


ACCOUNTABILITY AGREEMENT AND LOCAL NEEDS DUTY 2024/2025



CONTENTS

Chichester College Group Purpose and Promise	3
Context and Place	4-7
Approach to developing the Accountability Statement	8-10
Contribution to National, Regional and Local Priorities	10-11
Priorities for 2024-2025	12-15
Local Needs Duty	16
Corporation Statement	17
Supporting Documentation	17



CHICHESTER COLLEGE GROUP PURPOSE AND PROMISE

Chichester College Group (CCG) is committed to its purpose to ‘Change Lives through Learning’. Our culture enables us to fulfil our promise to our communities 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 and employers 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, providing an environment where staff and students can celebrate difference and diversity.

Our intent 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. This is expressed in our Strategic Plan 2023-2026, [Chichester College Group Strategic Plan 2023-26](#).

As a large further education College Group operating across our region, as well as supporting local, national and international learning and skills development, we are acutely aware of

the need to evolve our curriculum and skills offer to meet needs and demand, therefore, we have placed skills and priorities within the Future Skills Sussex Local Skills Improvement Plan (LSIP) ([Future Skills Sussex](#)) at the heart of our curriculum strategy and intent.

Chichester College Group stays ahead of economic change by prioritising skills trends arising from close collaborative working with stakeholders to inform opportunities through curriculum development and reform. In doing this the College Group has developed capacity in training and development in subject specific areas, for example in green jobs through the introduction of green skills curriculum in green village spaces to support the development of skills across the construction industry and supporting services as well as becoming established as a provider of skills training in electric vehicle technology.

To complement the core vocational, technical and academic offer across the College group, there is a focus on the soft skills needed to thrive and survive within the workplace of today and in the future. Student and customer experience and progression is at the heart of thinking to support an evolving curriculum to meet the needs of our key stakeholders and their skills gaps; there is a clear focus on non-technical skills which better prepare our students and apprentices for careers and educational progression.

The investment in our personal development programme (PDP) focuses on behaviours and attitudes, for example, student engagement projects within the local communities and overseas which are designed outside of traditional learning environments enabling students to focus on communication, confidence, resilience and a range of other practical skills key to success including sustainability awareness, carbon literacy and digital skills.

The Governing Body conduct regular reviews of the College's curriculum through identified development days and Curriculum and Quality committees. This enables them to ensure the College Group is delivering to meet the skills needs and demands of the present as well as building capacity in readiness for future skills. On this basis in response to the local needs duty to review key sector areas the College Group has prioritised digital, health, creative industries, and green technologies within this year's annual accountability agreement.



CONTEXT AND PLACE

CCG is a family of seven Further Education Colleges and commercial businesses (see Figure 1). The communities we serve are predominantly located across West Sussex, East Sussex, Brighton and Hove and the surrounding counties (Figure 2).

