



HARTPURY
COLLEGE

ACCOUNTABILITY

STATEMENT | 2024-2025

CONTENTS

Page 3

1.0 Purpose

Page 8

2.0 Context and Place

Page 16

3.0 Approach to developing the annual
Accountability Statement

Page 20

4.0 Contribution to national, regional,
local priorities

Page 22

Table 4.1: Hartpury College Outcomes
Reflecting National, Regional and Local
Priorities 2024-2025

Page 25

5.0 Local Duty Needs

Page 26

Corporation statement
Supporting Documentation





1.0 PURPOSE



Hartpury is the only specialist landbased provider in Gloucestershire. In 2020, as part of our 2025 strategy development we set our overall mission to be 'a specialist niche provider delivering relevant, effective and high-quality education and training for employment in sport, equine, animal and agricultural industries; locally, regionally, nationally and internationally' (Hartpury Strategy, 2025) which we believe we have achieved.

Since publication of our 2023-2024 Accountability Agreement, our overarching Hartpury 2030 Strategy, encompassing our University and College, was approved by the Corporation in March 2024, and can be found online at www.hartpury.ac.uk. Our mission is to deliver outstanding University and College education in land-based, sport & related disciplines, to equip our students with real-world skills for the benefit of local, regional, national & global communities. Our 2030 vision is to be the UK's leading provider of higher and further education, and a creator of world-recognised research, in our specialist areas. Our international community will be supported by an inclusive environment that empowers our people to fulfil their potential, initiate change, and positively impact the future of our planet.

This overarching strategy will be underpinned by a number of enabling strategies which will include College, University, Digital, Estates, People and Sustainability. Discussions informing the development of this Accountability Statement have been effectively considered in the development of Hartpury 2030 regarding our provision type and curriculum offer and are therefore in full alignment.

We continue to be fully strategically committed to being a specialist and niche provider, introducing T-Levels in our specialist areas where they are available and growing apprenticeship numbers in our specialist areas. Overall, we plan to grow college numbers between 2024 and 2030 which is aligned to local, regional, and national skills needs.



As a well-established provider, Hartpury College is currently rated as Ofsted Outstanding across all areas (May 2018 and March 2024).

The College has strong industry connectivity, this being a deliberate and essential feature evident throughout all of our provision to ensure industry skills demands are being met in addition to equipping all students with core transferable skills.

Our specialist and targeted provision align with the following national skills priority sectors:

- Digital and Technology;
- Health and Social Care;
- Engineering;
- Science and Mathematics;

It also aligns with the following local skills priorities:

- Agriculture, Food and Rural Business; Tech and Business Services;
- Digitisation, Net Zero and Climate Change;
- Health and Social Care.

As such, our 2023-2024 Accountability Agreement and 2024-2025 Accountability Statement commitments make a clear and highly effective contribution to national and local priority skills needs and the economy through delivery of our strategically targeted and specialist provision.

Strategic infrastructure developments: Hartpury University and Hartpury College is well underway with implementing a significant capital investment programme, drawing on funds such as the Shared Prosperity Fund (£500k) supporting agri-innovation, Local Skills Improvement Fund (LSIF) capital developments supporting further Agri-tech developments, the T Level Capital and Equipment Funding of £2.49m supporting agricultural engineering, and Levelling Up (£10m) supporting a University Learning Hub, working closely with the Forest of Dean District Council. Hartpury has also been working with Gloucester City Council to support a Sport Business Hub project and Forest of Dean District Council to support a cycle route feasibility study.

This investment will support an improved infrastructure across the organisation to continue to deliver a targeted and specialised curriculum linked to local, regional, and national skills needs within the sectors we serve.





The impact of Hartpury's offer can be seen at both ends of the student journey - through high levels of recruitment (which has increased over the past 5 years) and high levels of positive progression each year (the most recent in June 2023 of which reflects 97% positive progression overall).

> Further Strategic Context

Strategically, the curriculum areas provided by Hartpury College are niche, focusing on Land-based Diplomas, Apprenticeships and T-Levels, Sport Diplomas and A Level programmes. The areas of specialism offered reflect local, regional, and national economic needs, for example, the need to produce more STEM skilled individuals, the requirement to produce highly skilled and technological advanced workers for Agriculture in pursuit of the Agri-Skills Strategy and supporting Public Health England and the NHS through our significant Sport focus. The College's areas of specialism are very attractive to 16–19-year-olds, providing a STEM 'hook' using animals or sport for example which also helps to attract a diverse range of students to the study of STEM subjects.

The A Level offering strategically aligns with the vocational areas offered, allowing students to combine A Level study with their sporting or equestrian interests in addition to a further enrichment offering such as Pre-vet programmes, all elements of which are designed to support students with successful and competitive UCAS applications and ultimately progression to their university of choice and employment. Over half of our A-Level population is involved with our Sports Academy alongside their A Levels, a unique offer that supports the dual career pathway of an elite athlete combined with a high-level academic offer. The remaining A Level cohort supports the economy of scale to create an efficient and high-quality student experience.

Hartpury is unique in that it has a University and a College co-located on a single campus. The University offering mirrors the subject areas of the College and very much focuses on ensuring that courses offered and associated research reflects current and future industry demand.

This unique structure supports the development of shared specialist resources for both the College and University students, yet at the same time, positions specific academic and practical resources for university level study, supporting the raising of aspiration amongst the College student population. Positive progression statistics demonstrate the effectiveness and impact of this approach.

Our regular, extensive contact and collaboration with industry continues to ensure that programmes are refreshed, shaped, and fit for purpose to meet industry needs. Hartpury is focused on ensuring that students are highly employable on completion of their programme, with the technical and academic skills required for university study and / or employment in the industry related to the subject area in which they are studying

in addition to providing key transferable skills, knowledge and behaviours that will enable them to 'make a difference'.

Curriculum rationalisation was undertaken a number of years ago in relation to entry level and Level 1 provision following full appraisal and consideration of the countywide Further Education offer to ensure provision of the best possible student experience within the county and avoidance of duplication. As such, the majority of Hartpury College provision is focused at Levels 2 and 3. From a local perspective, Hartpury complements the county educational offer with regard to subjects offered and provides unique opportunities for the residential study of Sport, Animal Management, A Levels, Equine and Agriculture in addition to the ability for students to combine their sporting interests in pursuit of excellence with their chosen academic studies through the significant Sports Academy structure mentioned previously.

