



Accountability Statement 2023-24

Our Mission

To inspire learning and improve lives through education, training and skills development that supports social and economic success for our students, businesses and communities across West London.

EALING

HAMMERSMITH

SOUTHALL



1. Purpose, Mission, Vision and Core Values

West London College provides education for young people and adults across London, specifically focusing on the six boroughs that are economically grouped as West London. Our purpose is to develop outstanding citizens of the future, with a mission to inspire learning and improve lives through education, training and skills development that supports social and economic success for students, businesses, and communities across West London. We are passionate about the work we do, and our vision is to be the leading college in West London for technical and vocational education and skills training.

Our mission and vision are underpinned by our four core values:

- **Ambition**
We will strive to be the best in all areas of strategic importance to the College, enabling our learners, employers and staff to achieve high expectations and ambitious goals.
- **Innovation**
We will be innovative in our thinking, striving to embed new and original practices. We will embed innovation into our behaviours and our developments, helping our learners and staff to excel.
- **Accountability**
We will all take personal responsibility for driving success, overcoming barriers and finding solutions. We will be constantly learning and developing.
- **Inclusion**
We will be welcoming, supportive and our commitment to equality and diversity will underpin everything we do.

Our Strategic Plan 2019-20 to 2023-24 sets out six clear objectives for West London College:

1. **Financial**
Creating a financially thriving College that is investing in its future
2. **Business Development**
Building stronger sustainable relationships with employers and wider stakeholders
3. **Curriculum**
To change life chances of all learners and see them progress into high value careers
4. **Quality**
To continuously strive for excellence in all that we do
5. **People and Culture**
To employ highly motivated staff who are passionate about what they do, feel empowered and are aligned to our values of ambition, accountability, inclusion and innovation.
6. **Estates**
An estate that provides a sustainable, flexible, modern & inclusive environment that fully meets the needs of all stakeholders



Our Strategic Plan was approved by our Governing Body on 17 October 2019 and can be found [here](#).

2. The Communities We Serve

West London College is committed to serving the local community and supporting the skills needs of the West London region, serving three local authorities - Brent, Ealing, and Hammersmith and Fulham. Whilst the college recruits from across London, our main focus is within the boroughs of Hillingdon, Harrow, Brent, Westminster, Hounslow, Kensington and Chelsea, Ealing and Hammersmith and Fulham.



Southall Community College **Ealing Green College** **Hammersmith & Fulham College**

Within this area, 40% of working age residents are economically inactive and 48% of residents were born outside of the UK. A high percentage of households do not have English as their main language, with Brent (20%) having the highest proportion followed by Ealing (18%).

Educational inequalities have grown – the population of London without qualifications fell by 1.4%, compared to more than 4.4% across England, over the past decade. A third of

London Boroughs saw the proportion of the population with no qualifications increase since 2011, most notably in West London, with the biggest increase in Brent followed by Ealing, Hounslow and Kensington and Chelsea.

Whilst unemployment rates in the UK are low at 3.9%, London still tracks higher at 4.7% with Brent and Ealing above the London average (Brent 7%; Ealing 5.2%), while Hammersmith and Fulham has the lowest rate at 4.2%. Long-term unemployment (those who have never worked) is also much higher in West London compared to the rest of London.

2021 Census data tells us that:

- West London has a usual population of 2.134 million, an increase of 9.2% in the decade from 2011 – 2021.
- 60% of working age residents in West London are economically active, slightly below the London average of 61%.
- Long-term unemployment (those who have never worked) was much higher in London in 2021 (35% of those unemployed compared with 26% in England). This was highest in central and west London (37%).
- 48% of West London residents were born outside of the UK and English is not the main language spoken in a high percentage of households.
- Across London, Brent has the highest proportion (56%) of residents born overseas and the highest proportion (20%) of households where English no people have English as the main language.
- In contrast to other London sub-regions, West London saw the percentage of residents with no qualifications rise by 0.7% in the decade to 2021.

