

Annual Review


REASEHEATH
COLLEGE

Raising Standards
Inspiring Achievement

2014



www.reaseheath.ac.uk



Message from the **Principal**



“To inspire achievement by delivering outstanding education and skills.”

Meredydd David OBE
Principal

The Further and Higher Education sector is recognised as a key player in driving the economic recovery and building the skills and knowledge base of this country. Reaseheath has continued to focus on its mission, which is now even more relevant and important to the sectors, communities, learners and employers we serve.

It is hugely important to us that we provide the best education, training, professional development, knowledge transfer and business advice and support possible. We achieve this through partnerships and collaboration with key stakeholders, local communities, businesses, schools, universities, Government departments and funding agencies. We work closely with the Local Enterprise Partnership in identifying and meeting the needs of employers and in supporting the delivery of the LEP Strategic Economic Plan and its Skills and Employment Strategy.

The College continues to grow in scale, impact and reputation, and a recent independent economic impact assessment identified that we delivered £85.7m of positive impact to the region. This is very much down to the fantastic commitment and contribution of our team, who are our major asset.

We continue to grow our Further and Higher Education provision, and our capital investment to meet their needs has continued. Around £50m has now been invested in the campus over the past seven years and we have a master plan of a further £30m to invest in specialist technical facilities for staff and students over the next four years. Investment, supported by the LEP, is targeted at resources focused on technology and science as the vast majority of our work as a College is in STEM subjects. The contributions of staff coupled with the continued investment in world class educational resources means we are well placed to meet the challenges ahead and to provide the best education and training possible.

The College's dynamic and entrepreneurial approach, coupled with its caring ethos and focus on high quality, requires committed inspirational Governance. We owe a great debt of gratitude to our Governors who freely give so much of their time, knowledge and experience. Their support and challenge is essential and much appreciated.

We hope you enjoy reading our Annual Report.



Emily Thrane
Chair of Governors

Our Mission

To inspire achievement by delivering outstanding education and skills.

Our Vision

- Achieve excellence through fully releasing the potential of our students and colleagues
- Deliver inspirational teaching and learning and student experience in Further and Higher education
- Make Reaseheath the preferred place to work and study with superb facilities, resources and support for colleagues and students
- Lead and develop partnerships with industry and our communities that make a positive difference
- Be the College, training provider and employer of choice

PRIDE

People:

We are passionate about our learners, staff and customers and place them at the heart of all we do by supporting, developing, empowering, encouraging, respecting and valuing their contributions.

Responsibility:

We encourage individuals to be responsible and accountable for their actions and decisions, and we promote community cohesion and environmental sustainability through our behaviour.

Integrity:

We believe in honesty, integrity and the highest ethical standards in everything we do.

Diversity:

We recognise, respect, promote and celebrate diversity.

Excellence:

We challenge ourselves to strive for the highest standards of quality and behaviour by adopting a supportive self critical approach in our pursuit of excellence.



Our Drive:

Strategic Aims and Objectives



2014 has seen the implementation of our new three year strategic aims and from this our annual strategic objectives, which outlines the corporate strategy that underpins the work of the College.

These aims and objectives were created through consultation with our staff, students, governors and stakeholders and focus on our customers. These are our students, employers, industry, local communities, the Local Enterprise Partnership (LEP), Local Authorities and our Government Departments.

Three Year Strategic Aims 2015-2017

1. Deliver excellent Further and Higher Education that meets employers' skills needs and fulfils students' expectations.
2. Strategically engage and support communities and organisations we serve and inspire students to contribute fully to society.
3. Provide outstanding resources and facilities for all staff and students.
4. Inspire Further and Higher Education students to achieve their full potential by delivering excellent teaching, learning, care and support.
5. Develop and support our people to reach their full potential and make the College the employer of choice.



