



# **HOPWOOD HALL COLLEGE AND UNIVERSITY CENTRE**

## **ANNUAL ACCOUNTABILITY STATEMENT – 23/24**

[www.hopwood.ac.uk](http://www.hopwood.ac.uk)

# Purpose, Vision and Strategic Objectives

## Vision



## Purpose

Hopwood Hall College is one of the leading general further education colleges in the region providing education and skills training in the borough of Rochdale for over 25 years. Operating across two campuses, Rochdale town centre and Middleton in the south of the borough, the college is situated north-east of Manchester. In 21/22 the college catered for 3,160 16-19 olds, over 4,000 adults and 600 apprentices.

The college continues to prioritise and commit to improving the economic prosperity for the Borough of Rochdale and its population, particularly for those facing the most disadvantage. Rochdale is one of the most disadvantaged boroughs in the country and appears in the 30 most deprived districts out of 317, it is therefore essential that the college supports local business in innovation and growth. 67% of the college's 16-19 cohort are from disadvantaged postcodes, for adult learners this disadvantage is slightly higher, being in the top 3.7% according to the Index of Multiple Deprivation.

A key challenge for Rochdale is to close the skills gap as Rochdale lags behind the rest of Greater Manchester as the number of people aged 16-64 qualified to Level 3 or above in Rochdale is 50.8% compared to regional rate of 57.9%. The college works to address this challenge by ensuring curriculum provision meets current employer

demand for skills by planning an innovative curriculum in order to meet national, Greater Manchester and Rochdale priorities and plan to meet the future skills needs of the regional economy whilst making the college sustainable.

