

Annual Report 2013





Message from the Principal



“To inspire individuals, communities and rural businesses by delivering world class education and training accessible to all.”

Meredydd David OBE
Principal

The Further and Higher Education sector is recognised as a key player in driving the economic recovery and building the skills and knowledge base of this country. Reaseheath has continued to focus on its mission, which is now even more relevant and important to the sectors, communities, learners and employers we serve.

It is hugely important to us that we provide the best possible education, training, professional development and business advice and support. We achieve this goal through partnerships and collaboration with key stakeholders, local communities, businesses, schools, universities, Government departments and funding agencies. We work closely with the Local Enterprise Partnership in identifying and meeting the needs of employers and in supporting the delivery of the LEP Strategic Economic Plan and its Skills and Employment Strategy.

The College continues to grow in scale, impact and reputation, and in an independent economic impact assessment 2012/13 delivered £83m of positive impact to the region. This is very much down to the fantastic commitment and contribution of our team, who are our major asset.

We recruited our largest ever cohort of Further and Higher Education students this year, and our capital investment to meet their needs has continued. Around £41m has now been invested in the campus over the past six years and we have a master plan of a further £40m to invest in specialist technical facilities for staff and students over the next five years. The contributions of staff coupled with the continued investment in world class educational resources means we are well placed to meet the challenges ahead and to provide the best education and training possible.

The College’s dynamic and entrepreneurial approach, coupled with its caring ethos and focus on high quality, requires committed inspirational Governance. We owe a great debt of gratitude to our Governors who freely give so much of their time, knowledge and experience. Their support and challenge is essential and much appreciated.

We hope you enjoy reading our Annual Report.



Emily Thrane
Chair of Governors

The Value of Reaseheath College

Analysis of the social and economic impact of Reaseheath 2012 - 2013 by Economic Modelling Specialists International (emsi)

Key points

Reaseheath College has a significant positive impact on its main stakeholder groups: students, society, taxpayers and the local business community.

Benefits to students

Reaseheath College's mission is to deliver excellence to its students. The experiences they receive at college have the power to shape the rest of their lives and put them on the path to becoming happy and productive members of their communities. Reaseheath also plays a key role in helping them increase their employability and achieve their individual potential.

- Students paid a total of £2.5 million to cover the cost of tuition fees, books and supplies in 2012 -2013. These students also lost £21.9 million which they would have earned had they been working instead of learning
- In return, they will receive £178.1 million (present value) in increased earnings over their working lives
- Every £1 that students pay for their education at Reaseheath yields £7.30 in higher future wages – a 18.9% annual return on investment

Benefits to Society

- Society as a whole invested £66.8 million in Reaseheath through direct outlays and the loss of potential output from students who were studying rather than working.
- In return, society will receive £401.3 million (present value) over the course of the students' working lives through higher taxes and social benefits such as reduced crime, lower unemployment and increased health and well-being.
- Society will receive £6.00 in return for every £1 invested in Reaseheath – an annual return of 18.4%

For every £1 spent

£7.30	gained in lifetime higher earnings
£6.00	gained in added income and saving to society
£4.10	gained in added tax receipts and avoided costs to taxpayers

Benefits to Business

Reaseheath College benefits the local business community by boosting consumer spending and stimulating income growth. Not only does it spend money within Cheshire & Warrington and employ a large staff, it also trains learners to be valuable employees in the region's workforce. These roles all add value to local businesses by increasing their level of outputs and generating a need for further jobs, creating additional income.

- The skills and qualifications acquired by former students bolster Cheshire & Warrington's economy by increasing employer outputs and adding around £65.7 million in income to the regional economy per year
- The expenditure of Reaseheath and its staff contribute to knock-on effects throughout the economy, generating approximately £19.6 million in new income to the regional total output per year
- Non-local students add £407.6 thousand in new income to Cheshire & Warrington's economy per year by spending on goods and services
- Altogether, Reaseheath contributes approximately £85.7 million in additional income per year to the local business community. This is equal to around 0.3% of Cheshire & Warrington's total economy and represents roughly 3,426 average wage jobs

Income created by Reaseheath College

Impact of added workforce skills	£65.7 MILLION
Impact of College and staff expenditure	£19.6 MILLION
Impact of non-local student expenditure	£407.6 THOUSAND
Total income per year	£85.7 MILLION

Higher Education student success



First class Hons graduates Sarah Forester and Jillian Griffith (BSc Equine Science) and Adam Fox (BSc Food Technology) join Kate Humble and Meredydd David

The skills and qualifications that students achieve will put them on the path to a fulfilling and prosperous career. In return for the costs of going to college, students achieve higher lifetime earnings. Within a few years, the gains will fully recover the outlay and will continue to grow throughout the students' working lives. (emsi 2013)

In 2013 over 150 of our undergraduates gained degrees in agriculture, equine science, food technology, horticulture, machinery dealership management and countryside management, delivered in partnership with Harper Adams University and a further 73 animal management, adventure sports management and food chain technology undergraduates completed degrees validated by the University of Chester.



