ACCOUNTABILITY STATEMENT AND LOCAL NEEDS DUTY 2024/25
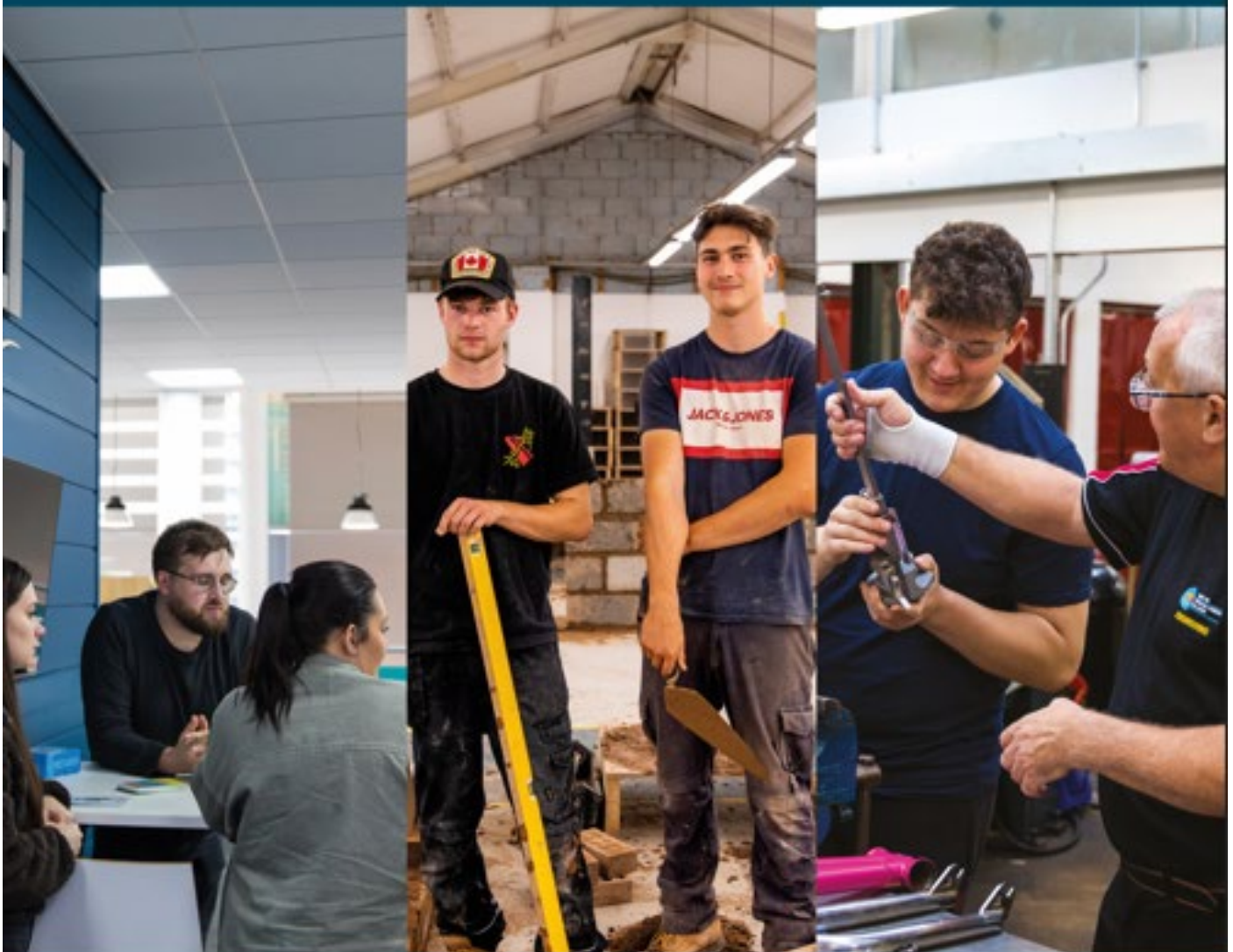
HOWCOLLEGE.AC.UK

HEART OF
**WORCESTERSHIRE
COLLEGE**

SUMMARY DOCUMENT – JUNE 2024

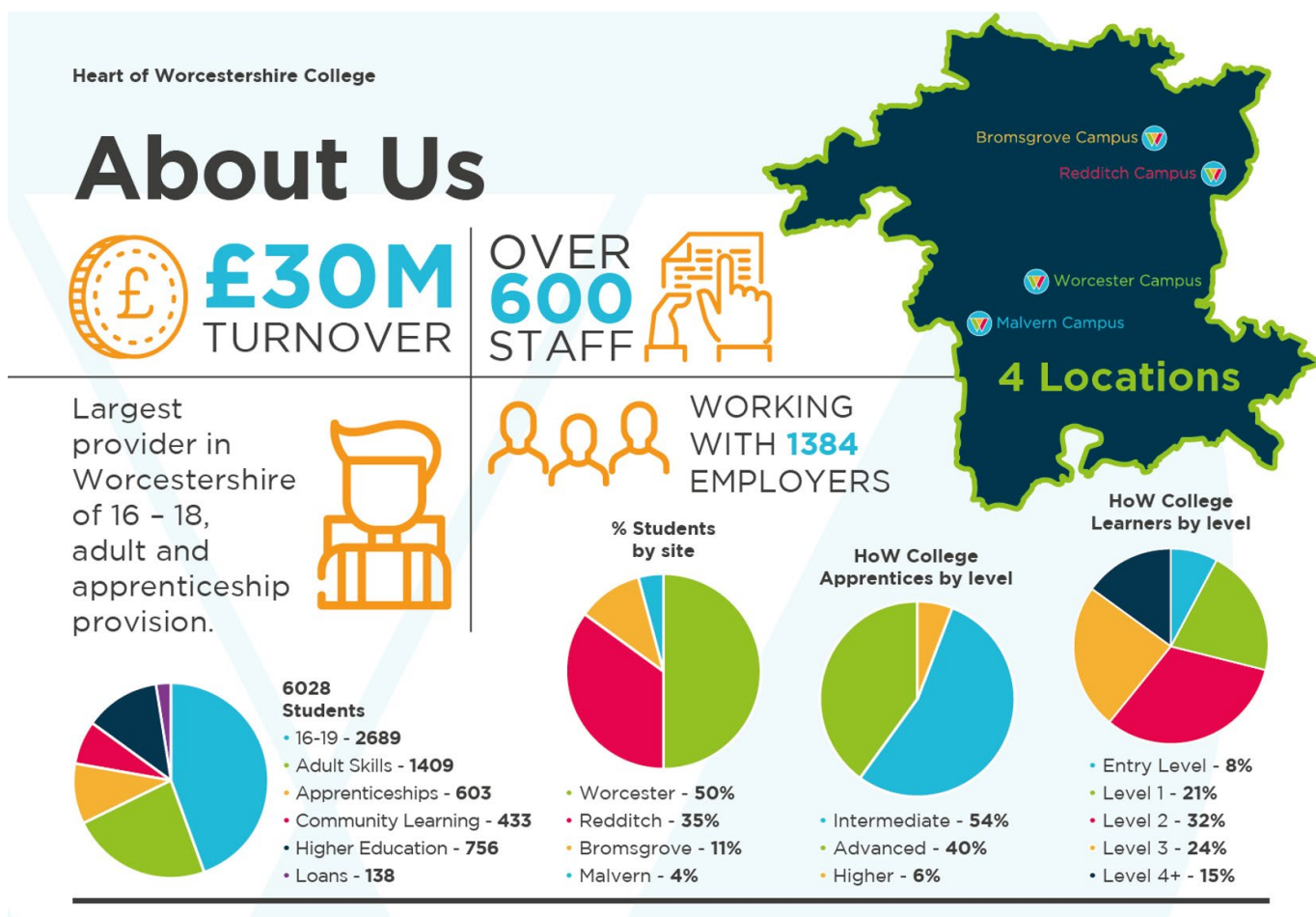**HoW College Overview**

The Heart of Worcestershire College Accountability Statement outlines the institution's commitment to providing high-quality education, training, and skill development opportunities which align with the priorities set by the Local Enterprise Partnership (LEP), West Midlands Combined Authority and the Local Skills Improvement Plan (LSIP) in line with College's strategic objectives.

College Mission: To improve lives through learning.
College Vision: To be recognised for nurturing the brilliance of every student and addressing the skills needs of local and regional employers, through innovative and impactful education.

Heart of Worcestershire College

About Us

£30M TURNOVER

OVER 600 STAFF

Largest provider in Worcestershire of 16 – 18, adult and apprenticeship provision.

WORKING WITH **1384** EMPLOYERS

4 Locations

Bromsgrove Campus
Redditch Campus
Worcester Campus
Malvern Campus

6028 Students
• 16-19 - **2689**
• Adult Skills - **1409**
• Apprenticeships - **603**
• Community Learning - **433**
• Higher Education - **756**
• Loans - **138**

% Students by site
• Worcester - **50%**