International recruitment for the College is deliberately small but focused, adding an international flavour to the overall student experience and allowing students to further explore cultural diversity.

Curriculum planning and development through annual strategic review constantly monitors the local, national, regional, and international demographic, skills need, economy and LMI to ensure continuation of both a unique and cost-efficient offer that meets the needs of the industries we serve and government skills priorities, not just for today but for the future.



Our Employer and Industry Partner Scheme was introduced in 2022-23. This has proven beneficial in further enhancing the extensive work already undertaken to place employers at the heart of our delivery through a formalised partnership approach.



"Our ongoing work with Hartpury College as a key partner understanding the skills needed for the agri-food sector continues to excel; their support has been instrumental in both framing the discussion around emerging needs and technologies and engaging with employers. As their recent Ofsted inspection and retention of 'Outstanding' grade illustrates, they have embedded the principle of responsive, employer-led provision and are ahead of the curve on business need."

Matt Tudge
Head of Skills Planning





2.0 CONTEXT AND PLACE

Located in the Forest of Dean District in Gloucestershire and originally formed as an Agricultural College in 1948, Hartpury has a long and established history of delivering high quality, specialist education in Sport and Land-based studies on a local and national scale.

In September 2018 the organisation evolved to become a University and a College co-located on a single site, creating a unique organisation within the sector, and providing a number of strategic and operational benefits to the student experience.

Hartpury's 2030 mission is to deliver outstanding University and College education in land-based, sport & related disciplines, to equip our students with real-world skills for the benefit of local, regional, national & global communities

This mission is reflected in the way that the portfolio of Hartpury College courses in particular has evolved: in line with **DfE guidance** Hartpury offers a small number of high-quality programmes that have been co-designed with employers and have a strong track record of delivering good outcomes for learners.



HARTPURY
UNIVERSITY



HARTPURY
COLLEGE



The nature of this mission and the specialist nature of the educational provision means that the organisation's reach extends beyond the local geography to serve specialist sectors across the country. As a result, Hartpury has become one of the largest residential colleges in England with a maximum occupancy of 1,140 bed spaces on campus for College students who come from beyond the local area (of Gloucestershire, Herefordshire, and Worcestershire).

Figure 2.1 shows the typical distribution of students who attend Hartpury College, based on acceptances of College places in the 2022-2023 academic year.

Travel to work patterns are variable with many staff commuting locally from the Gloucester, Cheltenham, and Herefordshire areas. A small number of staff also commute to Hartpury from across the border in Wales. A proportion of staff have relocated to the Hartpury area for job roles, particularly lecturers or managers and a number were already living locally prior to taking up employment at Hartpury.

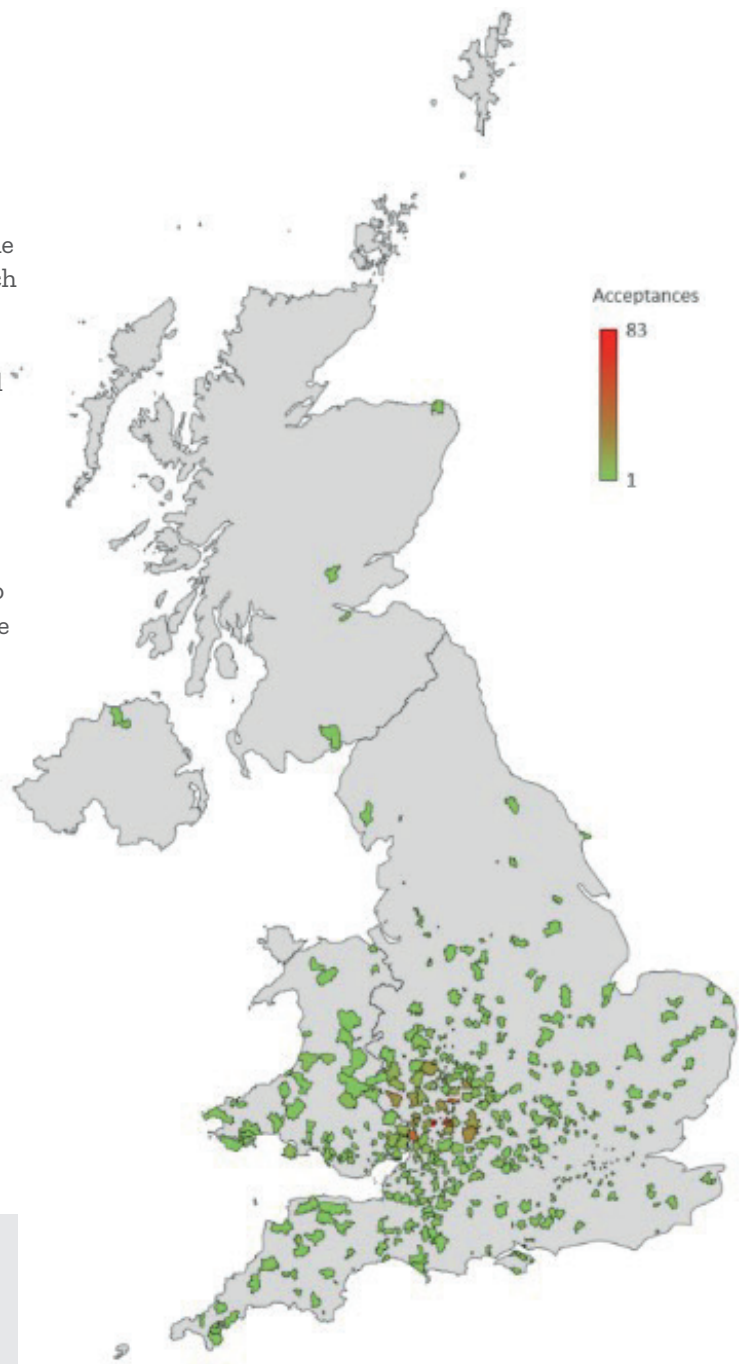


FIGURE 2.1
Typical Distribution of Students at Hartpury College
2022-2023

Due to the reach,
**Hartpury recruits
from 218 local
authorities** across
the UK.



> **Business and Economic Profile:**

Much of Gloucestershire's local skills needs are well documented in key regional strategic documentation such as the GFirst LEP's Employment and Skills Plan, the Skills Strategy 2022-2027 the Local Industrial Strategy, and the Gloucestershire Local Skills Improvement Plan (LSIP). The Gloucestershire LSIP area is shown in Figure 2.2.



