



Kingston Maurward College

Annual Accountability Statement

<https://www.kmc.ac.uk/college/quick-links/policies/>

Date: May 2023

Purpose

Kingston Maurward will become a leading college in the south-west, serve the needs of industries and businesses in Dorset, and enable all students to thrive. Our students will be inspired to achieve their potential in a challenging but caring environment, enjoying exciting learning and high-quality facilities within a vibrant commercial rural estate. They will progress to employment or higher education as a result of the training and skills they receive here.

The Mission Statement of the College is that we:

- **Inspire**

We work in an inspiring environment, where we love our work and it adds value to our own lives.

We are inspired by the talent and commitment of our colleagues and the abilities of our students and in turn help to inspire others.

- **Challenge**

We challenge ourselves every single day to do the best job possible, constantly striving for excellence.

We challenge ourselves to continue learning and development within our roles, finding new ways to improve the experience of every visitor and partner of the organisation.

- **Care**

We are a community.

We work together and combine the talents of individuals to create a greater whole as part of a team.

We look out for each other.

We find the best way to support our students and colleagues, and work as close-knit teams so everyone feels part of the Kingston Maurward family and shares in its success.

Following the completion of the 2017-2021 strategic plan, the Corporation of Kingston Maurward College has reviewed the strategic focus of the College and Estate over a short-term window of 3 years. This is being produced at a time of uncertainty, with the effects of the War in Ukraine and other factors such as Brexit still to be defined. Over the preceding plan the College saw continued 16-18 number growth and significant capital investment, improved brand position and a significant improvement in strategic partnerships and profile. The decline in numbers seen prior to the 2017-2021 plan has been reversed completely and the College moved to 'Good' financial health in 2018/19, reduced staff turnover and improved culture and values.

However, the effects of the COVID-19 pandemic have triggered significant financial challenges which give rise to a need for a review of provision and also corporate focus and the acceleration of estate strategy. The College is small and has significant reliance on commercial income to meet the costs of the Estate. The following plan will ensure sustainable growth, increased financial resilience and a development of partnership working to enhance opportunity for students in the county of Dorset and beyond.

Context and place

Kingston Maurward College is a specialist land-based college set in 750 acres of farmland, parkland, gardens, and a conservation area. KMC is located two miles from Dorchester in Dorset. KMC provides courses at entry level through to higher education that mainly train learners for jobs in the land-based sector.

During 2021-22, KMC had 738 16- to 18-year-old learners who were enrolled on full-time courses. These learners study a wide range of courses including animal management, equine studies, and construction. The College has 130 learners who have high needs. Just over half of these study foundation courses for learners with few prior qualifications. The rest are studying a range of vocational courses. KMC also provided education to 58 adults during 2021-22, who were studying the part-time Royal Horticultural Society horticulture level 2 course. A further 16 adult learners were enrolled on a range of full-time courses.

Following a full Ofsted Inspection in May 2022, KMC was graded Good for Overall Effectiveness. All key judgements and provision types were graded Good, with the exception of High Needs which was graded Requires Improvement.

The College has a clear, employer and industry-focused curriculum intent, to be an outstanding specialist provider of land-based education (SSA 3), as well as offering a range of other provision within the allied industries including Construction, Blacksmithing & Welding, Sport, Uniformed Public Services and Outdoor Adventure, with clear progression routes from Entry Level to Higher Education. The College continues to deliver and develop higher education programmes in collaboration with the Royal Agricultural University and Bournemouth University.

The College has a sub-regional catchment, with approximately half the full-time students coming from the conurbation of Bournemouth, Christchurch and Poole. The Dorset economy and geography is roughly split equally between the urban and rural and the intake of the College matches this, despite its rural location. Many students travel over an hour each way to attend.

The economy of the county reflects this, with large scale financial companies and high-tech manufacturing (rather than heavy industry) and the predominately entrepreneurial small businesses of the rural area. Within the county 98% of businesses have fewer than 250 employees, and the College will provide a broad curriculum to match this equally broad need.

However, as a college with a strong focus on the natural world, this plays into the strengths of Dorset and curriculum intent clearly matches the needs of the area. This is explicit in Local Skills Plans and the work of the College with Dorset LEP, which recognises that as a region with extensive rural, coastal and maritime areas, the natural environment is a key driver which supports a thriving economy in both rural and urban districts.