Figure 1

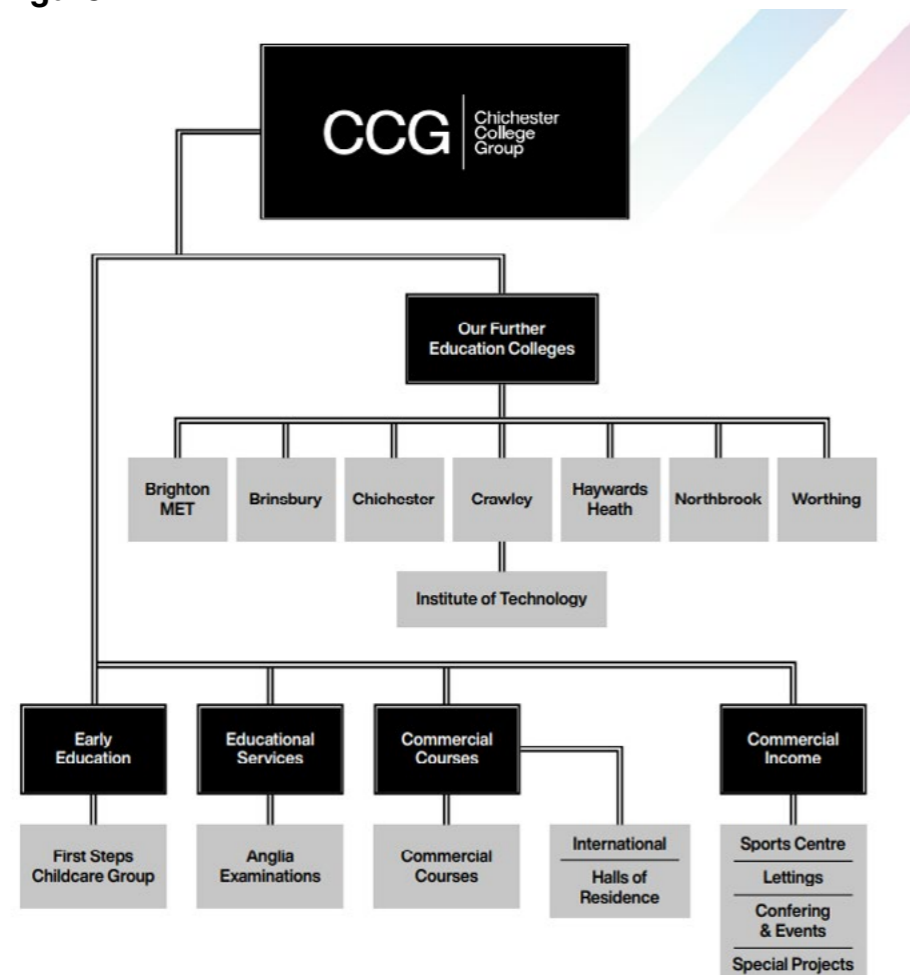
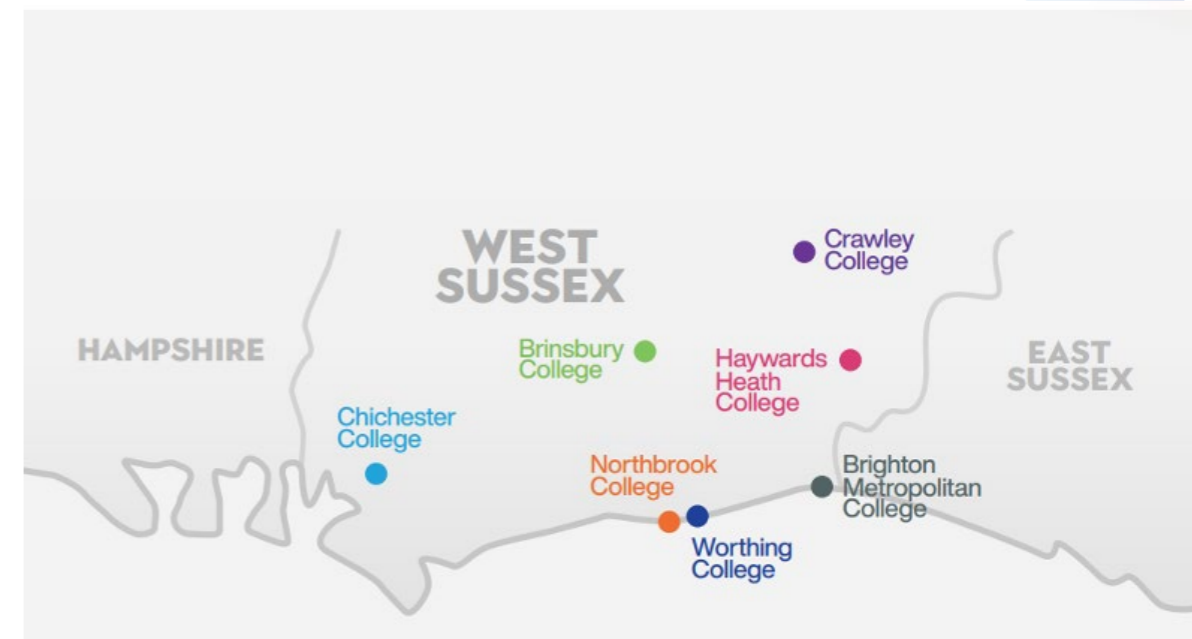


Figure 2



Our Group's seven FE colleges, Chichester, Brinsbury, Crawley, Worthing, Haywards Heath, Northbrook and Brighton MET deliver education to over 35,000 young people, adults and apprentices. In addition, Chichester College Group offers 14 – 16 provision delivered on behalf of the local authorities. Our students come from more than 112 schools across the local administrative boundaries and beyond with 60.8% from within Sussex and 30.2% outside of the area.

