

East Coast College

MINUTES of the meeting of the Curriculum Development Committee held at 9am on Tuesday 5th April 2022 Video Conference

Present:	Saul Humphrey (Chair SH) Mike Dowdall (MD) Peter Lavender (PL) Stuart Rimmer (Principal) Ian Lomax (IL) Gemma Head (GH) Paul Nisbett (PN) and Andrew Walmsley (AW)
In attendance:	Wendy Stanger (Director of Governance) Paul Padda (Deputy Principal) Amy Smith (Marketing Manager) and Nikki Lane (Assistant Principal Student Wellbeing & Support)
W/22/04/1	Apologies and membership
Paul Nisbett apologised that he could only attend part of the meeting.	
W/22/04/2	Declarations of Interest
There were the following declarations of interest: <ul style="list-style-type: none"> • Mike Dowdall as an employee of the LEP It was agreed that this declaration didn't preclude full participation in the meeting.	
W/22/04/3	To approve the Minutes of the meeting of the 1st February 2022 and any other matters raised previously not otherwise included in the Agenda
The minutes of the meeting held on 1st February 2022 were agreed as a true record.	
W/22/04/4	Action Log
The action log was reviewed. MD updated the Committee on the role of the LEP. Governors commented that as the LEP no longer had capital funding its role was constrained and the direction of travel was the LEP would be integrated into the County deals.	
W/22/04/5	Curriculum Development Update (ESFA Strategic Conversation)
The Deputy Principal presented the report which had been produced for the ESFA Strategic Conversation and had been considered at March's Corporation. Governors challenged whether the offer at L6FC was sustainable. The Deputy Principal advised that a lot of work had taken place with feeder schools to sustain and improve recruitment, and further resource was being considered for this. The breadth of the sixth forms offer has been protected through curriculum planning including BTECs that weren't replicated at other parts of the College. If demand increased more students could be accepted. Governors discussed how provision was based on what the government funded and therefore didn't necessarily meet the community's needs. The CEO advised that the Statutory Review (agenda item 8) was the opportunity to address this as it will produce the evidence on the communities needs/wants and can then be used to look at how to	

fund. Governors agreed that the statutory review was a great opportunity to have a wider look at the area's education and training offer.

Governors discussed the effect of public transport on college choice and noted that the marketing team had produced and shared on the socials a tube map style bus map for each campus [Travel Information - East Coast College](#). The CEO advised that the College was discussing with the bus companies about the College being reinstated on their routes. Governors noted that Norfolk County Council had been successful in securing funding for public transport but that Suffolk's bid had been rejected.

Governors discussed the new apprenticeship provision. The Deputy Principal advised that the College was looking to test the plumbing market to see if the offer was what the market required and that the project management standard was a higher level apprenticeship and not based in one sector.

W/22/04/6

Curriculum Planning

The Deputy Principal presented the report. The report detailed the result of the curriculum planning process with headline data for each key income stream and comparisons to the previous year's curriculum plan. All curriculum areas plans have been signed off with the exception of foundation and the plan has been thoroughly tested to ensure it has a valid intent, is based on the best data available for historic trends, admissions and to meet realistic contributions.

Governors challenged if the increase in the commercial offer was realistic. The Deputy Principal advised that commercial income had previously been higher. The income had been gradually increasing and was based on what had been planned. The CEO advised that the majority of the commercial offer was provided by the College's subsidiary ECETA and was agreed and overseen by their Board.

Governors discussed the 16-18 plan and noted that it was below allocation. The Deputy Principal advised that this shortfall should be addressed by the subcontracting provision the College is to tender.

Governors challenged why there was no demand for the digital T Level offer. The Deputy Principal advised that there wasn't local demand for the T Level and there hadn't been demand for previous ICT curriculum either with learners were looking for design and game design instead. The College was working with the University of Suffolk to try and develop the digital offer.

Governors discussed the HE offer and noted that a number of programmes on the optional curriculum plan were likely to be suspended from May due to lack of demand.

Governors discussed the issues with staff recruitment in key areas. The CEO advised that the People Committee were to consider a differential pay discussion paper and this included ideas such as secondment and specialist allowances to help with recruitment and retention.

Governors discussed if company sponsorship was in use at the college. The CEO advised that the College had utilised sponsorship in the Energy Centre and in the workshops in Kier and were open to commercial offers. Curriculum should not be validated without employer sign off.

Governors discussed the need to future proof the curriculum such as in motor vehicle for electrical vehicles. The CEO advised that staff were being upskilled including through partnership with industry. Investment would be included for this as part of the Great Yarmouth development and curriculum areas were considering as part of their curriculum capital bids.

