

PLYMOUTH COLLEGE OF ART ACCESS AGREEMENT 2012-13

Context

Plymouth College of Art is a specialist art and design college offering provision at both Further Education and Higher Education levels. It provides a wide range of art, design, media and crafts provision from Saturday Arts Club through further education to higher education with approximately 59% in Higher Education. The College has a strong and proactive approach to support for students from a diverse range of backgrounds. Its ethos and culture is both inclusive and highly supportive and effective in meeting the needs of students and their success.

The College has a strong commitment to widening participation and has regularly exceeded targets for recruiting students from under represented groups.

We recruit largely to a regional profile for Higher Education and local profile for Further Education. The College has a high quality and inclusive profile of successfully attracting and providing support for students, inter alia, in the following areas:

- Mature students;
- Students with specific learning needs;
- Under-represented students who may be deterred from entering higher education due to higher tuition fees;
- Study skills and on-programme support including: information and guidance; career education; dyslexia support; counselling; fees and finance guidance and accommodation service;
- BME students.

The BME profile of the College students is predominantly white which closely reflects the BME profile for Plymouth (according to latest census figures). The College has provided learning support for 17% of the HE students. A number of students have also received support as English Speakers of Other Language (ESOL) students.

Agreement

This agreement sets out the following.

- i) The fees that will be charged for full time undergraduates in 2012/13.
- ii) The measures that the College will continue to provide from its 2011/12 access agreement in 2012/13.
- iii) The measures over and above those in place in 2011/12 that the College commits to put in place to sustain and improve access, student retention and success such that under-represented groups can access the full benefits of higher education.
- iv) The estimated costs of these additional access and retention measures.
- v) The targets and milestones by which the progress in meeting the objectives of the access agreement will be measured.
- vi) The College's commitment to provide timely, clear and accessible information to prospective students.
- vii) The College's commitment to monitor and evaluate the effectiveness of the measures set out in this access agreement.

This agreement will be reviewed and formally approved each year.

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1. Fees

The College will charge a fee for Higher Education students, which is above the minimum £6,000. The fee for 2012/13 has been approved by the Corporation at £9,000 in consultation with senior management and student representatives.

The fee level will apply to all enrolling Higher Education students the number of which is estimated to be 370 in 2012/13.

The College will review the level of fees each year and reserves the right to apply real terms rises for 2013/14 onwards in line with permitted increases.

This agreement will not apply to students who are already on a course which starts before 1st September 2012. Such courses include progression from Foundation Degree to Honours from any institution.

2. Access Agreement in place before 1st September 2012

The College will continue to support students who have enrolled before September 2012 in accordance with the relevant OFFA Bursary Scheme.

3. Additional Access and Retention Measures

This section sets out information on the College's outreach strategy, student retention, student success measures and student support through scholarships and bursaries.

3.1 Outreach Strategy

Plymouth College of Art is committed to raising the aspirations and attainment of potential applicants to its Higher Education provision from under-represented groups. By these means it will encourage members of under-represented groups to apply to Higher Education.

The Outreach Strategy is targeted at communities in Plymouth and surrounding areas which are under-represented in higher education. The outreach strategy will include Youth Groups, Saturday arts clubs, Summer Schools and working with social enterprises and Plymouth City Council to combat exclusion.

3.2 Enhancing Progression from Further Education to Higher Education

The College will enhance its processes and structures such that they further enhance retention, success and progression opportunities for its further education students able to take advantage of higher education within the College and generally. Specific activities and arrangements will be put in place for members of disadvantaged groups in order to provide them with the ambition and support to take up this offer.

From 2012/13 onwards the College will provide its new HE intake with their own personal IT (eg Mac Book or laptop) to assist students in their transition to higher education and support their studies when at College.

3.3 Higher Education Student Retention and Success Measures

The College will enhance its processes and structures such that they further enhance retention, success and employability of its higher education students. Specific activities and arrangements will be put in place for members of disadvantaged groups in order to provide them with the appropriate direction and support to stay on their course and improve their grade.

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3.4 Scholarships

i) National Scholarship Programme

The College will match fund 14 places in 2012/13 which will increase in thirds over the succeeding two years. The Scholarship will match the Scheme amount to provide a £6,000 remission of fees. Eligible students will be chosen on the basis set out in the National Scheme which states that the allocation is for students with a household income under £25,000. If the number of eligible students applying exceeds the number of places the College will select students for the scheme through an additional process which will determine those students who are most likely to achieve the best degrees based on the student's portfolio, references and face to face interview.

ii) College Prize Scheme

The College will offer prizes in the form of fee remission totalling up to £40,000 each year in addition to the National Scholarship Programme. The prizes which will be open to all prospective and current students will be designed to promote aspiration and achievement and be awarded on the basis of past academic achievement, portfolio and presentation. The College will offer 3 full awards (£9,000 each) and 3 partial awards (£4,500 each) to the successful candidates.

4. Costs of the additional Access and Retention Measures

The College has a high proportion of members of under-represented groups but has set itself demanding targets to raise its level of participation of under-represented groups from around the national average in all institutions to meet the average for Plymouth. The College will spend about 20% of the fee it is charging over £6,000 on improving access to achieve this movement.