Dairy technologists from our Eden programme celebrate

A significant proportion of graduates earn their degrees while employed. Among those celebrating were 23 dairy technologists from our Eden programme who gained a globally recognised Foundation Degree in Dairy Technology. This unique qualification has been developed in partnership with industry and is aimed at preparing future managers.

A highlight of our academic year, the graduation ceremony was held within our local community at St Mary's Church, Nantwich. Guest speaker was television wildlife and science presenter Kate Humble.

We have 710 undergraduates currently studying with us. Around 90% of our graduates are in related employment within six months.



Graduates from our Foundation Degree in Garden and Landscape Design enjoy a milestone day



Foundation Degree in Machinery Dealership with Management graduates with Kate Humble

Further Education student success

The Reaseheath Experience helps students improve their self-confidence and develop the tools they need to approach life's challenges. While at college, students can establish good habits that will make their lives easier and improve the overall health and well-being for themselves and their families. (emsi 2013)

Our Further Education awards ceremony celebrated the success of around 1,300 students who had achieved industry recognised qualifications and skills.

Our students are preparing to enter careers in agriculture, environmental conservation, animal or equine management, engineering, motor vehicle, business, food manufacture, floristry, horticulture, forestry, construction or in leisure industries such as sport and outdoor adventure.

Sharing congratulations with capacity audiences during the two day event, Principal Meredydd David emphasised that 93% of FE students progress into employment or onto higher level courses and that Reaseheath was recognised for preparing students well.

Global food, water and energy security challenges, coupled to population growth, meant there were tremendous opportunities ahead and Reaseheath students could make a real difference by protecting the environment and supporting sustainable production and life styles.

Guest speakers were the Lord Lieutenant of Cheshire David Briggs, former President of the National Farmers Union Peter Kendal and vet and television presenter Steve Leonard.



Cross college award winners Luke Evans, David Power, James McKenzie, Lucy Simm and Hayley Carr



Peter Kendall with top agriculture students Martin Beeston, Zara Jones, Jack Garner, Ellen Helliwell and Oliver Bagley, Meredydd David and Chair of Governors Emily Thrane



Sian Manfredi and Ricky Stevens, best students Level 3 Light Vehicle Maintenance and Repair



Top veterinary care assistants Fiona Moss and Liam Grocott with vet and TV presenter Steve Leonard

Apprenticeships success



Advanced Apprentice of the Year Ben Goostrey (Agriculture) and Apprentice of the Year Jordan Kenyon (Construction)

The close relationships that Reaseheath maintains with local employers through vocational learning and apprenticeship programmes provide employers with a workforce specifically developed for their business needs and growth strategies (emsi 2013)

Reaseheath is helping an increasing number of employers to boost productivity through tailor-made apprenticeship training programmes.

We train over 450 apprentices who work in businesses throughout Cheshire and surrounding counties. Most attend college weekly and spend the rest of the week earning and training in the workplace. Although the majority are aged between 16 and 24, Reaseheath also offers apprenticeships for those aged over 25.

The scheme is supported by 226 employers including councils, golf clubs, garden maintenance companies, kennels, pet shops, livery stables, florists, farms and the food, construction and timber industries.

Speaking at our apprenticeship awards ceremony, Principal Meredydd David emphasised that these meaningful and valued qualifications had gained favour with both employers and the government and that recruitment was at an all-time high.

Guest speaker Helen Steadman, HR Manager of New Primebake Ltd. said that her company believed in growing its own talent. Reaseheath had 'gone the extra mile' to answer their training needs and the results had been very positive.



Best horticulture apprentice Laura Cartmell with Work Based Assessor Ian Humphries



Reaseheath business administration apprentices Mel Sobotta, Kelly Barker, Becky Erskine and Jilly Bennion with assessor Paula Bradbury and Enquiries and Applications Manager Jo Studzinska



Michael Welch, Best Construction Apprentice (Joinery) with Work Based Assessor Andy Armitage

drive **Strategic Development Plan**

In January 2010 we defined, agreed and implemented **drive**, a set of three year **Strategic Aims** which form a key part of our **Strategic Development Plan** up to 2014.

