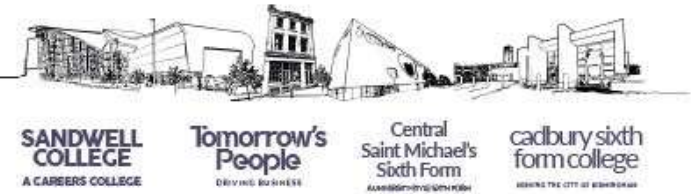


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THE SANDWELL FAMILY OF COLLEGES



# Sandwell Family of Colleges

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ANNUAL ACCOUNTABILITY STATEMENT

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# 1. College Mission and Purpose

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## **Our Mission:**

*To provide and continuously develop and deliver an education of the highest quality, training and learning programmes that help improve the life chances and the economic prosperity of our learners, communities and businesses.*

## **Our Vision:**

*To provide an exceptional, innovative, technologically advanced and inspirational teaching and learning experience leading to individuals' success; and to be an anchor institution at the heart of our communities by working together with schools, employers and partner organisations to enrich lives, raise aspirations, encourage enterprise and improve social and economic well-being.*



SANDWELL COLLEGE  
A CAREER COLLEGE

Tomorrow's  
People  
A CAREER COLLEGE

Central  
Saint Michael's  
Sixth Form  
A CAREER COLLEGE

Galsbury Sixth  
Form College  
A CAREER COLLEGE

# 1. College Mission and Purpose

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## 1.1 Our Objectives:

1. *Continue the pursuit of excellence in all that we do for the benefit of our students*
2. *Ensure there is an effective COVID recovery plan focussed on supporting those who have been disadvantaged by the pandemic*
3. *Ensure all students receive the same high standards of support and teaching irrespective of location or their backgrounds; ensure we celebrate diversity with the College*
4. *Innovate our curriculum to meet changes in education policy*
5. *Continue to invest in training our staff to benefit the learner experience*



SANDWELL COLLEGE  
A CAREER COLLEGE

Tomorrow's  
People

Central  
Saint Michael's  
Sixth Form

gaburyskith  
form college

# 1. College Mission and Purpose

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## 1.1 Our Objectives (Cont'd):

6. *Diversify and grow to benefit as many people as possible in the communities we serve:*
  - ➔ *Adoption of T levels; Apprenticeships; develop programmes for adult learners; expand Higher Education*
7. *Further invest in employer engagement activities to increase opportunities for students*
8. *Evolve our use of learning technologies and embed this in our pedagogical approach*
9. *Develop state-of-the-art facilities for technical and advanced qualifications*
  - ➔ *A Civil & Mechanical Engineering Centre in West Bromwich; 'Rowley Regis College' for Adults in Cradley Heath; Midland Metropolitan Learning Campus for Health Professions in Smethwick; 'Science City' for STEAM subjects at Cadbury Sixth Form College*
10. *Extend our support for students with their next steps whether it is further study, a job or an Apprenticeship, or greater quality of life*



## 2. The communities we serve

Pre-2012, Sandwell College operated across a range of campus located throughout the Borough of Sandwell. Over the course of the late 90s early 2000s, the College began to reduce its footprint owing to changes in funding policy and the costs associated with maintaining an ageing college state. 2012 saw the College move into a single campus located in West Bromwich. Since that time a family of Colleges has emerged with two further permanent campuses; plans for three-more and semi-permanent presences in other venues in Sandwell and Birmingham.

During this time of growth and expansion, the College is very much routed in the needs of its communities recognising:

- ➔ Sandwell and Birmingham Local authorities are amongst the most economically and socially deprived areas in the country and the position is deteriorating.
- ➔ Sandwell is ranked the 12th most income deprived area in the country, Birmingham is the 7th.
- ➔ 50% of young people live in the top 10% of the most deprived areas:
- ➔ Unemployment is higher (5.3% compared to 3.1% nationally)
- ➔ Weekly wage is lower (£535.90 compared to £613.10 nationally)
- ➔ Fewer young people leave school with GCSEs in English and mathematics (44.6% compared to 54.9% nationally)

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## 2. The communities we serve

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Our Family of Colleges, both centrally and within each locality, has worked closely in partnership with key stakeholders to ensure that each of its local Colleges meets the economic, skills and social needs of its communities, covering the West Midlands Combined Authority area – primarily Sandwell and the three other Black Country Boroughs (Dudley, Walsall and Wolverhampton) and Greater Birmingham (including the City of Birmingham and North Worcestershire)

Each College/Curriculum-area has either a Local Board or Employer Curriculum Advisory Board which includes representation from local employers and the relevant local authority; these consultative forums ensure we continue providing clear progression pathways and ensure we are able to specialise where practical to meet local needs.



## 2. The communities we serve

### 2.1 Sandwell Metropolitan Borough:



- ➡ Sandwell has a diverse business community with strengths in manufacturing, logistics, health and social care as well as retail and wholesale. Those sectors together provide over 71,500 jobs and Sandwell is home to some fast-growing, high employment business.