## Strategic Intentions



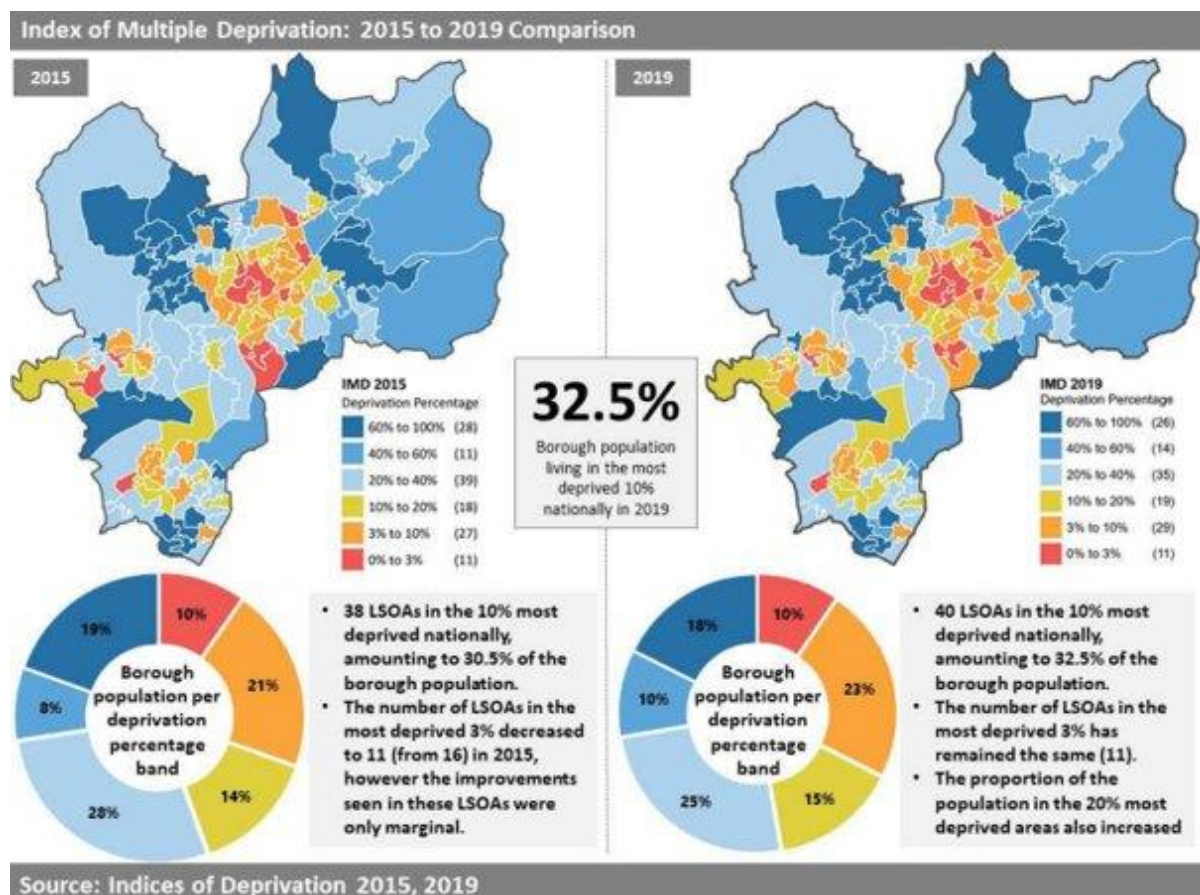
# Place

Rochdale is a large town in Greater Manchester in the dale of the River Roch. According to the 2021 Census, Rochdale's population size has increased by 5.7%, from around 211,700 in 2011 to 223,800 in 2021. This is lower than the overall increase for England (6.6%), where the population grew by nearly 3.5 million to 56,489,800.

Rochdale rose to prominence in the 19<sup>th</sup> Century as a mill town and centre for textile manufacture during the Industrial revolution. Rochdale is also the birthplace of the modern Co-operative Movement and Rochdale Equitable Pioneers Society.

Rochdale currently has over 8,000 active business enterprises. The number of active enterprises has steadily grown over the last three years rising to the current figure of 8,255 from 7,120 in 2016. This is an increase of 15% over a 3-year period and the highest increase in Greater Manchester up to 2019.

Unfortunately, Rochdale scores highly in the Index of Multiple Deprivation.



However, ambition and investment in Rochdale is occurring and the college is working closely on initiatives such as Atom Valley, which is a public-private partnership with

plans to build an advanced manufacturing hub and create 20,000 jobs across three separate sites in Bury, Rochdale and Oldham, and the Advanced Machinery and Productivity Institute (AMPI). AMPI is a consortium led by the National Physical Laboratory which has secured £22.6m funding for a 5-year innovation initiative, the first for the AMPI which will be based in Rochdale. The funding has been provided through UK Research and Innovations' flagship Strength in Places Fund.

## **Engagement with Key External Stakeholders**

Senior Leaders work with the region's most influential organisations, to ensure that the curriculum is both employer-led and addresses local, regional and national skills needs. The college Principal and CEO sits on the AMPI Strategy Board along with local businesses such as Holroyd Precision, CR Solutions and The National Physical Laboratory. The Deputy Principal chairs the AMPI work and skills board and ensures the college's curriculum strategy aligns with the needs of AMPI. The Principal and CEO is also Vice Chair – Chair Designate of the Atom Valley Skills Group.

Rochdale Development Agency (RDA) Ltd. (owned by Rochdale Metropolitan Borough Council RMBC) was established in 1993 and is dedicated to promoting Rochdale as a central investment location whilst continuing to support and assist existing investors. The Principal and CEO is a Director at RDA which ensures the college is aware of skills and training needs in the local community. RMBC is an important strategic partner for the college and senior managers attend councils work and skills group. The college works on specific projects with RMBC such as a community learning project, Family Learning, which supports those furthest away from the workplace and Talk English, a project for those first language is not English. RMBC have committed £5m of capital funding to build in partnership with the college a University Centre in the heart of Rochdale to ensure higher level skills in the area.

Work with other local providers is a key element of the college's approach to meeting skills needs. Hopwood Hall College and University Centre has a unique Memorandum of Understanding with Rochdale Sixth Form College, which is part of the Altus Education Partnership. This is signed by both governing bodies, and its purpose is to ensure that every young person in Rochdale has access to high quality education. The two institutions do not overlap their offer and actively support each other during enrolment to ensure first-class advice and guidance across the borough. The Principal and CEO is a Director of the Altus Education Partnership to facilitate this unique relationship.