< FIGURE 2.2

Further documents such as 'Invest in Gloucestershire' outline the key priorities for regional growth moving forward.



TABLE 2.3
The table shows a summary of priority areas for skills in Gloucestershire taken from these documents.

Sector	Source >	GFirst LEP Skills Strategy 2022-2027	LSIP Priority Areas	LSIP Priority Areas
Advanced Manufacturing and Engineering		✓	✓	✓
Agriculture, Food and Rural Business /		✓	✓	✓
Banking and Finance Professional Services		✓		
Construction and Infrastructure		✓	✓	
IT, Tech, and Business Services / Cyber-Tech		✓	✓	✓
Energy and Green Renewables / Digitisation, Net Zero and Climate Change		✓	✓	✓
Health and Social Care		✓	✓	
Retail		✓		
Tourism and Visitor Economy		✓		
Transport		✓		

There is synergy between the national and local skills needs outlined above with a clear emphasis on driving skills growth in STEM-related subjects and with cross-cutting needs to support the development of skills in growth areas of digital skills and green skills across all sectors.

Using identified skills priorities as well as their underpinning economic drivers, Table 2.4 summarises where and how Hartpury's core subject provision supports local and national skills priorities.

TABLE 2.4

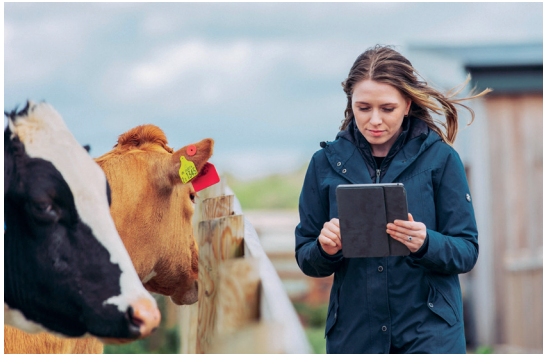
Hartpury specialisms and their alignment to national and local skills priorities

Source > Hartpury Subject Offer	Direct links to National Skills Priorities (as identified in the Industrial Strategy, Build Back Better: Our Plan for Growth, and the Skills for Jobs Whitepaper)	Direct links to Local Skills Priority (as identified in GFirst LEP's Employment and Skills Plan, the Skills Strategy 2022-2027, the Local Industrial Strategy, and the Local Skills Improvement Plan, LSIP)
A Levels	• STEM agenda • Core Skills • Green Skills • Digital Skills (including AI and data economy) • Sustainability	• All aspects
Animal Management and Science	• STEM agenda • Technical Skills agenda - T Levels in Animal Science and Management from 2025	• Agriculture, Food and Rural Business • Tourism and Visitor Economy
Agriculture & Agricultural Engineering	• STEM agenda • Green Skills • Digital Skills (including AI and data economy) • Technical Skills – T Levels in Agriculture and Agricultural Engineering from September 2024 • Global Food Production	• Agriculture, Food and Rural Business • Agri-tech • Energy and Green Renewables / Digitisation, Net Zero and Climate Change
Equine	• STEM agenda • Technical Skills	• Tourism and Visitor Economy
Sport	• STEM agenda • Public Health agenda – wellbeing and health	• Health and Social Care • Tourism and Visitor Economy

A more in-depth analysis of national and local sector skills needs, and other published skills priorities highlights the following underpinning evidence of economic drivers specific to Hartpury's subject specialisms in Animal Management & Science, Agriculture & Agricultural Engineering, Equine and Sport.



> National Economic Sector Drivers informing skills needs:



Animal

- > The UK companion animal market is growing and resilient. There are currently approximately 35 million companion animals in the UK with an associated companion animal market valued at an estimated £6.7 bn to the UK economy (Pets at Home Annual Report 2022).
- > It is estimated that in 2023 16.2 million (57%) UK households had companion animals. There are approximately 12 million dogs as pets in the UK, with 31% of households owning a dog (Pet Food Manufacturers Association 2023).
- > A Department for Environmental, Food and Rural Affairs (DEFRA) report delivered to the House of Commons in March 2022 suggested that the current shortfall in the labour market for food and farming roles with knock on impacts on food production, hospitality, and animal welfare.

Agriculture

- > DEFRA estimates a current shortfall in the labour market nationally for food and farming roles of around 0.5 million out of 4.1 million total jobs.
- > Agriculture is listed in the UK shortage occupation list (Skilled Worker Visa, 2024).
- > The UK Agri-food supply chain is worth £120 billion to the UK economy (Defra 2022).
- > The sector faces challenges of an aging population with a high, and increasing, dominance of business owners and other staff employed in the sector of advanced age. The median age for the most recent year available (2016) is 60 (Defra 2022).

Equine

- > The UK has one of the highest quality equine industries in the world and is internationally recognised as the leading source of equine expertise with rapidly developing markets in the Far East (Equine Business Association 2023).
- > The equine industry in the UK is both vibrant and valuable, contributing an estimated total of £8 bn a year to the economy (Equine Business Association 2023).
- > The equine sector contributes an estimated £4.7 bn to the UK economy in consumer spending each year and is the largest importer and exporter of livestock (National Equine Forum 2022).
- > Across the sector, supply of employees is not meeting the demand from employers with shortages identified in yard and teaching staff (National Equine Forum 2022).
- > The social value of the equine industry cannot be underestimated. It is one of very few sports where men and women compete equally, it provides significant opportunities for disability sport in the UK, and it supports the study of human-equine Interactions.

Sport

- > Sport England has placed the economic value of sport in Britain at a figure of £20.3 bn per annum with grassroots sport responsible for well over half of this total. This places sport within the top 15 industry sectors in England.
- > Sport England places an annual value of health benefits generated by grassroots sport at £11.2 bn, with a £1.7 bn saving in healthcare costs.
- > Sport and sport-related activity is estimated to support over 440,000 full-time equivalent jobs – 2.3% of all jobs in England, and generates a range of wider benefits, both for individuals and society.

> Local Economic Sector Drivers informing skills needs:

Animal

> The LSIP Phase 2 will examine sectors allied to Agriculture including animal management and veterinary nursing.

Agriculture

> The Gloucestershire Agri-food supply chain alone employs over 50,000 people, 14.9% of the workforce, and generated a GVA of £1.4bn in 2017, or 8.8% of the local economy, both higher shares of the economy than seen nationally.

