



Duty to Review

How well does Nottingham College's provision contribute towards meeting local skills needs?



Introduction

In response to The Skills Act (2022), this document outlines Nottingham College's analysis of how well our offer meets the needs of our local labour market and creates pathways for learners to secure sustainable and meaningful employment.

The Act mandates that:

- Governing bodies must undertake regular reviews of how well the education or training provided by the college meets local needs, in particular local employment needs.
- Governing bodies should undertake a review at least once every three years.
- In reviewing provision within a local area, governing bodies are expected to collaborate with other governing bodies also serving that area.
- Governing bodies are required to publish the outcome of their reviews on their websites.
- Governing bodies must consider what actions they and other providers can take to best meet local needs, in particular local employment needs, including changes to the structures through which provision is delivered.



Overview of the D2N2 Sub-Regional Economy

The college's Local Skills Improvement Plan (LSIP) area covers Nottingham, Nottinghamshire, Derby and Derbyshire. Our sub-region's economy presents a diverse picture, with areas of UK and world leading innovation combined with pockets of high-deprivation, low productivity and below average skills levels.

Our key economic priority sectors are identified as: construction; creative and digital industries; food and drink manufacturing; life sciences; low carbon; transport and logistics; transport equipment manufacturing and the visitor economy. These are underpinned by areas of high employment including wholesale and retail trade, health, and education.

Strengths of the Area

- The sub-region enjoys national prominence for its manufacturing excellence (including engineering), which accounts for 13.5% of economic output (10.5% UK average). 39,000 people (13.5% of active workforce) are employed in manufacturing and the county is home to a number of globally significant companies.
- The county has a strong low carbon and environmental goods base and has some of the UK's most cutting-edge businesses in this sector. Employment in the low carbon economy in D2N2 is thought to be amongst the highest of all LEP areas.
- The construction sector employs over 40,000 people in Nottinghamshire and Derbyshire and includes a number of the UK's largest employers in the sector.
- D2N2 is home to many blue-chip food manufacturers, including Thorntons, Warburtons, Nestle, Greencore, British Sugar and Pork Farms.
- The sub-region, and specifically Nottingham, is a national powerhouse within the bioscience and health science sectors, with Boots continuing to command centre stage and BioCity championing the innovation of smaller companies. The wider East Midlands region is home to over 380 medical technology companies (one of the largest concentrations in the UK), over 120 biotechnology and pharmaceutical companies and over 150 associated value chain companies.
- Business stock is growing faster in Nottinghamshire than the average for the region. There are 26,765 registered small businesses across the county.
- Strong and innovative professional services offer in the City of Nottingham.
- Nottingham is lauded for its growing and thriving creative and digital industries, including areas of high innovation such as its fintech sector.

Challenges of the Area

- More of the sub-region's workforce is concentrated in lower skilled occupations, resulting in a 14% productivity gap and an 8% earnings gap when compared to England as a whole.
- High deprivation – the city of Nottingham is ranked 11th for deprivation nationally, with higher than average unemployment levels, a rising number of NEETs (young people not in education, employment or training) and communities with varying degrees of health and wealth inequality.
- There is a gap between the soft/employability skills possessed by individuals and those required by employers.
- The Nottinghamshire and Derbyshire geography has a higher level of adults with no/limited qualifications, when compared to the wider region.
- Higher than regional national average percentage of workless households in Nottinghamshire (16.4%) and the city (15.9%).
- Lower levels of NVQ 2, 3 and 4+ in Nottinghamshire and the city than the regional and national averages.
- There is a lack of people to fill low carbon and sustainability related roles.
- There are significant gaps in skills relating to digital and integrated technology within organisations.
- In the adult skills market, both the county and the city have more citizens with no qualifications than the national and regional averages (Nottinghamshire: 40,900 / 8.2%, Nottingham City: 24,200 / 10.9%).
- Nottingham schools rank 149th in terms of GCSE attainment and 147th in terms of progress (out of 151 local authorities in England).
- Nottingham has a significant productivity gap: the city's current GVA output is 16.4% below the national average. This has a direct impact on employment rates, which is significantly below the national average (-7.4%).
- industries, including areas of high innovation such as its fintech sector.