Strategic Objectives 2014/15

1. Increase engagement with key industry partners to align our curriculum and commercial offer with their needs, and to enhance students employability.
2. Positively engage with our broader communities to support their strategies and ambitions and provide our students with the opportunities to understand, engage and contribute fully to society.
3. To consolidate the use of technologies across College to enrich the learner experience, support efficient and effective decision making, remove barriers and provide a conduit for continual improvement towards excellence.
4. Deliver consistently high quality Further and Higher Education programmes of learning that inspire students to become independent learners.
5. Embed our supportive performance management culture and prioritise the self motivation, wellbeing and flexibility of our people to deliver a high quality learning experience.



Our Impact:

Strategic Aims and Objectives

Reaseheath College has a significant positive impact on its main stakeholder groups: learners, society, taxpayers and the local business community.

- Total income created per year **£85.7m**
- **£19.6m** spent by College and its staff
- **£407.6m** spent by non-local learners

Benefits to Students:

- Every £1 spent = **£7.30 gained** in lifetime higher earnings
- **18.9%** annual return on investment by studying at the college

Benefits to Society:

- £66.8m invested by society = **£401.3m return** during learners lives
- Every £1 spent = **£6 gained** in added income
- **18.4%** annual return on investment
- Net gain to society **£334.5m**

Benefits to Taxpayers:

- £16.7m paid in support = **£62.3m return** from increased earnings
- **14.3% annual return** on investment

The major stakeholders in Reaseheath College see reasonable returns on their investments of time and money. Learners are more productive and realise increased earnings as a result. Businesses that are able to hire locally trained individuals see increased productivity and profits without having to import labour and strain existing public infrastructure. Society benefits from a broadened tax base, lower crime and other improved social behaviours. Increased tax receipts and reduced social burden frees the government to invest in new and more diverse ways.

Reaseheath itself promotes regional economic growth through its own operational spending, through the spending of its non-local learners, and through increased productivity as former learners remain active in the regional workforce.



Our Year in Review



2014 student numbers:

Further Education **2,500**

Higher Education **710**

Apprenticeships **700**

750 Residential students

698 Students supported with bursaries

£760,000 Awarded to students in financial support

1,500 Students using subsidised transport to Reaseheath College daily

£600,000 Amount we subsidised the cost of transport

£1,100,000 Total cost of transporting students to Reaseheath

Measuring success:

97% of students achieved their qualification

86% overall long qualification success rate

96% of students are satisfied with their course

97% of our students say they received good support from staff

97% of students say our teaching is good

Average point score per grade is **Distinction**

Ranked top for value added score in Cheshire

Ranked second for value added score nationally (land-based)



