

annual report

2009/10

Be inspired...



To be the *education* and
training provider of *first choice*,

Value Framework

- Welcoming** by putting people first.
- Inclusive** by providing an accessible working and learning environment where everyone is valued and treated with respect.
- Supportive** to all students, staff, employers, partners and the local community.
- Progressive** in the design and delivery of our programmes and services.
- Responsive** to the needs of individuals, organisations, partners, communities, regional and national initiatives.
- Competitive** by ensuring value for money in the provision of services that contribute to the regeneration of communities and the economic well-being of individuals and organisations.
- Collaborative** by working in partnership with the local and wider community to enhance learning, training, skills and employment opportunities for individuals and employers.
- Successful** in providing education and training of excellence that enables everyone to reach their full potential.
- International** by increasing the participation of overseas students and organisations and by promoting cultural exchange.

Strategic Priorities

- 1 Achieve local, regional and national educational and skills priorities.
- 2 Continually improve quality and raise success rates.
- 3 Ensure value for money by achieving planned financial targets.
- 4 Demonstrate value to local communities by evaluating the social, economic and environmental impact of the college's activities.
- 5 Provide a well-resourced, safe and productive environment for learning and working.
- 6 Develop the marketing and communication strategy to position the college as the education and training provider of first choice.
- 7 Ensure the new build is delivered on time and to budget and with an effective relocation strategy.
- 8 Engage with employers to support the sustainable development of local, regional and national economy.
- 9 Enter into collaborative and partnership arrangements in pursuit of the college objectives.

A word from the Principal

It only takes a quick browse through this publication to be reminded of the difference that we, as an institution, make to people's lives. You can read for yourself the inspirational stories of people succeeding against the odds, achieving the unachievable, winning awards, doing amazing things... We're proud of them all.

We're in the business of encouraging people to succeed, to make a difference in their own lives and we sometimes forget that we play a crucial role in their journey. This publication is a reminder of the core of what we are about.

At the same time, we go out of our way to do extra. This year the College was shortlisted for a Corporate Social Responsibility award by the Birmingham Post. The judges recognised the College as a 'buzz of ethically responsible activities, empowering students and staff to support the local community'. They praised our work with the long term unemployed, as well as fundraising, community work and more.

I would therefore like to thank all staff in the College for making it possible for their students to succeed. I am proud of the passion, dedication and commitment that make Bournville College a preferred choice for so many individuals and employers.

I am confident that we will take our values with us as we move towards a brighter future in Longbridge, where the dreams and inspirations will grow in line with our ambition and vision for the exciting times ahead.



Norman M Cave
Principal



Results

Bournville College continues to deliver quality education and training. The vast majority of our students complete their qualifications and achieve good results. Here are just some of our best courses....

During the academic year 2009/10, our students achieved 100% pass rate in the following A2 level subjects:

- Art
- Business Studies
- English Language & Literature
- English Literature
- Film Studies
- Law
- Maths
- Media Studies
- Psychology
- Sociology

In addition, 100% of students achieved their qualification on the following vocational courses:

- Certificate in Further Education
- BTEC Introductory Diploma in Business, Retail and Administration
- BTEC Introductory Diploma for IT @ Work
- BTEC Level 2 Diploma in Business
- BTEC Level 2 Diploma in Children's Care, Learning and Development
- BTEC Level 2 Diploma in Health and Social Care
- BTEC Level 2 Diploma in Public Services
- NVQ Level 2 in Food and Drink Service
- BTEC Level 3 Extended Diploma in Children's Care, Learning and Development
- BTEC Level 3 Extended Diploma in Applied Science
- BTEC Level 3 Extended Diploma in Care
- BTEC Level 3 Extended Diploma in Public Services
- NVQ Level 3 in Beauty Therapy

And many more....

Success rates*

	Success Rate 08/09	National Average	Success Rate 09/10	National Average**
16-18	78	77	79	78
19+	76	80	78	80
Overall	77	79	79	79

Apprenticeships timely success...



	Success Rate	National Average
16-18	77	61
19-24	75	62
Overall	71	61

Train to Gain...