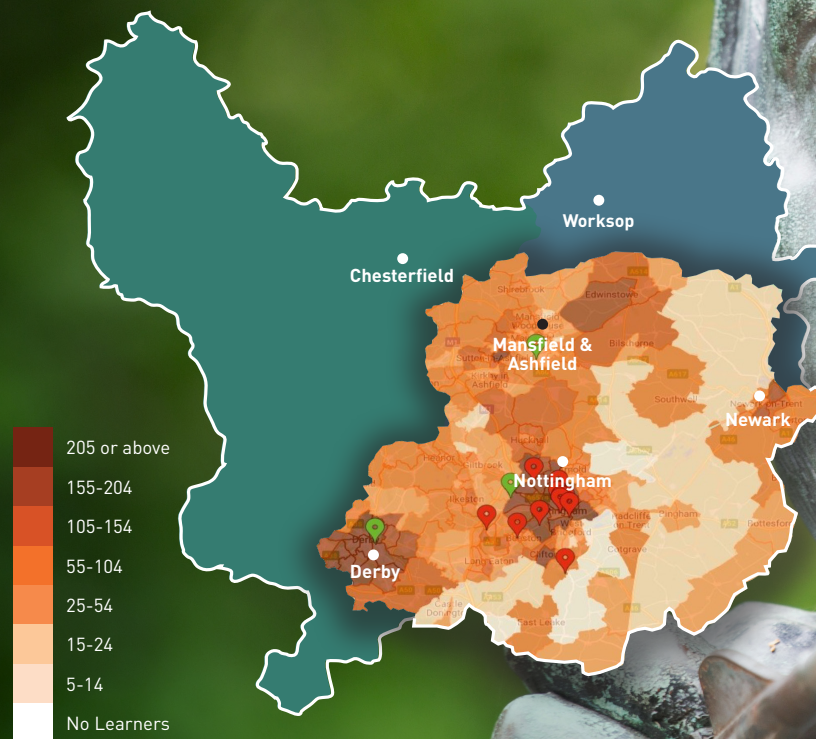
The Communities We Serve: Our Local Area

The communities we primarily serve are the City of Nottingham and surrounding County areas within the Local Skills Improvement Plan (LSIP) and upcoming Mayoral Combined County Authority (MCCA) area of D2N2 (Derbyshire, Derby, Nottinghamshire and Nottingham).

Within D2N2, our locality is defined by looking primarily at the travel to learn patterns of learners which are:: the City of Nottingham accounts for 53.63% of our learners, with a further 31.1% in South Nottinghamshire (Gedling: 12.3%, Broxtowe: 9.8% and Ashfield: 4.5%) and 9.5% in North Nottinghamshire (Bassetlaw: 0.4%, Mansfield: 2%, Newark and Sherwood: 2.6% and Ashfield: 4.5%). A further 4.56% learners are from South and West Derbyshire, with an additional 1.21% from East Derbyshire. The college serves a small number of learners from the wider East Midlands region (Leicestershire, Lincolnshire and Northamptonshire) and national locations through online and work-based learning. Our locality is illustrated on the below heatmap of the D2N2 sub-region:

We work collaboratively with other providers to meet civic, education, community and business stakeholder needs across the Nottingham conurbation and wider D2N2 area. We are the only Further Education College in the City of Nottingham and have a responsibility to offer a broad curriculum that empowers our learners to develop the knowledge and skills demanded by our diverse economy.

Many of our students are drawn from areas within our city. Nottingham is an area of high deprivation as evidenced through a wide range of measures including school and post-16 achievement data, Gross Value Added, The Index of Multiple Deprivation (IMD), Office for National Statistics (ONS) labour market intelligence and local health data.



Approach to Meeting Local Skills Needs

Our strategic commitment is to develop our curricula so it is responsive, agile and aligns to the skills needs of our local area, ensuring all our learners are future ready. To understand local need, we actively engage our strategic and key partners across the region and the county including the LSIP Steering Group headed by the Federation for Small Businesses, the D2N2 Colleges Group, the Local Skills Taskforce, Chief Executives Forum, Nottingham Growth Board, One Nottingham, Nottingham's Employment and Skills Taskforce, The Futures Group, The Careers and Enterprise Company and Nottingham BID. Our Principal is the Nottinghamshire colleges' representative on the D2N2 Skills and Education Devolution Working Group, positioning the college to drive the development of a cohesive offer against identified local priorities.

This strategic level engagement is supported through direct consultation with employers through our sector aligned Industry Advisory Boards, attendance at local forums and through ongoing training needs analysis via our dedicated employer engagement team to understand the knowledge, skills and behaviours required to drive up productivity and meet skills gaps. To ensure a responsive offer, we actively co-design curricula with employers, allowing for locally bespoke delivery mapped to current and emerging need. Ofsted identified that "Leaders engage widely with other education institutions, local government and local employers to understand local and regional skills priorities and needs. This proactive approach means that the college has a reputation for being a responsive and trusted partner within the local and regional skills offer." [Ofsted, 2023]

Our commitment to achieve a stronger alignment between further education provision and local employment needs informs our curriculum planning process, ensuring we 'look back' as well as 'look forward'. We produce a live 'curriculum lens document' annually that provides the direct link between our chosen curricula and evidenced local need, to drive scrutiny and challenge throughout our curriculum planning process.