These strategic aims will help us to expand and enhance our business. They are supported by annual objectives and, along with our **Mission, Vision and Values**, are tested each year through consultation with staff, governors and stakeholders.



Through **drive** we intend to:

- D**evelop business and income streams to deliver sustainable growth
- R**aise the expectations of and add value to the communities and sectors we serve
- I**nnovate and embrace change in response to customer needs
- V**alue, enhance and achieve an outstanding learner and customer experience
- E**fficiently and effectively use our resources to ensure demonstrable return on investment

Our Annual Report 2013 describes some of the ways we have successfully implemented our **drive** campaign.

drive

Strategic Development Plan

Develop business and income streams to deliver sustainable growth

Reaseheath continues to make a significant and growing contribution to the local and national economy. Our 2013 social and economic impact review showed that the direct and indirect economic benefit of our operation amounted to £85.7 million per year to the local business community alone. This is approximately equal to 0.3% of the total economic output of Cheshire & Warrington in 2012-13 and represents 3,426 average wage jobs. Our investment into specialist technical and educational facilities continues, ensuring that our students, staff and business partners enjoy the best possible resources.

These new facilities allow us to increase and enhance the bespoke training and knowledge transfer events we offer to the communities we serve. An investment of over £50 million of investment has given us top class food manufacturing, equestrian, agricultural and animal management training centres and continued with new build in 2013. (details below) A further £17 million of investment is planned for 2014-15.

■ 2013 saw the completion of our Food Engineering Centre, a £3.6m project developed in partnership with the National Skills Academy for Food and funded by the Skills Funding Agency. Working in conjunction with our Food Centre and particularly with our Eden programme partners, this facility

provides the dairy industry with an unrivalled national centre which uniquely combines engineering, food manufacturing and agriculture. Training is aimed at engineers who service and maintain large scale milk processing plants in factories. The equipment was supplied by our industry partners.



■ Senior civil servant David Russell learned about the industry-ready skills we offer during a fact finding tour. The Director of 'Closing the Gap' within the Department for Education commented: "I have been impressed with the industry-standard facilities, the engagement of students, the enthusiasm of staff and the vision and energy of your principal and team.

"Above all it was extremely encouraging to see a college which is delivering the Government's vision for the sector. Reaseheath is not only responsive to the needs of industry but is totally in partnership at all levels, from course design and teaching partnerships to the layout of facilities. It shows what can be done by an institution focussed on excellence and completely orientated towards successful employment outcomes and the skills needs of industry."

■ Our latest hall of residence, Platt Hall (named in memory of long serving governor and supporter John Platt MBE), was also completed. This offers an additional 150 en suite bedrooms, some offering special provision for those with disabilities. We now have campus accommodation for 685 which can cater for fee paying summer schools and those attending bespoke training courses as well as housing our regular student intake.

■ Substantial refurbishment of our motor vehicle technology department and agricultural engineering facilities will allow us to expand our offer of relevant industry training within these sectors. Our automotive workshops have undergone a £1 million refurbishment and are fitted out with the latest diagnostic equipment and a range of modern vehicles including the college's own hybrid car. Industry sponsors have worked with our own team to ensure training is relevant. Visiting school pupils have also used the new facilities to build an eco challenge car achieving 350 mpg.

■ Our £7.3 million Food Centre is earning dividends by catering for the food and drink industry. Built to the exacting standards required by industry and staffed by a team of specialist food technologists, our facilities include dairy processing halls and production areas for butchery, bakery and confectionery. We are working with a growing number of blue chip companies and many small and medium businesses across the region, providing bespoke staff training and new product development. Our commercial farm shop sells student-made and local foods.

drive

Strategic Development Plan

Raise the expectations of and add value to the communities and sectors we serve

Our local communities and the sectors we serve lie at the heart of all we do. Reaseheath generates thousands of pounds directly into the local economy each year through the visitors we attract to our Family Festival, graduation ceremonies and course information events. We support land-based industries by ensuring that we deliver relevant training which stimulates economic growth and increases career prospects for all. We also work closely with our local schools and our students regularly carry out voluntary activities and community projects.