W/22/04/7	MIDES Data and Current Recruitment	
<p>PN left the meeting.</p> <p>The Deputy Principal presented the report which included MIDES data collated by AOC based on colleges submissions. The College was nearing the end of its main recruitment cycle and was currently seeing a slight reduction compared to previous years recruitment.</p> <p>Governors discussed the main feeder schools and noted that Great Yarmouth Charter Academy's new 6th form and targeted marketing by the College's competitor was affecting recruitment. The Assistant Principal advised that schools had been positive about the competitor's targeted marketing and would like to see ECC have similar, offering sessions directly and organising curriculum activities.</p> <p>Governors discussed the recruitment process and noted the applicant feedback showed that face to face interviews were now the preference. The Deputy Principal commented that an onsite interview also allowed the learner to meet the tutor and look at the College's facilities.</p> <p>Governors discussed the reasons why the college had not seen any learners funded for level 4 despite offering free courses for eligible students in business and arts. The Deputy Principal advised that this was due mainly to learners preferring the full HE offer and that nationally there were not large numbers for these stand-alone level 4 programmes.</p>		
W/22/04/8	Statutory Review of Education and Training - Draft Approach	
<p>The CEO presented the draft proposal for the statutory review which was to be discussed by the New Anglia Colleges Group. This followed on from the presentation at the last Curriculum Development Committee on the statutory guidance on the requirement to review how well the education or training provided met local needs. The approach proposed was a regional one which would drive the individual College's local reviews.</p> <p>Governors commented that a regional process was the correct approach but that it needed to be clearer how Governors and the learner voice was heard. The Director of Governance reminded the Committee that the statutory review was the Governing Bodies responsibility. The CEO advised that there would be a cross college governor panel to collectively review and consider what is required in the local area.</p> <p>Governors discussed how communications and the remit of the various groups involved would be key to a successful review. The outputs of the review needed to address what could be provided and how the evidence would be used to rachet in additional funding and resources for provision not currently available.</p>		
W/22/04/9	Marketing Activity	
<p>The Marketing Manager presented the report which covered events, social media, website, media coverage, prospectus, schools and student voice. It was highlighted that additional video content had been added to the College social media posts including ones to address career gender stereotyping.</p> <p>Governors commented that gender stereotyping could also be addressed by interviewing the different genders about what it was like to have a mix of genders on their course.</p> <p>Governors dicussed the marketing activity including media coverage. It was noted that this had improved and was much more dynamic. The resources put into an event however needed to be considered against its outputs as there was no point in investing additional resources if it didn't lead to increased recruitment.</p>		

Governor discussed how marketing was assisting with staff recruitment. The Marketing Manager advised that she was currently looking at boosting the College's presence on LinkedIn. Governors suggested videos of staff talking about how good the College was to work for could be used on recruitment posts.

The Marketing Manager explained how the learner voice was being consulted on marketing. Consultation had taken place with current learners and potential applicants and the Committee discussed how this could be opened up to the wider community. The Marketing Manager advised that the marketing team was to have a stall in the Towns to reach the wider community.

MD left the meeting

W/22/04/10

Risk Register

The committee reviewed the risk register.

1. Has the risk register been reviewed

The committee noted that the review had been carried out in March.

2. Is the Committee content that the risks are relevant and are being updated?

The Committee agreed that the register's risks were relevant and noted that at the review the majority of risks had remained unchanged.

3. Is the Committee content that the risks are being mitigated?

Reports had been considered at the meeting that would mitigate the risks.

4. Where a red risk is the Committee assured that appropriate action is being taken

The curriculum development tactical risk register has no red risks.

5. Where does the Committee have significant concerns?

The committee had no significant concerns.

The CEO updated the Committee on the following:

1. The National College for Nuclear application has been submitted.
2. SDF bid from New Anglia Colleges Group collectively around Green Jobs is to be submitted
3. JPH partnership will be announced in next 2 weeks in press with agreement signed off.
4. Lowestoft capital bid for £10m was unsuccessful so there will be no disruption on that campus.
5. The Senior Management Group for completeness asked and received a validation proposal from UEA this was reviewed and no further action is to be taken as it is not commercially viable.

W/22/04/11	Agenda Planning	
Learning and Work Institute's Adult Participation in Learning Survey 2021		
W/22/04/12	Review of Meeting	
<ol style="list-style-type: none"> 1. Confidential Items: None 2. Risk Management: None 3. Health and Safety: None 4. Equality and Diversity: Curriculum planning 5. Sustainability: need to include in all developments and provision 6. Media: JPH 7. How did the meeting go: a good meeting 		
	Date of Next Meeting	
Wednesday 22 June 2022		