

city college

brighton and hove



# City College Review 2009/10

Working together towards 2014

Inspiring Learners, Creating Opportunities & Changing Lives

[www.ccb.ac.uk](http://www.ccb.ac.uk)



# Welcome

Last year, we welcomed our partners, associates, members of the local business community and key stakeholders to our launch event of our Strategic Plan. This document outlined our vision of what we want City College to be: an outstanding and responsive College of Further Education that is at the heart of the local community, delivering a range of provision from Entry Level to Higher Education.

I was thrilled to experience the wonderful hospitality and creativity of our students on the night of that launch, and I know many of you felt the same. This evening we will also be experiencing the skill and service of our hospitality students and I'm sure you will enjoy tonight just as much.

Our Strategic Plan outlined the vision of what this College will be by 2014 and I am delighted to welcome you tonight to share in the progress we have made this year in meeting our objectives.

2009/10 was the most successful year in this College's history in terms of student success rates, and it was also the most successful year I have had working for an organisation in terms of working with communities on a local and national scale. We have been part of some great projects this year including the Brighton Marathon and the Carpentry Kenya event, as well as some of our students receiving high-profile awards recognising the high standards that we see every day.

We recently held our own student award night, City Achievers 2010, which was full of inspirational stories of achievement and success. This ceremony is a real reminder of the impact we can have on the lives of learners, enabling them to meet and exceed their aspirations. We have a responsibility as an organisation to deliver high quality training and a ladder of opportunity to individuals and employers and we have a central role to play in the educational, cultural and economic life of Brighton and Hove.

The Further Education sector is going through some difficult economic times, but I would like to remind you, our guests and important partners, that City College is a City Achiever. We will doubtlessly face challenges over the coming years, but we have a confident and skilled workforce, great industry standard facilities and fantastic partnerships in the city to leave us in a strong position to achieve our vision in the coming years.



As City College did one year ago, I would like to invite you to join us on this journey and work together so that we can realise our ambitions and transform the lives of our learners across the city.

*Principal & Chief Executive*



## Our Mission

An outstanding and responsive College at the heart of learning in Brighton & Hove.

## Our Vision

Our vision is that by 2014 we will be an outstanding and responsive College, inspiring learners, creating opportunities and changing lives by:

- Delivering vocational and professional learning opportunities that enable learners to fulfil their potential
- Operating from a high quality teaching and learning environment and delivering a rich learner experience that is accessible to all
- Providing strong local leadership in learning and skills and supporting the development of a highly skilled local workforce
- Working in partnership to deliver a better future for learners, employers and communities in Brighton & Hove and beyond

## Our Core Values

Our core values express what the College stands for and how we will conduct ourselves as an organisation.

The College's seven core values have been developed with our staff and students and are:

- We place **LEARNING** and supporting students at the heart of everything we do.
- We create **OPPORTUNITIES TO ACHIEVE**
- We applaud **CREATIVITY, INNOVATION, AND RESPONSIVENESS**
- We celebrate differences and **RESPECT** individuals
- We believe we will achieve **HIGH STANDARDS**
- We take **COLLECTIVE RESPONSIBILITY** for achieving our success
- We are a place where people **ENJOY ACHIEVING** together

Our core values underpin our strategies, policies, objectives and procedures by providing an anchor and a reference point for everything that we do. They have informed the development of this strategic plan, in particular by reinforcing the primacy of the student experience to our future direction. In working to achieve its strategic aims, the core values will guide the College's decision-making.

# Strategic Aims

1. Quality of Teaching and Learning
2. Responsive Curriculum
3. Staff Experience
4. Resources
5. Relationship and Reputation

# Strategic Aim 1

## Quality of Teaching and Learning

By 2014, we will be an outstanding college of Further Education that places learning and support at the heart of everything we do.