National Students Survey Higher Education

Teaching and Learning

Staff are good at explaining things **92%**

Staff have made the subject interesting **92%**

Staff are enthusiastic about teaching **91%**

Assessment and Feedback

The criteria used in marking have been clear in advance **81%**

Assessment arrangements and marking have been fair **82%**

Academic Support

I have been able to contact staff when I needed to **86%**

Good advice was available when I needed to make study choices **81%**

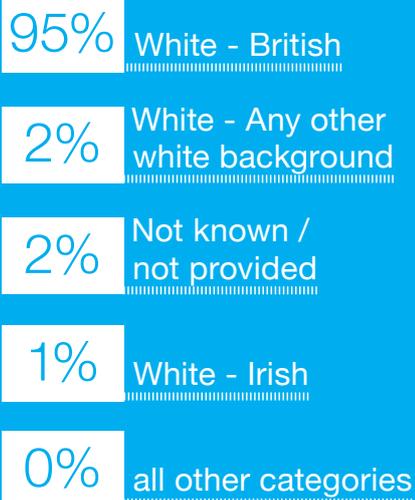
Learning Resources

The library resources and services are good enough for my needs **80%**

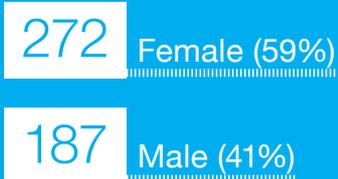


Total number of staff 459

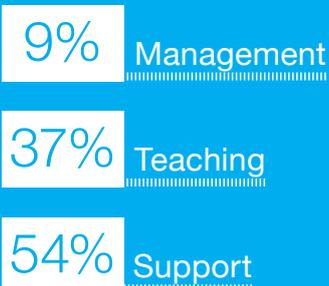
Staff Ethnicity



Staff numbers by Gender



Staff breakdown by role



Staff classified as having a disability



New Build 2014

We began building our **National Centre for Food Futures and the Environment**, a **£8.5m college STEM facility**, and completed a **£6m new hall of residence, Platt Hall**, which added 150 en suite bedrooms to our onsite student accommodation.



Our Students

Further Education



Fantastic Success at WorldSkills UK

Floristry student Anna Eite won gold at the WorldSkills UK National Finals. Anna won the top title in the advanced section competing against the best students from other colleges and training providers.

Richard Garden was one of six students to qualify for the WorldSkills UK garden landscape finals and just missed out on a medal.

Speed Car Pioneer Inspires Engineers

As part of our College STEM week, one of the fastest men on earth urged our motor vehicle and engineering students to reach for the stars by focusing on careers as professional engineers and scientists. Richard Noble OBE, former holder of the world land speed record and director of the Bloodhound Supersonic Car (SSC) Project, described the tremendous opportunities which exist in research, design and build as he launched our state-of-the-art £1 million upgraded motor vehicle technology department.



Young Entrepreneurs Impress with their Business Idea

Future business leaders from Reaseheath won an amazing four awards in the Young Enterprise competition with their quirky idea to recycle glass bottles by turning them into household items. Aptly named 'New Generation', the Level 3 Diploma in Business Studies students attracted praise for their idea, and gained valuable career experience. They won awards for the best overall company and for best trade stand in the Cheshire East leg of the competition and went on to collect two more awards for innovation and creativity at county level.



Sports Science Supports Crewe Alex Fitness Programme

Crewe Alexandra Football Club used the cutting edge technology in our sports science laboratory to help train its first team. The elite players took part in maximal fitness testing on our top-of-the-range treadmill. The data helped Andy Franks, Head of Sports Science and Conditioning at Crewe Alex, to check the base level of each player and to set personalised training programmes. The data was collected by Level 3 Extended Diploma in Sport students, allowing them to learn essential scientific skills for working in their industry while addressing the needs of a prestigious local football club.



FE Students Celebrate Success

A two day awards ceremony marked the success of 1371 Further Education students who had gained industry recognised qualifications and skills. The ceremony marked the culmination of yet another record year of student achievements.

Sharing congratulations with a capacity audience, Principal Meredydd David emphasised that 97% of FE students achieve their qualification and that 90% progress into employment or onto degree courses.



Our Students

Higher Education



Reaseheath Earns Top Marks for its Higher Education

Our higher education students receive an excellent experience, the Quality Assurance Agency (QAA) confirmed in 2014. The QAA, which is the HE equivalent of Ofsted, judged that the quality of degrees we offer and the way they are delivered is worthy of commendation and in a number of areas exceeds UK expectations. This equates to an 'Outstanding' from Ofsted.

Reaseheath was judged to exceed expectations for our extensive links to employers and the extent to which they are involved in the design, quality assurance and delivery of degree courses. We were also commended for our effective management of resources and how this supports our students' academic, personal and professional development.



Students are top of the tree at RHS Show

Foundation Degree Garden and Landscape students achieved one of just three gold medals at the RHS Flower Show Tatton Park in the prestigious show garden section with their innovative edible garden 'A Taste of Wythenshawe'. Sponsored by Wythenshawe Community Housing Group, the garden showed creative approaches to growing edible plants including hydroponics and sculptural features.



