

CCG

Chichester
College
Group

ACCOUNTABILITY STATEMENT

2023-2024

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OUR PURPOSE AND PROMISE

Across our Chichester College Group (CCG) family, our purpose is to ‘change lives through learning’. Our culture enables us to fulfil our promise to our community by inspiring all our students to grow in confidence and improve their life, work and learning skills.

We are relentless in delivering outstanding teaching, learning, support and student and customer experiences. We do this by offering an innovative and enriching range of courses and services that meet the needs of our local, regional, national and international communities. To ensure greater longer-term stability, we work with our communities to grow economic prosperity and maximise our social impact. We aim to conserve and enhance natural resources and reduce our carbon footprint to reach net zero emissions by 2050.

In order to achieve success and deliver our promise, we live our values and nurture an inclusive community through our behaviours. We provide our people with a stimulating and rewarding place to work and offer relevant professional development to all. We are a people organisation and it is important to recognise and value our staff. Our aim is to always make a positive difference with students and customers at the heart of what we do, consistently exceeding students and customers’ expectations in every interaction.



STRATEGIC AIMS AND OBJECTIVES

Following the recent merger with Greater Brighton Metropolitan College in August 2022, the Corporation and leadership team have drafted a new strategic plan which is currently out to consultation with students, staff and stakeholders.

The draft strategic objectives are in four key areas:

- 1** Student and customer experiences - our objective is to be the best we can possibly be;
- 2** Curriculum and services - our objective is for our curriculum to make a strong contribution to meeting the needs of our local, national and international communities;
- 3** Financial health and resources - our objective is to be financially strong and entrepreneurially agile;
- 4** Our People - our objective is to be a great place to work, learn and progress.



CONTEXT AND PLACE

Since 2017, CCG has grown rapidly from Chichester College and Brinsbury College to a family of seven Colleges, and a number of commercial businesses (see Figure 1).

Our Group's seven FE colleges, Chichester, Brinsbury, Crawley, Worthing, Haywards Heath, Northbrook and Brighton Met deliver education to over 35,000 students from the age of 16. In addition, CCG offers 14 – 16 provision delivered on behalf of the local authorities.

The Group works closely in partnership with key stakeholders to ensure that each of its local Colleges meets the economic, skills and social needs of its communities whilst collectively meeting the regional needs and beyond.

To complement CCG's Strategic Plan, College Plans are in progress to reflect how the strategic objectives are implemented at a local level. These will be supported by CCG Business Plan for key product lines including 16-18 provision, Apprenticeships, Higher Education and International to create a framework for curriculum development and innovation to deliver current and future skills needs.