- Reaseheath joined the growing ranks of businesses and organisations supporting the Nantwich Food and Drink Festival. As well as sponsoring east Cheshire's biggest event, we presented ideas on how to eat healthily and save money by growing vegetables and baking bread. The event brought a buzz to Nantwich town centre and attracted record breaking crowds, to the delight of town traders. The influx of visitors also provided an opportunity for local charities to raise their profiles.
- Our lambing and open zoo events brought in a record 5,000 visitors over two weekends. Among our visitors was popular BBC Countryfile presenter Adam Henson, who was filmed joining in with students in the lambing sheds for one of his TV programmes. We produce around 1,100 lambs annually and use the opportunity to educate both students and the public. Families also visit our zoo and take part in educational activities and talks.
- Nantwich's showpiece flower bed was remodelled by our horticulture students – and this helped the town win Gold in the RHS North West in Bloom competition. Our students moved yew trees from the town square which were blocking panoramic views of the town's historic buildings, replacing them with colourful flowers in time to impress the judges. The students also joined Nantwich in Bloom volunteers to ensure that the town's flower beds, tubs and baskets were in top condition.
- Weddings at an exclusive local venue will be even more special thanks to the skills of our construction students. Level 3 Diploma in Carpentry and Joinery students built an arbour made from green oak in the walled garden at Combermere Abbey to provide a focal point for photography and a quiet area for guests. Using traditional hand skills, our students built the structure in sections in our bespoke workshops before the final erection at the former monastery.
- Adventure sports students took to the water to help conservation charities in their fight to save the water vole. The Level 3 Extended Diploma students linked up with Cheshire Wildlife Trust, the Canal & River Trust and



- Reaseheath student life is not all about work and academic progress. Many students organise and participate in social events and charity fund raising, which in 2013 contributed £10,000 to worthy charities.

Fundraising throughout the year and particularly during RAG (raising and giving) week culminated in a £6,000 donation to Broughton House, a care home for ex service men and women. Our students also raised £4,000 for other charities including the North West Air Ambulance, Help for Heroes, the Poppy Appeal, Red Nose Day and the Blue Cross. We have raised a massive £180,000 for charities over the past 26 years.

the John Muir Trust to help log suitable habitat along Cheshire's waterways. The students surveyed 36 km of rivers and canals, looking for evidence of the secretive mammal. Their research will help Cheshire Wildlife Trust to protect areas where voles thrive.

- Students on our new Level 3 Fishery Management course have made quite a splash by adopting part of a canal! The project is part of an ongoing partnership with the Canal & River Trust. Our students have taken over the maintenance of a section of the canal at Middlewich, and are gaining useful estate and fishery management skills. Countryside students have been working with The National Trust, the Forestry Commission and several local authorities on a range of projects.

drive

Strategic Development Plan

Innovate and embrace change in response to customer needs

We are justifiably proud of the way we champion innovation and enterprise within the industries we serve. We try to be clear about customer needs and respond with a timely solution. This has led us to develop new areas of curriculum which refresh our courses and support new markets. These training solutions have a direct influence on the skills level, innovative capacity, competitiveness and profitability of our regional and national customers. We also hold conferences and discussions which support knowledge transfer.

- Our equine department has joined other leading education institutions in a project to support and promote careers in Cheshire's thriving horseracing industry. The Cheshire Racing Hub links centres of education and training with regional horse racing related businesses. The initiative is funded by the British Horseracing Authority and the Department for Culture, Media and Sport. Project partners include Reaseheath, the University of Chester and the University of Liverpool. We are introducing aspects of this key industry into our courses to prepare our students for the many career opportunities available.
- The first engineers have graduated with a new national benchmark qualification for the milking equipment industry, delivered exclusively by Reaseheath. Staff from four of the UK's major manufacturers - De Laval, GEA Farm Technologies, Fullwood and Lely - received their awards at the inaugural conference of the Milking Equipment Association (MEA) which was held on



- Over 70 farmers discussed the economics behind different systems of dairy farming at our annual dairy conference. Delegates packed the John Platt Centre to capacity to hear six regional speakers describe their own business systems. Funded by RDPE Skills (Defra) and sponsored by farming consultants Harvey Hughes, Nantwich Vets, the HSBC and solicitors Butcher and Barlow, the aim of the conference was to stimulate farmers to think through their production systems. The conference was organised through Reaseheath's Agricultural Development Academy.

campus. The LTA MEA Parloursafe scheme gives accredited status to specialist engineers and aims to raise installation and servicing standards. It is hoped that its clear career development path will attract more young engineers into the industry.

