



**Annual
Accountability
Statement**

Empowerment through learning

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College Mission and Purpose:

Macclesfield College's mission is 'empowerment through learning'.

The College provides high quality education for young people and adults across Macclesfield and beyond. Our purpose is to provide first-class teaching, learning and training to all students to ensure that they are fully prepared for their next steps whether that is continued study, work-based training or into employment. The College is passionate about vocational and technical education and is proactive in ensuring that the curriculum offered is clearly aligned to skills priorities at a local, regional, and national level. It is engaged with the local community, developing strong and lasting relationships with businesses, public sector organisations and the regional Chambers of Commerce. All members of the Macclesfield College community are committed to doing their utmost for the people of the region, demonstrating the College's core values in everything they do.

Core Values:

Our core values are as follows:



Integrity: Openness, honesty and transparency, matched by strong moral principles.



Respect: Listening to and treating the needs of stakeholders with dignity, honour and tolerance.



Passion: A collective and relentless drive for excellence in everything we do.



Accountability: A commitment to taking responsibility for our actions as an education and training provider, and a dedication to regular reporting to relevant bodies.



Ambition: An overriding ethos that focuses on genuine innovation and a demonstrable ambition to be the best education and training provider in the Cheshire region and beyond.

What Our Values Mean to Us:

Integrity: Doing the right thing when no one is looking; Teaching our standards and expectations.

Respect: Earned, not given; Professional appearance; Honesty.

Passion: Teaching with enthusiasm; Service with a smile; Be excited to be here.

Accountability: High standards; Take ownership; Learn from mistakes.

Ambition: To be the best that I can be for myself and our students; Dedication; Inspire and thrive.

Strategic Aims, Objectives and Priorities:

Macclesfield College is committed to excellence in everything we do.

The College has four Strategic Goals as set out in the Strategic Plan 2023-2028. They are:

1. **Students:** Providing a first-class student experience;
2. **Staff:** Inspire our team to reach even higher standards;
3. **Stakeholders:** Establishing the strongest possible links with our community;
4. **Commercial Growth and Innovation:** An enterprising approach to maximising our income streams.

By 2028, Macclesfield College will aim to:

- Be recognised and celebrated as an exceptional place in which to work and learn.
- Cement our position as a leading FE provider in our region, with aspirations to become one of the top-performing Colleges nationally.
- Be the first-choice destination for 16-19 students, professional skills training, apprenticeships and adult education.
- Continue to grow our student numbers in both 16-19 learning and apprenticeships.
- Progress with our estate development to match our ambitions, and ensure learners can access excellent resources and technology.
- Remain financially 'Good' in all aspects, with a clear ambition to become 'Outstanding'.



Context and Place:

The Communities we Serve:

The communities we serve are located within Enterprise Cheshire and Warrington and includes three Local Authorities (Cheshire East, Cheshire South and Chester, and Warrington). The area has four Further Educations (including one specialist land-based college) and one Higher Education Institution; the University of Chester. There are also a range of Independent Training Providers. Macclesfield College is the only Further Education College within Macclesfield, although there are a number of schools with post-16 provision, and has a responsibility to offer a broad curriculum that empowers learners to develop the skills and knowledge demanded by our economy.

The College serves a distinct geographical area within Cheshire and out towards the southern boroughs within the Greater Manchester region.

The Local Skills Improvement Plan (LSIP) has been produced by South Cheshire Chamber of Commerce and Industry as the designated Employer Representative Body (ERB) for Cheshire and Warrington's LSIP. It brings together local businesses, training providers and a broad range of stakeholders to ensure that the planning for local skills aligns with existing and emerging job opportunities and skills required for growth.



Macclesfield College is a single site Further Education College that offers a range of study programmes for 16-18 year olds from Entry Level to Level 3 and including T Levels; English and mathematics GCSE; literacy, numeracy and digital skills qualifications, a portfolio of programmes for adults including community-based programmes, leisure courses and work-related professional courses; as well as a small portfolio of higher level and professional qualifications. It also offers a large and growing apprenticeship provision at a local and regional level. Many study programme learners travel from the wider Cheshire region to access our programmes, alongside Manchester, Derbyshire and beyond. Approximately one quarter of study programme students join the College without maths or English at Grade 4 or above.

