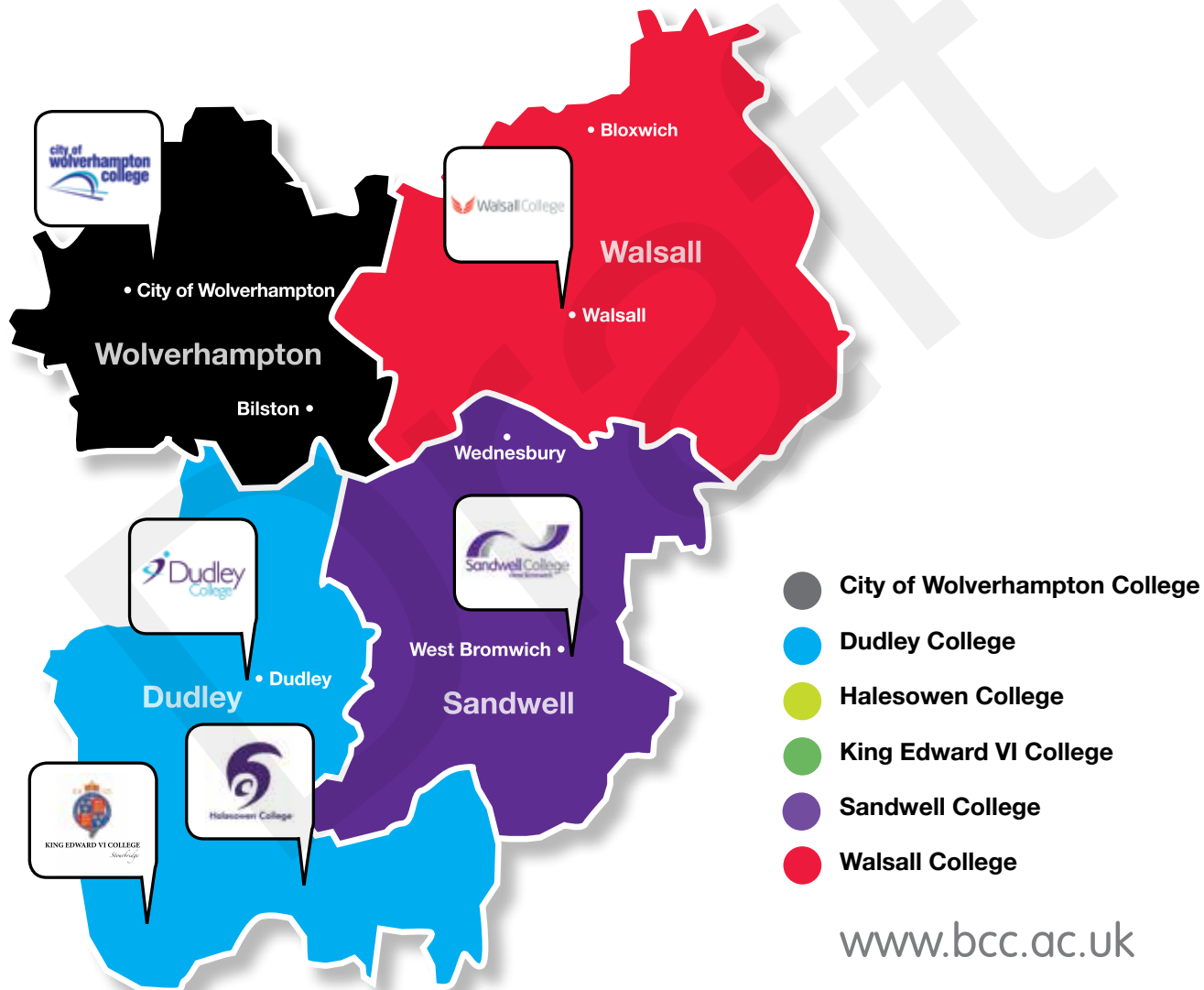


Black Country Colleges

MANIFESTO 2016



Who we are, where we are



Black Country Colleges' Pledge

The Black Country and the wider West Midlands is a vibrant, dynamic place to both live and work.

Central government has shown its confidence in the region through its devolution agreement and formation of the West Midlands Combined Authority. In return there are ambitious plans to grow the regional economy and become the 'Midlands Engine' for the UK economy.

To achieve this increased prosperity there needs to be both a well-educated and skilled workforce, beyond this there is a need to ensure social inclusion so that all can benefit from the economic growth.

We believe our Colleges in the BCC partnership are well placed to be at the heart of this development, we span all levels of learning and we are at the heart of our communities.

“Our pledge is not only to work locally for our communities but also to work collaboratively in a spirit of trust and partnership, this combined strength will leverage even greater benefits for the Black Country and the West Midlands.”

By doing this we will further enhance our reputation both as a trusted and valued partner of our stakeholders, and as a partnership that delivers real results.

Black Country Colleges 2016

 Walsall College

 city of
wolverhampton
college

 Dudley
College

 Halesowen College

 Sandwell College
West Bromwich

 KING EDWARD VI COLLEGE
Stochale

A young man with red hair and safety glasses is focused on working with a lathe in a workshop. He is wearing a dark blue jacket and a purple lanyard. The workshop is filled with various pieces of machinery and equipment. In the background, other students are visible, some working at computer workstations. A circular inset in the top right corner shows a young woman with curly hair reading a book titled 'BUSINESS'.

