



Accountability Statement and Local Needs Duty 2025/26

HoW College Overview

The Heart of Worcestershire College Accountability Statement outlines the institution’s commitment to providing high-quality education, training, and skill development opportunities which align with the priorities set by the Local Enterprise Partnership (LEP), West Midlands Combined Authority and the Local Skills Improvement Plan (LSIP) in line with College’s strategic objectives.

College Mission: To improve lives through learning.

College Vision: To be recognised for nurturing the brilliance of every student and addressing the skills needs of local and regional employers, through innovative and impactful education.

About Us



Largest provider in Worcestershire of 16 - 18, adult and apprenticeship provision.



WORKING WITH **1384** EMPLOYERS

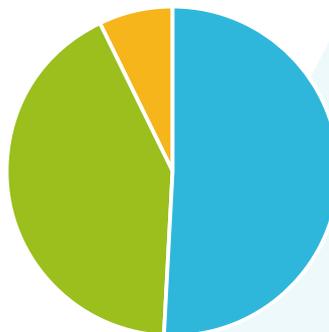


HoW College Learners by level



- Level 1 and below - **33%**
- Level 2 - **32%**
- Level 3 - **35%**

HoW College Apprentices by level



- Intermediate - **51%**
- Advanced - **42%**
- Higher - **7%**

Higher Education



- Entry Level - **11%**
- Level 1 - **14%**
- Level 2 - **30%**
- Level 3+ - **45%**

The strategic objectives of the College are represented as 7P's:

Strategic Theme	Strategic Objective
Purpose	Providing a high-quality curriculum, focussed on careers and the delivery of excellent outcomes for all.
Place	Delivering from inspirational and safe learning environments.
People	Offering a culture of support, kindness and engagement for staff and students with high expectations of ourselves and others.
Prosper	Focusing on appropriate growth opportunities and efficient and effective delivery.
Partnership	Being an anchor institution for Worcestershire employers and our communities.
Potential	Preserve and innovate today to thrive tomorrow, ensuring we meet skills needs and have a reputation for technological advancement.
Planet	Raising awareness of, and delivering on, our sustainability commitment.



College Offer

Heart of Worcestershire College is an ‘anchor institution’ in our region and works in collaboration with others to meet the needs of employers in our region. The College’s provision is important to:

- Upskill existing employees to ensure they remain equipped with the skills employers need;
- Reskill employees whose jobs may be at risk and those who are unemployed to help them remain economically active;
- Support and re-engage those who have left school without 5 GCSEs at 4 – 9 grades enabling them to have better life chances;
- Train the next generation of the workforce so that they are well prepared for employment and the job roles needed both now and in the future in the region.

HoW College - meeting skills needs

The local, regional, national and emergent priorities are detailed below along with the detail of where HoW College provides curriculum offers in these areas. The following two tables demonstrate that HoW College’ curriculum is aligned to key priorities.

Skilled Area	Local priority	WMCA priority	NATIONAL priority	EMERGENT or local priority	HoW College Offer
Aerospace		✓			
Advanced manufacturing/ Engineering	✓		✓		✓
Agritech	✓				
Business Services	✓				✓
Construction	✓		✓		✓
Creative Content Production and Gaming		✓	✓		✓
Defence			✓		
Digital and Technology	✓	✓	✓		✓
Health and Social care	✓		✓		✓
Health tech and Med tech		✓			✓
Leisure, Travel and Tourism including Hospitality and Catering	✓			✓	✓
Life Sciences			✓		
Logistics and Distribution/Haulage and Logistics		✓			Under review
Manufacturing	✓		✓		
Manufacture of future housing		✓			
Manufacture of Electric light vehicles and associated battery devices		✓			
Modern and Low Carbon Utilities		✓	✓		Under review
Professional and Financial Services and Supply	✓	✓	✓		✓
Public Services				✓	✓
Science and Maths					✓

HoW College Contribution by provision type

Skills Area	16 -19	Apprenticeships	Adult	HE
Aerospace	Delivered by colleges in Birmingham.			
Advanced Manufacturing/Engineering	✓	✓	✓	✓
Agritech	Delivered by WCG.			
Business Services	✓	✓	✓	✓
Construction	✓	✓	✓	✓
Creative Content Production and Gaming	✓		✓	✓
Defence	Delivered by other colleges.			
Digital and Technology	✓	✓	✓	✓
Early Years	✓	✓	✓	✓
Health and Social care	✓	✓	✓	✓
Health tech and Med tech	✓		✓	
Leisure, Travel and Tourism including Hospitality and Catering	✓	✓	✓	✓
Life Sciences	Delivered by other colleges.			
Logistics and Distribution	Currently being reviewed by adult provision.			
Manufacturing	✓	✓	✓	
Manufacture of future housing	Delivered by the Black Country and Marches Institute of Technology.			
Manufacture of Electric light vehicles and associated battery devices	Delivered by colleges in Birmingham.			
Modern and Low Carbon Utilities	Energy Advisor course in development.			
Professional and Financial Services and Supply	✓	✓	✓	✓
Public Services	✓		✓	
Science and Maths	✓		✓	