- In partnership with major dairy processors and with Dairy UK and the National Skills Academy for Food and Drink, we developed an award winning education initiative called the 'Eden' programme in 2009. This aims to address specific skills shortages and to enable the UK industry to be at the cutting edge of hi-tech dairy processing and manufacturing. Key players including Arla Foods, Dairy Crest, First Milk, Milk Link, Muller Dairies and Robert Wiseman Dairies helped to design the programme and sent 25 dairy technologists to form the first cohort. The total number of students had trebled by the third year and the course continues to flourish.
- Unusual Indian social spiders, bred at Reaseheath, co-starred with wildlife legend David Attenborough in a pioneering television series focussed on the unseen world of bugs. The series aimed to show previously unrecorded detail of behaviour through macroscopic 3D filming. We have ten colonies of the arachnids and have achieved such a reputation for their care and breeding that keeper Lauren Lane is writing husbandry guidelines for other zoo collections. We also won a prestigious Blue Cross 'Animals in Education' award for the way invertebrate husbandry is incorporated into our students' learning.
- Our horticulture department supported the Royal Horticultural Society's call for government action to address serious skills shortages within the industry. The report identified a demand for qualified horticulturists to take on skilled jobs in scientific research, particularly in the areas of environmental management, climate change and food security. We have embedded science across our horticultural curriculum and encourage talented young people to study to degree level. In 2015 we plan to open an £8million cutting-edge Food Futures Centre, providing a national centre for horticultural production, renewable energy and environmental management and conservation.

drive

Strategic Development Plan

Value enhance and achieve an outstanding learner and customer experience

We are passionate about our students and customers and place them at the heart of all we do. Our graduate employability rate in some areas are the highest for any institution in Great Britain and almost all our Further Education students progress into work or higher education. We prepare them well for the jobs market by ensuring all students complete work experience and many leave with additional practical qualifications. This helps many to earn salaries which are above average. In addition to industry facing courses, we encourage our students to enter national competitions and to join study tours, enabling them to widen their horizons and experience the demands of a global market.

- Reaseheath offers exemplary care for younger students living on campus, Ofsted inspectors have confirmed. We were judged 'Outstanding' in a report by the Care Standards Commission for the superb support, development and care we offer our 16 to 18 year-old residential students. Four areas were inspected: outcomes for young people, quality of service, safeguarding and leadership and management.
- Two floristry students lived their dreams after being encouraged by lecturers to work as floral designers in Bermuda. Emma Ollier and Jen Latham set off for the sunshine island after being offered jobs by a former Reaseheath student who runs three florist shops there.
- Animal management students were directly involved in valuable conservation work during a study tour in Botswana's Northern Tuli Block. Twenty-six degree level students helped wildlife researchers collect data on species diversity and abundance. The records will play a valuable part in on-going studies of the area's fauna. The students also enjoyed game drives, bush walks and lectures.
- Equine students came under the spotlight for the third year running when they provided the arena party for the Horse of the Year Show. A team of 36 students were on duty for a week helping Olympic course designer Bob Ellis and colleagues to test the world's best showjumpers. Apart from having a lot of fun, the students received invaluable experience and training.
- Our rugby team won the British Colleges Sport (BCS) North West Division 1 League after its best season yet playing against colleges in our region. The team has completed four seasons in this very competitive league and has steadily improved. Our girls' football team also won their first tournament. Our men's first and second football teams continue to play enthusiastically, as do our netball and men's basketball teams.
- Level 3 Extended Diploma in Animal Management students Hannah Cantrell and Joanna Charlesworth took first and second places in the prestigious VETNET Investigative Project competition. The students, who are now at university, put forward the results from their final year studies. Hannah researched which substrate is preferred by otters when building their holts while Joanna looked into the effect of hydrotherapy on canine patients.
- Agriculture student Ellen Helliwell was crowned Young Shepherd of the Year in a competition run by the Central Region of the National Sheep Association. She became the first female winner of the title after proving she has the all round skills to make a successful commercial shepherd. During her Level 3 Extended Diploma, Ellen spent a valuable year working in industry and gained a job in Australia on qualifying.