Supporting
economic
growth,
prosperity
& inclusion



Black Country Colleges

Black Country Colleges (BCC), comprising the six colleges, is committed to delivering high quality education and skills provision to promote economic growth, the distribution of its benefits and the well-being of communities.

We work together and with our stakeholders to turn strategy into action, words into work prospects and create life opportunities for the people of the Black Country.

The Group has established four cornerstones which we believe will secure growth and enable reform to have a beneficial and long-lasting impact.

- 01 Colleges that are assets of business and the community
- 02 Colleges which deliver real results
- 03 Colleges which work together to deliver growth
- 04 Colleges that are committed to the region.



01

Colleges that are assets of business and the community

We deliver provision to a huge number of learners each year, from young people to adults, entry level to post graduate qualifications, and across a spectrum for the most disadvantaged and the most able. Some of this is delivered in colleges, but a considerable proportion is in the workplace.

This gives us a unique role:

- Working in communities, often among the most disadvantaged, with those from troubled families and those underachieving.
- Working to understand the labour market and employment opportunities in the region and beyond, and establishing the curriculum offer which can bridge the journey into employment.



We exist within an education and training marketplace. Competition for numbers comes from schools, sixth forms and other public and private training providers. However, colleges have a distinctive role within this marketplace.

The fundamental mission of every college is to meet the needs of their local community, so although profitability is important, it's not the primary motivation in making decisions.

Colleges provide a broad and balanced curriculum. This is not just measured in terms of profitability, but learner needs. We therefore run courses because there's a wider economic or social need.

Our property investments and resources, physical and human, are community assets. When surpluses are made, colleges reinvest this money back into their communities.



02

Colleges which deliver real results



To deliver real results, there are four considerations that have to be balanced:

1

Learner choice – education and training that recognises the importance of learner choice in terms of the curriculum offered, its location, and modes of delivery.

2

Labour market and employer responsiveness – recognising growth sectors of the economy and the alignment of skills provision with business growth and employment opportunities now and for the future.

3

Efficient use of public resources – using resources effectively to maximise impact and support quality and accessibility.

4

Educational excellence – high quality provision, both in terms of the practice of teaching, learning and assessment, and the specialist and generic facilities required to support this.



03

Colleges working together to deliver growth

Our beliefs:

Locally

- Learners in each area should have access to a college, offering a broad curriculum which meets their needs and is aligned to labour market priorities
- Such a college should provide education and training of the highest quality
- The estates and facilities needed to support this should be fit for purpose
- The business should be viable

Regionally

There are areas for collaboration both within the Black Country and the West Midlands in terms of:

- Shared strategy
- Labour market analysis and analysis of learner demand
- Employer engagement and responsiveness
- Supporting quality and teacher education development
- Potential shared services



04

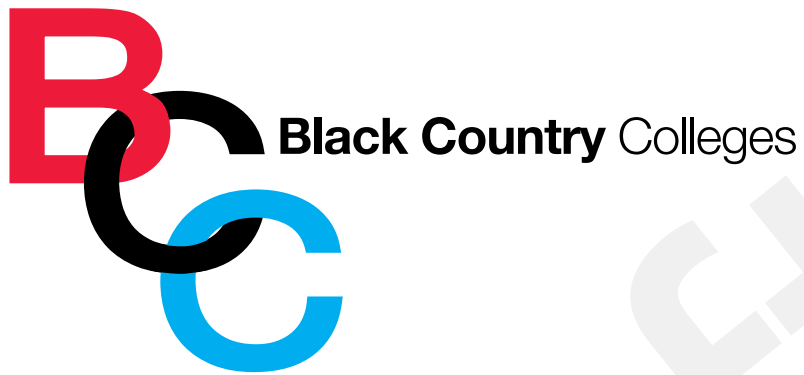
Colleges that are committed to the Black Country and West Midlands



To deliver the economic and social priorities of our region.
We are currently:

- **Investing in our own capability to support our region** – We are investing in research and developing our communications to raise the status of vocational education.
- **Developing our offer** – There are six colleges delivering locally. We are developing our curriculum alignment across areas of provision and improving quality. We are actively examining how we meet the devolution agenda for adult skills, apprenticeships and the development of our higher education offer.
- **Increasing the amount of revenue that remains in the Region** – We are doing this through joint procurement, joint bids for funding from ESF, sharing services and investment in capital projects.
- **Improving the responsiveness of our curriculum** – We are working with stakeholders including the West Midlands Combined Authority and Black Country Local Enterprise Partnership to better understand what analysis of the labour market means for future skills needs and demand.
- **Building on sectoral employer engagement** – We are working to ensure our curriculum offer is up-to-date and employer focused.
- **Researching options for Apprenticeship delivery** – We have established a development group to help us maximise the take up of apprenticeships.





- City of Wolverhampton College
- Dudley College
- Halesowen College
- King Edward VI College
- Sandwell College
- Walsall College

www.bcc.ac.uk