### Indicators of Success

By 2014 City College will have:

- Outstanding Ofsted inspection
- Minimum 85% college success rate
- Retention and achievement rates above benchmark for all learners
- The confidence of the Quality Assurance Agency to manage Higher Education academic standards
- Learner and employer satisfaction rates above benchmark



Our Catering department has top industry facilities and experienced chefs



City Achiever of the Year 2010 Emily Brown

### How are we doing?

It is likely we will receive a visit from the Ofsted inspectors in the 2011 Spring-term. We are confident that we have made outstanding progress over the last 3 years and we are looking forward to demonstrating our significant improvements and having a very good outcome.

2009/10 was the most successful year in terms of student success. We achieved an 84% success rate across the College, which puts us in the top 15% of Colleges nationwide. This was a rise in standards from the previous year of 4% and puts the College on target to hit 85% by 2014 - or to exceed this target if we continue to improve at this rate.

This year we conducted our learner survey, a major body of work intended to garner the opinions of our current learners and monitor our achievement rates. We had an excellent response rate of 96%, which allows us to accurately assess where the College currently is in terms of our strategic targets.

The Learner Survey found that our overall retention rate is 91% whilst our attendance record is also rated as 'Good'. Promisingly, 96% of those surveyed (3,050 of total respondents) said they enjoyed their time at college and in the Framework for Excellence (FFE) Survey conducted in Autumn 2009, 90% of learners (2,193 respondents) found the college to be good or very good.

Eleven out of twelve subject areas are now above the national average in terms of success rates, with the twelfth being just 2 percent behind the national average. This is an excellent foundation from which we can build and create an outstanding FE College.

# Strategic Aim 2

## Responsive Curriculum

By 2014, we will deliver a coherent range of vocational and professional education and training opportunities that is of high quality and is responsive to the needs of learners, employers, communities and the economy.

### Indicators of Success

By 2014 City College will have:

- Learner numbers of: 750 14-16 year olds, 2,000 16-18 year olds, 7,500 adult learners and 500 Higher Education students
- 550 adults enrolled on Full Level 2 courses and 650 adults enrolled on Full Level 3 provision
- A fully functioning, flexible and unitised curriculum for adult learners
- Internal progression rates of: 90% for 14-16 year olds and 90% for Level 1 learners
- Framework for Excellence rating of good or above for learner destinations
- Learner and employer satisfaction rates above benchmark
- Training Quality Standard accreditation



Our Art department provides a range of courses from Level 1 to Foundation Degree



Alumni and star of Dragon's Den Deborah Meaden wins AoC Gold Award

### How are we doing?

Despite the current climate for government funding having changed since the launch of the Strategic Plan, City College had a successful recruitment drive for the 2009/10 term. Currently our learner numbers look like this:

435	14-16 year olds
1,850	16-18 year olds
6,900	Adult learners
390	Higher Education students

There will doubtlessly be challenges ahead in terms of recruitment, but City College is very well-placed to meet this challenge.

In 2010/11, the College will be working towards providing a unitised curriculum for adult learners - with our community, long courses, short courses and full cost courses and courses for employers all presented as a fully functioning, flexible and unitised offering.

Our internal progression rates for 14-16 are currently above the 2014 target and at an excellent level of 94% - a testimony to the good work that goes on in this business area.

City Business Skills, our one-stop-shop for employers in Sussex is currently working towards achieving the government Training Quality Standard accreditation and hope to be awarded this during 2011. They received a fantastic response from the 2009 Employers' Survey; 92% of respondents said their employees became more effective following the training we had carried out. This is 2% points higher than in 2008. Our success results for learners on Apprenticeships is also now well above the national average from 2008/9.

# Strategic Aim 3

## Staff Experience

By 2014, our College will provide opportunities for learners to develop a broad set of skills and will be a place where students and staff enjoy achieving together.