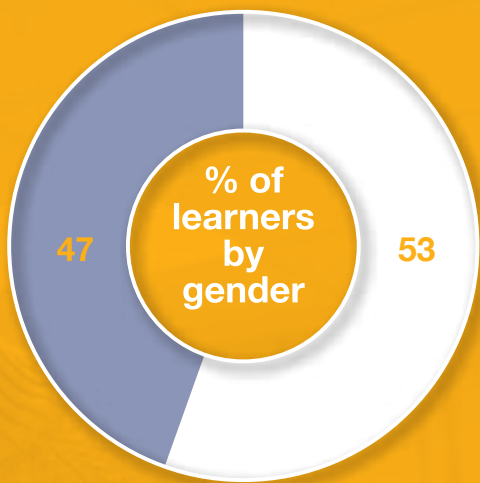
	Success Rate	National Average
All Programmes	85	76

* Excludes Functional Skills

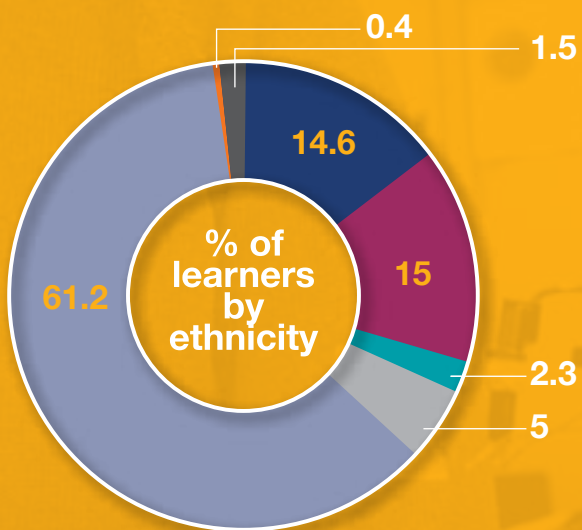
** Excludes Widening Participation Factor

Number of learners...

16-18	2,254
19+	11,391
Total	13,645



- Female
- Male



- Asian
- Black
- Chinese
- Mixed
- White
- Other
- Not known

Student successes



Success against the odds

Mitchell Salter, aged 20, from Birmingham, is currently studying at university after overcoming various barriers to learning. His dedication and commitment to learning was recognised with a Regional Individual Award as part of Adult Learners' Week in May 2010.

Mitchell has overcome a range of barriers to achieve A-levels at Bournville College and get a place at university. He was born with Arthrogyriposis and has no use of his arms and limited weight-bearing in his legs, meaning he writes and types with his feet.

Mitchell found the transition to college difficult but with excellent support from the Assessment and Support Team at Bournville College he showed commitment and determination to achieve AS-levels in Film Studies, Media, Communication & Culture and Sociology followed by A-levels in Film Studies and Media. These qualifications helped Mitchell begin a degree in Broadcast Journalism at Wolverhampton University in 2009.

Mitchell now lives independently at university and is fully committed to his degree course, overcoming daily challenges in his practical work and learning to live with his disability in the community.

Mitchell said;

“Overcoming everyday life barriers and progressing in my education has made huge important differences in my life. I can now get a decent education and be who I want to be which means the world to me”

Duo takes credit for their studies

Two Bournville College students scooped up regional awards at Birmingham's Repertory Theatre for their efforts on the Credit Management course. Kate Eales from Tamworth and Matthew Roberts from Erdington both collected an award for their outstanding achievements on Certificate in Credit Management, awarded by the Institute of Credit Management (ICM). This is the third year in which Bournville students have won prestigious awards from ICM.

Kate (26) who works as a Legal Administrator at Drive Assist came to Bournville College after a recommendation from her colleagues who had studied there in the past. She said: 'My colleagues had an excellent experience at Bournville in the past, so I had no hesitation about coming here too. I received an award for my business law exam which obtained the highest mark in the region. It is very motivating to have my hard work recognised and makes me want to study even harder.'

Similarly to Kate, 26 year old Matthew has been recognised for his top mark in an accounting exam. Having such excellent results contributed to impressing his employer RWE NPower and securing a promotion to become the Specialist Team Manager (Business Vetting). Matthew reflected: 'An ICM qualification is a must for anyone working in credit management. It shows to your current or potential employer that you're serious about upgrading your professional skills.'