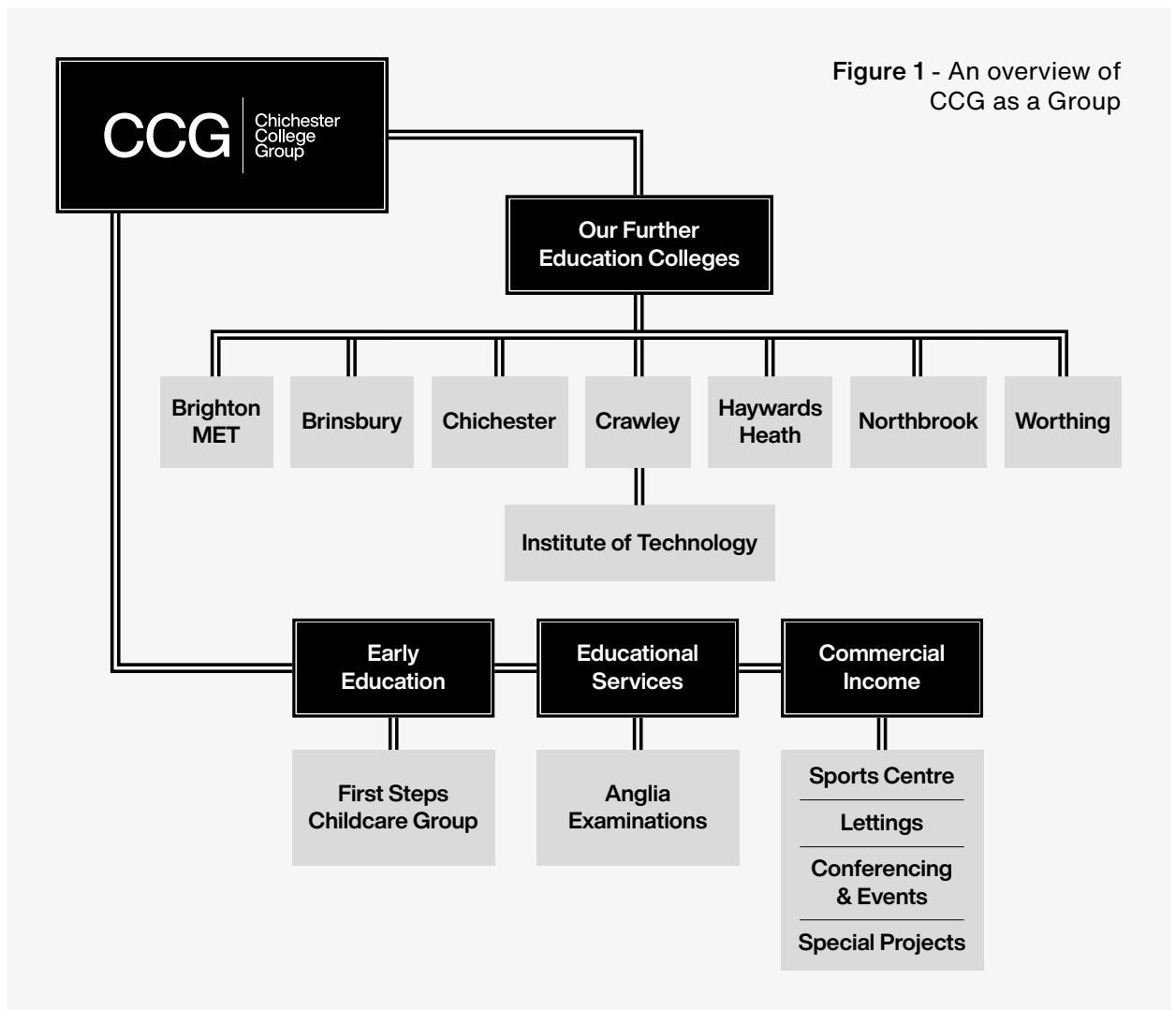


Figure 1 - An overview of CCG as a Group



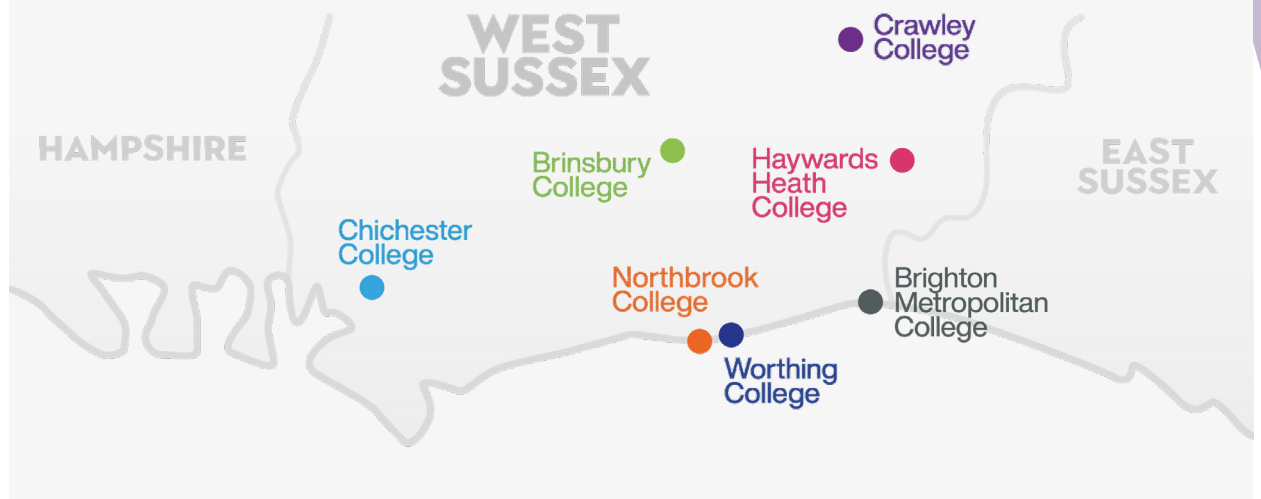
THE COMMUNITIES WE SERVE

The communities we serve are predominantly located across West Sussex, East Sussex, Brighton and Hove and the surrounding counties (Figure 2).

Our catchment incorporates larger urban settlements, areas with high concentrations of employers, skilled jobs and resilient economies alongside areas of social and economic disadvantage with low social mobility. From 2020, there have been increasing numbers of claimants of universal credit along the coast and increasingly in the north of the county, around the Crawley area. This reflects the proximity to Gatwick Airport which was impacted significantly by the Covid 19 pandemic. Whilst numbers of claimants have dropped through 2021 and 2022, in November 2022 the number of claimants remained almost double the number at the same time in 2019. For the coastal towns, there is generally lower education and skills attainment with lower levels of working age population and a high proportion of roles available in the hospitality and tourism sector. In developing provision at CCG, an analysis of the socio-economic challenges across the catchment area has been completed. This has highlighted levels of qualifications, attainment for adults, average income, social mobility and deprivation.

The local and regional area we serve has both a growing and ageing population, there is growth at a regional level in Sussex, however, at a local level there is an ageing population with a smaller younger population than other areas of England. At 43%, Sussex is five percentage points above England (38%) for the 50+ age group in our population, 30% of the population in Sussex is aged 25 to 49. There are 1,035,741 in the working population of Sussex (based on LSIP data for 2023) with over 75,000 registered businesses in Sussex producing over £40 billion GVA. Population estimates have been reviewed and an analysis of the 0 to 18 age group has informed potential student numbers for the 16-18 age group and those in receipt of SEND, currently only pre-census data from 2019 is available.