This process demonstrates how well our curriculum offer aligns to local employment opportunities, our performance and student progression/destination data and other providers within the local area. This is used as source of dialogue between local stakeholders and strategic partners to drive our planning process.

Stakeholders for this process include:

- Students of all ages; through our learner voice activities
- Employees of the College
- education institutions for all age groups and abilities
- local and national employers of all sizes and all sectors, both private and publicly funded
- local authorities and other government bodies
- Jobcentre Plus
- Employer representative partners such as CBI/FSB/Chambers of Commerce
- Other Governing bodies in the area
- Network of links with local community groups and specialist support agencies

This has resulted in an amendment to our curriculum through the omission, revision and introduction of courses. Examples include the introduction of a scaffolding module across our construction provision, changes to software in fashion design to reflect industry practice (InDesign), enhancements to electric testing skill development within engineering (employers felt learners lacked confidence in this area) and changes to A-Level Geography due to feedback from Severn Trent Water, the Environment Agency and other local employers.

Over the course of the 2023/24 academic year, we will build on this through continuing to embed the college as a key strategic and operational partner in driving up local prosperity. We will work collaboratively in a model of locally sourced, partnership-based solutions to identify and address need, working with schools, colleges, universities and independent training providers across our locality. The priorities for the next academic year have been outlined and provided within our Accountability Agreement.

In recognition of our statutory duties, our Board strives to work collaboratively with other governing bodies across the sub-region to evaluate how well the overall provision in the area meets local needs and prepares for those that will emerge in the future. In addition, our Board has taken into account the relevant findings and recommendations from our recent Ofsted report.

We have and will continue to work with key local partners who have a presence across our defined local area to review and refine our collective offer. Engagement will focus on the main General Further Education Colleges of Vision West Notts College, Derby College, Newark College and Bilborough College (as a representative of the local sixth form academic offer), relative to where our learners travel from. In addition, we will consult with Nottingham Trent University and the University of Nottingham to design seamless progression routes into higher technical and academic study and with Independent Training Providers through subcontracting where provision adds value to our offer.

This work will include engaging these partners to identify geographic areas of economic clustering to carry out a root and branch analysis of the skills offer across the various institutions and how we can collectively meet the needs of our sub-region. We will continue to act as a key contributor to educational partnerships and initiatives across the region, sharing best practice, resources and skills, and actively support local and regional groups, such as the Association of Colleges (AoC) and LEP Colleges Group Forum.

Our collaborative approach will build on our historic work across the sub-region to date. Over the 2021/22 and 2022/23 academic years, we delivered Strategic Development Fund projects in partnership with local colleges active in the D2N2 area. These focussed on creating a local, seamless offer for delivering the necessary technical skills to meet rising demand in digital, construction, engineering, health sciences and decarbonised (electric, hybrid and hydrogen) vehicles.

This project created a D2N2 steering group and community of practice to develop collaborative models and agree solutions to meet local need. This included cross-college teacher development through collaborative CPD and sharing of best practice. We will build on this work in 2023/24 through applying to the Local Skills Improvement Fund to develop the model in new faculty areas to meet the needs identified by the LSIP.

The Board has approved the capital investment required to deliver the college's new Estates Strategy and has specifically ring-fenced a minimum of £5m from college reserves for an approved programme of capital expenditure relating to market responsive technological infrastructure, new build projects, learning facilities and resources to ensure the college is equipped to meet skills and growth needs through to 2026.

This work contributes towards our vision to be a key local skills provider when our local area becomes a devolved authority in 2024. As a pivotal strategic partner, we will act with integrity, in the true spirit of collaboration, for the good of our region and our communities.



How Nottingham College's Offer Aligns to Local Needs

Construction, Planning and the Built Environment

Construction is a significant local employment sector. The Unit for Future Skills has a projected requirement of 75,000 jobs in construction by 2035 (from 67,000 in 2015). The sector's GVA is £2.9bn, or 8% of the sub-region's total. It is identified as an economic priority sector by the LEP however the LSIP identified that it faces challenges from young people not aspiring to work in sector, with existing workers retiring earlier. They identify there is a lack of lack of training providers for electrics and plumbing.

Net zero is an LSIP priority occupation, with low carbon and sustainable technologies identified as an economic priority sector for the LEP and City and County Councils. Nottingham has made a bold commitment to become the UK's first Carbon Neutral City by 2028, supporting innovation in energy and low-carbon projects, such as the mass installation of photovoltaic solar panels on council houses, the district heating network and retrofitting. There are circa 450 SMEs in Nottingham and Nottinghamshire, employing 7,100 people in low-carbon industries, however the LSIP identify there is a lack of suitably skilled people to fill new roles as the industry grows.