Work with local secondary schools is of upmost importance to the college and to this end, the Principal and CEO is a director of the Pioneers Trust, a group of local headteachers who work together to support and share good practice across the



borough. The college works closely with feeder schools to ensure a coordinated curriculum offer. The Deputy Principal is governor of the Virtual School and other Senior Leaders are governors at two local secondary schools. To ensure more wide-ranging links, the Deputy Principal is a governor at a further education college in Liverpool and the Assistant Principal is a governor at a college in West Yorkshire.

There are two independent training providers located in the area Rochdale Training Agency (RTA) and MANTRA. The college works strategically together with the organisations for example the college does not deliver warehousing and logistics because Mantra provide this. The Principal and CEO and Deputy Principal of the college sit on several boards with the CEO of RTA. This close working relationship has meant that RTA have signposted apprentices to Hopwood Hall College and University Centre if they do not offer an appropriate standard.

The college has key external stakeholders in the Greater Manchester region and works closely with the Greater Manchester Combined Authority (GMCA). GMCA is a devolved mayoral authority and funds the adult skills budget within the region. The Greater Manchester College's Group (GMCG) is an excellent source of support for the Further Education colleges within Greater Manchester. There is a well-established Principals' and Deputies' Group which meet regularly to act as both a lobby and support network.

Each curriculum area within the college has developed strong links with employers to help meet employer needs and is co-designed to ensure the curriculum is enriched and current.

## **Meeting local, regional and national skills needs**

The college aims to provide more opportunities locally for people to gain higher level qualifications, including apprenticeships, that are linked to support the planned growth of the borough. The aim is to support the ambitions of Rochdale becoming a university town, including the expanding provision in high demand areas such as health and social care, engineering and manufacturing, construction, education and training, creative and digital and finance, business and professional services.

The college addresses these challenges by ensuring the curriculum provision meets current employer demand for skills by planning an innovative curriculum, that meets Greater Manchester LEP priorities and meets the future skills need of the regional economy.

Significant, sustained work has been undertaken to ensure the college is well positioned financially. As part of the curriculum planning cycle, the college uses labour market information (LMI) extensively along with the research and data analysis

conducted by GMCA. Through this, the college has been able to re-engineer its curriculum plan to offer a more sustainable curriculum, including more advanced level skills that meet both local and regional priorities, meet skills gaps and prepare learners of all ages for the world of work.

.

Strategic Intention	Our ambition	Impact and/or contribution to local, regional and national skills priorities
Providers of excellent education and skills	<ul style="list-style-type: none"> <li>• A curriculum that is co-developed and designed with employers and sector skills leads</li> <li>• A technical, vocational and professional offer that enables learners to develop, utilizing industry standard learning spaces and resources</li> <li>• Excellent careers, advice and support that is pivotal to learner success</li> <li>• A flexible and professional workforce that keeps pace with industry developments</li> <li>• An innovative pedagogy that supports learners' skills, knowledge and behaviours that enables progression</li> </ul>	<ul style="list-style-type: none"> <li>• Introduce 4 new T Level pathways (total 12 T level pathways)</li> <li>• Consistently achieve 100% Gatsby benchmarks and deliver high quality CEIAG measured by MATRIX accreditation</li> <li>• Launch Advanced Technology Centre following £12m capital investment</li> <li>• Further invest in VR to support innovative curriculum development</li> <li>• Continue to deliver 100% AEB to meet skills gaps</li> <li>• Continue to increase L4+ offer including HTQs</li> <li>• Grow apprenticeship provision in areas of skills need</li> <li>• Continue to develop relationships with all local high schools to support technical and vocational pathways</li> <li>• All curriculum areas to engage with employers to enhance and support curriculum delivery</li> <li>• Further develop a comprehensive CPD programme to ensure the latest pedagogy and industry standards especially in emerging green technologies</li> <li>• Ensure 90%+ learners progress into a positive destination</li> </ul>
Champions of inclusivity	<ul style="list-style-type: none"> <li>• A personalised, learner centred approach that supports the needs of all</li> <li>• A culture that promotes equality and celebrates diversity</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to develop our Trauma Informed approach which keeps learners retained</li> <li>• Build on the sharing of good practice as Beacon Award winner for widening participation</li> </ul>