Figure 2 - Location and geography of Chichester College Group Colleges

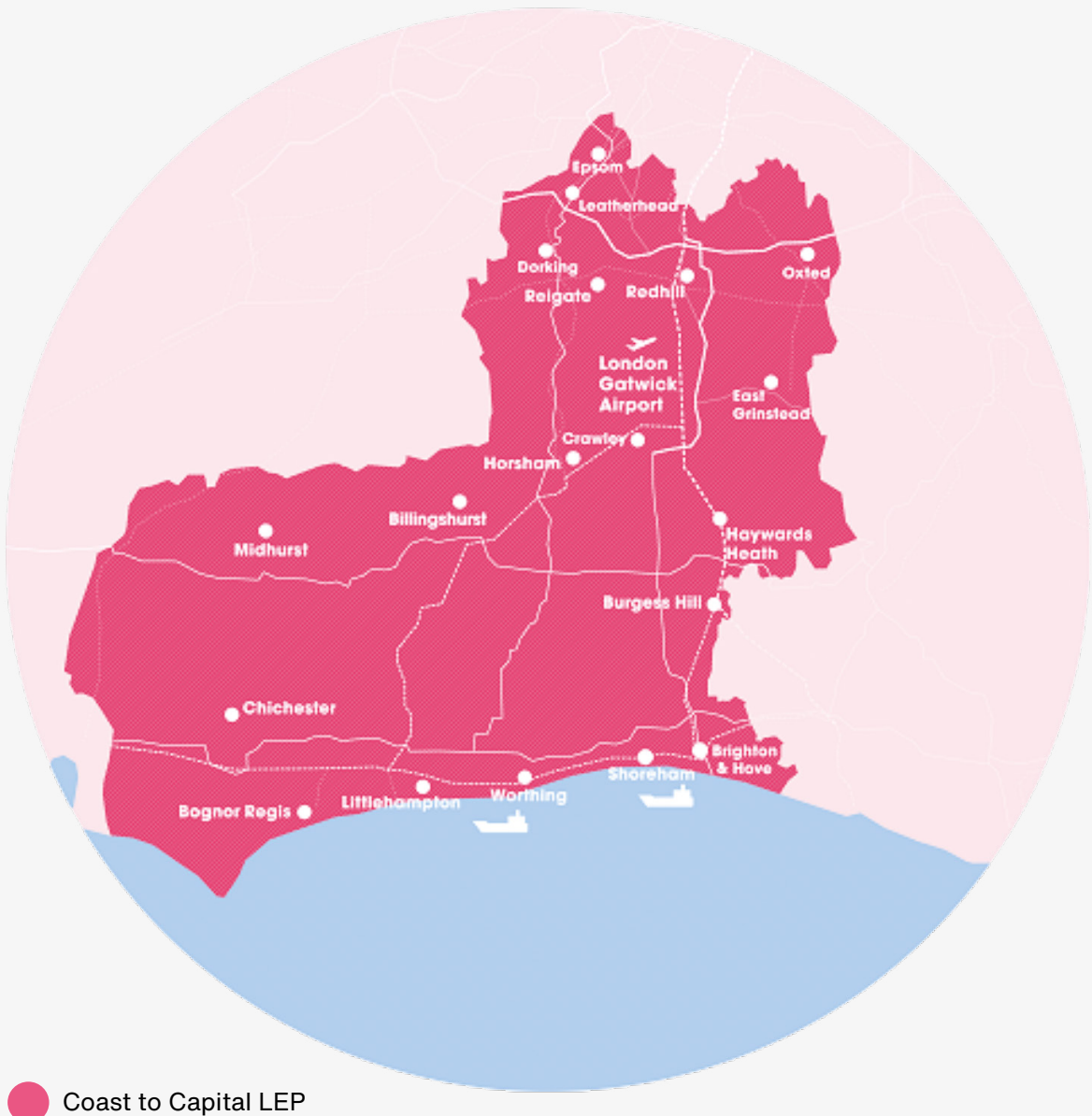




THE COMMUNITIES WE SERVE (Continued)

The College Group is located within the Local Enterprise Partnership (LEP) areas of Coast to Capital which covers West Sussex, Brighton and Hove, Surrey and Croydon and the Enterprise M3 LEP which covers much of Hampshire.

Figure 3 - Coast to Capital LEP area



Source: business_plan_20222023-1660810000.pdf (coast2capital.org.uk)

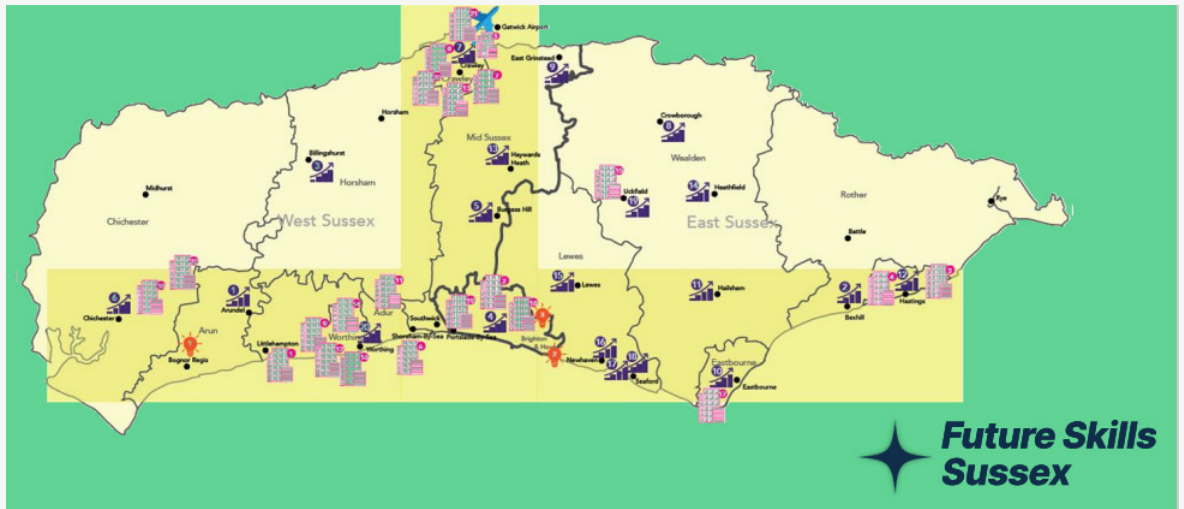
Figure 4 - Enterprise M3 area



Source: Where we do it | EM3 (enterprisem3.org.uk)