The College has a growing number of learners with Education and Health Care Plans (EHCP) and a significant number with exam access arrangements and/or additional learning support. Our specialist support teams work in collaboration with the curriculum teams, exams staff, pastoral and Learner Experience Team to remove the academic disadvantage these students might otherwise experience and enable them to achieve their full potential academically, in their personal development, their progression and in their destinations.

National Policy Overview:

Curriculum planning is driven by the continued implementation of the FE White Paper – Skills for Jobs, with the recognition that further and technical education is at the centre of enabling young people and adults in gaining the skills for jobs, now and in the future. The focus on national skills priorities for the College includes:

The changing nature of work with young people expected to have multiple careers over their lifetime. The College needs to equip people with a range of flexible skills so that they can prosper in this changing environment.

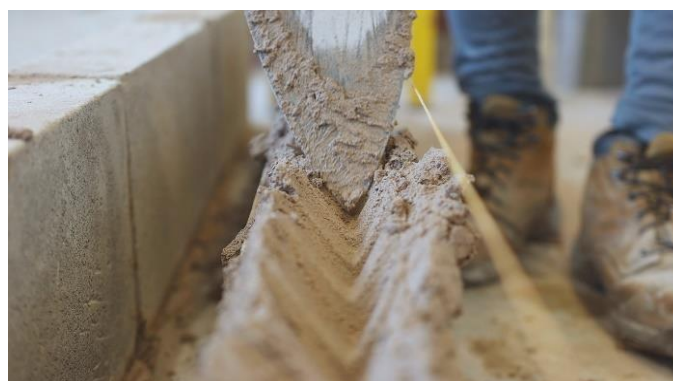
- An ageing population is driving a demand for health and social care workers with appropriate skills and behaviours.
- Significant and rapid changes in technology necessitates that the current and future workforce need a new range of skills.
- The climate crisis requires a focus on green skills and future jobs required.



Statutory Requirement:

Under a new section of the Further and Higher Education Act 1992 (section 52B), the governing body of an institution in England within the further education sector has a duty to review how well the education or training provided meets local needs.

In meeting this statutory requirement, and as part of the College's annual skills review, the College continues to maximise the expertise and regional knowledge of the Board. Members review and agree the College Strategic Plan and formally approve the College's Accountability Plan. The Board has full assurance that the curriculum offered is considered and planned in response to local, regional and national skills priorities. It takes into consideration the specific requirements of students, employers and wider stakeholders within the Cheshire and Warrington region and beyond.



Key Stakeholders:

Macclesfield College works in a highly collaborative manner with its network of partners for the benefit of our communities and considers this to be a core strength. Stakeholders are key in the annual college planning cycle covering curriculum offer, financial position, estates strategy and broader strategic planning. The College works with a range of key stakeholders to achieve its strategic objectives. These include:

- Cheshire East County Council;
- District and Borough Councils;
- Cheshire Chambers of Commerce;
- Enterprise Cheshire and Warrington;
- Strategically important employers;
- Business representative groups and networks;
- Local MPs and Counsellors.



The College also consults with students and apprentices (current and prospective), parents and carers/staff, Governors, local schools and the local community.

The College collaborates with other Further Education Colleges within the Cheshire and Warrington area (Cheshire College South and West, Reaseheath College and Warrington and Royal Vale College) on a range of projects and partnership-based solutions to skills gaps in the region. There are also a range of collaborative projects and events including skills competitions. The College also works with other providers in the area including schools, universities and training providers. There is representation on a number of regional boards from the College's Senior Management Team.



Contribution to National, Regional and Local Priorities:

Macclesfield College has a clear Strategic Plan 2023-2028 which has been developed in consultation with our key stakeholders. The aims and objectives in this Accountability Statement carefully align to that plan. We ensure that our curriculum offer is reactive and responsive to an ongoing review of labour market intelligence, and enables clearly determined, positive destinations for all learners. The College continues to invest in industry-relevant, appropriately qualified and specialist teaching and support staff and into its estate and resources to serve changing and growing markets.