College Plan for 2025/26

The College's skills objectives for 2025/26 are aligned to the overall strategic objectives with a particular emphasis on purpose, partnership, potential and planet. These skills objectives are relevant and where possible, aligned to the Government's Industrial Strategy, and are areas where vacancies in the region are expected to increase and will provide opportunities for employment in key growth areas. Our skills and accountability targets for 2025/26 are detailed below:

We will:

1. Continue to develop strong partnerships with the NHS and support them to address their workforce needs through the provision of a T Level in health, (adult nursing pathway), expanding the Cadet Programme, looking at opportunities to further utilise our Tech-enabled Care Academy utilising various funding streams, and to collaborate with the University of Worcester to further enhance our partnership. Through our ongoing collaboration with the NHS, we will also explore their wider workforce needs and assess where we can offer support – for example, in areas such as Healthcare Science, where recruitment remains particularly challenging. In addition, we will launch a new Level 3 Counselling Therapies course in Redditch, providing progression for Level 2 learners. A new Level 2 Counselling offer will be introduced at Worcester, subject to demand. We will launch a new Access to HE online programme for nursing and midwifery, building on a pilot in 2024/25. This will provide opportunities for learners in Worcestershire and the West Midlands.
2. Increase our offer in construction through the implementation of a new apprenticeship in Electrical Installation. This will see the number of apprenticeship opportunities for employers in the region increased. We will increase the number of adults training in Electrical Installation utilising our new facility in Bromsgrove.
3. Expand our offer in engineering and higher-level qualifications, with the provision of a new HTQ with mechanical and electrical pathways for both Level 4 and Level 5 entry. We will also explore collaboration opportunities with other providers for higher level courses, including exploring opportunities with the University of Worcester to encourage more people in Redditch, an HE cold spot, to progress to Level 4+.
4. Support the West Midlands Combined Authority in their mission to reduce youth unemployment and ensuring everyone has a job that pays well, supported through healthier and thriving communities. This will see a revised strategy which will explore support for those in the Health and Social Care sector with a focus on supporting people into nursing, new and revised into employment programmes with wraparound support and an increased focus on supporting the achievement of Level 3.
5. Continue to enhance our collaboration with employers, further increasing the numbers involved in curriculum design, work encounters and co-assessment/delivery. In 2025/26, we will expand opportunities for HoW staff to return to industry for upskilling. We will also increase the number of employers who collaborate with the College in strategic partnership programmes.
6. Expand opportunities for adults to enhance or gain key employment sector skills through classroom learning and online courses. Implement our new Adult learning strategy which focuses on Skills for Employment, Community Development and Lifelong Learning including launching a small number of online courses to support those learners who face barriers to in person delivery.
7. Support the Government's clean energy mission by continuing to find funding to launch the energy advisor offer, in association with Act on Energy.
8. Seek to further reduce NEET numbers in the region through the provision of more 14 – 16 provision in partnership with schools and new courses for learners leaving school with low or no qualifications.
9. Work with National Star College, to expand our SEN Provision through our facility in Worcester, and explore opportunities for the north of the region for 2026/27. We will also continue to work closely with Worcestershire County Council to ensure that the College's SEN provision remains responsive to the needs of both students and parents, as an integral part of our commitment to inclusion.
10. Develop a plan to increase enrolments in digital over the next 3 years exploring opportunities to deliver professional qualifications and, through the College West Midlands and WMCA Innovate Project, support more employers with the adoption of AI.
11. Meet industry and sector needs through the provision of a new Level 3 Access to Aesthetic course to be followed by a Level 4 course in 2026/27, offering a part time barbering course for adults, and to offer a new Women's Football Academy programme in sport. We will also launch a new partnership with Redditch United Football Club providing further opportunities to young people in the north of the region.
12. Continue to be ambitious for our learners improving outcomes so that all courses are above the national average for achievement.
13. Continue to expand our partnerships and provision with local and regional Job Center Plus Centres, to provide education and training programmes to prepare more people to progress to work, in line with the Government's strategy to 'Get Britain Working'.

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HEART OF
WORCESTERSHIRE
COLLEGE