CCG also sits within the Sussex Local Skills Improvement Plan (LSIP) designated area. This area covers East and West Sussex and Brighton and Hove (Figure 5). The area is defined in the LSIP draft case and road map for change (here) as 'being centred around an inverted T which is a compact, functional economic area'. The 'T' shape accommodates an extensive number of industries and major company headquarters as well as extensive rural areas.

Figure 5 - Sussex Local Skills Improvement Plan area



Key sector areas identified by the LSIP and which reflect LEP, county council and employer responsive bodies (ERBs) priorities include:

- > Construction
- > Digital, IT and Technology
- > Health and Care (including Bio Life Sciences and Pharmaceutical)
- > Land-based (including horticulture and viticulture)
- > Engineering and Manufacturing

- > Visitor and Hospitality
- > Creative and Cultural

These sectors are reflected in CCG planning and strategy as well as business plans for key product lines across the Group which outline how we will meet skills needs.



APPROACH TO DEVELOPING THE ACCOUNTABILITY STATEMENT

CCG informs strategy and priorities through a comprehensive self-assessment process, stakeholder and community engagement, government policy and engagement with local MPs, FE representative bodies and employer representative groups and networks. The Group also uses a range of data and intelligence as well as individual and collective intelligence and knowledge to inform planning.

Our high quality vocational, technical and academic skills infrastructure supports our community, developing talent and skills for the local and regional economy and beyond. Our approach is complemented and informed by information and intelligence gained

through on-going conversation/dialogue as well as government policy, local authorities, county councils, district and local/borough councils, community groups, schools and other providers, LSIP and LEP research and findings.

Colleges leaders and members of College teams represent the College Group and the sector on a range of local, regional and national groups and boards which inform planning and priorities including:

Crawley Town Centre Business Improvement District (BID) – Chair

Manor Royal BID

Chichester City Centre BID

Brighton BID

Sussex Learning Network (SLN)

A number of Chambers of Commerce across our catchment area

Gatwick Diamond Business

Sussex and Surrey Institute of Technology

Crawley Towns Fund Board

LSIP working groups and Board representation

Collab Group networks including Curriculum, CEO, Deputy CEO and Marketing

Department for Work and Pensions (DWP) and Job Centre Plus (JCP)

National Association of Managers of Student Support (NAMSS) – Chair and regional conveners


Healthwatch

FE Sussex

Greater Brighton Economic Board

Brighton & Hove City Management Board

Brighton Festival Board



CCG is a people organisation with distributed leadership supporting success through empowered leaders and teams. College leaders and members of the wider college community build on personal and professional relationships to gain input from partners working in specific sectors which contributes to co-construct provision, enhancing skills and learning opportunities for our students and customers. An example of this is in support of service industries across our region who are working hard to grow back but are stifled by recruitment challenges and a lack of skilled professionals. To raise aspiration, validate skills delivery and nurture talent for the industry a series of take over events have been facilitated in our Colleges by local and regional chefs and hospitality professionals. This has been undertaken in partnership with Goodwood, the Dorchester, Holiday Inn, Sofitel, the Ritz and Historic Sussex Hotels amongst others.

Committed to changing lives through learning, CCG is actively engaged in conversations with local, regional and national stakeholders to inform, support and develop our provision and opportunities for our students and customers.