The longer-term goals and objectives outlined in the Strategic Plan include those related to estates development, growth and the establishment of Macclesfield College as an employer of choice.

The College currently delivers a wide range of programmes in priority sectors. These priorities include:

- Health and Social Care;
- Advanced Manufacturing;
- Life Sciences.



These are also underpinned by the cross-cutting themes of the digital and low carbon/green agenda. However, the College recognises that this is continually reviewed in response to changing and increasing needs, particularly in the areas of digitalisation and green skills. Investment being made into capital resources will help to meet these needs, including our Strategic Development Fund project, LSIF funding and the launch of the Institute of Technology.

The College will continue to ensure that all curriculum planning meets the new statutory duty to undertake regular reviews, and will ensure that our provision continues to meet local needs. We will continue to work with the Chamber of Commerce, key employers, providers and other stakeholders as part of the review and ensure that we align with the LSIP and other existing evidence bases, local processes and networks. The College has also developed a strong selection of employer partners to provide ongoing insight, support and challenge. All of this is incorporated into our longer-term Strategic Plan and within the aims of our accountability plan.

Below, we set out a number of aims and target outcomes for the year ahead in an action plan that reflects how we are responding to national, regional and/or local priorities and skills needs.

College Strategic Aim and Objectives	Impact and/or contribution towards national, regional and local priorities for learning and skills
Aim 1: Providing a first-class student experience	
<p>1. Macclesfield College will deliver high quality education, training, and support to ensure that all learners and apprentices make progress irrespective of their starting point.</p>	<p>The College will enable learners to be successful in their chosen vocational or technical programme and ensure that they meet the skills needs of the region.</p> <p>We will ensure that we deliver strong measures of progress from identified initial starting points.</p> <p>We will achieve an overall Ofsted rating of ‘Good’ at our next inspection and will judge to be good across all provision types. Overall achievement rates will be above national rates and over 90% of learners achieve a positive destination.</p>
<p>2. The College will use the Local Skills Improvement Plan (LSIP) to shape curriculum planning, enabling a comprehensive programme offer in line with the local skills agenda, and benefitting local and regional stakeholders.</p>	<p>The College will maintain continual engagement with all Cheshire Chambers in its ongoing review of the LSIP to influence curriculum and content. It will revise its offer by engaging with a wide range of local stakeholders to update the vocational and technical curriculum across all levels. An annual CEO roundtable alongside targeted employer boards will ensure that local stakeholders co-design the curriculum and that we continue to meet sector and occupational needs.</p> <p>Curriculum pathways will be offered across all subject sector areas and levels. Learners will be able to access programmes regardless of starting point and career aspirations.</p> <p>The College will continue to grow its T Level offer by introducing pathways in Childcare, Media and Electrical. It will expand its trade offer through the introduction of Plumbing programmes and will offer an A Level Social</p>

	<p>Sciences pathway. We will meet T Level enrolment targets in line with the projected growth in the curriculum plan.</p> <p>There will be ongoing development of the Technical Automotive Skills Centre (TASC) to offer a range of programmes at Level 3 and above, including a bespoke full cost offer. The opening of the Institute of Technology in January 2025 will provide a higher level offer in Engineering, Professional Construction and Building Services to meet local skills priorities.</p> <p>We will ensure that 100% of curriculum areas evidence employer contribution to curriculum planning and design.</p> <p>We will achieve 100 T Level enrolments in September 2024.</p>
<p>3. We will deliver a broad reaching range of Information, Advice and Guidance activities across the provision types to ensure that all learners are able to make informed decisions about their next steps.</p>	<p>We will ensure that our Matrix accredited careers advice meets Gatsby benchmarks and regularly undertake an external review of progress towards meeting them.</p> <p>We will continue to develop our Careers Maps to ensure that every learner, regardless of programme or level of study, has a clear understanding of potential careers.</p> <p>We will ensure that we retain Matrix accreditation.</p> <p>We will launch a new way of experiencing curriculum days to increase school leaver applications.</p> <p>We will increase our school liaison activities and open event registrations by 10%, and at enrolment retain our improved application to enrolment conversion rate.</p>

