

Hastings and Rother taskforce - In July 2012 it adopted a 6-point plan for economic growth for the area that needs to be included in the college's strategic business planning.

Priority Point	Considerations under each broad Strategic objective
<p>1. Urban Renaissance – The lack of appropriate employment space continues to inhibit the creation of new jobs, business expansion and inward investment. Focus upon redeveloping business space and regeneration of the seafront focusing on key tourism, leisure and cultural sectors</p>	<p>Curriculum</p> <ul style="list-style-type: none"> • Ensure that the offer links to the key sectors highlighted here and equips learners (16-18 and 19+) for employment in them <p>Partnerships</p> <ul style="list-style-type: none"> • Ensure that the college is a key partner at every stage from construction/redevelopment to recruitment and on-going CPD requirements for businesses located in new development • Jointly develop projects and programmes that meet the needs of employers relocating to development areas <p>Income/Efficiency</p> <ul style="list-style-type: none"> • Explore the potential of being included in these capital development for new training facilities or commercial opportunities (as and when required) e.g. planned training restaurant on the Pier.
<p>2. Transport – whilst the Hastings – Bexhill Link road is important a number of other transport improvements are vital including restoration of direct rail link to London, improvements to A21 and expansion of London Ashford Airport.</p>	<p>Curriculum</p> <ul style="list-style-type: none"> • Does the college provide the right construction provision to ensure local people are able to secure employment within the planned road and rail improvements? <p>Partnerships</p> <ul style="list-style-type: none"> • Close partnership working with ESCC/HBC and contractors employed to deliver these developments to ensure that curriculum offer meets their needs • Review of travel to learn/work boundaries to encourage more out of area learners (16-18 and 19+) so new partnerships to exploit these – including use of airport/ports for international students? <p>Income/Efficiency</p> <ul style="list-style-type: none"> • Exploitation of wider talent pool for staff to improve expertise and retention.
<p>3. Skills – Local employers continue to find it difficult to recruit employees with the right skills from the local working age population. Too many of the</p>	<p>Curriculum</p> <ul style="list-style-type: none"> • Is the current curriculum fit-for-purpose and meeting the needs of local employers? • Do we have effective internal progression routes and are these also linked to the 11-16

<p>local working age population are not work-ready, and the number of young people who are not in employment, education or training continues to remain unacceptably high. We also lose some of our ablest young people who leave the area to pursue careers elsewhere.</p> <p>The local area needs an education system that:</p> <ol style="list-style-type: none"> Ensures that every school leaver is equipped with the basic interactive, numeracy and literacy skills and knowledge necessary to function in the workplace. Improves and develop networks and other linkages between schools, colleges, University of Brighton and local businesses to promote better understanding of local economy, career pathways and workforce skills development opportunities. Increases the number of businesses engaged in work-based training, apprenticeships and graduate training. Provides Further and higher education curricula that are relevant to the workforce skills required by local employers. 	<p>referral and HE progression offers in the area?</p> <ul style="list-style-type: none"> Development of additional HE opportunities linked to our key assets (estate and staff) Focus upon supporting learners secure sector specific work placement opportunities to improve their employability. Increase the commercial college offer to better meet the needs of employer and their employees. Develop more employability related courses for unemployed people that equip them with the soft and sectorial skills to show employers they are ready for work. <p>Partnerships</p> <ul style="list-style-type: none"> Improve participation in local networks (11-18 & HE) to ensure sectorial pathways are available, effective and appropriate for the needs of local employers Ensure that relationships with local welfare to work partners are efficient and effectively ensure referrals onto unemployed focused programmes with opportunities for employers to try before they buy via placements or trials Improved sectorial approach to partnerships with employers to ensure their articulated skills needs are met for current and future recruitment via co-creation of curriculum (and resources) <p>Income/Efficiency</p> <ul style="list-style-type: none"> Coordinated approach to employers in the area to maximise the offer SCC can make to them (including Apprenticeships, work placements, employee training) Secure standalone funding to deliver HE provision that meets local need, focused upon our key assets (estate and staff) linked to a strategic investment strategy Increase the number of adult courses that are cross-funded to maximise efficiency (unemployed learners secure ASB and employed pay commercial rates) and improve reputation by reducing the number of cancelled courses
<p>4. Broadband – the digital infrastructure needs to improve with super fast broadband rolled out across the area to enable colleges, universities and businesses to improve collaboration and exploit e-commerce.</p>	<p>Curriculum</p> <ul style="list-style-type: none"> Can we provide training for both the installation and use of these technologies or should we focus upon the e-commerce and e-learning aspects? Develop an improved VLE that can provide enhanced teaching and learning opportunities <p>Partnerships</p> <ul style="list-style-type: none"> Further development of the partnership with FE/HE and specialised businesses with specific regard to e-commerce/e-learning products

	<p>Income/Efficiency</p> <ul style="list-style-type: none"> Investment in the development of e-learning products to provide learners with specific instruction e.g. health and safety
<p>5. Enterprise Growth – diversifying the local employment base and increasing business start-up is critical to the area which needs to recognise and promote the area as a centre of excellence for vacuum technology and support the development of key employment sectors: advanced manufacturing and engineering; creative, leisure and hospitality; and emerging technology industries.</p>	<p>Curriculum</p> <ul style="list-style-type: none"> Do we have sufficiently strong offers linked to the key employment sectors highlighted here? How do we support our students start their own businesses or improve their entrepreneurial skills? <p>Partnerships</p> <ul style="list-style-type: none"> Do we have sufficiently strong employer links with these key sectors? How can we utilise our ASB and other project work to build a more attractive commercial offer and develop pathways from L1-6/7 for local people? <p>Income/Efficiency</p> <ul style="list-style-type: none"> The college will need to develop a strategic investment strategy to equip for the future training needs e.g. 5th Floor development and transformation of growth space at Ore.
<p>6. Image - Hastings suffers from an image as a dilapidated seaside resort, Bexhill is seen as a place to retire and the rest of Rother is primarily seen as a rural locality from which to commute to other places. The poor and inaccurate image of the area discourages the inward investment that is vital to economic growth.</p>	<p>Curriculum</p> <ul style="list-style-type: none"> The success and achievement rate increases can only help the image and this needs to be included in any documentation or strategies that reposition the area <p>Partnerships</p> <ul style="list-style-type: none"> More closely link the skills development and improvement role of the college to renewed image of the area and any forthcoming inward investment strategy <p>Income/Efficiency</p> <ul style="list-style-type: none"> Ensure that SCC estate is utilised as a showcase for inward investment opportunities and seen as a successful example of regeneration