■ There were celebrations all round after our horticulture and floristry teams carried off top medals at the prestigious RHS Flower Show Tatton Park. Our two show gardens, created by degree level garden design students, were in the 'Inspire' zone, an area dedicated to cutting edge design and fresh ideas. One garden had a Japanese theme while the other commemorated the 25th anniversary of St Luke's Cheshire Hospice. Our florists were equally contemporary, designing a galaxy inspired stand. All three exhibits were visited by Chancellor George Osborne.

drive

Strategic Development Plan

Efficiently & effectively
use our resources to
ensure demonstrable
return on investment

Our continuing investment into world class specialist educational facilities and resources has resulted in increased revenue from new business and in savings on outgoings. We actively encourage all departments to strengthen and establish new links with industry partners and groups with special interests and requirements

■ Our £5 million Animal Management Centre and Zoo, which was officially opened in 2012, is now open to the public during school holidays and is attracting a growing number of fee paying visitors. As well as touring our indoor and outdoor collections, families can take part in educational activities and special events. These have included World Tapir Day, when we focused on the heritage and management of our own two Brazilian tapirs, and opportunities to get involved with campaigns by national charities.



■ The action packed programme on offer at our Family Festival proved a big hit with the 7,000 visitors who poured through our gates. This annual event gives us the opportunity to showcase the whole campus and particularly our new resources. We are supported by many industry partners, who are keen to show how they work with us and also to highlight their own businesses. Hundreds of activities in 2013 included demonstrations by celebrities, dog, calf, pig and sheep shows, tours of our zoo, farmers' and craft markets and performances by local bands, choirs and dance groups.

■ Hundreds of spectators filled the indoor arena at our Equestrian Centre for a masterclass by Olympic dressage rider Richard Davison, talented showjumper Joe Clayton and international three day eventer Alex Hua Tian. This was a rare opportunity to see leading riders demonstrate skills across all three disciplines. The event was supported by Martin Collins Enterprises, which supplied and installed the arena's competition surface.

We also use our facilities to offer regular competitions and clinics for the region's riders and are becoming increasingly popular as a venue for national shows and pony club activities.

■ Our £7.3 million Food Centre has become part of a new collaboration aimed at providing a 'one stop shop' for small, medium and large food and drink businesses. The partnership, between Reaseheath, the University of Chester and Leatherhead Food Research, will offer a comprehensive service providing access to research and development, processing technologies and bespoke training which will appeal to a wide cross section of companies.

■ The time and money invested in setting up the Reaseheath Agricultural Development Academy (RADA) is raising our profile and paying dividends for the region's farmers. A RADA bid for £48,250 from The Prince's Countryside Fund was one of just 16 approved out of 290 applications. The funding is being used to help 50 farmers with challenged areas of their business by providing specific technical help, advice and planning. It is hoped that the businesses will become more profitable and sustainable through the use of efficient farm practices. RADA specialists will manage the 18 month project as well as continuing with knowledge transfer events for farmers.

■ We continue to promote the potential of Anaerobic Digestion (AD) for rural businesses by offering guided tours of our own demonstration AD plant to local farming and community groups, allied businesses and undergraduates. The biogas produced on campus provides around one quarter of power required by the college.

■ We have increased our investment into Reaseheath Engineering and continue to be the preferred training provider for many leading companies including JCB, A-Plant, CSkills, Case IH, New Holland, CLAAS UK and Finning CAT. Over 300 apprentices are following agricultural engineering and construction plant engineering programmes.

Equality and Diversity

We focus on providing opportunities for everyone to study and work with us. As a college we take equality of opportunity and the value of a diverse community seriously and are very proud of our work to ensure opportunities are available to all. Considering the needs of every individual is part of everything we do.

Over the last year we have taken guidance from our Equality and Diversity Committee and our own Equality Objectives, translating them into real action for our learners and staff. Below are some examples of our actions...

- We have reintroduced the Staff Partnership Forum
- Online reporting mechanisms have been put in place for learner safeguarding and to report any bullying
- Our transport provision has been expanded, allowing students from further afield and differing geographical areas to study at Reaseheath. We offer transport links across the North West, Merseyside, Cheshire, Shropshire, the Midlands and Wales
- We are making greater use of signing support
- We have improved accessibility to all buildings
- We offer support groups for new students arriving from a variety of communities and backgrounds
- We have redeveloped an induction programme for staff and students, focusing on what equality and diversity means at Reaseheath
- Surveys and feedback have been carried out with students, staff, visiting parents and prospective students, the local community and businesses
- An ever expanding use of social media (Twitter and Facebook) allows students, parents, employees, employers and the broader community to engage with Reaseheath, comment on their experiences at college and how it can continue to be improved

We will continue with this work, ensuring our values are translated into action and improvements for all. For full details of Reaseheath's commitment to E&D please visit our website www.reaseheath.ac.uk