Bournville College has an excellent track record in delivering ICM courses and is the only college offering the Certificate in Credit Management Level 3 in Birmingham. Debbie Filgate, Credit Management Lecturer at Bournville College added: 'I am thrilled with the success of my students, especially the fact that I now have had prize winners in every cohort of students since I started teaching at Bournville. I find it extremely motivational from a teaching perspective. Such success also gives my new learners something to which they can aspire.'



Celebrating work with employers

Amidst the recession which gripped the country and the region, it was refreshing to see that companies across the region continued investing in training and skills. Not only that, but some employers have formalised their commitment to the development of their workforce by signing up to the Skills Pledge.

A good example is Birmingham Children's Hospital, a longstanding client of Bournville College, training hundreds of their staff every year. The College delivers NVQs and apprenticeships, as well as tailored cost-effective training in IT, Medical Terminology, Office Skills, Dyslexia Awareness and more. The Hospital held a graduation-style ceremony to recognise their staff's achievement in gaining qualifications and improving their skills. Sarah Redfern, Widening Participation Facilitator at Birmingham Children's Hospital, commented: "Staff have achieved amazing things in this time and we are proud to present so many of them with graduation certificates and awards that recognise their hard work."

Bournville College worked tirelessly with hundreds of employers not only to train their existing staff but also to recruit new people and at the same time help the unemployed back to work.

The College worked with over twenty companies to help recruit new staff and deliver pre-employment training, with over 3,000 learners going through various tailor-made programmes. Amongst the employers was Tesco, opening stores in Brookfields and Hodge Hill. The training programme consisted of customer service, manual handling, problem solving, equality and diversity, health and safety and IT skills.

Emma L. Grant, Store Manager at Tesco Hodge Hill said: 'It has been a pleasure to work closely with the partnership team, resulting in the successful employment of 90 people in an area of high unemployment. The successful candidates have made a very smooth transition into Tesco and are helping the store deliver a fantastic shopping experience for the local community.'

The College also worked to deliver a training course for future workers at Cadbury. This included physical training delivered at LA Fitness as well as team building, basic manufacturing techniques and communication skills.

One of the successful trainees, Kieron Burns (35) from Selly Park, said: 'I've been job hunting for the last 2 years and finally I've got one! The training was excellent. It prepared me for employment and set a routine to my life after a 2 year gap.'



Pre-employment training delivered for:

Amey
Aspects Care
Care through the Millennium
Cadburys (Kraft Foods)
Carillion
Emcor Engineering
Everyday Financial Service Ltd
Gentle Hearts
Heart of England NHS Foundation Trust
Home Instead Care
Hunters Moor Neurorehabilitation
Jaguar Land Rover
Mansell Construction Services Ltd
Morrisons (Handsworth)
Munnellys
Nationwide Care
Servisair
Tesco (Brookfields & Hodge Hill)
Triple M Healthcare
University Hospital Birmingham NHS Foundation Trust

Number of employers we work with:

2006/07	200	2008/09	362
2007/08	350	2009/10	415

Most popular sectors:

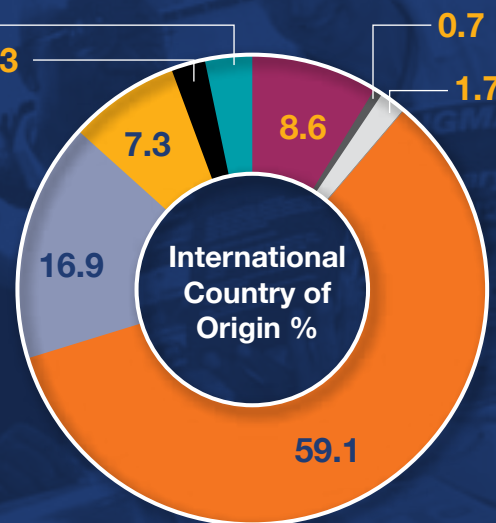
Health & Social Care and Public Sector

Over 90% of employers we work with say the training meets their needs and are satisfied with the service they receive.



Successful internationally

- Europe - EU
- Europe - Non EU
- South & Central America
- Asia - China
- Asia - Far East
- Asia - Indian subcontinent
- Africa
- Middle East



With over 50 years' experience of working across borders, international students are well established at Bournville College. Some study at the College for a short course whilst others stay a couple of years, going on to further study. They come from different backgrounds but their experience is always positive.