Comprehensive use of the customer relationship management system supports this alongside a range of activities including:

Business breakfasts

Engagement with (including Charing) local Chambers and BIDs

'Get to Know' events with local business organisations

Skills Advisory Panels

Employer engagement and feedback through work experience, industry placements and apprenticeship employment

Engagement with the DWP and Job Centres

Across the CCG geography, there are a mix of 11-16 schools as well as schools with sixth forms and sixth form Colleges. Working in partnership with schools and other FE providers creates progress accords and complimentary development of curriculum alongside effective information, advice and guidance in the spirit of the Gatsby expectations. Strong school liaison supports advice and guidance and transition and progression activities with more than 60 schools, mainstream, SEND and AP across our catchment areas. CCG works closely with schools and the local authority in West Sussex to provide a 14-16 alternative provision. The Group also works in partnership with an increased numbers of schools to deliver vocational and technical skills days as part of a Key Stage 4 offer.

As part of FE Sussex, all FE providers including sixth forms, are working as a consortium of key influencers with Sussex Chamber of Commerce (the ERB as an LSIP trailblazer) to develop the Sussex Local Skills Improvement Plan. This has created new, collaborative provision through Skills Development Fund (SDF) 1 and 2 projects which has created skills development and training opportunities across Sussex in carbon literacy, green technologies, including projects in agri-tech, electric vehicles, decarbonisation and retrofitting. SDF 2 completes in March 2023 and is focused on centres of digital excellence, essential digital skills and enhancing digital skills e.g. programming and application of virtual reality and artificial intelligence in learning and delivery.



MEETING NATIONAL, REGIONAL AND LOCAL NEEDS

As the largest College group in Sussex, we offer a broad curriculum which empowers our students and customers to develop the knowledge and skills demanded by our diverse economy.

Our comprehensive and inclusive curriculum covers all 15 subject sector areas from entry level to level 7, with a full ladder of learning in the majority of vocational areas enabling students to progress from level 1 to level 3 and beyond. It offers a range of product lines including, bespoke provision for 14-16 students, SEND students, 14-16 alternative provision, 16-18 technical and vocational study programmes (including T Levels), A Level provision, adult offer, community learning, higher education, apprenticeships and commercial provision. Innovative curriculum delivery is demonstrated through the use of emerging VR/AR/AI technologies in curriculum delivery. Our flexible and accessible approach supports the delivery of higher education

and apprenticeship provision, programmes for prisoners on licence, evolution of T Levels programmes, development of industry placement opportunities, bespoke leadership training for Southern Water and successful delivery on apprenticeship programmes for South East Coast Ambulance Service.

CCG is the lead partner in the Surrey and Sussex Institute of Technology (IoT) which will launch delivery in September 2023 in partnership with NESOT, University of Brighton and Sussex University alongside a significant number of employer partners including Gatwick Airport, NatWest, Roche, Wates and Southern Water.



CCG STRATEGIC OBJECTIVE CURRICULUM

Our curriculum makes a strong contribution to meeting the needs of our local, national and international communities

- 1** Our curriculum delivers the skills needed for now and for the future, including digital skills
- 2** Our curriculum uses innovative and agile methods or settings to inspire young people, adults and apprentices and prepare them for their next steps
- 3** Our learning programmes have sustainability as a core component
- 4** Our learning programmes are co-designed with relevant employers and/or industry bodies
- 5** Our learning programmes are designed in response to the Local Skills Improvement Plan

16-18 Provision

Aim/objective

To provide an outstanding student experience for 16–18-year-olds on Study Programmes (including T Levels) across all CCG Colleges (post-merger):

- > For all 16-18 students to access support, advice and guidance about progression opportunities to inform positive destinations/progression.
- > To implement an entitlement for 16-18 students access and demonstrate development of skills and behaviours for progression and employability.
- > To further integrate sustainability within vocational learning for study programmes for 2023 and provide opportunity for completion of carbon literacy qualifications for Level 3 learners to create a framework for further roll out across all levels of study programme learning.

How aims/objectives contribute to national, regional and local priorities

This provision enables our students to achieve and succeed on their chosen programme of study and contribute to meeting the skills needs of Sussex and the South East.

Dedicated focus and services within our student experience will develop attitudes, behaviours and skills for study and work which is a national priority. The LSIP has also identified a need for employability skills as well as raising the profile of key sectors and employment opportunities that they provide.

