

ANNUAL ACCOUNTABILITY STATEMENT

2023 - 2024

COLLEGE AMBITION

To help young people and adults to aspire to change their lives and those of their families and to help businesses to improve and grow; and through that work, strengthen the communities in which they work.

ASPIRATION

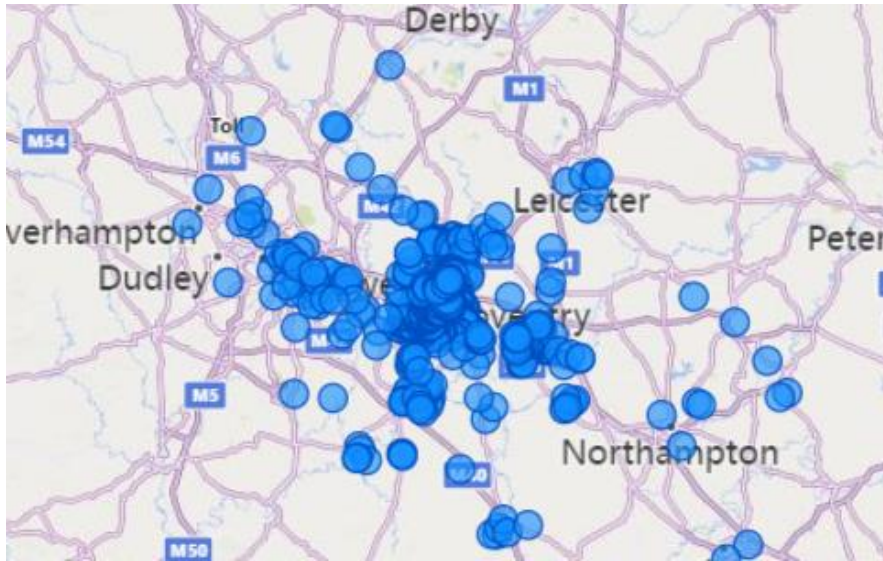
We aspire to be outstanding by offering a portfolio of courses that are regularly reviewed to ensure relevance, currency and that meet local economic needs.

STRATEGIC PRIORITIES 2021 - 2024

1. Deliver excellence in teaching, learning and assessment which ensures highly successful outcomes for learners
2. Provide a broad, inclusive and responsive curriculum offer that meets the needs of learners, employers and partners
3. Maximise the talent, expertise and performance of our staff, supporting individual and team growth and development
4. Secure and maintain financial viability and future sustainability, to create a high performing college with a stimulating and safe campus
5. Support economic growth in priority sectors through high quality partnerships and relationships with key stakeholders

CONTEXT AND PLACE

THE COMMUNITIES WE SERVE



DEMOGRAPHICS

There are 379,387 residents in Coventry (*2021 ONS Mid-Year Population estimate*) which is the 18th largest local authority in England, and the median age of residents is 32 years old. (*UK, 40 years*).

Coventry is relatively young (*Coventry City Council February 2022*) 65% of the adult population of Coventry is in the prime working age (18-64), and 13.5% of the population is over the age of 65. This makes Coventry a youth-dominated city.

Coventry is home to a diverse population, with 33.4% of residents classified as non-white British (*20.2% England*).

Coventry is ranked 81st out of 317 UK local authorities in the Index of Multiple Deprivation (IMD) 2019. 14% of Coventry neighbourhoods are among the 10% most deprived neighbourhoods in England. These neighbourhoods also have the lowest rates of cultural participation and life expectancy. The average IMD score for Coventry is 24.9 but there are significant differences between areas with the least deprived neighbourhood (MSOA) at 5.95 (*Lower Eastern Green*) and the most deprived at 56.79 (*Wood End, Henley & Manor Farm (WEHM)*)

The deprivation domain in which Coventry is relatively most deprived is Living Environment. This measures the quality of housing, air quality and road traffic accidents. Another area that Coventry has historically ranked as relatively more deprived is the Income domain. It is ranked particularly high for income deprivation affecting children and older people (IDACI and IDOPI).