Aim 2: Inspiring our team to reach even higher standards

<p>1. Be recognised as the employer of choice in the region.</p>	<p>Establish and retain suitably qualified and experienced staff to provide a first-class student experience.</p> <p>We will review our recruitment practices to ensure that the College has a wide reach. Candidates will experience first class customer service from the point of initial enquiry. All staff will benefit from a robust and comprehensive on-boarding experience.</p> <p>We will measure effectiveness through staff attrition rates which will remain beneath the sector average.</p>
<p>2. Continue to act as the lead organisation for the technical education skills competition across Cheshire and Warrington.</p>	<p>The College will continue to co-ordinate a range of skills competitions across the region and will host at least two competitions per academic year. This will ensure the sharing of best practice in technical skills, develop student confidence and workplace readiness.</p> <p>The College will also ensure that it has in excess of 100 learners per academic year participating in World Skills competitions.</p>
<p>3. Continue to provide high quality advice and guidance across skills for learners with Education and Health Care Plans (EHCPs).</p>	<p>With demand growing for learners with Educational Healthcare Plans and set to continue to increase, the College will ensure that its CEIAG is in line with individualised plans and supports learners in preparing them for life in modern Britain.</p> <p>We will continue to improve our transition arrangements for learners with an EHCP into college, as well as on to their intended destination. We will provide high quality supported internships to provide paid outcomes for the College's most vulnerable cohorts.</p>
<p>4. Further investment into the 'BeXtraordinary' Professional Development programme.</p>	<p>Macclesfield College demands the best leaders and managers. The Aspiring Managers Programme was launched to develop a talent pipeline. Further</p>

	<p>developmental programmes will be introduced to identify future talent and bring about cultural development.</p> <p>We will deliver a high quality Professional Development Programme to ensure that staff benefit from regular and appropriate industrial updating opportunities. We will ensure that programmes delivered meet the needs of all staff regardless of their experience in the sector or Macclesfield College specifically.</p> <p>We will provide opportunities for staff to progress internally and ‘grow our own’ middle management team, allowing capacity for those interested to develop management and leadership skills and retain talent within the organisation.</p> <p>We will be outwardly-facing in our pursuit of best-practice and harness sector feedback within our internal quality improvement activities.</p> <p>We will aim to further improve staff feedback scores on the Happiness Index relating to development.</p>
<p>5. Launch, in collaboration with wider partners, the Institute of Technology (IoT) across the Cheshire and Warrington region.</p>	<p>The College will seek to raise awareness of the Cheshire and Warrington Institute of Technology (IoT) across key stakeholders. It will develop a comprehensive marketing campaign to ensure it delivers the ambitious targets as laid out in the IoT planning documentation. A range of delivery models will allow for an accessible curriculum offer, focused on the regional skills needs and driving growth in the College’s provision at Level 4 and 5.</p> <p>We will meet the first-year delivery targets as outlined in the IoT plan increasing enrolments in the areas of Construction, Engineering and Science.</p>

Aim 3: Establishing the strongest possible links with our community

<p>1. Capitalise on opportunities created by the LSIP to ensure the curriculum remains responsive to employer need.</p>	<p>Continue to access and make effective usage of rich and up-to-date local market intelligence (LMI) data from a range of sources to ensure that it shapes course offer and delivery. This will be used in conjunction with feedback from CEO Roundtable events, employer boards, employer meetings within the curriculum planning cycle and other representative groups, to continue to define employability skills at a local and regional level. We will keep curriculum relevant to local skills needs by co-creating programmes with local employers.</p> <p>We will continue to invest in and deliver electrification technologies within automotive provision, ensuring that all learners in the Technical Automotive Skills Centre (TASC) enter employment with appropriate electrical and hybrid competence.</p> <p>The core transferable skills of communication, team work, resilience and effective presentation skills will be embedded into the PASS programme, with links to core curriculum for all learners. This will develop work-readiness skills in all learners.</p>
<p>2. Develop and launch Macclesfield Community Collective.</p>	<p>Macclesfield Community Collective is a volunteer programme which invites individuals to join and make a difference to the lives of our students. The programme will connect volunteers with opportunities to support the College community, offering a chance to impart knowledge and skills to the next generation. Volunteers will engage with students at a number of points in the learner journey and within the learning week.</p>
<p>3. Improve the digital inclusion of local residents.</p>	<p>The College will extend its reach of learning opportunities to a wider cohort. It will support the national and regional priority of the digital and</p>

