

REGIONAL BOARD REPORT

Subject: Stakeholder Strategy	Purpose: For Approval <input type="checkbox"/> For Discussion <input checked="" type="checkbox"/> For Information <input type="checkbox"/>
Prepared by: Angela Cox	Date: 16 October 2017
Purpose: To discuss with the Board the strategic direction the college is taking in engaging with key stakeholders and in return grow our business through established networks who regard the college as a trusted partner.	
Linked to Strategic Goal 4: Grow our business.	
Executive Summary: <p>Borders College has a diverse range of stakeholders who are valuable in helping us deliver our college strategy.</p> <p>We have actively engaged with 540 employers over the last 12 months and have worked with 1198 businesses over the last 36 months. The purpose of this strategy is to enable us to evaluate the impact of our engagement moving forward and to identify and increase our employer engagement in our priority sectors.</p> <p>We have categorised our stakeholders into the following:</p> <ul style="list-style-type: none"> ➤ Staff ➤ Students ➤ Regional stakeholder ➤ Agency/Government stakeholder ➤ Employers ➤ Ambassadors including Alumni and Fellows <p>Our engagement strategies with staff and students sit within other college policies and so is not focussed on here.</p> <p>We recognise that our stakeholder engagement should be opportunistic as well as planned with all managers playing an active role in promoting the college, identifying opportunities for partnership working and actively listening to what our stakeholders need from us.</p> <p>Our Regional Board members represent a cross section of the stakeholder categories identified above and have a dual role in contributing to our stakeholder engagement. As a Board member they are representing their community in ensuring that our strategic direction reflects the needs of that community but also they are ambassadors of the college and should raise the profile of what the college has to offer.</p> <p>Through our analysis of stakeholders we have identified that we are overly reliant public sector organisations within our region for income generation.</p>	

We have also identified that our current established business in Edinburgh in the Health & Social Care and Childcare sectors provides us with an opportunity to grow our professional services offer in this region. Therefore we will be proactive in seeking new private businesses to work with us.

Our Construction & Engineering sector stakeholders are well developed but we recognise this is not through a proactive approach and some key players within the region are not actively engaged. It is a key priority for us to grow our employer base in this area considering the predicted growth this sector and opportunities for the college in training, current workforce development and innovation through our well established sustainability approach.

Analysis of regional economic performance indicates that our Visitor Economy offer is too focused on Hospitality and Catering and needs to broaden into Cultural and Heritage Tourism and thus proactive engagement with new stakeholders is necessary as well as re-energising our existing stakeholders in Hospitality and Catering.

Our Land based provision continues to flourish and opportunities to develop income generation activity continue with current active stakeholders.

Recommendation: Members are asked to note our strategic intention and contribute to or challenge our thinking around priority sectors and stakeholders.

Previous Committee Approvals:

For publication ☐

For publication with redactions ☐

Not for publication ☒