West London College has two sites based in Ealing - Southall Community College and Ealing Green College. Ealing is one of the largest boroughs in the Greater London Area, and 17.3% of the population are on Universal Credit compared with England at 14.3%.

14.1% of children under 16 in Ealing are living in families with low income, compared to the rest of London which stands at 13.8%.

Ealing also has one of the highest numbers of households owed a duty under the Homelessness Reduction Act (HRA) at 21.3% compared to 11.7% in England. The HRA looks at severe poverty markers and is a social determinant of health. It often results from a combination of events such as relationship breakdown, debt, adverse experiences in childhood and through ill health.

West London College works with key stakeholders and employer groups to respond to the skills need, locally, sub-regionally and pan London, to prepare learners for meaningful sustainable employment (good jobs).

Our key stakeholders and employer groups include:

- West London Alliance Employment and Skills Board
- West London Business Education and Skills Working Group
- Southall Jobs Partnership

- Ealing Local Strategic Partnership
- HS2 Jobs Brokerage Steering Group
- Heathrow Airport Skills Partnership
- The Forge Jobs Brokerage Board
- Park Royal Business Group
- Ealing Adult Skills Forum
- Screen Capital West

Our curriculum areas engage proactively with stakeholders/employers in the co-development, design, and delivery of our courses. This is facilitated by working closely with employer boards, employer representative bodies and reputable sector associations to engage their feedback on the course content and in helping shape the curriculum portfolio.

West London College - Demographic

- 55% of learners are female
- 75% of learners are from black, Asian and minority ethnic groups
- Around 31% of learners are aged 16–18 and around 69% are adults
- Around 2,500 learners are completing distance learning and online qualifications to upskill and progress at work
- We have approximately 350 apprentices across a wide range of industries

3. Approach to Developing the Annual Statement

West London College works closely with a network of partners to align its curriculum offer with the local and national skill priorities. We will continue to work closely with a range of key stakeholders to achieve our strategic objectives including:

- Ealing Local Authority
- Hammersmith and Fulham Local Authority
- Brent Local Authority
- Greater London Authority
- West London Alliance
- West London Business
- Employers
- Department of Work and Pensions
- Ealing local Strategic Group

Engagement with Other Providers in the Area

We collaborate closely with other General Further Education Colleges in the West London area. Recent example of this collaboration includes the West London Green Skills Hub, a project funded by the Mayor of London to develop green skills in the region, and the Skills Development Fund, to develop the Green Skills agenda. Some of these projects have also involved independent training providers and local universities, expanding the field of influence. In addition, we also work on collaborative projects and events, such as skills competitions.

Within the local boroughs, many secondary schools have highly competitive sixth forms. Our Schools Liaison Officer has been attending schools to provide information, advice and guidance in a variety of ways, from formal talks in assemblies to careers fairs. Whilst many of our local schools are becoming more open in allowing us to attend, because of the provider access legislation, they often select specific cohorts of pupils to be in our presence.

4. Meeting National, Regional and Local Needs

West London College has a five-year strategic plan which was developed in 2019 with input from internal and external sources, running to 2023-24. Main influences within the business development and curriculum elements of the plan came from the Greater London Authority, West London Alliance, West London Business, and strategic documents from the local authorities in Ealing and Hammersmith and Fulham.

Each year the plan has been refreshed, with changes made to ensure the plan stays aligned to the education and skills needs determined by our external stakeholder bodies. During the period of 2019 to date, we have also run two well attended strategic stakeholder consultation sessions where the strategic plan was presented, along with the results from stakeholder surveys. This resulted in further realignment of the strategy.

From the strategic plan, we produce an annual operational plan which sets the priorities across all functional areas, including business development and curriculum. This is monitored monthly and RAG (red, amber, green) rated according to progress being made.

