

SOUTH CHESHIRE COLLEGE

MINUTES OF THE CORPORATION / SMT STRATEGIC PLANNING RETREAT MEETING HELD ON THURSDAY 14 MAY 2009 AT 9.00AM AT CREWE HALL

Present:

K Lea (Chair of the Corporation)
V Harris (Vice-Chair of the Corporation)
J Bache
C Blanchard
J Dowell
F Ellison
R Jones
S Utting
T Wheeler

In attendance:

P Swift (Principal Designate)
G Bebbington (Director of Finance and Administration)
D Harwood (Director of Quality & Marketing)
N Peet (Director of Curriculum Development & Operations)
S Salter (Director of Organisational Development)
J Clark (Head of Faculty) (until the point shown)
B Curtis (Head of Faculty) (until the point shown)
L Izan (Head of Faculty) (until the point shown)
R McGinley (Head of Faculty) (until the point shown)
M Whittaker (Marketing Manager) (from and until the points as shown)
E Davies-Jones (Clerk to the Corporation)

The Clerk confirmed that the meeting was quorate.

Item

26/09 FORMAL MATTERS

26/01/09 Apologies for Absence

Apologies for absence were received from John Dwyer, David Collins, Peter Bowie, Simon Yates, Craig Lamont and Margaret Simon.

26/02/09 Resignation of G Fyffe

Members were informed that Gordon Fyffe had given notice to the Clerk on 21 April 2009 that he was resigning his position as a member of the Corporation with immediate effect.

IT WAS RESOLVED to receive the resignation and to record formal thanks to C Cllr Gordon Fyffe for his contribution during the period he has served as a member of the Corporation.

26/03/09 Declarations of Interest

The Chair enquired whether any of the members attending this meeting considered that they held any personal interest in the items as listed on the agenda to be considered at this meeting. No declarations of interest were made by those members present.

27/09 REPORT BY THE CORPORATION COMMITTEES

27/01/09 REPORT BY THE CORPORATION'S AUDIT COMMITTEE

The Chair of the Audit Committee presented the report informing members of the recommendation being made by the Committee members regarding the provision of internal audit services for the period commencing 1 August 2009.

He informed members of the outcome of the rigorous interview procedure which had been undertaken on 21 April 2009 and the recommendation of the committee that Bentley Jennison should be re-appointed to provide internal audit services. The Director of Finance and Administration informed members that Bentley Jennison had confirmed agreement to the additional services and amendments to the tender which the committee wished to negotiate.

IT WAS RESOLVED to receive the report and to appoint Bentley Jennison to provide internal audit services to the College in accordance with their tender as amended.

27/01/09 REPORT BY THE CORPORATION'S FINANCE COMMITTEE

The Vice-Chair of the Corporation, in his role as Chair of the Finance Committee, presented the report. He informed members of the recommendation of the committee regarding the proposed changes to the Financial Regulations as from 1 August 2009. He advised members that the committee had requested that the financial statements are, in future, amended so that new build capital spend and borrowing are separated from the income and expenditure of the College, in order to assist members' understanding of the detailed financial position.

IT WAS RESOLVED to receive the report and to approve the amendments to the Financial Regulations, as presented and appended to the minutes of the Finance Committee meeting held on 30 April 2009, with such amendments coming into effect on 1 August 2009.

27/03/09 REPORT BY THE CORPORATION'S CAMPUS DEVELOPMENT COMMITTEE

The Chair of the Corporation, in his role as Chair of the Campus Development Committee, presented the report informing members of the matters which had been considered by the committee at its meeting held on 21 April 2009. He informed members that the committee was keeping a close watch on the expenditure being incurred under the modification control system and that the aim continued to be to bring the project to a conclusion on time and on budget.

IT WAS RESOLVED to receive the report and to confirm approval of the following modifications & associated costs:

- ***"chemical store to be included within the Construction Compound" (zero cost)***
- ***"cycle track to be included within the site boundary" (design cost increase of £2,200.00)***
- ***"Newspapers delivery area and additional door between CG19 & CG20" (cost increase of £1,534.00)***
- ***"changes to the Construction Compound" (to enable safe storage of materials within the compound outside of the building envelope) (cost increase of £6,708.00)***
- ***"changes to the Nursery layout" (Cost reduction of £808.72)***

28/09 STRATEGIC PLANNING: FUTURE CHOICES AND DIRECTION

The Principal Designate introduced the strategic planning event providing members with an outline of the programme for the day. He set out the context and key considerations affecting the strategic direction and future choices. He informed members that the outcomes, from the discussion groups held during the day, would be used to inform the development of the Strategic Plan which would be presented to members at the Corporation meeting on 24 July 2009.