• Redditch - **35%**
• Bromsgrove - **11%**
• Malvern - **4%**

HoW College Apprentices by level
• Intermediate - **54%**
• Advanced - **40%**
• Higher - **6%**

HoW College Learners by level
• Entry Level - **8%**
• Level 1 - **21%**
• Level 2 - **32%**
• Level 3 - **24%**
• Level 4+ - **15%**

The strategic objectives of the College are represented as 7P's:

Strategic Theme	Strategic Objective
Purpose	Providing a high-quality curriculum, focussed on careers and the delivery of excellent outcomes for all.
Place	Delivering from inspirational and safe learning environments.
People	Offering a culture of support, kindness and engagement for staff and students with high expectations of ourselves and others
Prosper	Focusing on appropriate growth opportunities and efficient and effective delivery
Partnership	Being an anchor institution for Worcestershire employers and our communities.
Potential	Preserve and innovate today to thrive tomorrow, ensuring we meet skills needs and have a reputation for technological advancement.
Planet	Raising awareness of, and delivering on, our sustainability commitment.

College Offer

Heart of Worcestershire College is an 'anchor institution' in our region and works in collaboration with others to meet the needs of employers in our region. The College's provision is important to:

- Upskill existing employees to ensure they remain equipped with the skills employers need;
- Reskill employees whose jobs may be at risk and those who are unemployed to help them remain economically active;
- Support and re-engage those who have left school without 5 GCSEs at 4 – 9 enabling them to have better life chances;
- Train the next generation of the workforce so that they are well prepared for employment and the job roles needed both now and in the future in the region.

The following two tables demonstrate that HOW College' curriculum is aligned to key priorities.

Skilled Area	Local priority	West Midlands priority (WMCA)	NATIONAL priority	EMERGENT priority	HOW College Offer
Aerospace		✓			
Advanced manufacturing/Engineering	✓		✓		✓
Agritech	✓				
Business Services	✓				✓
Construction	✓		✓		✓
Creative Content Production and Gaming		✓			✓
Digital and Technology			✓		✓
Health and Social care	✓		✓		✓
Health tech and Med tech		✓			✓
Leisure, Travel and Tourism				✓	✓
Logistics and Distribution/Haulage and Logistics		✓	✓		Under review
Manufacturing			✓		✓
Manufacture of future housing		✓			
Manufacture of Electric light vehicles and associated battery devices		✓			
Modern and Low Carbon Utilities		✓			Under review
Professional and Financial Services and Supply		✓			✓
Public Services				✓	✓
Science and Maths			✓		✓