Reflective of its significance to our local economy, the college is the largest construction training provider in the East Midlands, with £3,996,677 of 16-18 Study Programme provision delivered in the 2022/23 academic year through our specialist Basford Hall campus (11.61% of our total 16-18 offer). This is supported by a further £402,472 of 19+ adult part-time provision (6.18% of our total adult education budget offer).

The majority of our offer is focussed on traditional construction trades, which continue to demonstrate significant local skills demand (including in the areas of electrics and plumbing, identified by the LSIP). Examples of provision include bricklaying, carpentry and joinery, painting and decorating, plastering, plumbing and construction multi-skills through certificates and diplomas at levels 1 to 3.

Our offer is supported by a broad apprenticeship provision, with standards from levels 2 to 4, across trades such as bricklaying, carpentry and plumbing. We have a particular strength in bricklaying, with achievement rates 25% over the national average. As the largest construction provider in the East Midlands with a dedicated campus at Basford, we recognise a need to grow our provision in this area, with the college currently holding 9% of the D2N2 market and 33% for the city.

Our 16-19 Study Programme market share is 94% for the City of Nottingham and 80% for the city and wider conurbation, demonstrating that students travel to our Basford campus from a wider area. The college's 19+ adult market share is 64% for the city and 48% for the county, which illustrates a strong adult draw.

To transition our offer to sustainable technologies to support local economic change, we delivered a collaborative project with Derby College and Burton and South Derbyshire College that led to the investment over £300k to purchase market responsive equipment such as heat pump and solar panel training rigs, electric vehicle charging stations, external wall rendering equipment, AutoCAD and BIM software (with high-end PCs). We have also submitted a significant bid to the Post-16 Capacity Fund for a new Sustainable Construction Centre at our Basford campus, with the outcome due in the Spring of 2023.

Although our offer is predominately levels 1 to 3, we are working to grow progression routes into a new higher level skills offer. We have recently secured £90,909 to invest in market-responsive equipment to launch a new level 4 in Modern Methods of Construction. Following employer interest, we will also introduce HTQs in Quantity Surveying and Construction Management across the 2023/24 and 2024/25 academic years.



Health, Public Services and Care

The sector is of significant importance to local employment. The Unit for Future Skills identified that there were 132,000 health and social care jobs in D2N2 in 2022, with this projected to rise to 155,000 by 2035. Nottingham is the main area for job postings in this sector with 13,500 unique job postings between January and August 2022.

Similar to the national picture, The D2N2 LEP identified that nursing and care occupations have consistently been the occupations with the most job vacancies in D2N2, with both high demand and a short supply. They highlight that the pandemic has significantly increased local demand for both of these. In the D2N2 sub-region, the adult social care sector accounts for 42,000 jobs, and £1n of GVA. Jobs in the sub-region for qualified staff in childcare are 13% above the national average, with projected growth over the next three years.

The college offers a breadth of provision to meet this demand and ensure we create viable pathways into health and care professions for young people and adults. In the 2022/23 academic year, vocational provision accounted for 10.6% of our 16-19 Study Programme offer (£3,499,208), 6.54% of our direct Adult Education Budget offer (£425,687) and 32.2% of our Advanced Learner Loans offer (£278,309). Our apprenticeship Health and Social Care offer spans levels 2 to 5, creating clear progression routes for learners into management roles. For early years and childcare roles, we offer apprenticeships from levels 2 to 4.

We hold a 56% market share for 16-19 year old Health and Social Care provision across the city of Nottingham and wider conurbation. We have 82% of the level 1 and below market, 68% at level 2 and 49% at level 3 and above with a range of vocational qualifications such as the Health and Social Care Diploma and Care Certificate. The college is therefore a vital local provider of pathways into nursing and care related professions.

We have 18% of the overall adult market, however this includes degree level provision. The overall adult market is significant, with nearly 3,000 people studying towards a qualification (circa 500 studying at the college). To support higher level progression, the college offers Access courses in Health Professions and Health and Social Care. We have a flexible, adult online offer including dementia awareness, self-harm and suicide prevention awareness and prevention and control of infection in care settings.

Health, Public Services and Care comprises 19% of our overall apprenticeship offer, with a range of standards delivered including provision in adult social care, early years educator and healthcare support. The local apprenticeship market is dominated by private training providers (84% of provision), however there is a need to grow our provision due to our proximity to and partnerships with local hospitals and care services. We plan to introduce a level 5 HTQ in Healthcare Professions Support in the 2024/25 academic year.