As a College we are committed to delivering skills to support economic growth which is not at the expense of, but enhances, our natural environment – Dorset's natural capital will be a key consideration

in all decision making. This is in line with the Government's Clean Growth Strategy and 25 Year Environment Plan as well as new Agriculture and Environment Acts.

For this reason, whilst the opportunities of the environmental economy and clean growth are core to our site, a singular focus on agricultural and allied provision is no longer appropriate as it may have been 20 years ago, nor does this alone match the needs of the Dorset LEP Skills Plan and Labour Market Need. The College is responding directly to these market forces and this will bring enhanced delivery and educational provision, still within a rural context and country estate.

Our proximity to the coastline means that a full 360 catchment is constrained, as is organic growth through a growing population. Demographics are largely flat for this area, but changes in different age brackets means the College has to adapt its offer accordingly.

Within the Dorset Council area

- The proportion of the population aged 65+ continues to grow; from 24% in 2009 to 29% in 2019 and a projected figure of 34% in 2029.
- In contrast Dorset's working age (16-64) population continues to fall; dropping by 7,700 between 2009 and 2019 and projected to drop by a further 4,200 by 2029.
- Similarly, the population of Dorset's children continues to decline; falling by 500 between 2009 and 2019 and projected to drop by a further 3,500.

This means that the College needs to widen its reach, both in terms of curriculum offer but also in the range and extent of pathways from Entry Level through to Higher Education.

There is a significant deficiency in HE progression in rural Dorset (36% vs 42% for England, 2019) and this is amplified for those from low income families (17% vs 26% for England, 2019). The current proportion of those with just an NVQ 4+ in Dorset Local Authority Area is 36.4% compared to an average of 40.0%. This amounts to a raw gap of 7,236 working age people compared to the rest of England. Intervention was required and the capital investment provides this with strong local and political support.

The successful competitive bid and build of the new £3.5M University and Business Hub gives the first dedicated university centre in the rural authority, and this allows both increased partnership working but also the ability for the College to make a greater impact on social mobility and lifelong learning. There is thus both a social and economic imperative to enhance Dorset's higher technical and academic firepower.

The school sixth form sector across Dorset is reasonably strong with the school closest to Kingston Maurward, Thomas Hardye, having a sixth form cohort of around 750 and is judged Outstanding by Ofsted. The offer at Thomas Hardye is almost entirely A Level with a wide offer of 33 A Levels. As Kingston Maurward does not offer A Levels there is no direct competition with the College. Kingston Maurward College's provision has a clear focus on land-based provision coupled to significant delivery at Foundation Level or Level 1 with learners with high needs. The College provides a range of provision focused on the 2 funding streams; 16-19 and AEB.

Learner recruitment on 16-19 provision has grown over the last few years and is one of a very small minority of colleges in the south west to do so. Within the 16-19 provision the College has a significant and expanding provision for learners with High Needs.

In line with the sector, the College has found the delivery of AEB a challenge across this year and the last few academic years as a consequence of the pandemic.

The provision offered by the College is concentrated on its land-based remit, but with a growing area of uniformed protective services and military preparation courses. The pattern of recruitment concentrates on the 2 local authorities of Dorset and Bournemouth, Christchurch and Poole, although it should be noted for AEB delivery in 2019/20 and 2020/21 shows a widely dispersed pattern of delivery but with very low numbers in each LA.

The College has sub-regional recruitment, with learners travelling to learn from not only Dorset, but also the surrounding counties of Somerset, Hampshire, Devon and Wiltshire. The table below shows the top 6 local authorities where the college draws over 90% of its learners from (this is based on ILR R14 data from 2020/21, all provision types).

Learner home LA	Learners (numbers)	% of total Kingston Maurward learners
Dorset	808	57.9%
Bournemouth, Christchurch and Poole	287	20.5%
Somerset	108	7.7%
Hampshire	22	1.6%
Devon	18	1.3%
Wiltshire	16	1.1%
Other	137	9.8%

