

HARPER ADAMS UNIVERSITY

Finance and General Purposes Committee

Minutes of the meeting of the Finance and General Purposes Committee held on 20 January 2017

Present:	Mr S Vickers	Chairman
	Dr D Llewellyn	
	Mr M Lewis	
	Mr P Nixon	
	Mr M Thomas	
	Mr D Wong	
In attendance:	Dr C Baxter	University Secretary
	Mrs L Furey	Director of Finance

of food production, diversification, and enabling students to tackle new challenges, such as identifying new ways of diversification and also recognising the importance of utilising public funding for the public good;

vi) that the University offered its Agriculture students development and higher level skills not simply for food production but also for a range of other careers, including policy making, consultancy roles and working in retail environments;

vii) that the University was offering new ways of diversification and also recognising the importance of utilising public funding for the public good;

- xiii) that a number of changes had taken place at other competitors including the announcement that the Principal of Writtle would retire during the summer of 201

- xxiii) that an appointment had been made to the new lectureship in Sub-Saharan Africa. An opportunity to develop a joint bid with AGCO and the University of Zambia was also under active discussion led by Andy Wilcox;
- xxiv) that the new Business Development Manager had been recruited and would start at the University towards the end of February and a successful recruitment process had also led to the appointment of a Deputy Registrar who would take up the role in the next few months. The planned work to enhance security was also well underway and further plans were in hand over the coming months. This was particularly important as the University had suffered some theft from the farm workshops of equipment during the previous week;
- xxv) that, unfortunately, the Students' Union had been slow with making investments to utilise the additional funding allocated for the specific purpose of offering a wider range of activities to appeal to all students. The Students' Union President was aware of this and it had been agreed that some of the funding would be held back. This strategic investment was important in terms of the recent UUK report on ensuring that universities addressed the need to be inclusive and to ensure they actively offered social and other extra-curricular/student community led activities which would be of interest to students from all backgrounds. There was also an important link to the recent report on bystander policies and the re-emphasis of the need to ensure that all students were safeguarded during their studies at university;
- xxvi) that it was understood that the ESIF bid with Aston University for creation of an Agri-Tech knowledge exchange team was progressing positively. However, no firm announcement had yet been made;
- xxvii) that the investment in international marketing was moving forward positively and would be discussed during the presentation from the Director of Marketing and Communications;
- xxviii) that two posts together with the planned investment in a new REALM capital scheme were currently not be progressed;
- xxix) that members of the Committee were particularly pleased to note that matched funding had been secured for a number of ISF investment strands. This indicated that ISF funding could be used successfully to lever other funding to deliver the University's overall strategic aims.

16/21 Presentation on the Updated Marketing Strategy

Noted:

- i) that the Chairman welcomed Mr Simon Pride, Director of Marketing and Communications to the meeting. A detailed presentation was made to members of the Committee during which the following key points were noted:
- i) that the University had a very strong brand image focusing in particular on engagement with industry and the strong ethos of theoretical and practical education, together with application of science and technology;
- iii) that a thorough brand review had taken place including re-consideration of the logo together with other key messages which could be communicated through both image and written word;

- iv) that the proposed rebranding had been shared with the Students' Union which was enthusiastic about the proposals. It was recognised that the formal crest of the University remained important to the Students' Union and to alumni and also to key events such as graduation and other formal/ceremonial

iii)

Procurement Co-ordinator role would further strengthen the University's resource in this area and that the Co-ordinator would be able to work with managers and budget holders to further strengthen procurement arrangements;

- iii) that the Committee would like a further update on procurement at its next meeting once the procurement return had been made. LF

16/28 Estate Developments

- Received:
- i) a paper by the University Secretary/Head of Estates on progress with current estate developments;
 - ii) a post-occupancy review for Leverhulme and Jerman Halls of Residence;
 - iii) a presentation from the Estates and Facilities Manager on the review of the Estates Strategy 2010- 2020 and preparation of a revised Estates Strategy 2016-2026.

- Noted:
- i)

continuing to develop positively and it was possible that numbers might build up steadily over the coming years. In the meantime, the new halls had been successfully marketed to other student groups and the contribution from the new halls had been positive given a lower than expected cost base and the fact that any defects or

xv)

Estates and Facilities Manager had suggested that 4-way lights might be considered and this was currently under consideration;

- xxiv) that longer term car parking might be necessary together with opportunities to relocate car parking away from the side of the B5062 so that frontage areas might be released for future development. There may also be opportunities to consider consolidation of student residential facilities along Flatt Road towards the end of the 10-year strategic planning horizon;
- xxv) that a further area of consideration was ensuring sufficient staff offices and whether or not, in due course, Bradford Hall could be replaced by the new hall adjacent to Leverhulme and Jerman for which planning permission had already been received and for which services were already available in the ground. Nevertheless, this was recognised to be a medium to long term aim that would need appropriate funding to be identified in due course;
- xxvi) that next steps would be to discuss the detailed schedule for refurbishment with the Conference Office, Finance Office and Student Services colleagues to ensure that appropriate windows of opportunity to undertake the work together with appropriate phasing of the necessary funding was agreed. It was also recogni

- Agreed:
- i) that the University should continue to explore this opportunity and consider in particular whether there might be any opportunities should the land be rationalise current farm holdings especially rental agreements; LF/SK
 - ii) that the Chairman would be willing to offer informal advice in the first instance; SV/LF
 - iii) that it might be helpful to consider whether the Duchy might be interested in a pre-market discussion especially as the University