Rezarta Kardellemaj (30) from Albania who completed an International Diploma in Management, a customised course for international students, went on to study a Master's Degree in International Development at the University of Birmingham. She loved her experience at Bournville College: 'Our tutors had an excellent industry experience and knowledge and I am grateful for the support I received during my course.'

Claudio Schettino from Italy who studied English for Speakers of Other Languages (ESOL) was particularly grateful to the College

for providing specialist help with his disability. 'Bournville College is an excellent college for people with disabilities. It's very accessible and my host family was carefully chosen to meet my needs. I'd definitely like to return again.'

Our international work has expanded to include work with international employers. A good example is a group of teachers from China who came to Bournville College to get inspiration about Western ways of teaching. Grace Tan, Senior Consultant from Guangzhou All-Top Education Consultation & Service in China, who was guiding the group said: 'Teachers particularly enjoyed exploring different teaching methods which require an application of games and interactive exercises. Standard of teaching in the ESOL department was excellent. I am sure that these teachers will be able to successfully apply new learning styles in their own classes in China.'



James Cunnington

We wish them well...

Over 270 Bournville students progressed to University this year, 40% of which are aged 25 and over, proving that the College offers a useful second chance to adult learners. Over 75% of our students chose to stay in the West Midlands, opting for courses relating to nursing, social work, business and art.

- Nezetia Johnson studied Travel and Tourism and has gone on to do a degree in Tourism Management at the University College Birmingham
- Khamar Ibrahim studied Applied Science and is now on a BMedSci Orthoptics degree at the University of Sheffield
- Thohura Bibi studied A Levels in Law, Psychology and Business, which prepared her well for her LLB in Law with Business at Coventry University

Having a large vocational curriculum means that many of our students don't choose to go to university when they finish their studies – some progress directly to employment, for example:

- Tom Nevin studied Diploma in Construction (Bricklaying Level 2) and now works as a qualified bricklayer
- Erika Gayle completed an NVQ Level 3 in Beauty Therapy and now works as a spa therapist
- James Cunnington studied Certificate in Food and Beverage Service Level 2 and now works as a commis chef.

University progression...

Most popular universities

Birmingham City University	30%
University of Wolverhampton	13%
Newman University College	11%
University of Birmingham	8%
Coventry University	7%
Others – Midlands based	14%
Other	13%

Most popular degree subjects

Nursing and medicine related	34%
Social studies related	17%
Science related	16%
Business and administration	8%
Art and design	9%
Law	5%
Education	3%
Others	8%



Thohura Bibi

Inspiring future

In September 2011 the College will move to a new £66 million purpose-built campus on the ex-MG Rover site in Longbridge. The new college will have capacity for over 15,000 students and offer state-of-the-art learning and leisure facilities, including a conference centre, fitness suite, restaurant, hair and beauty salons, motor vehicle and construction workshops, TV and music studios and much more.

The construction process started in November 2009, with key milestones taking place throughout the year. The start of the build programme was marked with a celebrations event at the ICC, which was attended by over 400 VIPs. The event allowed attendees to have a sneak preview into the plans of the new college campus and how it aims to act as a catalyst for the £1billion regeneration of Longbridge. A short film 'Investing in Our Future' was shown to a specially invited audience of business, political, education and community leaders from Birmingham and the UK, giving them a passport into the future of the region.

The guest speaker, Karren Brady, said: 'I am delighted to have taken part in this momentous occasion in Bournville College's history. The new build will play a vital role in the £1billion regeneration project at Longbridge, providing a strong educational element to the employment led mixed-use development. This event is a perfect example of how business, investors and members of the community can combine resources and work together to make a brighter future for all.'

The new campus attracted international attention in Abu Dhabi when the College delegation attended the Building Schools exhibition in December 2009. The Exhibition, which was

inaugurated by HH Sheikh Hamed bin Zayed Nahyan, attracted schools, colleges and investors from across the world to learn about a full spectrum of issues when building schools for the future, including construction, design, facilities, technology and more.