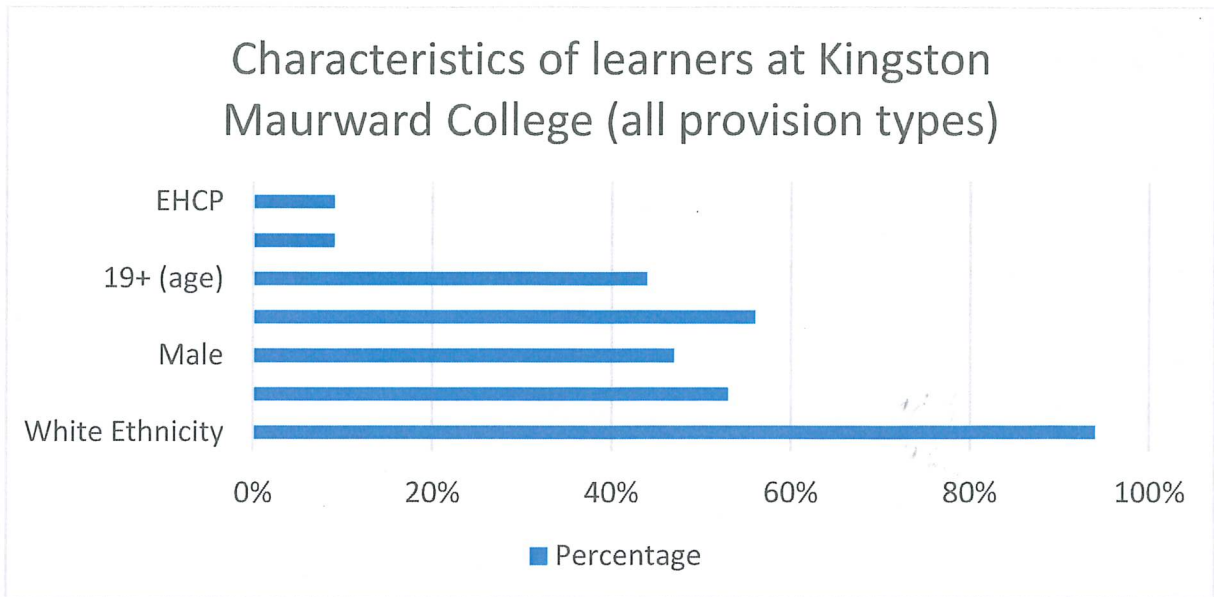
Dorset Local Authority Demographics

There has been overall population growth with the total population of 364k in 2009 set to grow to 395k by 2029 within the Dorset LA. However, there is an aging population; median age in 2009 was 46.9 in 2009 and is predicted to be 54.4 by 2029 (current figure for England is 40). Coupled with this, those aged 65+ are the fastest growing age group.

The proportion of young people is reducing as are the absolute numbers, alongside an increase of migration out of the area by young people from late teenage into their twenties. This will increase the challenge of continuing to grow within the 16-19 provision that the college offers. It is important to note however that the number of 16-year olds within the BCP council area is within the upper decile of national growth within this age range, of which the college already recruits 20% of its learners.

Learner Characteristics

(source: ILR, R14, 2020/21)



	Percentage
White Ethnicity	94%
Female	53%
Male	47%
16 to 18 (age)	56%
19+ (age)	44%
High Needs	9%
EHCP	9%

Approach to developing the annual accountability statement

The Skills for Jobs white paper set out the overarching approach for the development of a new technical skills system in England. The approach is to ensure that these skills better meet the needs of employers, both in the local area and also the wider economy.

Kingston Maurward College has actively engaged in the Dorset Local Skills Improvement Plan. Dorset Chamber bid and won the Employer Representative Body (ERB) role for Dorset and Kingston Maurward College has been working closely with Dorset Chamber to develop the Local Skills Improvement Plan (LSIP).

The initial focus for the LSIP was influenced by the Dorset Skills Advisory Panel and Board (SAPB) of the skills and areas that required further development in Dorset. These were identified as:

- Health and social care
- Advanced manufacturing and engineering
- Defence and marine
- Construction
- Digital tech and creative
- Agriculture, agri-tech and aquaculture

As well as two cross-cutting themes of net zero and digitisation.

The Dorset SAPB has provided the county with both collective leadership and a strategic steer for skills and employment activity across Dorset. The Board's 20 members consist of:

- Representative from key business sectors in Dorset
- Economic development expertise from the local councils
- FE and HE institutions and independent training providers

A number of reports have been utilised as part of Kingston Maurward's approach to developing the annual accountability statement, not limited to just the LSIP. In 2022, the Dorset SAPB published the [Dorset Local Skills Report](#), the [Dorset Local Skills Report - Annex](#) and the [Dorset Skills Action Plan Activities 2020-2022](#) – the LSIP is then building upon these reports with direct discussions with employers about their education and training needs. Furthermore, the Principal of the College chairs the SAPB and has been closely linked with the development of local skills reporting, enabling top level strategic understanding of how the College should meet the needs of the area.