SANDWELL COLLEGE  
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Tomorrow's People  
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A CAREER COLLEGE

Galsworthy Sixth Form College  
A CAREER COLLEGE

## 2. The communities we serve

### 2.2 Birmingham City Council:



- ➔ For many years Birmingham was a one-industry town, dependent on the iron and steel industry. Today, though, Birmingham's economy relies more heavily on the **medical industry as well as trade, finance, research and government**. The major industrial investments in Birmingham have been in automotive components manufacturing and distribution, machinery, and the metals industries.



## 2. The communities we serve

### 2.3 Social Needs:

- ➔ 32,380 Sandwell working-age residents are on benefits, including 7,420 on Universal Credit in Work.
- ➔ 113,860 Birmingham working-age residents are on benefits, including 24,230 on Universal Credit in Work.
- ➔ There 102,250 children living in low-income families
- ➔ The resident qualification profile is poor when compared nationally:
- ➔ Following a period of contraction, the number of 15-19 year olds is expected to increase

Local authority	2022 population	2029 population	+/-
Birmingham	31,010	33,761	9%
Dudley	7,893	8,219	4%
Sandwell	8,875	10,262	16%
Walsall	7,432	8,125	9%
Wolverhampton	6,505	7,641	17%
Totals	61,715	68,008	10%



# 3. Meeting National, Regional and Local Needs

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## 3.1 Strategic Plan:

Our College already has a detailed Strategic Plan taking us to 2024/2025. This plan was developed with input from Students, Staff and of course strategic stakeholders. Our plan sets out a range of aims and goals.. In developing this accountability statement there is a clear line-of-sight between our Strategic Plan which itself considers carefully national, regional and local priorities – particularly where these align with the College’s longer-term objectives

## 3.2 An Anchor Institution:

We are an anchor institution in the localities we service. We have a clear civic responsibility and impact in what we do. The volumes of students we attract, the number of people we employ, the amount of employers we interact with, the spending we (and our students) undertake in the local economy, and our capital investments all mean we have a significant impact upon the local economy both through who we are as an institution but equally what we do in education, training, reskilling and upskilling.

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# 3. Meeting National, Regional and Local Needs

## 3.3 Meeting rapidly changing and increasing needs:

While we currently deliver a wide-range of programmes in priority sectors;

Transformational Sectors	Enabling Sectors
<ul style="list-style-type: none"><li>• Advanced manufacturing</li><li>• Business, professional and financial services</li><li>• Construction (building technologies)</li><li>• Digital and Creative</li><li>• Lifesciences and social care</li><li>• Logistics and transport technologies</li><li>• Low carbon and environmental technologies</li></ul>	<ul style="list-style-type: none"><li>• Cultural economy including sport</li><li>• Public sector including education</li><li>• Retail</li></ul>

We know we need to do more, this includes the cross-cutting theme of digital skills and decarbonisation. Irrespective of the sector, we need to move more people into employment; move more people into higher skilled jobs and making more skilled employees available to the labour market as evidence in the West Midlands Local Skills Report Evidence Base (April 2021).

# 3. Meeting National, Regional and Local Needs

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## 3.4 Capital Investment:

The investments we are making in our capital resources will help meet needs. Our Town Fund partnership working with Sandwell Council and others will delivery new STEM-based facilities for West Bromwich, which is also drawing upon Transformation Funding from the Department for Education; Town Funds will similarly deliver a learning hub in Smethwick co-located within the Midland Metropolitan Hospital and working with the NHS and local universities to address shortages in the healthcare and ancillary staff. The Town Fund is also supporting our Skills Centre in Cradley Heath which will offer more opportunities for people to participate and strengthen our community links. Cadbury Sixth Form College is being supported by the Greater Birmingham & Solihull LEP and the Department for Education to develop 'Science City' which aims to deliver the best facilities to support T levels and Advanced Level+ delivery in STEM and other key sectors



# 3. Meeting National, Regional and Local Needs

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## 3.5 Local Skills Improvement Plan:

We currently work with the West Midlands Combined Authority, Jobcentre Plus and local authorities to identify occupational shortages and/or actions to fill vacancies. Where these are identified in the future through the LSIP we will respond to meet these in particular through Apprenticeships, the Adult Education Budget and the National Skills Fund. We also work directly with employers to respond to specific occupational priorities.

We will build on and integrate our existing strategic planning to ensure that it meets the new statutory duty to undertake regular reviews on how well our provision meets local needs. Working with local chambers of commerce, employers (through our employer curriculum advisory boards), and other stakeholders will ensure they are sighted on our review processes.

All of the above should ensure ongoing dialogue, data sets and evidences bases our applied in our reviews and subsequently reflected in our accountability statement/strategic plan.



