistant Principal Employer
Engagement
Barry May, Finance Manager
John Short, Chair of York College Governing Body

The meeting started at 5.00pm.

Action

09.01 Apologies for Absence / Declarations of Interest

Apologies were received from Jon Arundel, Shaun Watts, Bill Woolley, Trevor Armer, Marcus Milner and Clare Wareing. No declarations of interest were made.

09.02 Pure Business Solutions Limited Board Meeting

This meeting was minuted separately.

(Kim Jones left the meeting at 6.00pm.)

09.03 Minutes of Meeting held on 9 October 2008

The minutes of the meeting held on 9 October 2008 were approved as an accurate record and signed by the Chair.

09.04 Matters Arising

a) Action Summary Sheet

It was noted that all issues had either been actioned or were ongoing. In relation to expanding the Committee's membership it was **agreed** that another Member of the Governing Body should be appointed to the Committee. It was also **agreed** that a further Co-opted Member should be appointed. It was felt that an individual with relevant expertise and good contacts would be desirable. Members undertook to consider potential new appointments and to forward the names of any prospective candidates to the Clerk.

Members

b) Any Other Matters

None.

09.05 Presentation: Employer & Skills Committee

The Principal and Assistant Principal Employer Engagement gave the presentation on the "Launch" of the Committee. Detailed

consideration was given to the vision for the Committee; the role of Pure Business Solutions Limited in employer engagement; current employer engagement work undertaken including qualifications and an overview of current activity; and consideration of new business opportunities and the way forward.

09.06 Committee Terms of Reference and Schedule of Business 2008/09

The Clerk to the Governing Body presented the report and explained that at its meeting on 17 July 2008, the Governing Body had considered and approved the establishment of the Employer and Skills Committee to have responsibility for determining the College's employer engagement objectives and strategy, and for monitoring development and progress against strategy. It had also been agreed that this new Committee would incorporate the Board meetings of PBS Limited. Membership for both meetings had also been considered. At the same meeting the Governing Body had considered the proposed schedule of business for 2008/09 for the Employer and Skills Committee, and this had been approved subject to further consideration by the Committee itself. Both the Terms of Reference and Schedule of Business had been considered at the last meeting of the Committee and it had been agreed that further consideration should be given to these for presentation at this meeting.

Members considered the revised Terms of Reference and the schedule of business for 2008/09. It was **agreed** that the "Membership" clause should be amended to reflect the proposed increase in size of the Committee. It was also **agreed** that the "Responsibility and Purpose" clause should be expanded to state that the Committee should be informed of, but not approve, the College's employer engagement offer. It was further **agreed** that the Terms of Reference should be referred to the next meeting of the "Search & Governance" Committee for general consideration and specific clarification relating to the clause on "Election of Chair". Subject to inclusion of the agreed amendments, the Committee **resolved to approve** the Committee's Terms of Reference and schedule of business for 2008/09.

RH

RH

RH

09.07 Assistant Principal's Report – Including Learner Success and Recruitment: WBL; TtG

The Assistant Principal Employer Engagement presented the report with an overview of activity, and highlighting key issues relating to the current 2008/09 year.

It was reported that the College brand name of Pure Business Solutions was under review and the company 'Pure Business Solutions Limited' which was at the core of the College brand would also be considered as part of the review. A re-structure of the unit was progressing and was likely to be in place by March 2009. The

successful appointment of the Business Development Manager was made on the 16 January 2009. This re-structure would re-align the division into three specific functions to ensure that the operational, quality improvement and sales activities had clear lines of responsibility. The re-structure would enable the College to meet the demanding targets for enrolment and achievements that had been agreed for 2008/09. The structure would also ensure that high quality products and services were received by employers including a dedicated Client Relationship team that would build relationships with all employers to ensure that a sustainable approach to training was maintained.

Recruitment of apprentices had not reached contracted numbers (target 859, actual 735). However, it was explained that this was not surprising with the present economic climate as construction trades were the largest area for apprenticeships in the College. The in-year success rates were strong with overall success to January 2009 at 76%.

Train to Gain recruitment was strong with 515 learners enrolled to date against a target of 818. There were approximately 400 learners in the process of being processed onto the funding system. Increased flexibilities to Train to Gain, announced by the government, were also explained.

It was also reported that the Quality Training Standard application was almost complete, with an expected assessment date in May/June 2009.

09.08 Employer Engagement Sections of College's 2008/11 Strategic Plan – Progress Update

The Assistant Principal Employer Engagement presented the report outlining the sections of the College's current Strategic Plan relevant to employer engagement, together with an update on progress to date. The Chair **requested** that for future meetings it would be useful to have a summary overview highlighting key "hotspots" to accompany the detailed report.

LLC

Further discussion took place about future marketing and branding of the College's employer engagement activities. It was felt that Members' experience with regard to marketing and branding would be beneficial in this regard.

Members felt it was essential to identify and promote the College's unique selling position, and to identify what the College could do to simplify the processes for prospective employer clients. Reference was made to market research already undertaken, and it was **agreed** that a marketing and sales strategy should be devised for presentation at the next meeting of the Committee.

LLC

09.09 Any Other Business

None.

09.10 Date of Next Meeting

Thursday 30 April 2009 at 5.00pm.

The meeting ended at 7.45pm.

Signed (Chair):.....

Name:.....**Date:**.....