Chichester College Group has a turnover of approximately £114 million with approximately 3,500 staff delivering, supporting and running the organisation.

As the largest College group in Sussex, we offer a broad curriculum which empowers our students 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, pathways for elected home educated learners, 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, responsive ESOL provision, collaborative and commissioned provision with and for Department for Work and Pensions, evolution of T Levels programmes, development of industry placement opportunities, bespoke leadership training for Southern Water and successful delivery on apprenticeship programmes for Southeast Coast Ambulance Service.

Chichester College Group is the lead partner in the Sussex & Surrey Institute of Technology (IoT) which launched delivery in September 2023 in partnership with NESCOL, University of Brighton and Sussex University and alongside a significant number of employer partners including Gatwick Airport, NatWest, Roche, Wates and Southern Water ([Sussex & Surrey IoT](#)).

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.

Performance outcomes are strong, placing CCG as the top performing College Group in Sussex for 2022-2023 and in the top 10% of large College Groups in England, second in England in terms of size of 16-18 student population.

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.

Across our catchment areas, particularly around Crawley and clustered around wards with highest levels of deprivation indices, there have been increasing numbers of claimants of universal credit. This reflects the legacy of the pandemic on industry and employment within these localities, particularly associated with Gatwick Airport and tourism/service industries. Location of these areas are set out in the [Consumer Data Research Centre Deprivation Indices](#)

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 with a broad range of levels of wealth/deprivation and disadvantage factors.

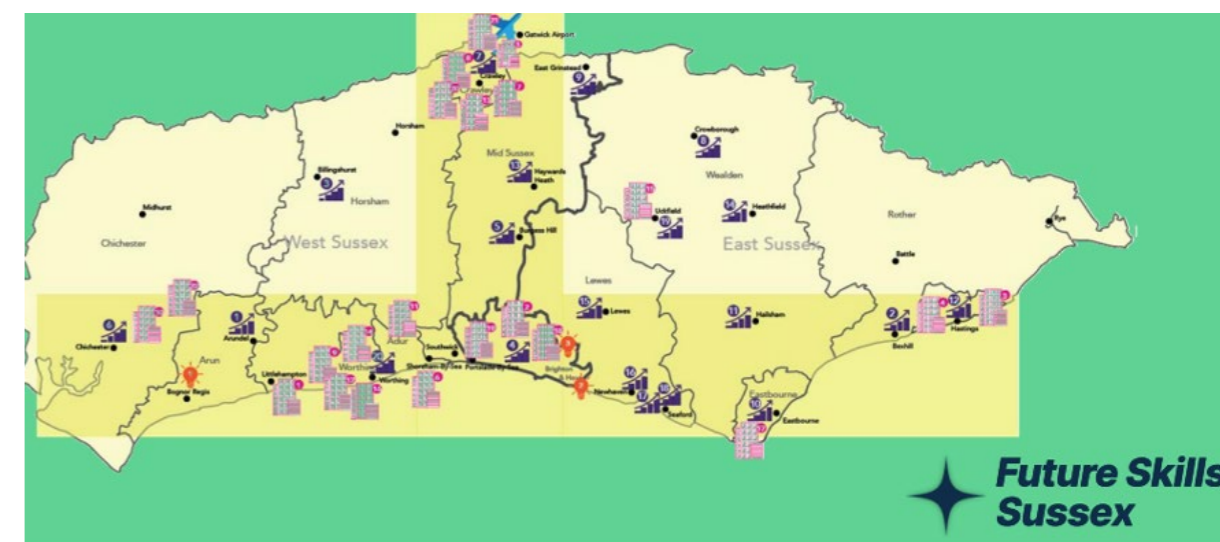
Within our population, there is growth at a regional level in Sussex, however, at a local level there is an ageing population with a smaller younger population than other areas of England.

- > 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

Chichester College Group sits within the Future Skills Sussex Local Skills Improvement Plan (LSIP) designated area overseen by Sussex Chamber of Commerce as the Employer Responsive Body. This area covers East and West Sussex and Brighton and Hove (Figure 3). The area is defined by Future Skills Sussex 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. More specific socio-economic characteristics for this locality can be found here in the Chamber's LSIP Trailblazer Report [Sussex Chamber of Commerce Trailblazer Report](#).

