

## GOVERNING BODY

### BUSINESS DEVELOPMENT COMMITTEE

Minutes of the non-confidential part of the meeting held Tuesday, 10<sup>th</sup> February 2009 at 6:15 pm at the Parkshot Centre, Richmond

Present:	CLr Sally Cole (Chair of the Business Development Committee) Ms Christina Conroy OBE, Principal and Chief Executive Mr Manoj Nanda Mr Geoff Varrall
In attendance:	Ms Gabrielle Flint, Vice Principal (Curriculum & Quality) Mr Colin Wise, Marketing Consultant Mr Paul Coveney, Clerk to the Governing Body
Apologies:	Mr Chris Williams Ms Judith Potter, Vice Principal (Finance and Corporate Services) Ms Nicola Scott (Head of Marketing and Sales)

#### Non-Confidential Items

##### 1. MINUTES

The minutes of the Committee meeting on 26<sup>th</sup> November 2008 were reviewed.

The Committee noted that, under Student Participation Matters, the success and destination analysis of 16-18 learners was properly a matter for the Quality & Standards Committee, and agreed that the action arising from this minute should be removed from the agenda of this meeting. The Committee requested the Clerk to replace the sentence in question with: "The Committee requested confirmation of whether the College had consolidated growth for 16-18 learners for 2009/10" before signature by the Chair.

Clerk

##### 2. MATTERS ARISING

Referring to the minutes as amended, the Principal reported that the College had not as yet succeeded in consolidating the growth for 16-18 learners for 2009/10, as it was far from the only college which had exceeded this target for 2008/09.

The Committee noted with pleasure that Chris Williams had obtained an endorsement from INS regarding its use of the Queen Charlotte Hall, with permission to use it in marketing material.

##### 3. DECLARATIONS OF INTEREST

There were none.

##### 4. LEARNER AND ENROLMENT NUMBERS

The Principal informed the Committee that the fee assumption rate for Adult Learners had changed, so that the College had to charge learners the residual rate of 47.5% (2007/08: 42.5%), and consequently the College needs to enrol more learners for the same amount of funding. The College was considering curriculum options to achieve the funding target for the second half of 2008/09.

The funding arrangements for 2009/10 would not be finalised until 31<sup>st</sup> March, and so the College could not plan next year's curriculum until then.

The College was on target to achieve the revised Employer Responsive target of £1m, had secured the Adult Safeguarded Learning target, and was expecting Tuition Fees of £1.82m.

*The Committee noted the learner and enrolment numbers.*

5. JANUARY ENROLMENTS CAMPAIGN

The Marketing Consultant reported that the campaign had achieved excellent results, especially in view of the difficulty of targeting in the context of the diversity of course start dates, types of course, and types of student. The main marketing medium had been the personal distribution of 200,000 booklets (mini prospectus) to a variety of outlets in targeted post code areas. The cost of the booklets had been defrayed by a substantial reduction in the amounts spent on more general advertising, an approach which the College intended to continue. The College's marketing effort would be concentrated on a "call to action" four times a year, with more general advertising being aimed at brand development. The College planned to conduct research into how enrolled students first heard of the course(s) on which they had enrolled. The Principal added that the College had kept enrolment open for up to two weeks after course start dates. The campaign had cost 33% less than the 2007/08 equivalent, and had generated good feedback from students. The Committee suggested that, in view of its strong music offering, the music shops in Richmond and Twickenham be added to the types of outlets targeted.

CW

6. MARKETING ACTIVITY UPDATE

The Marketing Consultant presented an updated Marketing Activity Plan, which showed more information on Community Projects. The Vice Principal (Curriculum & Quality) reported that these would be targeted to specific learner groups. The Principal reported that the Head of Marketing would make a presentation on the value of strategic marketing at the College management's weekend away on 6<sup>th</sup>/7<sup>th</sup> March. In response to a question from the Committee, she said that tutors do flag up "follow-on" courses at the end of each course, but that this needed to be controlled to ensure that they were referring to courses offered by the College itself.

The Committee considered the use of the College website for marketing purposes. The Marketing Consultant said that the College planned to develop more links to search engines and other related websites, such as the LBRuT "How to survive the recession", and reported that approximately 25% of enrolments had been made via the web, which was similar to last year. An analysis of the email campaigns to date for 2008/09 would be presented to the next meeting of the Committee.

CW

7. ANY OTHER BUSINESS

The Vice Principal (Curriculum & Quality) reported that she had met Sebastian Scotney and Colin Wise to discuss Social Enterprise options, and that the College had established a Social Enterprise Steering Group to consider:

- retail,
- horticulture,
- performing arts,
- creative arts,
- use of the College shop, and
- Farm Fresh Express.

GF

She would be able to provide a further update at the next meeting.

The Committee received a paper from Geoff Varrall concerning the recent publication of the Digital Britain report from Stephen Carter, the former Director of Ofcom, and considered that this might provide opportunities for the College to offer digital life skills, digital work skills, and digital economy skills. It was agreed that the Principal would read the report in detail, and then review with Geoff Varrall the College's input to the LSC for its response to the report by 12<sup>th</sup> March 2009.

8. DATES OF REMAINING MEETINGS FOR 2008/09

It was agreed to change the meeting planned for 19<sup>th</sup> May to 20<sup>th</sup> May 2009.

Clerk

This part of the meeting ended at 7:45 p.m.

CHAIR