In response to the rising demand for skilled nursing professionals, the college will introduce a new T Level in Supporting the Adult Nursing Team in September 2023. To support this, we have invested £620k to create a new simulated adult nursing ward at our City Hub campus.



Engineering and Manufacturing Technologies

Manufacturing (including engineering) accounts for 13.5% of economic output across Nottinghamshire (10.5% UK average). 39,000 people (13.5% of the active workforce) are employed in the sector across the county. The Unit for Future Skills projects 120,000 engineering jobs across D2N2 by 2035. Engineering (including green jobs) is identified as national priority sector. The Midlands has 42.4% of England's automotive manufacturing workforce.

The LSIP identifies that there is a lack of people to fill engineering roles and deliver associated training courses; a challenge exasperated by an aging workforce across the sub-region. They identified that there is insufficient training in the sector and that where this was available, there was too great a focus on management skills rather than production roles. The LEP identifies Transport Equipment Manufacturing, Food and Drink Manufacturing and Low Carbon as key economic priority sectors.

Engineering and manufacturing provision accounts for 8.34% of the college's 16-19 provision (£2,871,478) and 3.92% of directly delivered Adult Education Budget provision (£255,465). The college offers a breadth of provision in engineering and manufacturing technologies, with courses available from level 1 through to level 5 (including provision such as technical certificates and apprenticeships related to production roles). We have 74% of the overall engineering 16-19 market share across the Nottingham conurbation (94% of the level 1 and below market share, 86% for level 2 and 63% for level 3). Adult 19-23 is overall 19% and for 24+, this becomes 8%. At present, we only deliver a limited provision in the adult market for higher skills in engineering though we have ambitions to grow this significantly. Our engineering apprenticeship offer is at levels 2 and 3, with programmes in machining, technician training and electrical.

We have a significant apprenticeship offer to support this sector, with delivery in this area comprising 30% of our overall provision. We hold 26% of the market in Nottingham but this drops to 6% for the wider sub-region, reflecting the importance of this sector across both counties and the need for multiple providers to offer apprenticeships in this area to ensure coverage. There is scope to increase our offer given the economic significance of the sector and the college's unique selling point in our dedicated Highfields campus.

As the sector becomes increasing automated and digitised, we have responded through investing over £1m to create a new 'Engineering Automation and Innovation Centre' at our Highfields campus, creating a new responsive offer in mechatronics, manufacturing technologies, pneumatics, electrical engineering and mechanical engineering (including for growth in our HE and HTQ modular provision).

The college has a substantial offer in automotive repair, through a dedicated campuses at Ruddington and London Road. Our market share across the Nottingham conurbation for 16-19 learners is 92% (Level 1 93%, Level 2: 88% and Level 3: 96%). 19-23 is overall 88% and for 24+, this becomes 48%. This implies we are significantly meeting local demand for young people and adults, however there may be a need to grow our offer with older learners (e.g. through the introduction of more flexible provision). The college has a significant, national offer in automotive apprenticeship provision based at our dedicated Ruddington campus. This is delivered in partnership with major manufacturers such as Tesla, Aston Martin and Hyundai.

Nottingham's 2028 net zero ambition and the Government's aim to cease the sale of new petrol/diesel cars by 2030 has created a significant skills challenge across our sub-region as our substantial vehicle manufacturing industry and related trades (e.g. maintenance and repair) moves to decarbonised vehicles. To future proof our offer, the college has invested over £200k on new electric and hydrogen fuel cell cars and related training equipment (e.g. ADAS systems) to diversify our offer in preparation for this significant change.



Science and Mathematics

Life sciences is a D2N2 economic priority sector, with significant potential to raise local GDP and create prosperity across our communities. Nottingham's life sciences cluster is centred around Boots, MediCity and BioCity, with over 200 medical technology firms across the sub-region. The local science ecosystem is supported by three universities, six science parks and fifteen innovation centres/incubators). Science and mathematics provide vital underpinning knowledge for the areas of digital and low carbon technologies, both identified as priority occupations (Local Skills Improvement Plan) and economic priority sectors with the potential to drive up local economic prosperity (Local Economic Partnership).

We have invested over £1m in a HE Laboratory Science and Innovation Centre to plug an identified progression gap to levels 4 and 5 for our learners and create a seamless pathway into level 6+ provision at local Higher Education Institutions and the city's globally competitive and thriving bioscience sector.

In 2022/23, the college delivered £1.7m of Study Programme based provision across the Science and Mathematics sector (4.97% of overall offer) in subjects such as Applied Science (forensic/biomedical). We delivered £469,971 of direct Adult Education Budget provision (7.22%) of our offer and a further £102,419 through Advanced Learner Loans (for those adults who did not qualify for AEB support). We offer apprenticeships in laboratory science, dental nursing and pharmacy services. Our apprenticeship offer is 8% of our overall provision in this area, however we have potential to grow this given the bioscience strength of Nottingham and the cutting-edge facilities at our City Hub.