Key Facts

Student Numbers 2012/13

■ Further Education (LSC funded)	2500
■ Higher Education	710
■ Schools Programmes	300
■ Apprenticeships	580
■ Work Based Learning	127
■ Full Cost Courses	1400
■ Adult and Community Learning	988
Total	6605

National Training Contracts:

Horticulture and Countryside

- National Trust

Agricultural Engineering

- Construction Plant Mechanics (Construction Skills)
- Case IH / New Holland
- CLAAS UK
- A-Plant
- JCB Construction
- JCB Landpower
- Bombardier

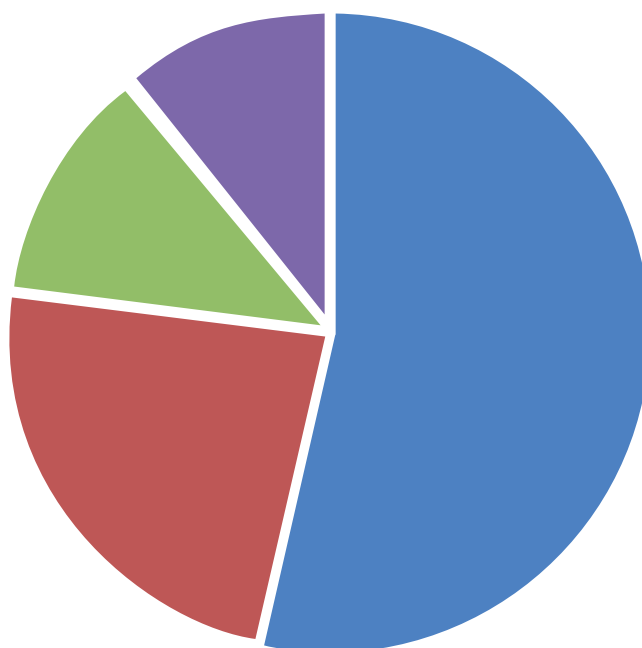
Food Centre

- Tetrapak International

Dairy Trades Federation (Eden programme)

- Arla Foods
- Dairy Crest
- First Milk
- Milk Link
- Muller Dairies
- Robert Wiseman Dairies
- Cotteswold Dairy
- Rodda's Creamery

Where Learners Come From:



■ Cheshire & Warrington	52%	■ Other North West Areas	14%
■ Staffordshire, Shropshire, Derbyshire	24%	■ Rest of UK	10%

Success Rates

Reaseheath seeks to ensure that all groups are given every opportunity to succeed on their course and all learners achieve well compared to other institutions. The data for 2012/13 academic year shows that disadvantaged groups do well at Reaseheath.

2012/13 Academic Year

- Male learners have similar success rates to female learners
- Learners from ethnic and minority groups had the same success rates as white groups
- Learners with a learning difficulty or disability had a 9% better success rate than learners without a learning difficulty or disability
- 90% of Learners gain the qualifications that they study

Staff - Equality and Diversity

2012/13 Academic Year

Sex:

Male	42%
Female	58%

Ethnicity:

White British	96.35%
Asian	0.16%
Black	0.48%
Mixed Heritage	0.48%
Not known	2.54%

Disability: 1.78%

Despite the college's promotion of its commitment to equality and diversity, disability data remains difficult to collate (in line with national findings) as it depends on the willingness of staff to offer this information.

Our Human Resources department actively promotes Reaseheath's commitment to the employment, retention, training and career development of disabled employees.

Accounts - Income and Expenditure 2012-13 Academic Year

Statement of Historical Cost Surpluses and Deficits for the year ended 31 July 2013

	Year ended 31 July 2013	Year ended 31 July 2012
	£000	£000
Income		
Funding body grants	14,475	14,050
Tuition fees and education contracts	5,263	5,051
Other income	7,129	5,681
Endowment and investment income	6	1
Total Income	26,873	24,783

Expenditure

Staff costs	(14,075)	(12,946)
Other operating expenses	(10,343)	(9,031)
Depreciation	(1,788)	(1,640)
Interest and other finance costs	(606)	(399)
Total Expenditure	(26,812)	(24,016)