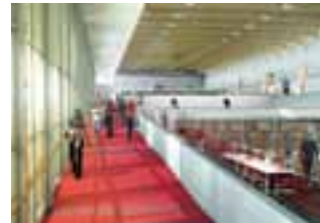
'Our new build model was one of the most popular attractions at the event, because it gave visitors an insight into what the future holds for a UK college. They were impressed by the design and the size of the building, which was very flattering, given that in the Middle East they build everything on such a grand scale.' Alma Aganovic, Assistant Principal for Marketing and Business Planning at Bournville College commented.

Bournville art and design students have already been involved in the new build project. Under the leadership of the UK's leading regeneration specialist St Modwen, the students took great pride in creating an urban art gallery along a prime stretch of hoarding around the campus. Selected works have now been displayed on the site hoardings to showcase the college's diverse educational offering.

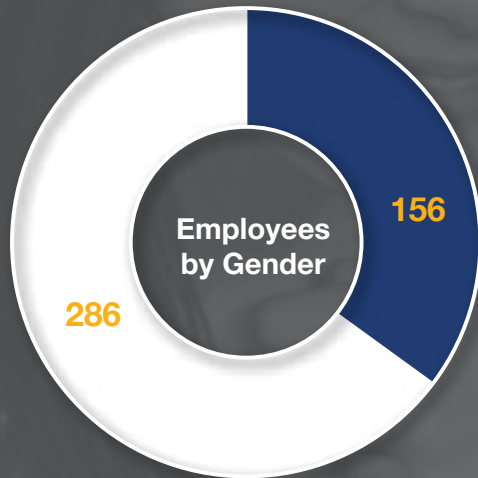
Fiona Henderson, Head of Art and Design at Bournville College, said: 'This was an excellent opportunity for students to work with professionals and produce expressive and creative artwork in a variety of genres. They were given the freedom to work in their chosen medium and to reflect their own personal artistic style, bringing their own imagination and creativity into reality. The final gallery of images makes a real statement about the new college and the breadth of opportunities it will offer to the local community.'

“

The new build will play a vital role in the £1 billion regeneration project at Longbridge”

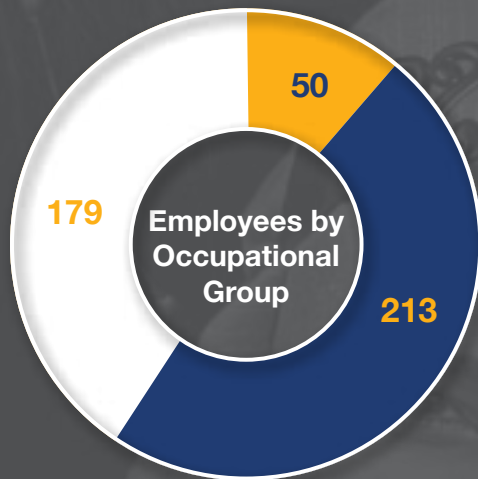


Vital Statistics



- Male
- Female

4.5% of staff have declared a disability



- Management
- Academic
- Business Support

Income and Expenditure Analysis

	£'000
Income	25,941
Non Pay	10,537
Pay	15,843
Operating Deficit	439

Investment in the construction of the new campus meant Net Assets, excluding pension liability, increased by £15m to £22m at 31/07/10.

Corporation membership during 2009/10

Independent Members

Mr. Alan Birks	
Ms Victoria Bishop	
Mr. Peter Chadwick	
Cllr. Peter Douglas Osborn	
Mr. Eamon Duffy	
Mr. Hugh Griffiths	(Vice-Chair)
Cllr. Timothy Huxtable	
Mr. Mahmudur Jaigirdar	
Miss Karina Kaya	(apptd 15.12.09)
Mr. Eddie McIntyre	(apptd 23.3.10)
Dr. Yeow Poon	(resigned 28.3.10)
Mrs. Heather Proctor	(resigned 31.7.10)
Mr. Sukhi Saini	
Mr. Howard Saycell	(Chair)
Mr. Marcus Terry	
Mr. John Upton	

Principal

Mr. Norman M Cave

Students

Mr. Chaos Baxter	(apptd 23.3.10)
Miss Khamar Ibrahim	(apptd 15.12.09)
Miss Karina Kaya	(left 31.8.09)
Mr. Gavin Robinson	(left 31.8.09)

Staff

Mr. James Hepburn
Mr. Taz Hussain

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