Figure 3 - Future Skills Sussex Improvement Plan area



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

- | | |
|---|--|
| <ul style="list-style-type: none"> > Construction > Digital, IT and Technology > Health and Care (including Bio Life Sciences and Pharmaceutical) > Land-based (including horticulture and viticulture) | <ul style="list-style-type: none"> > Engineering and Manufacturing > Visitor and Hospitality > Creative and Cultural <p>These sectors are reflected in our planning and business plans for key product lines across the Group which outline how we will meet skills needs.</p> |
|---|--|



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. This is complemented on a local level by, for example, participation in the Accord across Brighton and Hove, a collaboration with local Secondary Heads and FE Sussex.

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 as well as legacy 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	Gatwick Diamond Business
Manor Royal BID	Sussex and Surrey Institute of Technology
Chichester City Centre BID	Crawley Towns Fund Board
Brighton BID	Creative Crawley
Sussex Learning Network (SLN)	LSIP working groups and Board representation
A number of Chambers of Commerce across our catchment area	Collab Group networks including Curriculum, CEO, Deputy CEO and Marketing

(Continued)

Department for Work and Pensions (DWP) and Job Centre Plus (JCP)	Greater Brighton Economic Board
National Association of Managers of Student Support (NAMSS) – Chair and regional conveners	Brighton & Hove City Management Board
Healthwatch	Brighton Festival Board
FE Sussex	Chichester Festival Theatre

Chichester College Group 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.

Chichester College Group 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	Employer engagement and feedback through work experience, industry placements and apprenticeship employment
Engagement with (including Charing) local Chambers and BIDs	Engagement with the DWP and Job Centres
'Get to Know' events with local business organisations	
Skills Advisory Panels	

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 to develop the Future 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 completed in March 2023 and 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. The impact of this work is being enhanced through the Local Skills Improvement Fund projects currently underway.



CONTRIBUTION TO NATIONAL, REGIONAL AND LOCAL PRIORITIES

CCG produced its first Accountability Agreement for 2023-2024 and set out to deliver against a range of targets focused on identified priorities across provision types, skills need and specific curriculum areas.

The impact of this has been:

The implementation of a tailored and informed personal development programme (PDP) for all study programme students (including T Levels) to enhance soft skills to support progression and success

Increased employer engagement by 10% across Creative Industries with significant new links/engagements with new employers

Revised and improved the Progression Plus careers information advice and guidance offer across all Colleges within the Group to increase accessibility to opportunities to develop skills and behaviours for employability

Increased adult skills provision across the College Group to fulfil targets for 2023-2024 (based on forecast at April 2024)

Raised awareness and enhanced provision – each substantive programme of study now has a sustainability pledge which reflects the integration of sustainable/green practice in curriculum delivery

Secured contracts for adult skills delivery for Brighton and Hove City Council and West Sussex County Council

Implemented student led sustainability projects on College sites across the Group

Planned and delivered 2 new community learning partnerships in Brighton and Hove

Increased apprentices starts within priority sectors such as Health and Creative Industries

Enhanced apprenticeship provision within Creative Industries and delivered tailored short courses to meet sector needs

As an outstanding College Group, who have recently received significant progress for the improvement in quality of education and experience at former Greater Brighton MET Colleges since their last inspection, we are reflective practitioners focused on improvement and working to be the best that we can be.



PRIORITIES FOR 2024-2025

Construction

Owner

Principal - Crawley College

Action

To research, plan and deliver a range of courses to support effective skills pipeline into the construction industry including relevant soft skills and specific skills development in retrofitting and green technologies

Successful implementation of the Green Village training centre at Crawley College

Target/Impact measure

Further develop the courses available to ensure alignment with skills need and stakeholder requirements

A minimum of two new short courses to launch in 2024-2025

Towns Fund project KPIs are achieved

Health and Care (including Bio Life Sciences and Pharmaceutical)

Owner

Principal - Chichester College

Action

To establish and launch Health academy for dentistry at Chichester College

Target/Impact measure

Development of progression pathway in Dentistry

Recruitment of students in line with collaborative planning with NHS England

Digital, IT and Technology

Owner

Executive Principal/Associate Principal-Employers and Stakeholders/Principals/ Associate Principal - Students and Customers

Action

To successfully implement and launch immersive delivery spaces across the College Group as part of LSIF project work – establish new immersive suites to support the delivery of skills