> Extrapolation of national shortfalls in labour market to regional roles of 50,000 would give a vacancy figure of approximately 6,250 unfilled roles.

> GFirst LEP has a 4.1% projected growth rate for employment volume change in the Agriculture Industry over the next 12 years from 2023 – 2035 (Local Skills Dashboard 2024).

> Agri-Tech is identified as a future inward investment area in the Invest in Gloucestershire strategy.

Equine

> The equine industry is a significant contributor to the Gloucestershire economy. Economic Impact Analysis of the four-day Cheltenham Festival for example, reveals that it brings more than £274 m to the local economy.

> Gloucestershire is home to the famous Cheltenham Gold Cup, Badminton Horse Trials, and Festival of British Eventing. Hartpury University and Hartpury College (Hartpury) also host 60 competitions, including three major international events, the NAF Five Star Hartpury Showjumping Spectacular, The NAF Five Star Winter Dressage Championships, and the NAF Five Star Hartpury Horse Trials, all of which have a significant and positive impact on the Gloucestershire economy.

Sport:

> Figures released by gfirst LEP show the sport industry directly employs more than 5,000 people and puts the total direct social value of sport to the regional economy at £938m.

> Sports coaches, instructors and officials listed in the Southwest as skills shortage areas (Prospects 2020).

The evidence of skills needs underpinned by economic need across Hartpury's specialisms suggests that the College is serving areas where there are demonstrable skills needs.



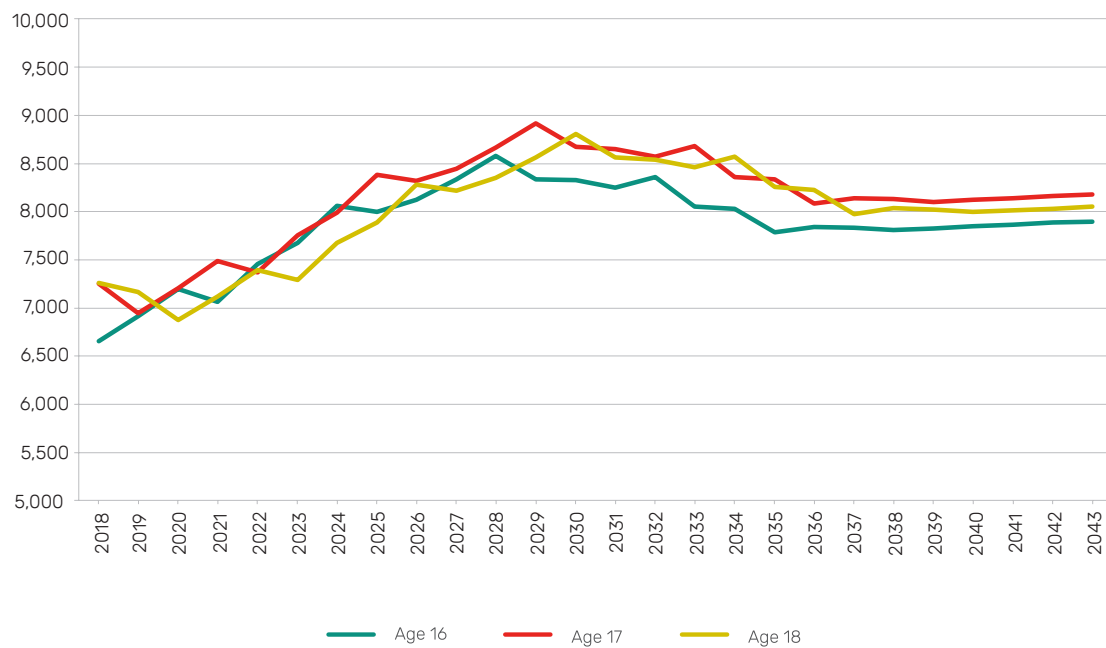


> Young People within the County:

Following a period of contraction, the number of 16year-olds is projected to increase over the next few years before a steady decline although numbers remain above those of 2018 throughout the period.

The population demographic increase in Gloucestershire alone, (shown in Figure 2.5), suggests this growth will peak between 2028 and 2030. In addition, the GFirst LEP has a higher FE participation share (25.1%) than the national average (24.8%) and FE participation within the GFirst LEP has increased whilst nationally it has decreased in the last five years. This suggests that a greater quantity of local learners will need to access further education and training courses and, consequently (subject to capacity), Hartpury will have the opportunity to increase student numbers locally and nationally.

FIGURE 2.5



Source: 2018-based Subnational Population Projections, Office for National Statistics

3.0

APPROACH TO DEVELOPING THE ANNUAL ACCOUNTABILITY STATEMENT

The Hartpury 2024-2025 Accountability Statement draws on numerous sources and stakeholder engagements and has been developed, considering the following:

Hartpury 2030 Stakeholder Engagement

As we have developed our headline 2030 Strategy with a particular focus on our 2030 mission, vision, values, and strategic priorities, all of which directly align with our Hartpury College Accountability Statement commitment, we have consulted with the following internal and external stakeholders, all of which have helped to shape the final approved 2030 Strategy:

> 410 university, college, and professional services staff; 100 students; 26 external stakeholders (for example, Local Enterprise Partnership, District Councils, Borough Council, educational membership organisations, industry, etc).



"At Hartpury, we continue to strive to ensure we are meeting the local, regional and national skills needs for the sectors that we serve. It is so important that through our extensive industry liaison, we can support our students to develop the knowledge, skills and behaviours needed not just for jobs of today, but for the future. With the current and emerging digital and technological advances that we are seeing develop at pace within the job roles that our students are aspiring to, there has never been a more important time to work in tandem with industry so that our students are equipped to make a positive difference in the fields of agriculture, animal management and science and sport."

Claire Whitworth
Deputy Principal FE

Hartpury Skills Review 2023-2024

The Hartpury College Skills Review, endorsed by the Hartpury College Board is based on extensive data and information collection gathered between April 2023 to May 2024. This has included the analysis of a vast amount of literature including key national and local policies and papers, national data collected through the Unit for Future Skills, institutional-level strategy and governance documents and industry meeting minutes.