The college has 64% of the 16-19 vocational programme market for science and mathematics across the wider Nottingham conurbation. The majority of 16-19 learners following this pathway across this locality is level 3 (71%), of which we have a market share of 51%, highlighting the importance of the college's offer in this area. We have 100% of the market share at Level 1 and below and 92% at level 2, highlighting the college's crucial role in creating pathways into this core sector and providing the underpinning skills necessary to thrive in the contemporary labour market.

For adult provision, we have 97% of the level 3 market (67% of total learners studying at this level) and 100% at level 1 (13% of all learners studying at this level). Of all adult learners, 20% are studying science and mathematics across the conurbation and we deliver to 47% of this market.



Information and Communication Technology

The Local Skills Improvement Plan identifies Digital as a priority occupation sector. The sector is of critical importance to our local economy, not just as a source of innovation as a core sector (e.g., software design) but also as a cross-cutting theme that underpins all areas of our economy as jobs become increasingly digitised as the fourth industrial revolution progresses.

Nottingham has a growing digital innovation sector, especially in sub-sectors such as software design and FinTech. The wider county has significant potential to grow the digital sector, with 98.7% 5G and 29.36% full-fibre connectivity.

The Unit for Future Skills identifies that the sector will have 28,000 jobs by 2035. It contributes £1.8bn to local GVA and is crucial to our productivity and prosperity. The LEP identifies that specialist IT skills are known to be in short supply, within the digital sector and beyond, with demand consistently high. Areas of significant need include programmers and developers, IT specialist managers, IT business analysts and systems designers.

THE LSIP identified that to meet the needs of the job market, individuals need to focus on improving their baseline digital literacy in addition to the higher-level digital skills required across many occupations. There was a view from consulted employers that often young people lack the necessary entry-level digital competencies and that older workers are often less digitally skilled. There was also an emerging theme that employers experience significant gaps in skills relating to digital and integrated technology within organisations, including in relation to operation of their respective IT systems.

Vocationally contextualised digital skills provision is embedded across a significant proportion of our offer. As a standalone subject (e.g. ICT Practitioners), we delivered £1.16m of 16-19 Study Programme provision in 2022/23 (3.37% of total offer), with a small level of Adult Education Budget funded provision. We offer a level 3 apprenticeship (Information Communications Technician) for learners in employment.

To respond to need and grow our provision in this area, the college has invested £345,000 to create a new Digital Skills Hub at our City Hub campus, with high-spec PCs and a Virtual and Augmented Reality suite. We have invested a further £95,455 to grow our offer at Level 5 (Higher National Diploma in Computing) to create a vocational progression route for our learners and deliver the high-level digital skills required to thrive in the fourth industrial revolution.



Arts, Media and Publishing

The creative sector is a significant area of employment for the sub-region. Nottingham is known for its thriving creative industry, centred around the Creative Quarter in the historic Lace Market. Creative industries is a wide-ranging sector and includes video, film, photography, fashion design, arts and crafts, music, publishing, radio and TV, web design, gaming, social media and the software that supports these sub-sectors.

Our provision in this area responds to the needs of the city's Creative and Digital core priority sector, identified as key to local growth for Nottingham across multiple local economic strategies (The Nottingham Economic Recovery and Renewal Plan, Vision 2030, The D2N2 Local Industrial Strategy and The Nottingham Growth Plan).

The Unit for Future Skills projects a requirement of 25,000 jobs in the sector by 2035. The D2N2 sub-region has 10,570 jobs in Art and Design, which is 8% above national average. The main occupations are arts officers, printers, graphic designers, furniture makers, upholsterers (which has a location quotient above 2) and ceramics. The local market has circa 7,500 jobs in creative writing for media and marketing occupations.

Considering the broad nature of the sector and its importance to our local economy, the college delivers a significant volume of provision in this area. In the 2022/23 academic year, 16.86% of our total 16-19 Study Programme offer was in the category of Arts, Media and Publishing (£5,803,362). Our adult offer in this area is smaller (4.79% of our total adult education budget and 20.84% of our advanced learner loans allocation). We are currently undertaking employer engagement to explore interest in creative apprenticeships.

The college delivers to 60% of the Art and Design 16-19 Study Programme market across the Nottingham conurbation (Confetti, a HEI owned subsidiary in the city has over 30%). The market is predominantly level 3 (63%) and we have 66% market share, demonstrating strong representation. For adults, our market share is 77% (predominately level 1 and below, reflecting our community provision). For HE, at levels 4 and 5, we have a 58% market share (with HEIs dominating level 6+).

