

MINUTES OF THE STRATEGY MEETING OF COULSDON COLLEGE CORPORATION HELD ON TUESDAY 10 MARCH 2015

Present: Mr Robert Hails (Chair)
Mrs Jennifer Tindle
Mr Mark Coleman
Mr Steve Oxlade (Executive Principal)
Mr Ian Fortune
Mr Del Attah
Mr Paul Brightly-Jones

In Attendance: Mr Jon Allen (Clerk)
Mr Brett Freeman (Principal)
Mr Richard Beales
Mr Steve Gooch

APOLOGIES

53. Apologies were received from Mr Michael Jones, Mr Andy Booth, Mrs Yvonne White, Mr Christopher Wright and Mr Paul and Mr P Ofori.

DECLARATION OF INTERESTS

54. The interests of Steve Oxlade, Robert Hails, Jennifer Tindle, Mark Coleman and Ian Fortune were declared given their membership of the Corporation of Reigate College.

SWOT & PESTLE ANALYSIS

55. It was **RESOLVED** to note the SWOT and PESTLE slides previously circulated to governors.

THEMES FOR DISCUSSION

56. Arising from the SWOT and PESTLE analysis, the Principal identified two themes for further discussion amongst governors, these being financial matters; and marketing strategies.

57. The Executive Principal made available a presentation on financial matters and of the imperative need for the College to recruit targeted student numbers over the next 4 years.

59. To address the national decline in funding for students and to address increased costs arising from increased National Insurance employer contributions and increased employer pension contributions, the following strategies were outlined:

- Look for further staff savings (without adversely impacting on quality)

- Increase student target numbers by 20 in 2015/16, and a further 20 in 2016/17

60. The Principal made available a presentation on marketing strategies that will be followed to ensure the College maximises all recruitment and marketing opportunities.

61. In conclusion, the Chair commented that there were two key strategic matters for the Corporation to focus on; these being quality of provision and recruitment of students against targets over the next 4 years. A failure of either of these two would result in the College not being a viable on-going concern.

62. No specific actions were being asked of governors at this meeting. Instead, the intention was to raise awareness of the issues with governors. As and when more information becomes available then governors will need to take appropriate actions to meet the strategic challenges that lay ahead.

MISSION, AIMS & STRATEGIC OBJECTIVES

63. Governors had received prior to the meeting the College report ‘*Mission, Aims & Strategic Objectives*’. Governors had been invited to make any comments on the document.

64. Following review and discussion, it was **RESOLVED** to approve the ‘*Mission, Aims & Strategic Objectives*’.

RISK REGISTER

65. Member were asked to approve the ‘*Risk Register 2015/16*’. It was confirmed that the two significant risks recorded on the Register were in-line with the two key strategic issues facing the College and Corporation, these being:

R1	Failure to meet student recruitment targets and therefore secure adequate funding in order to allow for the effective operation of its mission.
R2	Failure to meet quality targets (success rates in particular) and therefore impacting the College’s reputation and its ability to attract and retain students.

67. It was resolved to approve the ‘*Risk Register 2015/16*’.

ANY OTHER BUSINESS

68. There was no other business.

DATE OF NEXT MEETING

69. Corporation meeting Tuesday 17 March 2015 at 6pm.

The meeting closed at 20.00.

Signed: _____ Date: _____
(Chair)