The local skills agenda also has strong support from the two councils in the region – BCP Council and Dorset Council. Both of these councils have identified skills development in their economic development policies.

The LSIP has identified a number of other factors which have influenced the skills need of the region.

These include the following factors:

A mature education system – and Kingston Maurward College's engagement with this education system

The region has three further education colleges:

- o Kingston Maurward College
- o Bournemouth and Poole College
- o Weymouth College

The Dorset Region has three universities:

- Bournemouth University – Kingston Maurward College has a strong collaboration with this university – which has been a validating partner of the College's degree-programmes for a number of year, including the BSc (Hons) in Marine Ecology and Conservation and the BSc (Hons) in Animal Behaviour, Conservation and Welfare. Bournemouth University continues to be a validating partner for the college in 2023-24.
- The Arts University Bournemouth
- AECC University College

Independent Training providers

Schools and Sixth forms – Kingston Maurward College is supporting schools from September 2023 with the launch of a 14-16 Schools Programme, which enables schools to benefit from vocational teaching and learning and the achievement of level 1 and level 2 qualifications for school learners that may not be able to complete the full suite of GCSEs at school, due to a range of factors, or for learners that may struggle to attend the mainstream school environment for the full week.

A declining working age population

In particular in the Dorset Council area – with 58.7% of the local population of working age, compared to the national average of 62.9%. this is projected to fall further to approximately 55% by 2022 and 52% by 2043.

Productivity Gap

As Dorset is a rural area, it continues to see a significant productivity gap compared to the national average. Productivity in Dorset is only 88% of the UK average and despite interventions, there has been no marked improvement over the last 20 years.

High employment

Since December 2022, Dorset's employment rates have reached a near historical high across the area, with 79.7% of the Dorset working age population being economically active (compared to a national average of 78.5%). According to the ONS – annual population survey, approximately 20% of the Dorset working age population are now classified as economically inactive – with most of these with 16-24 or 50-64 years of age.

Strong demand for labour

Demand for employment has been extremely strong in the county, with a record number of job postings of 84,401 in 2022. This exceeded the previous two years and was particularly high in the summer months. It should be highlighted that the greatest demand for jobs in 2022 were for the higher-level skilled occupations such as professional and associate professional roles. The highest growth was seen in the lower and mid-skilled roles. It is envisaged that the majority of the changes to employment will be as a result of workers who will leave the workforce, i.e. retirement – this is estimated to result in 204,000 jobs between 2020 and 2035, with a net change of new jobs of 39,000.

A more qualified workforce

Although Dorset has increased the proportion of workers that have a higher-level qualification at L4 or above, Dorset has also seen a slower growth than nationally. As a result, employment demand still requires the roles that demand these higher-level qualifications and therefore a challenge exists ahead in terms of fulfilling these roles within the county.

A challenging labour market

As a result of the very low unemployment rates and the increase in vacancies, this has created a very challenging recruitment market for employers. Additionally, the average wage rate across Dorset is £26,000 and this continues to be lower than the national average of £28,000. There is also a very wide range of earnings, with 23% of workers across Dorset to be estimated to be earning less than the national living wage, against a national average of 17%.

Contribution to national, regional, local priorities

“Leaders and managers ensure that the curriculum for each subject is tailored to meet local, regional, and national needs. They are able to do this because they have an intimate knowledge of the land-based economy and employment opportunities. In all subjects, the curriculum is designed effectively to develop the high-level skills employers expect. The well-chosen curriculums also help 16- to 18-year-old learners progress to better jobs.” *Ofsted Inspection Report of Kingston Maurward College, May 2022.*

The College serves a broad area across Dorset and beyond, and we have a major strategic role in the development of Dorset’s economy which although firmly rooted in our heritage as an agricultural provider, now spans the full range of land-based studies and beyond, from entry-level to a degree. The College remains one of a few remaining specialist designated agriculture and horticulture colleges, and this will continue with a commitment to continuing to offer at least six areas within this field.