We align ourselves to key external stakeholders and boards to ensure we are contributing to skills discussions and developments at all levels. More recently, we were involved in the development of the West London Annex to the London Skills Improvement Plan (LSIP). The LSIP annex identified key sectors which the West London region will need to focus on to meet the skills needs for the local area and region. The annex was developed with key strategic partners led by West London Business and West London Alliance, and identified six priority sectors, which account for 52.8% of employment in West London:

- Health & Social Care
- Creative/Media/Screen
- Hospitality
- Retail
- Transport & Logistics
- Manufacturing, including Food

5. Strategic Aims and Objectives

The **Business Development** strategic objectives relevant to the Accountability Framework are:

- Align business development activities in the curriculum to the regional, sub-regional and local priorities – **TARGET 100% 2023-24**
- Grow apprenticeships and supported internships in line with regional and national priorities, with a focus on improving social mobility and inclusion
- Strengthen relationships with Jobcentre Plus and other agencies to grow and develop Sector Based Work Academies and other pre-employment training opportunities to support adults with low skills to progress into local and regional employment
- Build outstanding stakeholder partnerships that enable employers to influence and contribute to curriculum design, development and delivery in line with their needs
- Align business development activities in the curriculum to the regional Skills Roadmap for London and LSIP sub-regional and local priorities.
 - Apprenticeships
 - Social mobility / inclusive growth agenda and No Wrong Door
 - Good Work, including those on low wage, low skills jobs
 - ESOL, English, maths, digital skills and carbon literacy
 - SEND
 - L4 and L5 higher technical skills delivered in colleges
 - T level and Transition year programmes
- Support growth in key GLA/LEAP priority sectors in West London
 - Construction / green skills
 - Hospitality, retail, catering, food production
 - Digital, creative, clean tech
 - Health, care services
- Positioning the College as a key anchor institution, acting as a community asset to local stakeholders and partners, including:
 - Greater London Authority / LEAP
 - Employers Representative Bodies
 - West London Alliance and individual Local Authorities
 - West London NHS Trust and the Integrated Care Services
 - Major employer and developments including Heathrow Airport and HS2
 - Construction developers and SME's in West London
 - Third sector and community voluntary sector organisations

The **Curriculum** strategic objectives relevant to the Accountability Framework are:

- Align the curriculum to the regional, sub-regional and local priorities – **TARGET 90% 2023-24**
- Develop content and delivery models for Foundation Learning and level 2 programmes to better prepare learners for progression and study beyond those levels
- Develop our level 4, 5, 6 Higher Technical Skills curriculum offer to ensure it is employment focused

- Increase the proportion of learners progressing into positive destinations including sustained employment
- Align the curriculum to the Skills Roadmap for London devolved priorities of
 - Apprenticeships
 - Social mobility / inclusive growth agenda and No Wrong Door
 - Good work, including those in low wage, low skills jobs
 - ESOL, English, maths, digital skills and carbon literacy
 - SEND
 - L4 and L5 delivered in colleges
 - T-level and transition year programmes
- Sharply focus curriculum growth in key GLA/LEAP priority sectors in West London
 - Construction / green skills
 - Hospitality, retail, catering, food production
 - Digital, creative, clean tech
 - Health, care services
- Further develop provision for learners with learning difficulties and/or disabilities to ensure good progression routes including supported internships and apprenticeships
- Continue to promote and support inclusion and community cohesion through ongoing development of Skills Pathways programmes
- Work with our employer partners and other stakeholders to ensure the curriculum is responsive and learners have opportunities to work with industry standard equipment and resources
- Provide our learners with a competitive advantage evident through the development of strong essential employability skills
- Respond to changes in the construction sector, including the development of green construction skills, modern methods of construction and digital construction

6. Corporation Statement

On behalf of the West London College 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 27th of June 2023.

The plan will be published on West London College website within three months of the start of the new academic year and can be accessed [here](#).



Chair of Governors

Dated: 27/06/2023

K Redhead

Karen Redhead OBE
Principal/Chief Executive

Dated: 27/06/2023

7. Relevant Supporting Documentation

- [Skills Roadmap for London](#)
- [Build and Recover An Economic Recovery Strategy for West London](#)
- [Plan for Good Jobs 21](#)
- [West London College Financial Statement](#)
- [West London College Ofsted Inspection Report](#)