IT WAS RESOLVED to receive the presentation

28/01/09 FINANCIAL CONSIDERATIONS

The Director of Finance and Administration gave a presentation providing details of the following key financial considerations:

- potential loss of funding;
- young people learner responsiveness funding allocation
- adult learner responsiveness funding allocation
- expenditure issues
- impact of the new build
- other income stream opportunities
- possible savings in operating costs
- efficiency measures

IT WAS RESOLVED to receive the presentation.

28/02/09 DISCUSSION GROUPS - FEEDBACK

Members received feedback from the four discussion groups:

- 14 – 16
- 16-19
- Adult Skills & HE
- Employer Engagement / SCEL – future direction

Key points arising from the feedback are appended to the minutes of this meeting

IT WAS RESOLVED to receive the feedback from the discussion groups

The meeting broke for lunch at 12.40pm and the four Heads of Faculty left the meeting at this point.

The meeting recommenced at 1.50pm and the Marketing Manager joined the meeting at this point.

28/03/09 DEVELOPING A CORPORATE IDENTITY

The Marketing Manager gave a presentation, informing members of the branding review which had been undertaken. He outlined the scope of the review and the procedure which had been followed with details of the research undertaken, which had informed the creative brief given to the design agency. He informed members that the design agency had developed 8 visual identities which had been reviewed and shortlisted down to two designs. The two shortlisted designs had then been subject to further testing. He went on to present to members the proposed preferred visual identity/design and provide some details of the sub-branding ideas.

Members considered and discussed the proposal as presented. Members considered that the “Business Training” sub-brand as presented should not proceed as that element of the provision will be subject to further consideration as to its future direction and delivery.

IT WAS RESOLVED to receive the presentation report and to

- *approve the overall design of the logo as presented;*
- *request that work be continued on the colour scheme which will be the subject of further review and approval at a later date;*
- *approve that the 16-19 element of the provision will not be subject to sub-branding*
- *approve that the “Higher Education” and “Adult Learning” sub-brands, subject to further refinement;*
- *approval in principle of the facilities sub-brands, subject to further checking that no adverse elements are present in the design*

The Marketing Manager left the meeting at this point.

28/04/09 IT TRAINING AND DEVELOPMENT

The Director of Curriculum Development and Operations gave a presentation to members providing details of the development and proposed roll out of the Sharepoint LMS system. He informed members of the way in which the sites, which had been set up for courses which extend over 15 weeks, could be operated to enhance the learning experience of students. He went on to inform members of the proposed use of the system for staff development and training. He informed members of the intention that the system would eventually be developed to replace the existing staff information system (SIS) and also provide an on-line hub facility for use by members of the Corporation.

IT WAS RESOLVED to receive the presentation and to receive a further update from the Director of Curriculum and Operations at the Corporation meeting in November 2009.

28/05/09 SUMMARY

The Chair of the Corporation informed members that the outcomes from this meeting provided a steer to the Principal Designate and his team of senior managers with regard to the Board’s view of the future strategic direction and that the next stage would be for the Principal Designate to draft formal strategies for those key elements of the provision as discussed.

There being no further business, the meeting concluded at 3.50 p.m.

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(Chair)

Production: 20 May 2009
Chair’s approval: 27 May 2009
Corporation approval: 24 July 2009

Ref: Minute Number 21/09: DISCUSSION GROUPS - FEEDBACK

Key areas for consideration include:

14 – 16:

Further development of the current strategy to engage with schools and other providers to include:

- *College to take a lead role in the development of new diploma opportunities, especially at level 3, and ensure progression pathways are available within the College*
- *Develop new opportunities to enable vocational programmes / AS level subjects to be undertaken within the schools*
- *Seek opportunities to develop collaborative staff development with school partners*

16-19:

Areas for further development include:

- *Development of provision, including taster programmes, to help address the NEET numbers through partnership working with schools and E2E providers*
- *Development of a marketing and recruitment strategy to address the future impact of improving local provision, a new sixth form (Brine Leas) and new build (Newcastle under Lyme College)*
- *Consideration be given to the introduction of bursaries as part of gifted & talented programme development*
- *Increase links between schools and the college and actively promote the Tertiary model within Crewe and Nantwich*

Adult Skills & HE:

Areas for development include:

- *Further develop the current strategies to address declining recruitment through the development of new opportunities and maximising flexibility of delivery, with an emphasis on re-skilling and employability requirements*
- *Continue to extend the vocational opportunities available within the ESOL provision*
- *Develop a whole college response to the new requirements of the Foundation Learning Tier*
- *Actively seek opportunities to develop Adult Apprenticeship Pathways*
- *Continue to develop the successful existing strategy for the expansion of HE*

Employer Engagement / SCEL – future direction:

Areas for development include:

- *Increased strategic focus on employer engagement to include:*
 - *Development of responsive and flexible employer training opportunities, including delivery models and marketing*
 - *Clarification of the future role and market for SCEL*
 - *Establishment of an Employer Charter and Performance Indicators*
 - *Further Development of T2G*
 - *Further development of strategic partnerships to meet the needs of employers*