Reaseheath Student Joins USA Horse Breeding Project

Equine undergraduate Charlotte Woolley won a prestigious internship at the world's leading equine breeding and research centre, providing her with industry relevant skills for her future career. Charlotte studied a BSc Hons Equine Science degree at Reaseheath, and completed her three month internship at the Virginia Tech State University, USA, where she was trained in veterinary techniques and helped with research into nutrition, reproduction and parasitology. The university specialises in breeding and producing top quality sports horses.

Undergraduate Study Tour to Peru Rainforest

Animal management undergraduates helped survey wildlife in the most biodiverse place on earth when they visited Peru. Twenty-three students who are on degrees in Wildlife Conservation and Ecology, Animal Management or Animal Behaviour and Welfare spent 16 days in Cusco, Manu National Park and Manu Learning Centre in the rainforest.

Apart from surveying the wildlife, our students processed biometric data, helped researchers to collect ecological data and assisted on a pilot study of woolly monkey feeding behaviour.

Proud Day for Reaseheath Graduates

Reaseheath graduates celebrated gaining their degrees at a ceremony enjoyed by families, employers and our local community.

Dressed in gowns and mortar boards, our graduates spilled out of St Mary's Church in Nantwich for photographs with television personality Kate Humble, who was guest speaker.

The ceremony marked the achievement of 150 students who had completed degrees in agriculture, equine science, food technology, horticulture, machinery dealership management and countryside management, delivered in partnership with Harper Adams University.



Our Students Apprentices



Apprentices are Good for Business

Reaseheath trained over 700 apprentices during 2014 and continued to work in partnership with an increasing number of employers, helping them to boost productivity through these tailor-made programmes. We held our annual Apprenticeship Awards to congratulate both completing apprentices and their employers.

Guest speaker John Hurst, who was responsible for The Co-operative Farms (now Farmcare Ltd) apprenticeship and graduate training schemes, said that his company was working with Reaseheath to ensure there was a succession of trained and skilled employees to fill the skills gap.



Reaseheath Acquires DART Training

Reaseheath has increased its provision of apprenticeships and work-based learning by acquiring DART Training, a specialist private training company. A well established Derbyshire company, DART works closely with small and medium sized businesses throughout the Midlands and Yorkshire.

DART works with young people, adults and employers to provide tailor-made training in the workplace in the industries of horticulture, agriculture, horse and animal care, veterinary nursing, sports turf, environmental conservation and arboriculture.



Skillbuild Success for Construction Students

Three construction students proved they have the outstanding skills essential for working in the construction industry by impressing judges at an Olympic style competition to find the nations most talented young tradespeople.

Advanced carpentry apprentice Matt Williams, 18, won the senior carpentry and joinery section in the north west regional round of Skillbuild and qualified for the final. Advanced bricklayer Dave Ford came third in the senior bricklaying section, and advanced bricklaying apprentice Leonard Thomas impressed the judges but missed out on a place in the same section.



Our Communities and industries we support



Chancellor Applauds Plans for National Centre

Chancellor George Osborne congratulated Reaseheath on its efforts to help food producers meet the challenge of world population growth and climate change. Cutting the first sod on the site of our new £8.5 million National Centre for Food Futures and the Environment, Mr Osborne said: "Reaseheath College is rightly renowned for the quality of the education it provides, especially in the agriculture industry. One of the key elements of our long-term economic plan is to deliver the best skills for young people in all sectors so the next generation can succeed in the global race."

The industry-led project will also enable Reaseheath to support the Cheshire and Warrington LEP Food Science and wider food production STEM priorities and the government's agri-tech strategy, which aims make the UK a world leader in agricultural technology, innovation and sustainability.



Food Centre Unique in Educational Sector

Reaseheath's Food Centre has gained an internationally recognised Grade A accreditation from the British Retail Consortium. Our food centre is the first and only educational institution in Britain to achieve Grade A at BRC6, the highest possible standard for food safety. This accreditation allows the college to provide top class skills training to support our local community of food producers and retailers.