In addition to secondary data analysis, primary research methods have been applied to collect subjective views of the College's skills provision. These have taken the form of:

- > Industry Focus Groups; a series of 5 subject-led industry (Agriculture, Equine, Sport, Animal Management and A Levels) focus groups were held between June and August 2023 to gather input from employers as to how the College's curriculum could be designed and sequenced to suit the needs of the industry.
- > Surveys; participants from three specific stakeholder groups were invited to participate in surveys designed to capture their views on skills provision. In total, surveys were sent to the following groups of stakeholders:
 - University staff from Hartpury University
 - Hartpury College students in their final year of study
 - Employers across agriculture, animal, equine and sport industries
 - Schools

These methodologies of in-depth, lower volume qualitative analyses were selected to add meaningful depth to the extensive national, regional, local, and sectoral understanding of skills needs.



Local Skills Improvement Plan (LSIP)

The Chamber of Commerce, Business West was successful in securing the development of the Gloucestershire and Southwest LSIP. In parallel, Gloucestershire Colleges Group led by SGS College, secured a Strategic Development Fund (SDF) of £2.6m, (£750k specifically for Hartpury), which focused on collaboratively supporting a number of key industry priority skills areas including Agri-tech, agricultural production, digital and sustainability, all projects of which have been delivered successfully. Since then, the consortium was also successful in securing a further £2.5m through the Local Skills Improvement Fund (LSIF), directly supporting skills needs identified through the Local Skills Improvement Plan (LSIP) project and as aligned to our different college specialisms.

Hartpury has worked collaboratively with Business West to facilitate access to our agriculture network. A number of our stakeholders and partners have been very engaged with providing valuable contributions to the LSIP development, defining the importance of current and emerging skills needs. Effective LSIP Collaboration supported the development of a strong Hartpury College Accountability Statement in 2023, drawing on LSIP findings and other local, regional, and national evidence of skills needs.

The Gloucestershire LSIP skills priorities are listed below with those in bold aligning to the Hartpury offer:

- > **Agriculture, Agri-Tech and Land Management** (also for Swindon and Wiltshire)
- > IT, Tech and Business Services
- > Construction
- > Advanced Manufacturing & Engineering
- > **Digitisation, Net Zero and Climate Change**
- > Creative
- > **Health** and Social Care

Ofsted Inspection Report, 2024

In March 2024, Hartpury College was inspected under the current Ofsted Education Inspection Framework (EIF), which places emphasis on 'skills' development. Ofsted concluded that Hartpury College is '**outstanding**' in all areas and makes a '**strong contribution**' to local, regional, and national skills.

The full Hartpury College 2024 Ofsted Report can be found online at www.hartpury.ac.uk.



"Senior staff work exceptionally well with the Employer Representative Body, Business West, and the Federation of Small Businesses to understand the needs of employers, almost all of whom are small- and medium-sized enterprises. Leaders have responded very effectively to employers' requests for learners to gain employability skills such as written and verbal communication, presentation skills and how to be resilient at work. Staff work closely with small business partners to provide learners with the skills and knowledge to work on a self-employed basis. For example, using the expertise of small business owners in the college's Tech Box Park to teach learners about wealth planning, to read financial data and to create enterprise proposals. Leaders have invested heavily in capital and physical resources to meet gaps in digital skills in agriculture identified by strategic stakeholders and strategies such as, for example, the Local Enterprise Partnership, Employer Representative Bodies, the Local Skills Improvement Plan, and the Gloucestershire Economic Strategy." **Ofsted, March 2024.**



Gloucestershire Economic Strategy

This key county Strategy builds on the Strategic Economic Plan (SEP) and the local Industrial Strategy for Gloucestershire to support our county's short-term economic priorities for the next five years and provide a long-term view to 2050. It includes an overview of the Gloucestershire economy, plus a set of actions to deliver a strong and inclusive economy for our communities and businesses. Hartpury, along with all other educational providers within the county was involved with the consultation phase of development and as such, this is a key document that we have considered in developing this document.

It focuses on the following priorities aligned to the local sector priorities identified in the LSIP:

- > Zero carbon;
- > Inclusive growth;
- > Skills and employment;
- > Supporting sustainable growth;
- > Business support;
- > Inward Investment; and
- > Digital.

Hartpury College Industry-Curriculum Co-creation Events

These events, operating in all the five curriculum areas in the College provide the opportunity annually for key industry professionals to collaboratively shape the curriculum and provide details of any skills gaps that can be directly fed into curriculum design and delivery. They also define opportunities for industry co-delivery and industry co-assessment which are invaluable elements to further enrich the curriculum for our students. Over the last 18 months 118 industry professionals/organisations have been involved with industry-curriculum co-creation or delivery. As such, this is a key mechanism that we use to be at the forefront of understanding current sector skills needs, emerging needs and predictions for the future.

For Agriculture specifically, we have also operated an Agri-tech Industry Advisory Board since 2019 which has been invaluable in supporting our understanding of and aligning our agricultural capital developments and projects with industry skills needs.

The Gloucestershire Agri, Food and Rural Business Group

There are nine business groups within the county, each representing priority sectors. Gfirst LEP say 'Business Groups are the 'engine-room' with experts in their field who advise on business and economic growth decisions, to help Gloucestershire improve skills, innovation, and reach economic potential'. The Gloucestershire Agri, Food and Rural Business Group, chaired by Hartpury College's Deputy Principal FE, has supported the alignment of LSIP skills priorities to bids for funding to aid the acceleration of agriculture county priorities that are of importance to and benefit the county amongst a number of other projects.

LMI from the Hartpury Business Development Team

Hartpury invested in a Business Development Team in 2019. Their primary focus is to offer a wide range of opportunities for businesses, from sponsorship and partnership opportunities, which in turn supports bringing together business and education in line with priority skills areas. The Business Development Team work closely with the Local Authority, the Federation of Small Businesses, District Councils, gfirst LEP and Business West Chamber of Commerce, as a result gathering current and forward looking LMI to ensure we continue to align our offer with local and national skills needs.

Review of the Gloucestershire colleges offer

Colleges within Gloucestershire work collaboratively to ensure complementary provision that avoids duplication across the county that allows students the opportunity to follow their choice of career with clear career progression pathways. An example of this is recently reflected in the collaborative county approach to successfully bid for £2.5m of Local Skills Improvement Funding (LSIF), aligned with local skills priority areas and our complementary specialisms.