### Indicators of Success

By 2014 City College will have:

- Addressed the variation in success rates that exist for some groups of learners
- An entitlement for 16-18 year old learners to have opportunities to engage with the world of work and participate in extra-curricular activities
- Learner and staff satisfaction rates above benchmark
- A profile of learners from minority ethnic communities and with disabilities that is higher than the profile within the local community
- All teaching staff to have, or be working towards, minimum of Level 2 Literacy & Numeracy
- Minimum of 10 apprentices employed by the college
- Staff turnover lower than the sector average
- Annual spend on continuing professional development that is at least equal to 2% of the value of our annual salary costs
- Maintained Investors in People, Disability Symbol & Matrix accreditation



Fine Art FdA student, Cadi Froehlich is a City Achiever and winner of the prestigious Jerwood Drawing Prize



City College 1st XI win the treble in thier first season

### How are we doing?

We have expanded our enrichment activities in 2009/10 to include more sports, such as netball, boxing, yoga and street dance. Our sports teams have been very successful and our football team won the College treble.

In 2009/10 we addressed some of the issues of variation between certain learners. The gap in achievement between our male and female learners has narrowed to 4%, whilst for some minority groups the gap is now only 1% between white-British learners. We are still aware that there are still issues of variation with certain Asian students but we are taking positive moves to address this in 10/11 by recruiting specialist liaison officers, developing focus groups and a strong and visual campaign celebrating difference within the College. A positive step to take from the statistics is that, although the gap remains too large, we have seen it close year-on-year and an increase in success rates for Bangladeshi learners (17% points) and Pakistani learners (18% points) since 2007/08.

Currently City College has 7 apprentices working at the College, in a variety of roles that include Business Support and Catering. In addition, we have another 5 employees who are taking advanced NVQ qualifications but do not directly report to the College.

Earlier this year, we successfully retained our Matrix accreditation which is a kitemark for providing high quality advice and guidance and we also received an upgraded status to bronze in the Investors in People accreditation.



# Strategic Aim 4

## Resources

By 2014, City College will be an effective and efficient organisation that attracts students, employers and staff to its high quality learning environment.

### Indicators of Success

By 2014 City College will have:

- Learner numbers of: 750 14-16 year olds, 2,000 16-18 year olds, 7,500 adult learners and 500 Higher Education students
- Increased commercial income by £1.5 million
- Annual operating surplus that is 2% of turnover
- Staff cost:turnover ratio of 65%
- Reduced Skills Funding Agency dependency to 65%
- Higher Education income that is at least 10% of College income
- Achieved a strong balance sheet position
- Reduced energy consumption by 10%
- Implemented a revised capital investment strategy



City College opened an innovative Boxing Academy in 2010



Carpentry students visited Kenya and built sustainable housing

### How are we doing?

Our annual operating surplus in 09/10 has exceeded our target of 2% and was recorded as 2.7%. It is important that we maintain this viability so that the College can continue to grow and meet our strategic aims by 2014.

As a result, our balance sheet at 09/10 is in a significantly stronger position than the previous year, which is a very positive step to report as the Further Education sector comes under increasing financial pressure.

Cutting our dependency on public funds is still a big priority for the College, and we have significantly invested in our City Business Skills department to develop a one-stop-shop for all the needs of businesses, no matter what size or sector.

We are also working on developing our existing offer to a more responsive and relevant curriculum that matches the current social, political and economic landscape in Brighton and Hove. This will see more levels of qualifications in training areas that closely match the needs of the city and will provide well trained, skilled and employable graduates to the city.

A key part of our plans going forward is to address our energy consumption and reduce this. We have already taken steps to change the culture of working at the College, and have made major changes to the way in which we embrace power usage and recycle.

Following the disappointment of the failed capital bid, we have been working on a plan to develop our existing estate to serve the city for the next generation. Our facility at City College East is almost unrecognisable from the one that we took over and is now home to state of the art facilities for sport, music, drama and much more. Student numbers at this site have doubled in number in the last year!

We were also pleased to announce this year that we are taking over the lease of the Wilson Avenue site, known as City College East. This provides us with the freedom to further develop it to meet the needs of the city and to serve the next generation of learners.