	<p>technology sector to upskill and increase participation through a range of learning opportunities to our wider community.</p>
<p>Aim 4: An enterprising approach to maximising our income streams</p>	
<p>1. Secure financial growth</p>	<p>The College has demonstrated significant financial growth over the past few years. We will continue to build upon its reputation for serving its communities well and will ensure financial sustainability through robust monitoring, in line with internal and external agent's KPIs.</p> <p>We will continue to increase our 16-18 cohort by increasing student volumes in the priority areas of Digital, Health, Construction and Manufacturing pathways. A strong example of this is increase in our Electrical provision. We will provide routes from Level 1 to Level 3 for 16-18 year-olds and measure the progression between these levels.</p> <p>We will grow the Level 4 and Level 5 provision in line with the IoT targets to ensure higher level skills in priority areas are developed including the delivery of HTQs and Flexi options.</p> <p>We will increase the number of apprenticeships starts through a broadening of our offer, clearly mapped to the sectors identified for growth within the Cheshire LSIP. Growth will focus on the Construction, Engineering, Science and Health sectors.</p> <p>We will undertake a strategic review of our adult offer to deliver across the core adult skills, tailored learning and free courses for jobs in line with our allocation. We will extend place-based delivery and increase progression onto college provision.</p>

	<p>We will work with employers to identify full cost and license to practice courses that meet their needs.</p> <p>Monthly reviews will be undertaken to ensure that plans of achievement rates and income targets are met.</p>
<p>2. We will continue to ensure that the Macclesfield College provision is delivered in high quality facilities through the ongoing delivery of an ambitious estates programme.</p>	<p>We will continue to invest in college capital through the application of successful bids and maximising capital allocations. We will deliver, on time, new spaces for the T Level offer in Childcare and Media and remodel space for the delivery of growing numbers in Brickwork and Multi-Skills, and the launch of new Plumbing provision.</p> <p>We will establish a clear identity for all our college buildings and ensure that teaching and learning spaces are responsive to stakeholder views, including students, apprentices, staff and employers.</p> <p>We will deliver the IoT building, the LSIF capital investment, the T Level capital projects and accommodation for plumbing on time.</p>
<p>3. The College will deliver a range of environmental improvements to support climate change and low emissions plans to support Cheshire East Councils ambition to becoming carbon neutral by 2027 and Cheshire East a carbon neutral borough by 2045.</p>	<p>Extend the reach of curriculum offer across all funding streams to address sustainability and carbon literacy. Explore additional qualifications and/or project work to ensure learners understand their role in the wider environmental strategy.</p> <p>We will support a sustainable and efficient college by continuing to reduce operational running costs and further develop the cross-college 'Green Group' to enable a whole college approach in accountability in conjunction with Play it Green.</p>

Corporation Statement:

On behalf of the Macclesfield College Corporation, it is hereby confirmed that the plan set out above reflects an agreed statement of purpose, aims and objectives as approved by the Corporation at their meeting on 14th May 2024.

The plan will be published on the College's website within three months of the start of the new academic year.

Chair of Governors



Dated: 14th May 2024

CEO & Principal



Dated: 14th May 2024

Corporation sign off: 14th May 2024

This document can be accessed via our website

Supporting documentation:

Macclesfield College Strategic Plan

Cheshire and Warrington Local Skills Improvement Plan

Cheshire and Warrington Institute of Technology