In the Media and Communication sub-sector, we deliver to 47% of the 16-19 Study Programme and 93% of the 19+ markets. For Performing Arts, this is 34% and 58% respectively. Similar to Art and Design, this is due to our close proximity to Confetti. Due to the significant demand across this broad and diverse sector, both providers will need a substantial offer across the locality to meet need.

The college successfully bid into the FE Capital Transformation Fund to secure funding to build a new £1.8m Craft and Design Centre at 25 Stoney Street. The refurbished campus will deliver high-quality, industry standard provision at higher technical levels to address the national priority to drive up productivity. This will include covering the broad knowledge and skills that underpin the art and design based occupations, with dedicated progression routes into advanced technical and higher technical training in: architecture; product design and creation; 3D printing; multimedia development; illustration; graphic design; gaming and web design.



Leisure, Travel and Tourism

The visitor economy is a D2N2 priority sector, with the Nottinghamshire Plan 2021-31 identifying the sector as likely to generate future employment opportunities. The Unit for Future Skills projects a requirement of 71,000 jobs across the sub-region in accommodation and food by 2035 (a significant increase from 60,000 in 2015).

The college has a strong tourism and aviation offer spanning levels 2-4, creating viable pathways into employment at East Midlands Airport. This is delivered through industry standard equipment and a simulated airplane cabin.

In the sub-group of sport and wellbeing, various economic plans and strategies emphasise the need for healthy communities and recognise the connection between physical and mental wellbeing and economic prosperity. There are 9,478 sport related jobs in D2N2 (12% above national average) with a 1.1% projected growth over the next three years (the national picture is projected to decline), demonstrating the importance of the sub-sector within our economy. There are sport related jobs in Nottingham and the wider County for learners to progress to (812 sport coaches jobs in Nottingham: 49% above national average. At County level, there are 2,195 jobs, which is 59% above national average).

Our sport offer is diverse, with provision from level 1 to degree level. The college works in partnership with significant local sport clubs such as Nottingham Forest FC and Notts County FC to create a collaborative approach to provision across the conurbation.

The college's offer in Leisure, Travel and Tourism is predominately 16-19 Study Programme based, with £1,271,957 invested into this area in 2022/23 (3.69% of our overall offer). We deliver a small amount of adult provision in this area, responsive to demand. We offer an apprenticeship in sports coaching at level 4 but have only delivered to small numbers to date. We need to grow this as a viable progression route from our Study Programme and adult provision.

Retail and Commercial Enterprise

The D2N2 LEP identify retail as a high employment, high job creation sector, with over 5% of all residents employed in the sector. The Unit for Future Skills projects job growth in all sub-sectors of Retail and Commercial Enterprise by 2035: 22,000 in food and drink; 163,000 in retail and wholesale trade and 71,000 in accommodation and food.

Our catering and hospitality offer benefits from strong links with local city-based employers, who co-design provision and provide learners with valuable opportunities for work experience. The college operates Fletchers Restaurant, a commercial learner-run operation at our City Hub campus. This enhances our learners' employability skills through provision of a real working environment open to the general public.

In the 2022/23 academic year, vocational provision in this area accounted for 7.73% of our 16-19 Study Programme offer (£2,661,357), reflective of our status as a college serving a city with a significant retail sector. We offer an additional 19+ adult education and advanced learner loan offer responsive to demand.

As the only college in the city, we deliver to 88% of the market for 16-19 Study Programme learners across the conurbation (with 66% of the adult market). This highlights the college's crucial role in providing skilled new entrants to support the city's diverse retail sector. Our apprenticeship offer in this area is significant, with this provision representing 56% of our overall delivery (catering and hair and beauty). We hold 14% of the city apprenticeship market for hair and beauty and 12% for catering.



Business, Administration and Law

The Unit for Future Skills projects significant growth in jobs related to business and other services by 2035 (314,000 from a 2015 base of 283,000) and professional services (100,000 from 67,000). Professional services are the key driver of our city's economy. Overall, 87% of total FTE employment and around 80% of total GVA in Nottingham is accounted for by the service sector. This is significantly higher than national averages. Within the service sector, business services is by far the largest single sub-sector.

Our local professional, business and financial services sector serves both firms and individuals. D2N2 contains significant assets in this category, particularly in Nottingham; with major employers such as Experian and Capital One based in the city. In addition to the technical knowledge and skills required to drive growth, the LSIP identifies that there is a gap in business administrative skills such as customer service and clerical roles.