# Strategic Aim 5

## Relationships and Reputation

By 2014, we will be widely recognised as a College that delivers high quality learning through successful partnership working.

### Indicators of Success

By 2014 City College will have:

- A successful 14-19 strategy, developed in partnership with key local stakeholders and demonstrated by implementation of the new Diploma lines in the City by 2013 and raising of the participation age to 18 by 2015
- Local plans that reflect the significant contribution and role of the College
- Increased 14-16 learner numbers to 750
- 5% increase in progression from community-based to mainstream provision
- Established new collaborative ventures, eg at Shoreham Harbour
- 100 additional adult enrolments on HE funded work-based learning programmes
- 20% of adult learner enrolments recruited from outside Brighton & Hove
- Staff and student satisfaction rates above sector benchmark



Olympic legend Steve Ovett presented the City College trophies



City College provided 150 volunteers to the Brighton Marathon

### How are we doing?

The 14-19 team have developed a broad and inclusive curriculum to meet the needs of all of the city's learners. The programmes include Young Apprenticeships, Diplomas, BTECs and Engagement Projects. The 14-19 team work in close partnership with all stakeholders to ensure that our provision is high quality, responsive and promotes positive progression for all learners.

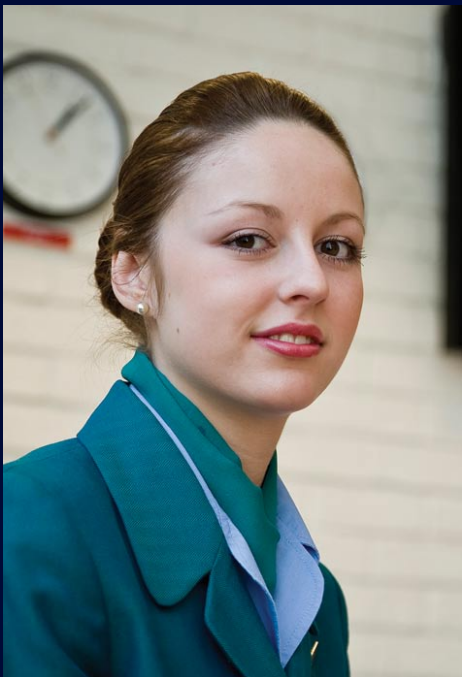
The development of supported Foundation Learning programmes as part of our NEET reduction work will support the implementation of the Raising of the Participation Age (RPA). The college have a range of in-year programmes and now deliver the Prince's Trust, all of which will ensure that there is a wide range of provision for the city's disengaged.

In this academic term, the College enrolled 435 14-16 year olds, which was 85% of our recruitment target for this year. We are working hard through our links with the community, a new dedicated team and by addressing our curriculum offer to match the needs of young people to achieve our target in 2014.

We are looking forward to welcoming our first cohort of HE funded work-based learning learners in January 2011, who are coming to us through their employer and will be training towards a high level qualification equivalent to a degree level module.

We have strengthened our partnership with community partners, employers and the City Council and welcome the continuing partnership with the University of Brighton. Our Adult and Community Learning programmes have now moved out into community venues and are offered at various locations around the city - delivering fun and informative sessions around Brighton and Hove. Amongst others, we have developed new relationships with Sussex County Cricket Club, Whitehawk FC and Albion in the Community.

Our reputation for providing courses and training for adult learning extends beyond the boundaries of Brighton and Hove. In 2009/10 term, 26% of enrolments came from outside the city of Brighton and Hove and the next stage for us is to extend our reputation further afield throughout the region.



city college | brighton and hove

Pelham Street, Brighton  
East Sussex BN1 4FA

T: 01273 667788

E: [info@ccb.ac.uk](mailto:info@ccb.ac.uk)

F: 01273 667703

[www.ccb.ac.uk](http://www.ccb.ac.uk)

