

EXTERNAL RELATIONS COMMITTEE

TERMS OF REFERENCE APPROVED BY THE BOARD 31 OCTOBER 2022

1. PURPOSE

To advise the Governing Body and to provide it with assurance on its engagement with external stakeholders including communities of place and of practice and delivery partners

2. RESPONSIBILITIES

- a) To develop and keep under review an external engagement strategy that promotes the charitable purposes and mission of the College through the effective engagement of communities of place and of practice and of policy-makers at local and national level
- b) To identify persons and groups with an interest in the success of the College (stakeholders) and to consider ways of engaging them
- c) To identify, monitor and bring to the attention of the Board relevant indicators of stakeholder satisfaction
- d) To establish and keep under review a scheme to encourage and recognise support for the College and its mission through the appointment of Patrons and the conferring of fellowships and awards, and to make nominations to the Board from time to time
- e) To establish and keep under review a marketing strategy
- f) To monitor the College's arrangements to market the services that it provides and provide assurance to the Board that effective systems and processes are in place

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3. MEMBERSHIP

- a) The Committee will comprise at least four and not more than six members of the Governing Body including the Principal and one Student Governor
- b) The Governing Body may appoint additional members with specific