Within the city 28 Lower-layer Super Output Areas (LSOAs) in Coventry are in the most 10% deprived in England (14.4% in Coventry compared to 10% across England overall). 50 LSOAs in Coventry are in the most 20% deprived in England (*26% in Coventry compared to 20% across England overall*).

Coventry is ranked 96th best of all LAs in the Social Mobility Index, comparing favourably to the majority of the West Midlands local authorities.

EDUCATION

Coventry and Warwickshire have a higher proportion of graduates who leave the area to study and do not return for employment compared with the national average. The Centre for Cities reports that Coventry has the 23rd highest (*out of 63 local authorities*) share of the working age population with no formal qualifications. Noticeably, 7.1% of Coventry's residents of working age have no qualifications.

There are 33,026 registered pupils in state-funded primary schools in Coventry for the 2020/21 academic year, in addition there are 24,557 registered pupils in state-funded secondary schools. 22% of secondary school students in the 2020/21 academic year are in receipt of free school meals (LG Inform).

GREEN FUTURES

Coventry currently has a lower economic activity rate than the wider sub region of Coventry and Warwickshire and the national average, with 191,900 residents economically active and 180,700 in employment. (2023)

There are currently 10,500 unemployed residents within the city, in addition to 63,300 inactive residents. (2023)

Employment rates among ethnic minority groups in Coventry and Warwickshire have been consistently lower compared to the population as a whole for the last 5 years. However, they have been increasing, and in Coventry employment rates have increased from 56.1% to 64.4% in 2020

New migrants who have brought a variety of skills and expertise with them, have been proud to make Coventry their home. However, 50,000 migrants are not in employment in Coventry, and the city has an estimate of over 3,000 asylum seekers, refugees and undocumented migrants living in precarious conditions.

Currently 12,435 claimants aged 16+, a rate of 5.5%, remains above pre-pandemic levels, and has fallen far less quickly than anywhere else, and on the rise again. There are 2,095 18–24-year-old claimants, a rate of 4.9% and remains 36.5% above pre pandemic rates and has fallen far less quickly than anywhere else and on the rise again. There are currently 23,660 residents not in work claiming Universal Credit, of which 11,653 are actively searching for work and there are 14,226 residents in work claiming Universal Credit to top up wages, 35.5% of the total number.

Males aged 16 – 24 in Coventry: 14,400 economically active (56.7%), 10,900 in employment (42.8%), 11,000 economically inactive (43.3%), 3,500 currently unemployed (24.5%), 1,662 currently claiming Universal Credit and not in work and 577 claiming Universal Credit whilst in-work.

In 2019, employment in the creative and cultural industries totalled 6,405 in Coventry, representing 3.9% of all jobs. Within the DCMS subsector 'music, performing and visual arts', there were 330 people employed in Coventry in 2019, comprising 5.2% of all employment in the creative and cultural industries. This proportion of employment remains lower than the national average, where employment in music, performing and visual arts comprised 6.7% of all creative and cultural industry employment, however Coventry does appear to be closing the gap with the national average.

GROSS VALUE ADDED

In 2018, GVA in Coventry was £9.5 billion (*£6.8 billion in 2010*). This represented a 40.5% increase in GVA between 2010 and 2018 for Coventry and 34.7% across CWLEP (*UK 32.3% over the same period*). Coventry and Warwickshire have outperformed the West Midlands, and growth in the creative and cultural industries in Coventry has also been stronger than for all businesses within the economy.

In 2020, a total of 985 businesses in Coventry (*9.7% of businesses*) are classed as 'creative industries' and a further 125 (*1.2% of businesses*) relate to the cultural sector v Investment secured relating to the UK City of Culture 2021 title equates to over £172m, with an estimated further £51m of GVA generated from capital works completed or underway through this investment.

