

## Welcome



I would like to take the opportunity to introduce you to the first issue of the Scotland's Colleges Mean Business – Business Bulletin. The Business Bulletin, which will be produced on a quarterly basis, will provide you with updates on the ongoing developments that are taking place in relation to the Knowledge Transfer agenda across the college sector.

The college sector is a key player in developing the nations' economy, of that there can be no doubt. The sector currently supports and works with over 10,000 businesses of all sizes, across a variety of industry sectors and we have the appetite to do more. As the government aims to move the country from recession to recovery it will look to the college sector to play a key role during this transitory period.

The funding, which has been made available through the SFC to support the KT agenda has had a massive impact on the college sectors' ability to support the business community throughout Scotland and we will continue to seek ways that we can further cement our relationships with the business communities which we support and work towards enhancing Scotland's economy.

The Business Bulletin highlights a number of activities that will take place in 2010, and I would like to draw your attention to an event taking place in the New Year. In January, John McClelland, Chair of the SFC will address an audience of college and key partners at the National KT Event. This is a free event which is sponsored by the SFC and I would urge all colleges to support this event and the other activities that are taking place throughout the year where they can.

The Scotland's Colleges Mean Business campaign aims to raise the profile of how the college sector can support the business community in Scotland by demonstrating the range of services and choice of colleges that businesses can go to for help, advice and support. We believe that this will help the college sector further enhance itself as a key supplier of training solutions for businesses.

Finally, we could not undertake this work alone and my personal thanks go out to the following organisations that are supporting the college sector to engage with the business community: FSB Scotland, CBI Scotland, Scottish Chambers of Commerce, Alliance of Sector Skills Councils, SQA, Scottish Enterprise, Highlands and Islands Enterprise, Skills Development Scotland and Business Gateway.

Joe Mooney  
Chair, KT College Action Group

[www.scotlandscollegesmeanbusiness.com](http://www.scotlandscollegesmeanbusiness.com)



WHAT DO YOU WANT TO DO WITH YOUR BUSINESS?

# Knowledge Transfer National Event

This free event will be held on 20 January 2010 at the Radisson SAS Hotel, Glasgow. It will provide delegates with the opportunity to gain a strategic understanding of how the knowledge transfer agenda is developing throughout the college sector in Scotland.

A keynote speech will be delivered by John McClelland, Chair of the SFC, there will be key input on the work taking place relating to the D.E.E.P. agenda and a presentation from the Scottish Chambers of Commerce. Case studies will highlight the many ways that the colleges in Scotland are engaging and supporting the business community. There will also be input relating to Knowledge Transfer Partnerships.

The programme for this event will be available shortly, however, in the meantime to register your interest in this event, please go to:

<http://events.scotlandscollages.ac.uk/events/show/3484>



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## Business Week



22 - 26 March 2010

A week long series of activities running from 22 – 26 March 2010 will be arranged to raise the profile of the work by the college sector in supporting the business community. Similar to 'Adult Learners Week', 'Business Week' will draw on testimonials from businesses who currently use the colleges for support, help, advice and guidance. Three key

events will take place during the week with specific target audiences:

- Business Week Launch
- Business to College Awards
- The Big Business Breakfast

As well as these events, colleges will also be encouraged to run partnership workshops (funded by SFC) during this week and will be invited to contribute to a media plan which will encourage a wide variety of activities that can be used to generate PR opportunities at both local and national levels. Colleges should look out for more announcements on 'Business Week' and how they can take part and contribute to the overall success of these events.

## Business Week Launch

The launch of Business Week is being planned for Monday 22 March 2010. More details to follow.



The Big Business Breakfast is a series of events that will take place in colleges all over Scotland on Friday 26 March 2010. Look out for more details at:

[www.scotlandscollagesmeanbusiness.com](http://www.scotlandscollagesmeanbusiness.com)

# Business to College Awards

**BUSINESS  
to COLLEGE  
AWARDS  
2010**

The second annual Business to College Awards will take place on Wednesday 24 March 2010 at Our Dynamic Earth, Edinburgh. Last year the inaugural event, which was sponsored by the SFC was attended by nearly 400 people. This year, it is hoped that

over 500 people will be in attendance at what promises to be an excellent event to showcase the many success stories taking place between colleges and the business community in Scotland.

As well as close business contacts, colleges will also be encouraged to invite along their local MSP's and business stakeholder organisations such as FSB, CBI and regional Chamber of Commerce representatives in what will be an excellent networking opportunity. This black tie awards dinner will be subsidised at a rate of £250 for a table of ten.

The following is a list of award categories and application guidance (please note that all entries should be submitted electronically):

2010 Award for Impact – Public Sector  
2010 Award for Impact – Private Sector  
2010 Award for Innovation  
2010 Award for Business Start-up  
2010 Award for Sustained Relationship  
2010 Award for Workforce Development (more than 50 Employees)  
2010 Award for Workforce Development (up to 50 Employees)

To register your interest in the Business to College Awards please go to:

<http://events.scotlandscollges.ac.uk/events/show/3483>

The Business to College Awards are supported by:

Alliance of Sector Skills Councils  
Business Gateway  
CBI Scotland  
FSB Scotland  
Highlands and Islands Enterprise  
Scottish Chambers of Commerce  
Scottish Enterprise  
Skills Development Scotland  
SQA



## Voucher Scheme

The SFC innovation voucher scheme was extended to colleges for 2009-10.