To drive local growth in this sector, the college invested £1,553,441 into 16-19 Study Programme provision in the 2022/23 (4.51% of our total offer). This was supported through £480k of adult 19+ provision. Our offer incorporates business skills at levels 1 to 3, financial services (e.g. AAT levels 2-4), A-Levels in Business and Economics, leadership and teamwork skills, marketing and specialist subjects such as lean organisation management techniques. We offer apprenticeships in accounting, business administration, customer service and management at levels 2-5. The college serves 58% of the 16-19 demographic across the Nottingham conurbation and 12% of the adult market.

Reflective of its significance to the city's economy, we offer a diverse range of apprenticeships in business services (at levels 2 to 5), including accountancy, project management, administration, customer service, team leading and marketing. This sector comprises 24% of our overall apprenticeship offer, however we hold 5% of the city market (with private training providers dominating at 81%). This indicates a need to scale up provision in this area given its economic significance and projected job growth to 2035.



Preparation for Life and Work

The college delivers substantial adult provision in Preparation for Life and Work (54.25% of direct Adult Education Budget delivery in the 2022/23 academic year, with £2,673,165 invested into this area). This incorporates Functional Skills, ESOL and Foundation Learning (which includes employability qualifications such as the Certificate in Personal Development for Employability and the Certificate in Entry to Vocational Study).

The college's 16-18 Study Programme direct offer in this area accounts for 7.76% of our provision (£2,673,165). This is supported through a cross-college offer of embedded employability skills across all areas of our vocational provision. This includes an in-house designed 'Passport to Employability', with digital badges mapped to key skills including: communication; planning and organisation; problem solving; time management; resilience and accountability.

The college successfully bid into the FE Capital Transformation Fund to secure funding to build a new £5m Independent Living and Employability Centre at our Basford campus. This will support growth in our SEND provision and create new pathways into sustainable employment for disadvantaged groups.

This area of the college's offer strongly aligns to local and national economic need and is highly responsive to our demographic and the characteristics of the communities we serve. The LSIP identified a gap between the soft/employability skills possessed by individuals and those required by employers (particularly amongst young people), particularly in relation to communication skills, confidence and social skills, along with a basic level of English and maths.

The LSIP have called for a more formalised, structured approach to capturing and evaluating the development of essential skills. Our pilot Passport to Employability model strongly positions us against this actionable priority. It also supports the identified need to support employers to recruit a more diverse workforce and the wider LEP priority of inclusive growth to drive up productivity.



Actions to Ensure Ongoing Alignment to Local Needs

The college is bidding to the Local Skills Improvement Fund in partnership with all FE colleges in the sub-region. As part of this project, we have committed to undertake a curriculum mapping exercise across the key sectors of digital and low carbon to address duplication and identify areas for collaboration, co-delivery and efficiency. This work is intended to act as a conduit for a more substantial exercise across wider curriculum areas.

We have set an organisational goal to reduce our reliance on subcontracting in our adult education offer. Our target is to have transitioned to a 100% direct delivery model by devolution (2025).

In recognition of the need to grow our apprenticeship provision across our priority sectors, we have set a 2023/24 enrolment target of 900 new starts. We have set an organisational goal (over the three years of this Duty to Review report) to improve quality of provision in this area so that it is consistently 5% above national average.



To deliver ongoing alignment with labour market needs and to fulfil our promise to offer our learners a Future Ready curriculum, we have identified key actions to improve and further embed the college as a key local partner in driving up productivity. We will:

- Implement a robust system of curriculum planning founded on the methods employed to create this report, to include ongoing review of new and emerging technologies across our growth markets, seeking investment where necessary to modernise our offer.
- Work with the D2N2 College's Group to regularly discuss curriculum development and alignment across our locality. This will include opportunities for sharing capital, equipment and people resources where required to meet need.
- Collaborate and liaise with local education and training providers where we plan to introduce or cease provision, to ensure skills needs remain addressed at appropriate levels (to include increased engagement with Independent Training Providers).
- Review curriculum intent and schemes of work to ensure our offer is aligned to contemporary digital and low carbon market requirements (recognising these as cross-cutting themes that underpin all areas of our economy). Recognising the barrier of capital investment requirements, we will actively seek funding to purchase the necessary equipment and training materials to transform our offer.
- Strengthen our 19+ adult offer in areas mapped to local economic significance and skills need.
- Deliver an additional 550 Higher Education learners by 2025, with the majority of these will be enrolled on IfATE HTQs.
- Work with strategic partners to offer skills bootcamps where they address a gap in the local skills offer and facilitate progression into employment and apprenticeships.
- In response to the LSIP actionable priority, we will pilot and implement a new formalised assessment method for essential skills, working with other providers, employers and stakeholders to agree a shared approach.
- Pilot and implement a robust system for tracking destination data into priority sectors and development of work-ready skills to inform future planning.