HEALTH

Coventry is a Marmot city with significant inequalities in health and healthy life expectancy between the most and least deprived areas of the city. Life expectancy at birth in Coventry is slightly lower than in England as a whole—for males it is 78.0 years (*vs. 79.6 years in England*), while for females it is 82.0 years (*vs. 83.1*).

It is estimated that 18% of Coventry residents have a long-term health condition or identify as disabled based on Household Survey 2018 responses. Overall health in Coventry is below the national average, with higher inequalities in factors associated with poor mental health and wellbeing, such as deprivation, education, and unemployment.

The prevalence of loneliness is very high amongst 16 to 24-year olds, increasing the risk of disability, depression, and cognitive decline (Coventry Health and Wellbeing Strategy 2019-2023).

MEETING NATIONAL, REGIONAL AND LOCAL NEEDS

The College is committed to working with key strategic partners to ensure that we move forward at pace to meet the changing landscape of the further education sector and the many opportunities and government initiatives designed to retrain, upskill and re-engage communities post the national pandemic. The College is aware of both the regional and local priorities to meet the labour market requirements and to ensure sustainable employment and has been involved in the consultations relating to the Coventry Skills Strategy, the WMCA Strategic Priorities and the West Midlands and Warwickshire Local Skills Improvement Plan.

The Curriculum Planning Process is a rigorous process involving labour market information, data and presentations from the WMCA, local area data from the City Council and EMSI data to provide the backdrop for the portfolio of provision required. Employer boards and input from key local employers and universities also provide a key source of information and consultation prior to 'sign off' of the annual plan.

Governors have been involved in the development of the College Strategic Plan following a joint review with the College senior leadership team and have heard first hand of the LSIP local priorities at a strategic away day.

Key employment sectors

The top 10 occupations in demand across Coventry and top 10 companies recruiting in February 2023:

13,990 unique job postings in total across Coventry			Top 10 Companies Recruiting	
Other administrative Occupations	448		NHS	875
Nurses	423		UHCW NHS Trust	396
Sales Related Occupations	351		Coventry University	282
Customer Service Occupations	320		Coventry City Council	183
Programmers and Software Development Professionals	296		Severn Trent	164
Care Workers and Home Carers	279		Hays	163
Teaching and Other Education Professionals	249		Aspire People	117
Teaching Assistants	247		Michael Page	111
Engineering Professionals	234		Academics	93
Marketing and Sales Directors	222		Pertemps Network	92

AEB Delivery in Coventry 2022/23 to date (February)

- £4.2m spent on training for Coventry residents
- Just over 4,500 learners supported
- Circa 2,900 unemployed residents supported (63%)
- 64 different providers across the region accessed by residents from Coventry with Coventry College and Coventry City Council by far the two biggest providers
- Learner participation from Coventry is dominated by those aged 24 – 49 (72%) and with the majority of participants being female (61%)
- 63% of learners engaged with AEB courses were unemployed and 48% of those were receiving some form of benefit
- The current offer is dominated by Entry level in low level Functional Skills such as Preparation for Life and Work, particularly ESOL (62% of enrolments)
- Currently there is a low SWAP offer in Coventry

Coventry College Provision:

The current provision includes a portfolio offering a range of qualifications from Entry level through to levels 5 – 7 in specific subject sector areas. The provision covers most sector subject areas with the exclusion of land based and A levels qualifications. Within the portfolio are certificates and diplomas in skill-based curriculum areas and BTEC qualification pathways and the College has recently been approved to deliver T Level qualifications in Digital and Childcare.

The largest cohort of learners are enrolled on the 16 – 18 Study Programmes 49%, with 44% part time adults and a small provision for full time adults. The adult part time provision is predominantly made up of English and Maths 57%, and 29% ESOL (*capped funding levels*).

The College has recently refurbished and extended the building to incorporate a Retrofit, Battery and Electrification Centre with support from the Strategic Development Fund and to date has successfully delivered a number of courses in Insulation Training.