	<ul style="list-style-type: none"> <li>• A community that has access to digital skills and knowledge</li> <li>• An inclusive college environment that enables learners to be confident and independent members of society</li> <li>• A curriculum offer, across all levels, that is ambitious for all</li> </ul>	<ul style="list-style-type: none"> <li>• Continue, through transition projects, reducing potential NEETs</li> <li>• Ensure that disadvantage groups achieve at least as well as the general cohort</li> <li>• Increase the projects to support hard to engage learners in the Tech Centre and wider curriculum</li> <li>• Deliver our Health and Wellbeing and Mental Health strategies</li> <li>• Develop strategies to increase the diversity of the workforce</li> <li>• Reduce the digital divide, by offering Essential Digital Skills</li> </ul>
Drivers of economic prosperity	<ul style="list-style-type: none"> <li>• The anchor institution that leads local skills, supported and enabled by partners of purpose</li> <li>• Enterprising and innovate, delivering a curriculum that contributes to economic growth</li> <li>• Driven by labour market information that identifies and supports, local, regional and national economic priorities</li> <li>• A college that prepares a skilled workforce that meets employer demand</li> <li>• A provider of purposeful life-long learning</li> </ul>	<ul style="list-style-type: none"> <li>• Using LMI data (Vector, EMSI) continue to develop a responsive curriculum plan to meet local, regional and national skills needs in areas such as Health and Social Care, Manufacturing and Engineering, Construction, Green Skills, Digital and Creative, Professional and Business Services</li> <li>• Maintain and develop key employer links established with Northern Care Alliance, AMPI, Atom Valley, Danish Crown, Cadent</li> <li>• Ensure SLT and curriculum managers are contributing to local and regional economic strategies through representation on local boards</li> <li>• Continue to maintain outstanding financial health to enable a robust estates strategy and pay to enable retention and recruitment of staff</li> <li>• Use AEB offer and GM flexibilities to supports higher level skills</li> </ul>

		<ul style="list-style-type: none"> <li>• Actively participate in local schemes such as Multiply, Bootcamps and SWAP</li> <li>• Year on year increase in UCAS applications</li> </ul>
Guardians of our environment	<ul style="list-style-type: none"> <li>• Contributing to society's ambition of being net carbon neutral</li> <li>• Active in minimising our carbon footprint</li> <li>• Protectors and conservators of our natural environment</li> <li>• Providers of a curriculum that upskills and informs learners regarding the green agenda</li> <li>• An organisation that empowers staff and learners' involvement in activities that have a positive impact on our environment</li> </ul>	<ul style="list-style-type: none"> <li>• To embed carbon literacy in the FAST programme</li> <li>• Continue to develop the work of the sustainability action group across the whole college</li> <li>• Build on the college's Green Flag accreditation through the work of the student led sustainability group</li> <li>• Positively contribute to the inaugural GM Colleges' ECOFEST event</li> <li>• Following the confirmation of SALIX grant funding, begin to deliver projects to reduce our carbon footprint</li> <li>• Building on the recognition from Educate North Awards for sustainability share good practice across the sector</li> </ul>

# Corporation Statement

On behalf of the Hopwood Hall College and University Centre 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 15 of 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:

<https://www.hopwood.ac.uk/about/>

Chair of Governors

Nazir Afzal OBE

A handwritten signature in black ink, appearing to read 'Nazir Afzal', is written over a horizontal line.

Principal and CEO

Julia Heap

A handwritten signature in black ink, appearing to read 'Julia Heap', is written over a horizontal line.

## Links

[Ofsted report 2016](#)

[Financial statements 2021/22](#)

[Rochdale Growth Plan 2020–2030](#)

[RDA\\_Business\\_Plan\\_\(1\).pdf \(investinrochdale.co.uk\)](#)

[gm-local-industrial-strategy-web.pdf \(greatermanchester-ca.gov.uk\)](#)

[Industry Labour Market and Skills Intelligence Report – Executive Summary \(greatermanchester-ca.gov.uk\)](#)