Surplus on continuing operations after depreciation of assets at valuation and before exceptional items and tax	61	767
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Surplus on disposal of assets	13	-
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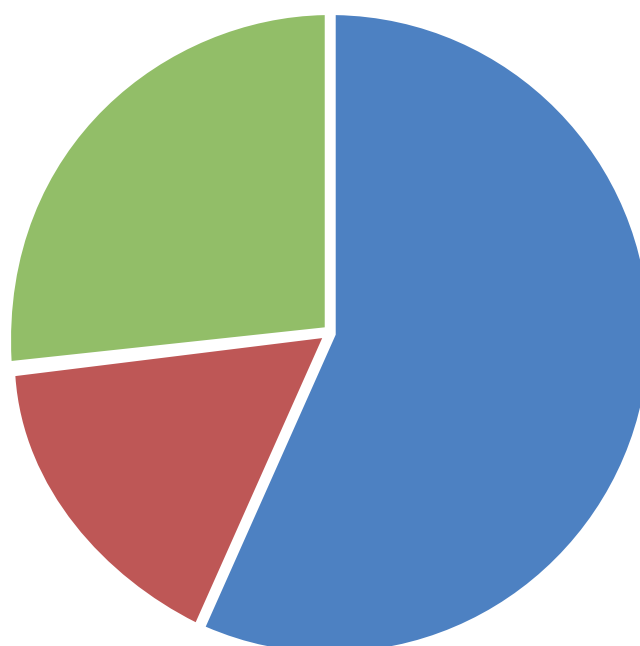
Surplus on continuing operations after depreciation of assets at valuation, exceptional items and disposal of assets but before tax	74	767
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Taxation	-	-
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Surplus on continuing operations after depreciation of assets at valuation and tax	74	767
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The income and expenditure account is in respect of continuing activities

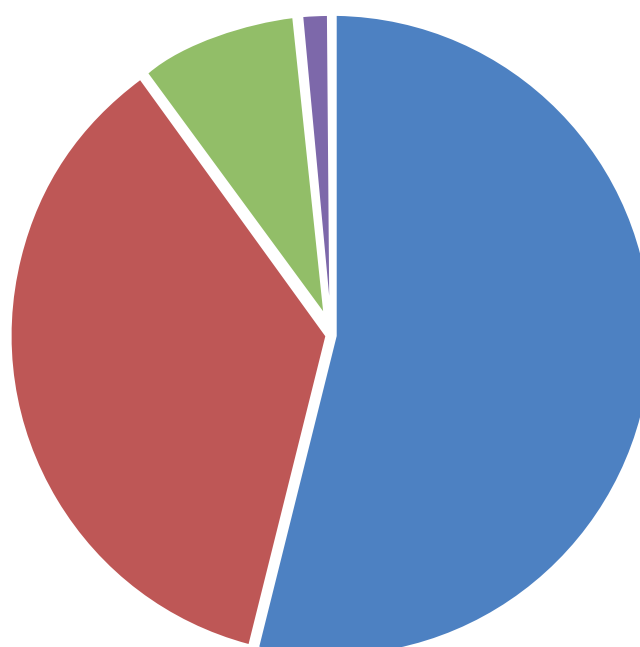
Income



- Funding Body Grants
- Tuition fees and education contracts
- Other income

Total Income: £26,873,000

Expenditure



- Staff costs
- Other operating costs
- Depreciation
- Interest and Other Finance Costs

Total Expenditure: £26,812,000



Raising Standards
Inspiring Achievement

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This activity may be directly or indirectly part-financed by the European Union through European Social fund - helping develop employment by promoting employability, business spirit and equal opportunities, and investing in human resources.

Our Mission

To inspire individuals, communities and rural businesses by delivering world class education and skills accessible to all.

Our Vision

The College vision is to:

- Achieve excellence through fully realising the potential of our learners and staff
- Inspire success through high quality teaching and learning
- Provide world class facilities and resources to enhance skills and employability
- Champion innovation and enterprise for the benefit of our learners, communities and the industries we serve
- Drive participation through actively promoting equality of opportunity
- Develop and grow the business and brand to maintain our investment in our learners
- Strengthen our position as a premier land-based College

Our Values

- **PEOPLE** - We are passionate about learners, staff and customers and place them at the heart of all we do by supporting, developing, empowering, encouraging, respecting and valuing their contributions.
- **RESPONSIBILITY** - We encourage individuals to be responsible for their actions and decisions, and we promote community cohesion and environmental sustainability through our behaviour.
- **INTEGRITY** - We believe in honesty, integrity and the highest ethical standards in everything we do.
- **DIVERSITY** - We recognise and respect diversity.
- **EXCELLENCE** - We challenge ourselves to strive for the highest standards of quality and behaviour by adopting a supportive self critical approach in our pursuit of excellence.