The College works with several key stakeholders to include the Coventry and Warwickshire Chamber of Commerce, Coventry County Council, The Careers Service, HE providers to include Coventry and Warwickshire University, the ICB - Integrated Care Board, the Secondary School Heads Partnership Group.

It has set up Skills of the Future panels across a range of industry sectors including Digital, Engineering, Construction, Creative to future proof its provision by co-designing its curriculum offer with key small and large employer representatives.

ENGAGEMENT WITH OTHER PROVIDERS IN THIS AREA

The College works very closely with other education providers in the area and has representation on the Secondary School Heads Partnership Group and the Coventry Principal's group and is involved with both Coventry and Warwickshire University, delivering a 2+2 Science degree in partnership with Warwick University. A strong relationship has been established with Hereward College, sharing expertise, and opportunities for work experience and referral of learners for supported internships.

The College has worked very closely with the City Council 's Skills and Partnership Team to drive forward a shared ambition for the people of Coventry and is part of the Education Employment and Strategic Skills Group, looking to match provision to local area need. It is also represented on the One Coventry Partnership Board, bringing health, education, policing, council, voluntary sector etc. together to share good practice and align activities to support Coventry residents.

Strategic Aims/ Objectives	Contribution working with Strategic Partners	Priorities
Through our Adult College: Increase proportion of Level 3 students on adult programmes to above 30%	Meets West Midlands Combined Authority objectives of increasing the proportion of adults who are qualified at Level 3.	Local Regional National

Strategic Aims/ Objectives	Contribution working with Strategic Partners	Priorities
<p>Introduce new programmes:</p> <p>Access to Nursing</p> <p>L3 Sustainability Management</p> <p>L3 Digital Data for Sustainability</p> <p>L3 Hybrid/ Electric Vehicle Awareness</p> <p>L3 Insulation</p>	<p>Working with the ICB and Warwickshire partner colleges to provide solutions to reduce the Coventry and Warwickshire volume of vacancies for health care workers and nurses.</p>	
<p>Through our Commercial College:</p> <p>Development and delivery of high-quality green skills provision, including:</p> <p>Deliver up to 100 students on Sustainability Bootcamp</p> <p>Deliver up to over 100 students on Insulation Bootcamp</p> <p>Delivery up to 200 students on electric/ hybrid vehicle and battery development training</p>	<p>Ensures College is delivering training in priority cluster area as set out by the area Local Skills Improvement Plan.</p> <p>Sustainability Bootcamp entails both sustainability management- which is enabling upskilling of students within their roles to gain new responsibilities or promotion. Secondary pathway created around the digital reporting, tracking and monitoring of carbon emissions and the impact of sustainability measures on organisations. Delivered in partnership with Birmingham Enterprise Community.</p> <p>To support Coventry City Council in achieving their 'A Green Future for a Changing City' strategy in relation to retrofit priorities and targets for all local housing.</p> <p>Delivering the Wave 4 Bootcamp contract through West Midlands Combined Authority in another key Green Skills area of Insulation, with guaranteed job interviews and conducted in partnership with local employers.</p> <p>Delivery of Level 3 Electric and Hybrid Vehicle training, upskilling the local community in a key green skills area.</p>	<p>Local Regional National</p>
<p>Ensure employers are at the heart of curriculum design and planning by holding termly Skills of the Future panels in all sector areas</p>	<p>Continues the work started by the Local Skills Improvement Plan of engaging with employers to design the solutions to their needs.</p> <p>Support the work of the Coventry Skills Strategy Framework for Action groups, raising overall skills levels and building aspiration, providing clear progression pathways, providing opportunities for inclusion and co-designing an offer for Coventry to meet skill for business, social value and green skills.</p> <p>Contribute to the WMCA Regional Skills Plan to strengthen collaboration between partners to support achieving more collectively.</p>	<p>Local Regional</p>
<p>Through our Vocational Sixth Form College:</p>	<p>Ensures the College is meeting a national priority of delivering T Levels in two priority cluster areas identified by the Local Skills Improvement Plan.</p>	<p>National</p>