To support engagement and CEIAG events with local schools and education providers through immersive technologies

To embed opportunities for use of Body Swaps

Target/Impact measure

Facilities established at each site

Delivery of a minimum of 1 taster session for employment and progression for each LSIF priority sector areas

Completion of a minimum of 100 module completions by students per College

To facilitate a minimum of 25 module completions by staff teams across each College to enhance skills, knowledge and effectiveness

Land-based (including horticulture and viticulture)

Owner

Principal - Brinsbury College

Action

To review and update masterplan and curriculum development strategy for Brinsbury College

Further develop the technical offer at level 3 and above in line with Government ambitions for T Levels

To establish and implement strategy for sustained growth of Horticulture at Brinsbury in partnership with local employer stakeholders

Target/Impact measure

Student numbers in line with curriculum plan

T Level applications for Horticulture and Agriculture in line with, or exceed, targets

Approval of collaborative strategy 2024 – 2028



PRIORITIES FOR 2024-2025 (Continued)

Engineering and Manufacturing

Owner

Chief Operating Officer/Executive Principal

Action

To deliver successful capital projects to increase capacity for skills delivery in STEM at Chichester and Northbrook

To review curriculum strategy to inform a STEM strategy and curriculum offer across CCG (in line with qualification reform and IoT development)

Target/Impact measure

Facilities established

Review completed and student recruitment is in line with curriculum plan targets

Visitor and hospitality

Owner

Principal - Chichester College/Principal - Brighton MET

Action

To contribute to the offer for enhanced leadership and management training and high level CPD within the LSIF project on Sussex Centre for Business Leadership

To work collaboratively Visit Sussex to establish programme of work-related learning and experience across visitor attractions within Brighton and Hove to create progression pathways into visitor sector employment

Target/Impact measure

Key deliverables for LSIF project are achieved

At least 20 employees complete leadership and management training

100% of students undertake mandatory requirements of work-related activity enrolled on study programmes in this skills priority area

Creative and Cultural

Owner

Principal - Chichester College/Principal - Northbrook College/Principals

Action

To plan, develop, launch and deliver creative media suites/hubs across CCG with particular focus on:

- > Partnership working and apprenticeship provision with Sussex TV at Chichester
- > Establishment and development of radio station at Northbrook in partnership with commercial providers
- > Development of industry placements and employer set briefs for project work across creative media progression pathways

Target/Impact measure

Apprenticeship student numbers are in line with curriculum plan targets

Facilities established and programming in place from January 2025

All students on creative media study programmes complete an employer set project



LOCAL NEEDS DUTY

The Governing Body for the Chichester College Group regularly reviews how the Colleges within the group are meeting local, regional and national skills needs through several mechanisms that enable both long term strategic planning and short-term operational oversight.

Together, these mechanisms of review enable regular scrutiny of how the Colleges are serving their communities by filling skills gaps, avoiding duplication, and collaborating with partners and key stakeholders like the IoT consortium to align higher level curriculum. The College Group maintains strong connections with industry so that the offer remains agile, informed, responsive and future focused.

Whilst meeting economic needs, the College Group and the Corporation continue to place inclusivity as a priority, to ensure opportunities for raising aspiration, creating pathways to employability and successful futures are available across our College communities.

The Governing Body continues looking outward, responding flexibly to changing regional, national and global skills landscapes. This approach enables the Governing Body to ensure that the Chichester College Group leads on education and skills within the locality, boosting productivity, opportunity and growth.



CORPORATION STATEMENT

On behalf of Chichester College Group Corporation, it is hereby confirmed that the Accountability Statement, as set out above, reflects an agreed statement of purpose, aims and objectives for 2024/25, as approved by the Corporation at their meeting on Tuesday, 14th May 2024.

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:

www.chigroup.ac.uk/governance/accountability-statement/



SUPPORTING DOCUMENTATION

[West Sussex County Council Economy Plan](#)

[Skills East Sussex \(East Sussex strategic body for employment and skills\)](#)

[Chichester College Group Ofsted Reports](#)

[Census Briefing 1: Population in West Sussex](#)

[Census Briefing 2: Households in West Sussex](#)

[Nomis Labour Market Profile \(Brighton & Hove\)](#)

[Nomis Labour Market Profile \(West Sussex\)](#)

CHANGING
LIVES
THROUGH
LEARNING