

BUSINESS COMMITTEE

MONDAY 14 SEPTEMBER 2015

Report: Minutes of the meeting held on Thursday 5 March 2015
Author: Clerk
Action: Approve
Status: Open



Present: Ivan Jepson (Chair)
Mick Brophy
Judith Doyle
John Holt
Nadine Hudspeth
David Mitchell
Chris Toon

In attendance: Emma Moody (Clerk)
Mark Thompson

B/28 Chair's Welcome, Apologies, Introductions

Ivan Jepson welcomed members to the meeting in the absence of the Chair, Robin Mackie, who sent his apologies.

No members declared any conflicts of interests at this stage, but were reminded to declare any such conflicts that arose throughout the meeting.

B/29 Minutes of the meeting dated 28 January 2015

The minutes of the last meeting on 28 January were approved as a true record.

The Principal confirmed that KPMG were asking NECC as stakeholders of their views on the current marketplace.

B/30 Matters Arising

There were no matters arising not covered on the agenda.

B/31 KPI's Rag Rated Report

The report and the discussion 'are closed to the public' until such time as they are no longer commercially sensitive

B/32 Update on Gazelle

This item is CONFIDENTIAL and not for publication

B/33 Marketing Update

An update was presented by the Director of Marketing.

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The Chair commented that he felt that marketing was an integral part of this Committee's work, and also integral to the business development for the College. There was a need for innovation and creativity and a need to align the marketing activity to the targets set for the College, challenging the demography of the region and looking to generate growth. The Strategy Day will look at this in more detail and KPMG's work would feed into this.

There was a need for the College to differentiate itself from its competitors and hopefully an improvement in Ofsted rating would open more brand opportunities.

The report was noted.

B/34 Recruitment Update

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B/35 Any Other Business

There was no other business.

B/36 Date of Next Meeting

The date of the next meeting was Thursday 7 May 2015 at 4.30pm but this meeting was subsequently cancelled.

The meeting scheduled for Thursday 11 June 2015 at 4.30pm was cancelled due to the College undergoing an Ofsted Inspection.

The meeting was rearranged for Wednesday 22 July 2015 at 4.30pm but this meeting was subsequently cancelled.

The meeting was rearranged for Monday 14 September 2015 at 2.00pm.