Strategic Aims/ Objectives	Contribution working with Strategic Partners	Priorities
Roll out of two cohorts of T Levels in Digital and Childcare and preparation for delivery of T Level in Engineering - September 2024	Working with employers to co-design T Level delivery in Engineering in Design and Development for Engineering and Manufacturing and Maintenance Installation and Repair for Engineering and Manufacturing.	
In our Vocational Sixth Form College: Increase 16-18 participation by 6% in line with rising demographics in priority sector areas	Ensures the College is meeting the local priority of accommodating rising demographics by offering further provision in the priority cluster areas of Health and Social Care and Digital	Local Regional
Through our Adult College in partnership with the WMCA: Develop new adult study programmes in priority sector areas Deliver a pilot cohort of learners	As an education priority meet the local need of male 19–24-year-olds who are either NEET or accessing Universal Credit to progress them into the labour market.	Local Regional
Through our Commercial College: Delivery of SWAP provision for up to 280 students in the next academic year	Delivery of SWAP programmes in critical areas such as Construction, Health and Childcare to support the ICB and the Coventry City Skills Strategy. To meet WMCA need to reduce vacancies in the health care sector (<i>Care workers and home carers 2,763 vacancies, Nurses 3,378 vacancies across the WM</i>) Contribute to WMCA targets for participation in SWAP programmes and to contribute to tackling the persistent employment gaps.	Local Regional National
Across both the Vocational Sixth Form and the Adult College: Deliver a range of digital skills provision to students of all ages 16 - 18: 400 learners across a range of courses in Computer Science, Media, Games Design and Development and eSports. Adult: Delivery of basic digital skills to the local community with termly cohorts planned.	Delivery of provision across all age groups in the priority sector area of digital. Meet the LSIP need for integration of multi-interdisciplinary skills incorporating digital and data analytics. To support the WMCA cross cutting skills priority for digital as the 'golden thread' throughout all provision.	Local Regional National
Through our Adult College:	Development of a suite of modular and full-length Leadership and Management programmes, working in conjunction with local employers to respond to a Local Skills Improvement Plan identified priority.	Local Regional

Strategic Aims/ Objectives	Contribution working with Strategic Partners	Priorities
<p>Develop Leadership and Management modular programmes for adult learners (flexible delivery modes)</p> <p>To include Strategic Development, Project Management, Finance, Workforce Development, Culture Change.</p>	<p>Targeted approach for female and BAME cohorts to address the local area deficit in management roles.</p> <p>Explore developing these components as core capabilities across a range of courses.</p>	
<p>Through our Vocational Sixth Form College:</p> <p>Develop further 'essential skills' in all post 16 technical education programmes to include numerical skills and both written and verbal communication, problem solving and employability.</p> <p>Introduce a Passport to Employment in skill-based areas</p>	<p>Meet the requirements of the Local Skills Improvement Plan in delivering essential skills to enable employers to meet their strategic ambitions.</p>	<p>Local Regional</p>

CORPORATION STATEMENT

On behalf of Coventry College Corporation, it is hereby confirmed that the College Plan set out above reflects an agreed statement of purpose, priorities and objectives as approved by the Corporation at their meeting on 10th May 2023.

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

CEO/Principal: Carol Thomas



Chair of Governors: Adam Boddison



Date: 10th May 2023

Date: 10th May 2023

REFERENCE TO RELEVANT SUPPORTING DOCUMENTATION

Labour Market Intelligence

[The Coventry City Skills Strategy](#)

[The West Midlands Combined Authority Adult Education Strategy](#)

[West Midlands and Warwickshire Local Skills Improvement Plan](#)

[Coventry's Climate Change Strategy "A Green Future for a Changing City"](#)