HOW College Contribution by provision type

Skilled Area	16 -19	Apprenticeships	Adult	HE
Advanced manufacturing/Engineering	✓	✓	✓	✓
Business Services	✓	✓	✓	✓
Construction	✓	✓	✓	
Creative Content Production and Gaming	✓		✓	✓
Digital and Technology	✓	✓	✓	✓
Early Years	✓	✓	✓	✓
Health and Social care	✓	✓	✓	✓
Health tech and Med tech	✓			
Leisure, Travel and Tourism	✓		✓	✓
Manufacturing	✓	✓	✓	
Professional and Financial Services and Supply	✓	✓	✓	✓
Public Services	✓		✓	
Science and Maths	✓		✓	

College Plan for 2024/25

The College works in partnership with key stakeholders and employers across the region to assess need, develop its offer, and work collaboratively on delivery and assessment. This helps the College to be responsive to employer need, reduce duplication, work collaboratively with other partners and provide progression pathways. The College's skills objectives for 2024/25 are aligned where possible to the Government's National Skills Priorities and have been developed to support Worcestershire Local Enterprise Partnership (LEP), West Midlands Combined Authority and Local Skills Improvement Plan (LSIP) priorities. They are also designed to respond to more local needs and to support City, Borough, District and Town Councils.

Our focus for 2024/25 is to:
1. Continue developing the employability and behavioural skills needed by employers, ensuring students are work ready, as determined by the LSIP.
2. Develop the College's new Business Hub and achieve LSIF outcomes.
3. Explore possible markets for green skills.
4. Deliver the Innovate AI Centre of Excellence project.
5. Explore further opportunities to fully utilise Adult Skills Fund (ASF) in the region.
6. Continue to work in partnership with other providers to identify opportunities to upskill and train for the health and social care sector and to promote key career opportunities in schools.
7. Further enhance links with employers for curriculum development and design ensuring the College improves the Ofsted skills judgement.
8. Continue to expand the College's work to support students with special educational needs.

We will do this by the following actions:

1a	Implement the College's new Personal Development Strategy ensuring that all learners in all provision types focus on developing the 4C's - communication, critical thinking, creativity, and collaboration.
1b	In addition, we will foster the 5th C - corporate behaviour and attitudes to meet employer needs through feedback from the LSIP.
2a	Identify and pilot a series of modular courses to address employer needs including on topics such as general business, digital and sustainability.
3a	Continue to explore opportunities in green skills including training Energy Advisors to meet employer needs.
3b	Provide short courses for students and employers that raise awareness of climate change and promote actions to increase sustainability in organisations and lifestyles.
3c	Support the development of the Worcester Heat Network and respond to any training needs for residents and employers that arises from it.
4a	Undertake research to identify AI use in manufacturing and business and professional services and disseminate this to Worcestershire SMEs.
4b	Produce blended learning content to engage further businesses in the use of AI.
4d	Ensure teachers are trained in AI findings to support future curriculum development.
5a	Identify and deliver a programme of online business, management and health and social care courses to reskill future workers and upskill existing employees.
5b	Review the market to explore opportunities for new courses in logistics.
5c	Deliver more essential skills up to and including Level 2 in English and Mathematics and up to and including Level 1 for Digital.
6a	Smart Living – work with LEP/County Council health and social care commissioning team to pilot a change programme for commissioning social care and integrating the tech enabled care into the provision more formally.
6b	Develop a tech enabled care course.
6c	Work with the NHS links in the region to identify how the College can support with their workforce development needs and collaborate with other providers to identify a collaborative offer.
7a	Actively participate in Chamber Industry Councils.
7b	Develop Employer Forums in areas not covered by Skills Councils.
7c	Expand the College's Skills Ambassador programme.
7d	Secure more strategic partners.
8a	Work with National Star to enhance the College's offer.
8b	Explore opportunities to offer further supported internships.