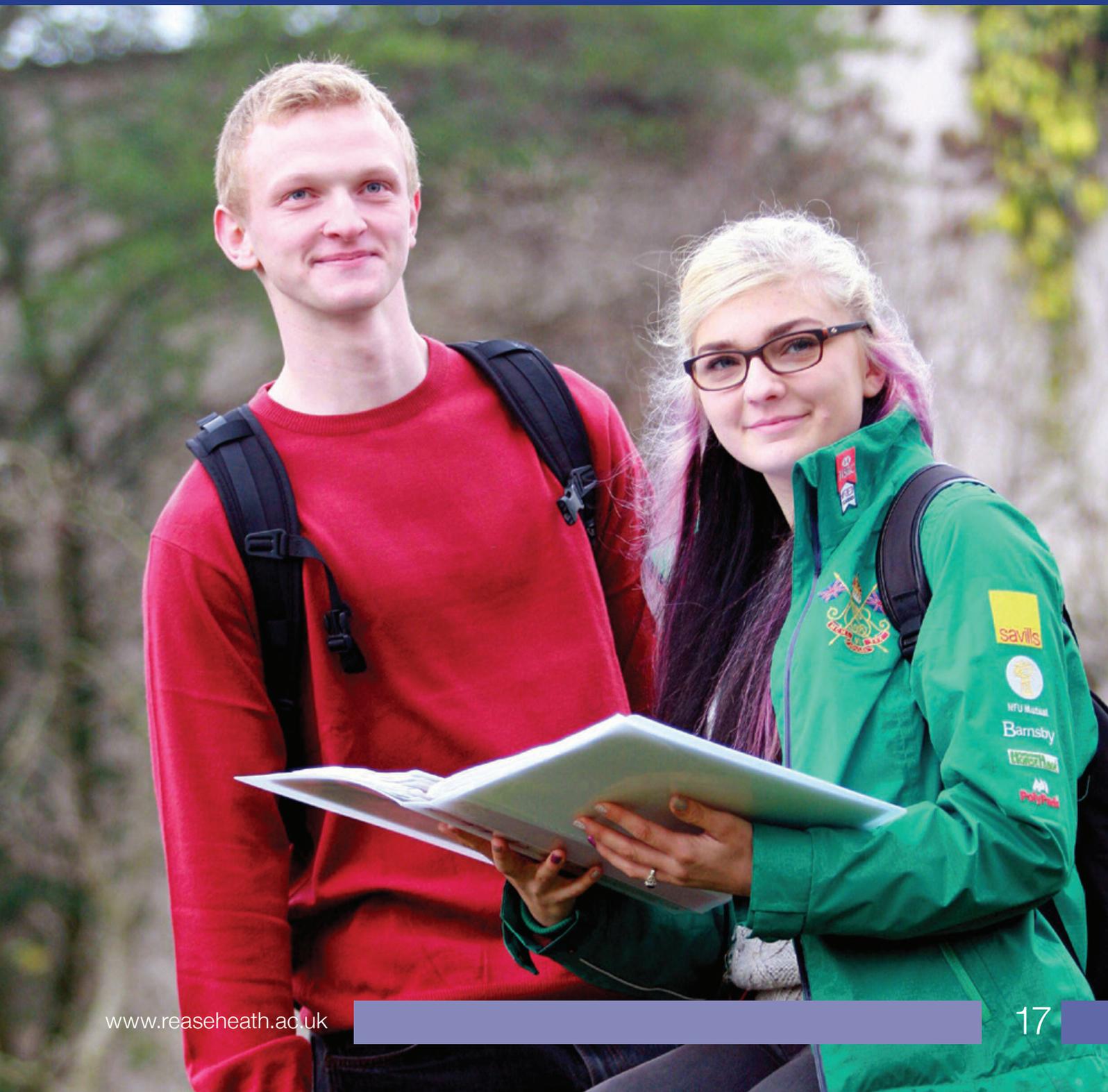
Countryside Helps to Rescue Site of International Importance

Level 3 Countryside students have been helping our regional community to restore one of the UK's biggest and best raised bogs. Fenn's, Whixall and Bettesfield Mosses make up a 948 hectare National Nature Reserve in Shropshire which is of international importance due to its range of wildlife.