The scheme is aimed at building relationships between SMEs (Small to Medium Sized Enterprises) and colleges in Scotland. The proposed collaborative project should lead to new products and processes that will benefit the business (or third sector organisation), the college and the Scottish economy.

SFC funds may be used to support up to 50% of the costs of a new collaboration with a Scottish SME. The maximum and minimum contribution for any one project is £3500 and £500.

Colleges can apply now and the deadline for applications is Friday 5 February 2010.



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# DEEP Report

The consultants, Frontline, have concluded the work relating to year one of a three year formative evaluation of the Developing Employer Engagement Programme (DEEP) and Knowledge Transfer Grant (KTG) programmes on behalf of the SFC.

The evaluation was commissioned to:

- Identify a range of measures – demonstrating where these programmes bring benefits to each of the stakeholders.
- Evaluate the processes to enable further feedback to SFC and Scotland's colleges – investigating how to improve their effectiveness.
- Assess the outcomes and summative assessment of the programmes – recognising what they are delivering in terms of the total benefits.

Feedback from the colleges indicates that they use the funding to support existing initiatives and add new capacities. The DEEP and KTG funding helps them to do more, sooner and to a higher standard. 43 interviews were undertaken with senior staff from every college that received funding under the programmes. The objective being to find out the drivers that colleges had for undertaking employer engagement and knowledge transfer and the issues they were facing in working with employers. A key issue to consider was sustainability – as this would demonstrate that the funding had made a step change in the way that colleges operate.

Colleges believe that DEEP and KTG funding streams have had a positive impact on increasing college income. Provision of training courses and the recruitment of part-time students have been particularly effective in increasing income; these have been strongly influenced by DEEP and KTG funding. It is noticeable that many colleges appear to be focusing more on a long term, sustainable approach that would give them a stronger foothold as a 'solution provider' to their customers.

Colleges have responded positively to DEEP and KTG funds, and the benefits and opportunities this brings. Funding has facilitated greater awareness of the need for contact with employers and local partners. Colleges have been very proactive in involving employers and sector representatives in their course design decisions and what they are actually delivering to learners.

There are still areas for improvement in linking colleges more closely with employers and ensuring that knowledge transfer systems are in place to share learning and best practice, both across the further education sector and between colleges and industry.

To measure the impact of engaging with Scottish colleges and understand employers' perceptions of the services offered, over 300 organisations were approached to complete a survey. In total, 113 organisations (37%) provided feedback

to support the evaluation, including a number of responses from organisations that had not engaged with Scottish colleges to provide a counterfactual viewpoint.

From the survey, the impact that is attributable to colleges working with businesses is significant:

- the net turnover impact amounts to £38.6 million Present Value (PV)
- the Gross Value Add (GVA) impact amounts to £10.97m PV GVA.

The total number of jobs either safeguarded or created as a result of college engagement amounted to:

- 270 jobs in 2008
- 280 jobs in 2007
- 253 jobs in 2006.

Private sector organisations were asked to indicate skills or qualifications impacts they received as a result of college engagement (the results are very similar to public sector replies). They noted benefits in:

- improved knowledge of staff skills (66%)
- improved knowledge on job specific skills (53%)
- a greater number of better qualified staff (53%)
- improved staff skills (51%).

The largest impact to productivity noted by private sector organisations was a reduction in the time taken for staff to complete tasks. This may relate to corresponding increases in staff and job specific skills as noted above. Other productivity benefits cited by private sector organisations included:

- improved company practice around productivity (32%)
- cost savings (27%)
- improved knowledge on company productivity (16%)
- reduction in equipment time taken to complete tasks (14%).

The majority of public sector respondents (56%) indicated improved quality of products or services. In addition organisations cited:

- improved organisational processes and procedures (41%)
- introduction of new products and services (31%).

This evaluation was designed to take a formative look at DEEP and KTG, and gain an understanding of how they are working and how the benefits might be increased. This year one evaluation identifies significant economic and social benefits to Scotland. These suggest a series of potentially self-sustaining and value adding processes that have been created or accelerated by the DEEP and KTG funding. If you have any questions relating to the DEEP report please contact Russell Pryde by e-mail: [Russell.Pryde@Frontlinemc.com](mailto:Russell.Pryde@Frontlinemc.com)

## Contact Details

If you have any questions about any of the information contained in this bulletin please contact:

John McCann  
Tel: 01786 89 2000  
E-mail: [john.mccann@scotlandscollges.ac.uk](mailto:john.mccann@scotlandscollges.ac.uk)

For bookings relating to the Business to College Awards please contact:

Lynnemarie Tigg  
Tel: 01786 892011  
Email: [lynnemarie.tigg@scotlandscollges.ac.uk](mailto:lynnemarie.tigg@scotlandscollges.ac.uk) or visit:  
<http://events.scotlandscollges.ac.uk/events/show/3483>