Sustainability and the Green Agenda was a core theme of the work undertaken as part of SDF 1 – this is a priority area for further development from this initial starting point.



CCG STRATEGIC OBJECTIVE CURRICULUM **(Continued)**

Apprenticeship Provision

Aim/objective

To continue to implement apprenticeship provision across CCG to deliver high quality, responsive and innovative curriculum in each LSIP priority area:

- > 5% increase in apprenticeship starts.
- > 10% increase in new business and employers/partner engagement.

How aims/objectives contribute to national, regional and local priorities

Contribute to meeting specific sector and occupational needs that have been identified by employers, through Skills Advisory Panels, LEP and LSIP priorities in line with national priorities.

AEB Provision

Aim/objective

To deliver an aligned and flexible AEB offer across CCG which meets ESFA allocation for 2023-2024.

How aims/objectives contribute to national, regional and local priorities

A revised offer aligned to LSIP priorities will enable adults to gain skills, knowledge and behaviours to improve their job prospects supporting recruitment and economic growth.

Community Learning

Aim/objective

To identify and deliver two new community learning partnerships for the delivery of adult and community learning in disadvantaged areas.

How aims/objectives contribute to national, regional and local priorities

In line with CCG's inclusive practice, a new programme will support refreshed engagement with those hardest to reach providing positive engagement with learning leading to progression into skills programmes and positive destinations. This reflects the need across the locality to engage adults in learning and employment, particularly in areas around Brighton, Crawley and the coastal strip.

Creative Industries Growth

Aim/objective

To establish a Creative Industries hub at CCG to expand opportunities for apprenticeships provision, training and skills development opportunities across the Creative Industries in-line with LSIP priority areas and the Creative Industries strategy for West Sussex, Brighton and Hove and Lewes district:

- > Generation of a minimum of 10 new apprenticeship starts by February 2024.
- > Establishment of a minimum of 25 new business relationships by June 2024.
- > Delivery of training to upskill a minimum of 50 professionals by June 2024.

How aims/objectives contribute to national, regional and local priorities

Contribute to meeting the needs of a priority sector and a specific focus on Creative Industries identified by the LSIP and Creative Industries strategy for West Sussex, Brighton and Hove and Lewes district. This project will build capacity for skills development, training and knowledge transfer as well as providing enhanced opportunities for future employment and economic activity.

Progression and Widening Participation

Aim/objective

Deliver a focused 'Staying to Succeed' project to widen access and progression to HE programmes for current CCG students and those in our communities who either do not progress or move out of county:

- > Increase numbers of students progressing to Level 4 programmes by 50% by November 2023.
- > Deliver flexible HE modules to 100 adults by August 2024.

How aims/objectives contribute to national, regional and local priorities

There is a need to extend the reach of higher education learning opportunities across the region, as well as upskilling current students progressing, adults in the community and in the workplace. This supports the economic and social ambition of the region.

Collaborating with employers, local universities in line with national priorities, LSIP and local authority skills needs, all CCG HE programmes will incorporate a value added 'work ready guarantee'.



CORPORATION STATEMENT

On behalf of Chichester College Group Corporation, it is hereby confirmed that the Accountability Statement, as set out on the previous pages, reflects an agreed statement of purpose, aims and objectives for 2023/24, as approved by the Corporation at their meeting on Tuesday, 16 May 2023.

The Accountability Statement will be published on the College Group's website within three months of the start of the new academic year and can be accessed from the following link:

<https://www.chigroup.ac.uk/governance/policies-and-procedures/group-policies>



SUPPORTING DOCUMENTATION

- > [West Sussex County Council Economy Plan 2023-2024 \(here\)](#)
- > [Skills East Sussex \(ESCC strategic body for employment and skills\) \(here\)](#)
- > [CCG Ofsted reports \(here\)](#)



CCG

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CHANGING
LIVES
THROUGH
LEARNING



MET

Brighton
Metropolitan
College



Brinsbury
College



Chichester
College



Crawley
College



Haywards
Heath
College



Northbrook
College



Worthing
College