The gfirst LEP Skills Strategy 2022-2027

gfirst LEP, (now under the umbrella of the local authority), are 'particularly keen to ensure that we work with local employers, local and national careers, employability, and skills providers to ensure that provision aligns with the current and future skills and employment needs of local employers' in developing this key county Strategy. The strategy has highlighted the following sectors as key for the county with those displayed in bold relating to the Hartpury College curriculum offer where we are aligned with local skills needs :

- > Advanced Manufacturing and Engineering
- > **Agriculture, Food and Rural Business**
- > Banking and Finance Professional Services
- > Construction and Infrastructure
- > Cyber-tech
- > Energy and Green Renewables
- > **Health and Social Care**
- > Retail
- > **Tourism and Visitor Economy**
- > Transport

National Skills Priority Sectors

National Skills Priority Sectors are listed below with those displayed in bold relating to the Hartpury College curriculum offer where we are aligned with national skills needs.

- > Construction
- > Manufacturing
- > **Digital and Technology**
- > **Health and Social Care**
- > Haulage and Logistics
- > Engineering
- > **Science and Mathematics**

Unit for Future Skills

Analysis of this data has further supported a better understanding of current skills requirements and future demand throughout the country and consolidated our strategic curriculum direction.

Landex data sources

Landex represents the interests of land-based Colleges and the industries they serve and therefore is well informed on matters such as education and industry related land-based policy inclusive of current, evolving, and future skills needs. As such, it is an important data source and has been utilised to support development of our Skills Review and Accountability Statement.

Involvement of the Governing Body

Our Board of Governors has been significantly involved at every stage of the development of this Accountability Statement from inception, involvement in industry specific sessions informing the LSIP through to review and the relationship with the Hartpury Skills Review. The annual review of the Accountability Statement is now integrated into the governance cycle inclusive of our strategic planning events informing our 2030 Strategy and therefore in full alignment

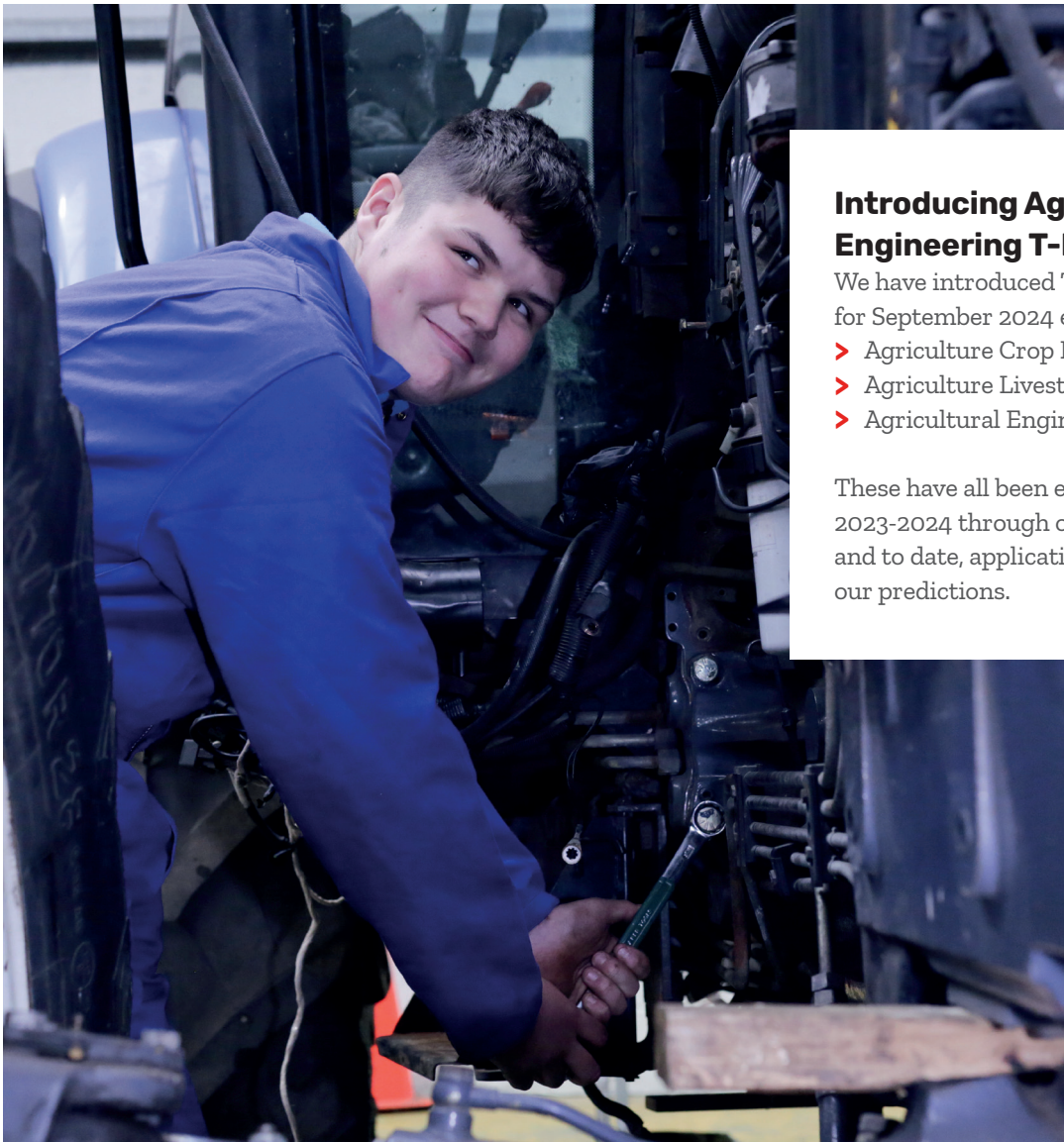


4.0 CONTRIBUTION TO NATIONAL, REGIONAL, LOCAL PRIORITIES

Hartpury College has a long standing, clearly defined and industry connected curriculum, focusing specifically on our specialist areas, thus meeting local, regional, and national needs, skills gaps and emerging trends identified as government priorities within the industries that we serve as reflected throughout this document.

Our offer very much considers the demographic, the economy and skills related labour market intelligence informing and shaping the five-year Hartpury Strategy. We have ensured that the aims and objectives of this Accountability Statement align directly with our overarching Hartpury Strategy.

WHAT WE SET OUT TO DO IN OUR 2023-24 ACCOUNTABILITY AGREEMENT AND WHAT WE HAVE ACHIEVED?



Introducing Agriculture and Agriculture Engineering T-Levels

We have introduced T-Levels in the following areas for September 2024 enrolment.