However, the needs of Dorset have changed, with a burgeoning need for health and life sciences, care professions, and continued support of the tourism and hospitality industry as key industry sectors. The continued support of the Armed Forces remains a fast-growing area.

The College is fully inclusive with a wide range of provision from Entry Level 2 right through to degrees, and is looking to grow both its SEND provision as an area of excellence as well as research capacity with Higher Education partners.


The population of Dorset is older than other areas of the UK, and Dorset will be the first county to reach a 1:1 ratio of working to retired adults, possibly as soon as 2030. It is thus imperative that all FE providers support businesses to thrive and meet the needs of the local county. We are represented on the Dorset LEP Skills Board and contributed to the latest LMI and Skills Action Plan. It is this document which guides the widening of our curriculum intent and delivery.

SMART objectives for 2023-2024 for Kingston Maurward College

Aim	Target
<p>1. Grow and expand the curriculum offer for students, with greater breadth of opportunity and a wider range of subjects enabling growth alongside efficient delivery models and to support the findings of the LSIP</p>	<p>Expand delivery to include the following subject areas:</p> <ul style="list-style-type: none"> - Level 2 Diploma in Agricultural Engineering from September 2023 - Level 3 Extended Diploma (or T level) in Agricultural Engineering from September 2024. - Level 3 T level in Onsite Construction from September 2024, with options to specialise in bricklaying, carpentry and joinery, plastering and painting and decorating - Level 3 T levels in Agriculture, Land Management and Production with specialisms in crop and plant production, floristry, land-based engineering, livestock production and ornamental horticulture and landscaping - Level 3 T level in Animal Care and Management, with two options to specialise in animal care and management and equine care and management
<p>2. Maintain a focus on the continuous improvement of standards and performance in teaching, learning and assessment with an aspiration to be graded Ofsted 'Outstanding'</p>	<ul style="list-style-type: none"> - Promote a culture of sharing and implementing best-practice including a focused staff development programme - Use of learner feedback through lesson observations, surveys and learner voice to inform teaching, learning and assessment practices - Rigorously assess quality and support improvement and intervention where required
<p>3. Ensure that all of the Kingston Maurward College study programmes enable learners to gain core transferable skills in the National Skills Priorities and the two cross-cutting skills from the Dorset LSIP to enable them to make informed decisions about their next steps and to encourage learners into these sectors</p>	<p>Ensure that all of the curriculums from September 2023 within each study programme cover the following content to support these priorities:</p> <ul style="list-style-type: none"> - Engineering - Science and maths - Construction - Digitisation - Net Zero
<p>4. Ensure that 90% or more of Kingston Maurward learners move to a positive destination in 2023/24</p>	<p>Ensure that all learners successfully move into positive destinations after their studies to contribute to meeting the skills needs of the Dorset region</p>
<p>5. Increase the recruitment of 16-18 learners studying full-time qualifications</p>	<p>Increase the College's 16-18 funding allocation in September 2023, with a target of 800 funded learners, as a result of increased course offers and increased retention and progression rates</p>
<p>6. Increase the recruitment of Higher Education learners studying degree-level programmes at levels 4 and above</p>	<p>Increase the recruitment by 20% in September 2023 as a result of the new University Centre building and an enhanced offer of HND programmes, including agriculture, horticulture, equine</p>

Corporation Statement

On behalf of the Kingston Maurward College Corporation, it is hereby confirmed that the college plan as set out above reflects an agreed statement of purpose, aims and objectives as approved by the corporation at their meeting on 30 May 2023. The plan will be published on the college's website within three months of the start of the new academic year and can be accessed from the following link:



Chair of Governors



Principal/Chief Executive and Accounting Officer

Dated: 30 MAY 2023

Hyperlink

<https://www.kmc.ac.uk/college/quick-links/policies/>

Supporting documentation

Kingston Maurward College website – www.kmc.ac.uk

Kingston Maurward College Ofsted Report - <https://files.ofsted.gov.uk/v1/file/50189224>

Dorset LEP Labour Market Insights - <https://www.dorsetlep.co.uk/latest-insights>

Kingston Maurward College Strategic plan 2022-2025 - https://www.kmc.ac.uk/college/wp-content/uploads/sites/2/2020/02/Strategic-Plan-2022_accessible-compressed.pdf