Industry Speakers Inspire Futures in Food and Farming

Agriculture and food production students gained invaluable advice on planning their futures at an inspirational Q&A session with a panel of industry experts. The event, sponsored by the Food, Drink and Agricultural Group of the Chartered Institute of Marketing (CIM) and run by Reaseheath's Agricultural Development Academy (RADA) and our agricultural department, attracted 80 undergraduate and Level 3 Diploma students.





Our Alumni Association

Over the last year the College has reconnected with over 700 alumni through our Alumni Association, launched in October 2013.

Located throughout the UK, Republic of Ireland, USA and Australia, our alumni support the College in different ways. Some volunteer their time, for example in form of mentoring or giving career talks. Others provide our current students with work placements and vital industry links, all contributing to the life and work of the College. They share a belief in the value of a Reaseheath education and the impact it can have to help shape and inform a better future.



Financial Results 2013/14

Financial Highlights:

- 698 students were awarded a bursary
- £760k awarded in bursaries
- £5.1m capital investment in new facilities

- 20% The proportion of income generated from student tuition fees
- 54% Staff costs as a percentage of total expenditure
- £202k Our annual surplus which we will reinvest into the College and its facilities

Reaseheath College's Group Income for 2013/14

Where does this money come from?

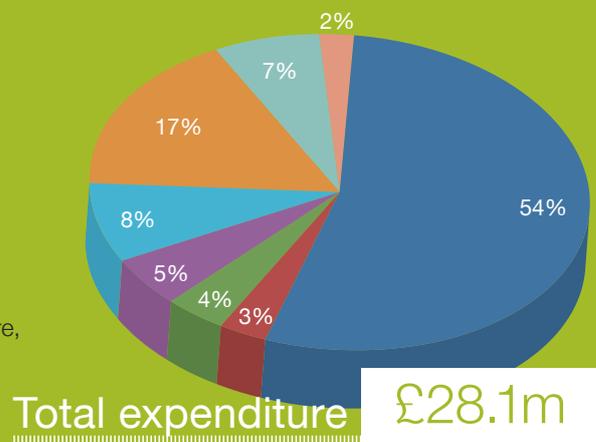
- £15.6m Government Funding Grants
- £5.7m Student Tuition Fees
- £3.3m Residential, Catering and Conferencing Income
- £1.4m Farm Income
- £0.5m Transport Income
- £1.8m Other Income
- £0.1m Investment Income



Reaseheath College's Group Expenditure for 2013/14

What is the money spent on?

- £15.2m Staff Costs, including all academic and support staff
- £1.2m Other Operating Expenses including exam fees, staff development, recruitment
- £1.1m Transport, student bus costs
- £1.3m Establishment Costs, including professional fees, insurance, administration
- £2.2m Premises Costs, including utilities, maintenance, rent
- £4.9m Supplies and Services Costs, including farm expenditure, IT costs, food and provisions
- £2.0m Depreciation on College assets
- £0.6m Interest and Finance Costs



Reaseheath College's Group Financial Summary for 2013/14

£28.3m - £28.1m = £0.2m

(Total income) - (Total expenditure) = (Operating surplus)

Why does the College make an operating surplus?

- To ensure that the College remain financially sustainable in the long term and protect the College against unforeseen events which could damage the financial health in the short term
- To ensure the College has sufficient resources to be able to improve, invest and replace its physical equipment to deliver the best learning experience for students
- To allow investment in additional facilities and services for students



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Nantwich
Cheshire
CW5 6DF

General enquiries
01270 625131

Email
enquiries@reaseheath.ac.uk

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European Union
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This activity may be directly or indirectly part-financed by the European Union through European Social fund - helping develop employment by promoting employability, business spirit and equal opportunities, and investing in human resources.