- > Agriculture Crop Production
- > Agriculture Livestock Production
- > Agricultural Engineering

These have all been effectively promoted during 2023-2024 through our targeted marketing campaigns and to date, applications for September are in line with our predictions.



Developing Digital and Communication Skills

We have used the LSIP findings relating to further developing digital and communication skills of young people, now integrated into our Hartpury Certificate Programme, monitoring student progress made throughout the year relating to these specific skills to determine the impact.

We have used the LSIP findings around Digital Skills for our current Agriculture Diploma qualifications to further develop agri-digital skills and knowledge using our Agri-tech Centre and SDF funded Agri-digital Studio.

During 2023-2024, we were successful in securing £500k of LSIF funds through the Gloucestershire colleges collaboration lead by SGS College to support a SMART Farming Hub capital development for 2024-2025 and associated agri-tech revenue projects which were delivered for 31st March 2024.

Enhancing Progression to Employment

We have developed our Hartpury Student Portal to provide LMI and current job vacancies locally, regionally, and nationally for our students.

Developing an Agri-tech Professional Development Offer for Adults

Our LSIF revenue fund was targeted to enable implementation and delivery of agri-tech professional development workshops for adults employed within the industry in support of advancing agri-tech skills. These were well attended, attracting thirty-two delegates over three workshops.

Growing Agriculture Apprenticeships

We have targeted and achieved further growth in our Agriculture Apprenticeship provision during 2023-2024 which includes the Level two General Farmer Worker and Level 3 Crop Technician Apprenticeship. Further growth is targeted for 2024-2025.

Target Outcomes Reflecting National, Regional and Local Priorities

Our contribution to meeting national, regional, and local needs, our Accountability Commitments for 2024-2025 are set out in the table below.

Table 4.1 shows the correlation between our strategic plan, our Accountability Statement Commitments for 2024-2025 and linkage to the National Skills Priorities, Gloucestershire Local Skills Improvement Plan, Gloucestershire Economic Plan and Gloucestershire Skills Strategy 2022-2027 and our own direct Industry Intelligence gathered through our extensive industry partnership work inclusive of our Industry-Curriculum Co-Creation forums.



TABLE 4.1 HARTPURY COLLEGE OUTCOMES REFLECTING NATIONAL, REGIONAL AND LOCAL PRIORITIES 2024-2025

Reference to overall Hartpury 2025 Strategy	College Aim/Objective	Intended Impact	Our alignment with National Skills Priorities	Our alignment with regional and local skills priorities as defined by the LSIP, Gloucestershire Economic Plan & Gloucestershire Skills Strategy 2022-2027 & Hartpury Skills Review 2023-2024	Target Date
Being the best we can be <i>Hartpury will be relentless in the pursuit of excellence, building upon its reputation as a world-class provider of specialist further and higher education</i> Inclusive in all we do <i>We will create an inclusive and accessible environment that promotes respect for our students, staff, and the wider community</i>	1.0 Fully embed Landbased T-Levels from September 2024 in: Agriculture, Land Management and Production with specialisms in: - Plant and Crop Production - Livestock Production - Landbased Engineering Roll out the following additional T-Levels from September 2025: - Animal Management - Animal Science Develop Foundation Programmes for Livestock Production and Agriculture Engineering T-Levels from September 2024 and for Animal Management/Science for September 2025 respectively	Full implementation of Agriculture T-Levels for September 2024 and Animal Management & Science T-Levels from September 2025 thus providing students with high quality and relevant education and training to meet current industry skills requirements and demand for the land-based sector Successful recruitment to strategic target (128 Agriculture T-Levels) in 2024-2025 reflecting targeted T-Level growth year on year. Provision of a viable offer at level 3 for students not able to access a T level pathway immediately post-16, ensuring students currently on smaller level 3 vocational and technical courses still have a viable route into work or higher levels of study in agriculture and animal management/science aligned with occupations/skills shortages prioritised within the LSIP. Recruit 36 to the Agriculture Foundation pathway in 2024-2025.	National Skills Priorities - Digital and Technology - Engineering - Science	Gloucestershire LSIP sectoral priority - Agriculture, Agri-tech and pregate food production Thematic Foci: - Core and soft skills - Core digital skills - Technological change and the impact of digitisation - Needs attached to the UK's Net Zero Strategy, decarbonisation, sustainability and 'green skills and technologies' Gloucestershire Skills Strategy 2022-2027 – key business sector, Agriculture, Food and Rural Business with the following skills needs: - Agri-data analysis - Demand for agricultural engineers - Demand for vets and vet nurses - Awareness of where food comes from - Reduce barriers to new entrants into farming - Improve perception for young people	September 2024 September 2025

Building strength through Partnerships <i>Our development will be enabled through effective partnerships and collaborations with those who share our vision for the future.</i>	2.0 Continue to embed the LSIP findings to help shape the content of our Hartpury Certificate Plus 'Prep for Success Programme' in relation to core softer skills identified by employers inclusive of digital skills, building on the initial implementation identified in our 2023-2024 Accountability Statement. To be implemented across all provision – Agriculture, Equine, Sport, Animal Management/Science & A Levels Our Hartpury Certificate extends beyond the requirements of the qualification, placing emphasis on employability skills and attributes to support high levels of progression to work and university. It provides a flexible framework to align with emerging industry needs.	Students – 95% students each year self-assessing as developing skills to support future job roles A minimum of 95% of completing students progressing to a positive destination each year (employment or university /further study) Employers confirming a tangible improvement to these skills through the LSIP findings	National Skills Priorities - Digital and Technology - Health and Social Care - Engineering - Science & Mathematics	Gloucestershire LSIP sectoral priority - Agriculture, Agri-tech and pregate food production Thematic Foci: - Core and soft skills - Core digital skills - Technological change and the impact of digitisation Gloucestershire Skills Strategy 2022-2027 – key business sector, Agriculture, Food and Rural Business with the following skills needs: Agri-data analysis	June 2025
	3.0 Roll out short Agri-tech CPD events for a further year for equipping agricultural workforce with skills such as: - data interpretation skills to support key business decisions - skills associated with machinery technology to improve farming efficiencies (linked to SDF funded project) - use of agricultural technology to support farming efficiency gains and sustainability (linked to LSIF funded project of SMART Livestock Hub)	Equipping the local and regional agricultural community with further advancing their skills set to support the future work force and be able to make key business decisions in support of efficiency and economic gain	National Skills Priorities - Digital and Technology - Science	Gloucestershire LSIP sectoral priority - Agriculture, Agri-tech and pregate food production Gloucestershire LSIP Thematic Foci: - Core and soft skills - Core digital skills - Technological change and the impact of digitisation - Needs attached to the UK's Net Zero Strategy, decarbonisation, sustainability and 'green skills and technologies' Gloucestershire Skills Strategy 2022-2027 – key business sector, Agriculture, Food and Rural Business with the following skills needs: Agri-data analysis Demand for agricultural engineers	September 2024 – August 2025 From March 2025