# 4. Key Stakeholders

The College seeks to work in a collaborative manner establishing and maintaining networks of partners with the principle aim of benefiting our communities. The College will continue to operate in this manner to achieve our strategic objectives, working with:

**Sandwell Council**

**Birmingham City  
Council**

**The West  
Midlands  
Combined  
Authority**

**Local MPs**

**Black  
Country/Greater  
Birmingham &  
Solihull LEPs**

**Employer  
Representative  
Bodies**

**Business  
Representative  
Groups**

**Strategically  
critical employers**

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# 4. Key Stakeholders

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## 4.1 Engagement with other providers in the area:

The College has worked with other Colleges across the West Midlands and more closely within the Black Country sub-region – this work has supported the development of collaborative bidding particularly around the Strategic Development Fund (SDF) & funds available through devolution under the WMCA

Examples Include:

- ➔ Delivering 'Industry 4.0' building on the ongoing transformation of our Fab Lab and aim to address local skills gaps in 'Advanced Manufacturing', in addition support will be provided to local SMEs with 'innovation management' strategies
- ➔ A 'Health and Social Care Skills Simulation Suite' to ensure our adult Health and Social Care students have access to industry-standard facilities in both the physical world and in 'mixed reality'.
- ➔ A 'Hybrid/Electric Vehicles project' focussing on addressing a serious skills gap in the automotive industry by upskilling the local workforce and retraining those adults who want to work in the sector.

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# 4. Key Stakeholders

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## 4.1 Engagement with other providers in the area (Cont'd):

### ➔ Schools :

- ➔ The education systems across Sandwell and Birmingham operate a mixed-economy of 11-16 and 11-18 schools, UTCs/Studio Schools catering for the 14-19 age bracket also exist. Through our schools liaison work we have established a willingness to collaborate where possible and provide schools and academies with a range of taster activities to discover technical, vocational and academic post 16 options. The move to establish new free schools and other funded expansions is creating a highly competitive environment

### ➔ **Universities**

- ➔ We have a concordat with the University of Wolverhampton to work collaboratively and also to operate a small number of Higher Education Programmes. We also work with Aston University as part of the delivery of the Midland Metropolitan Learning Campus. Individual curriculum departments have forged professional links in their subject areas with these and other regionally-based universities to support curriculum enhancement and staff CPD

### ➔ **Independent training providers**

- ➔ Our strategic plan sets out our desire to work more closely with providers to support NEET engagement and progression into FE as well as develop strategic partnerships around delivery



# 5. Strategic Aims & Objectives

Aim / Target Outcome for 2023/24 Academic Year	Contribution towards National, Regional and Local Priorities for Learning and Skills
1. <b>COVID Recovery:</b> Develop new programmes in conjunction with partner organisations to assist individuals and companies with economic and social recovery	In support of 'Build Back Better' this cross-college aim will see us invest in technical education, focus on areas of employer demand and ensure apprenticeship and the Lifetime Skills Guarantee form greater aspects of the College's curriculum.
2. <b>Improvement:</b> Further develop broader measures of success, in particular, outcome destinations and jobs	Placing an emphasis on work placements where needed and ensuring young people and adults gain the skills that improve job prospects particularly in priority sectors.
3. <b>Students:</b> Enhance safeguarding and student support to further encourage participation	Contribute to the social and economic development of young people and adults whilst meeting skills needs.

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## 5. Strategic Aims & Objectives

Aim / Target Outcome for 2023/24 Academic Year	Contribution towards National, Regional and Local Priorities for Learning and Skills
4. <b>Growth:</b> Curriculum redesign with further implementation of T levels, Apprenticeships and delivery for Adults with an increased focus on job outcomes and overall employability	Increasing the number of employers engaged in designing and supporting the curriculum.
5. <b>Staff:</b> Ensure effective staff development to equip staff with the skills to deliver new qualifications and an evolving responsive curriculum	In support of the Teach in FE Campaign, we will not only be a key local employer but one that attracts the skills to deliver on its priority areas.
6. <b>Resources:</b> Ongoing (re)investment in new and current facilities, ensuring industry alignment of equipment and delivery	Accessing, utilising and joining together different capital resources to deliver a coherent investment strategy in our priority areas.

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# 6. Corporation Statement

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*On behalf of the Sandwell College Corporation, it is hereby confirmed that the plan as set out above reflects an agreed statement of purpose, aims and objectives as approved by the corporation at their meeting on 13 of March 2023.*

*Ken Ellis*

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*Chair of Governors*

*Dated: 13/03/2023*

*Graham Pennington*

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*Principal and Chief Executive*

*Dated: 13/03/2023*

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# 7. Relevant Support Documentation

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- ➔ [West Midlands Combined Authority Strategic Economic Plan](#)
- ➔ [West Midlands Local Skills Report](#)
- ➔ [West Midlands Local Skills Report Evidence Base](#)
- ➔ [Black Country LEP Strategic Economic Plan](#)
- ➔ [Greater Birmingham & Solihull LEP Strategic Economic Plan](#)
- ➔ [Sandwell College Strategic Plan](#)