Reference to overall Hartpury 2025 Strategy	College Aim/Objective	Intended Impact	Our alignment with National Skills Priorities	Our alignment with regional and local skills priorities as defined by the LSIP, Gloucestershire Economic Plan & Gloucestershire Skills Strategy 2022-2027 & Hartpury Skills Review 2023-2024	Target Date
Being the best we can be <i>Hartpury will be relentless in the pursuit of excellence, building upon its reputation as a world-class provider of specialist further and higher education</i> Inclusive in all we do <i>We will create an inclusive and accessible environment that promotes respect for our students, staff, and the wider community</i>	4.0 Continue to further increase Agriculture apprenticeship starts each year at levels 2 and 3	Supports the current landbased workforce and students as they learn whilst they earn; contribute learnings to support business decisions on farm and positively impact farm efficiency Increased apprenticeship student recruitment 40 in learning 2022-2023 64 in learning 2023-2024 Target: 100 in learning by 2025, targeting 80 in learning for 2024-2025.	National Skills Priorities - Digital and Technology - Science	Gloucestershire LSIP sectoral priority – Agriculture, Agri-tech and pregate food production Thematic Foci: - Core and soft skills - Core digital skills Technological change and the impact of digitisation Needs attached to the UK's Net Zero Strategy, decarbonisation, sustainability and 'green skills and technologies' Gloucestershire Skills Strategy 2022-2027 – key business sector, Agriculture, Food and Rural Business with the following skills needs: - Agri-data analysis - Demand for agricultural engineers - Awareness of where food comes from - Reduce barriers to new entrants into farming - Improve perception for young people	October 2024
Building strength through partnerships Our development will be enabled through effective partnerships and collaborations with those who share our vision for the future.	5.0 Further develop specific career pathways for Sports qualifications and A Level option combinations, utilising industry co-design intelligence and industry co-delivery opportunities and skills development to effectively align with identified pathways over the next two years	Further increase in positive progression in A Levels and Sport in related areas of study.	National Skills Priorities - Digital and Technology - Health and Social Care - Engineering - Science & Mathematics	Local Skills Priorities - Health - Cyber-tech - Energy and Green Renewables	September 2025



5.0 LOCAL DUTY NEEDS

In response to The Skills Act (2022), and in alignment with the development of the 2030 Hartpury Strategy, the Hartpury Board of Governors instigated a review of provision and how responsive it is to meeting local, regional, and national skills needs for the sectors we serve and how well it prepares our students for the current, emerging, and future skills needs.

To answer each of the recommended review questions provided by the Department for Education, the Hartpury College Skills Review has examined local, regional, and national skills need as well as current skills provision at Hartpury and in Gloucestershire. The Review has identified current measures used to assess the impact of skills provision and by analysing these is able to evaluate how well Hartpury, and Gloucestershire's provision more broadly, is meeting local skills need.

From the review, it was clear to see how Hartpury is continuing to meet the skills needs for the sectors we serve, supported by targeted investment in campus infrastructure and specialist equipment to ensure we can effectively equip our students with the 'tools' to make a difference to the sectors we serve. This was supported by the findings of the March 2024 Ofsted inspection and report, determining that Hartpury makes a strong contribution to meeting skills needs.

The College is strategic in both its curriculum provision and its curriculum development. Evidence and input from a variety of sources (including population demographics, economic indicators, stakeholder engagement and industry co-creation) informs decisions at all levels of the organisation. Overall this means that Hartpury can maintain a balance between keeping its strong identity as a niche, specialist provider whilst excelling in its understanding of and contribution to the skills needs of the local area. Whilst the College does have a national reach, many of the students who attend are from the local area and will seek employment or further study in the local area after they complete their studies.

It is also clear that the skills requirements for the sectors we serve will evolve significantly within the next decade so it will be essential to continue to be agile in how we respond to this as we have demonstrated to date. An example of this is the circa £8m investment and planned investment in Agri-tech and associated skills development and the importance of evolving as the technology available to the industry evolves.

As a result of this Skills Review, a number of recommendations in three broad areas have been identified that could help Hartpury continue to excel in its contribution to local and regional skills:

- Curriculum adaptations: This set of recommendations focuses on maintaining a rounded view of the external skills landscape to ensure that the college is continually looking outwards and forwards with regards to course and curriculum development with new and emerging skills requirements for the sectors served.
- Strengthening collaboration: This set of recommendations focuses on further building strength and resilience through partnerships. By identifying key partners and forging strong relationships with them, the College can help to mitigate some of the risks posed by market forces such as the changing 16–18-year-old demographic and staff capacity shortages in key sectors.
- Continue with regular external stakeholder evaluation and feedback: This set of recommendations is intended to support the implementation of findings from stakeholder engagement activities to drive forward process improvement at Hartpury.

All of these have been accepted and are in implementation stage.



CORPORATION STATEMENT

On behalf of the Hartpury 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 27th June 2024. It is also hereby confirms this document as having fulfilled the statutory Local Needs Duty.

The plan can be accessed from the following link...

Chair of Governors

Mr Edward Keene

Dated: 27/6/24

Principal/Chief Executive
and Accounting Officer

Professor Andy Collop

Dated: 27/6/24

Supporting Documentation

- > Hartpury 2030 Strategy
- > Gfirst LEP Gloucestershire Skills Strategy
- > Gloucestershire Local Skills Improvement Plan

Hartpury College Ofsted Inspection Reports

- > Hartpury College - Ofsted inspection report (2018 report)
- > Final Ofsted report (2024 report)
- > Hartpury College retains 'Ofsted Outstanding'
- > Gloucestershire Economic Strategy
- > Hartpury College Annual Accountability Statement 2023-2024
- > Invest in Gloucestershire, 2023, Agri-Tech:
The changing landscape of Agriculture starts in Gloucestershire
- > Hartpury Financial Statements





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