5. Targets and Milestones

Targets

Target 1 Improving participation in Higher Education in the 5 most deprived areas of Plymouth. The achievement of the outreach strategy will be delivered through activities targeted at under represented groups in Plymouth, focusing initially in the 5 most deprived areas of Plymouth as defined by the Index of Multiple Deprivation 2007. The outreach will be aimed at 14 to 18 year olds with objective of raising their skills and aspirations to enter into higher education. The targets will be measured in terms of numbers of students who are engaged in the outreach and the number of those who subsequently intend to enter the higher education system.

Target 2 Improving Retention and Success

The College measures the retention and success rates for all its students. This target measures analyses the success rates for the various socioeconomic groups as measured on initial enrolment. The long term objective will be to eliminate any differences associated with socioeconomic group and place of origin.

Target 3 Effectiveness of Scholarships

The long term aims of the scholarships offered are to encourage members of disadvantaged groups to enrol and succeed. The effectiveness of this will be measured by comparing the success rates and grades of national scholarship students compared to the average for the year.

The long term target will be that the scholarship levels match the College average.

Target 4 Changing the socioeconomic profile of enrolling Higher Education Students

The College will use the socioeconomic profile of its intake compared to the same grouping as Plymouth. The key measure is the total number of new students in the socioeconomic groups: "Lower supervisory & Technical occupations, Semi routine occupations, routine occupations and

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never worked/long term unemployed” as a percentage of the total number of students. The long term target will be to move to the percentage for the population of Plymouth as a whole. (Based on 2001 Census data as the comparator).

Milestones

	2012/13	2013/14	2014/15	2015/16	2016/17
Target 1					
- Number of participating 14 to 18 year old students	100	150	200	200	200
- Number of those students subsequently intend to enter into the higher education system	20	25	30	30	30
Target 2					
Success rates of students from under represented groups compared to the College average success rate	80%	81%	82%	83%	84%
Target 3					
Success of students in receipt of national scholarships compared to College average	n/a	n/a	80%	85%	90%
Outreach / WP activity as for target 1					
Target 4 (Plymouth average 50%)	35%	36%	37%	38%	40%

6. Commitment to provide timely, clear and accessible information to prospective students

The College will publish its access agreement with supporting guidance and information, including performance against its targets on its website and all relevant publications.

7. Commitment to monitor and evaluate the effectiveness of these measures

The College will have in place the means to capture the data necessary to measure the success of its access agreement. This data will be used to compute the College’s performance against its targets, which will be formally reported to its Corporation Board. The performance measures will be used to assess effectiveness and if necessary develop further measures.

Table 5 - Milestones and targets

Table 5a - Statistical milestones and targets relating to your applicants, entrants or student body (e.g. HESA, UCAS or internal targets)

Please select milestone/target type from the drop down menu	Description (500 characters maximum)	Baseline year	Baseline data	Yearly milestones/targets (numeric where possible, however you may use text)					Commentary on your milestones/targets or textual description where numerical description is not appropriate (500)
				2012-13	2013-14	2014-15	2015-16	2016-17	
Socio-economic (other measure - please give details in the next column)	Improving participation in Higher Education from deprived groups in Plymouth, concentrating in the 5 most deprived areas of Plymouth. The achievement of the outreach strategy will be to increase the number of 14 to 18 students in the most deprived areas of Plymouth (as defined by the Index of Multiple Deprivation 2007) who go on to participate in Higher Education	2010/11 Intake and 2001 census for comparator.		100 participating students and 20 stating an intention to progress to HE.	150 participating students and 25 stating an intention to progress to HE.	200 participating students and 30 stating an intention to progress to HE.	200 participating students and 30 stating an intention to progress to HE.	200 participating students and 30 stating an intention to progress to HE.	The milestones measure the number of 14 to 18 year olds who participate in outreach activities and the of those who go onto higher education anywhere.
Completion/Non continuation (other - please give details in t	The retention and success rates for students in various socioeconomic groups and places of origin will be eliminated in the long run. The milestones will reflect the percentage of the success rates in the two most deprived socioeconomic groups compared to the average for the College.	2010/11	80%	80%	81%	82%	83%	84%	The measure will be computed as the success rate in the year of graduation of the socially deprived group as identified on initial enrolment divided by the overall success rate overall success rate for the whole graduating year shown as a percentage.
Completion/Non continuation (other - please give details in t	Success of students in receipt of awards under the national scholarship scheme compared to College average	2012/13	N/a			80%	85%	90%	The measure will be computed as the success rate in the year of graduation of the whole group receiving an award under the national scholarship scheme divided by the overall success rate overall success rate for the whole graduating year shown as a percentage. Therefore the measure come into force in 2014/15 and reflect the scholarships first awarded in 2012/13.

Socio-economic (other measure - please give details in the next column)	<p>Changing the socioeconomic profile of enrolling Higher Education students. The College will use the socioeconomic profile of its intake compared to the same grouping as Plymouth. The key measure is the total number of new students in the socioeconomic groups -lower supervisory and technical occupations, semi routine occupations, routine occupations and never worked/long term unemployed as a % of the total number of students. The long term target will be to move to the % for the population of Plymouth as a whole.</p>	2010/11 Intake and 2001 census for comparator.	33%	35%	36%	37%	38%	40%	
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Table 5b - Other milestones and targets

Alongside applicant and entrant targets, we encourage you to provide targets around your outreach work (including collaborative outreach work where appropriate) or other initiatives to illustrate your progress towards increasing access. These should be measurable outcomes based targets and should focus on the number of pupils reached by a particular activity/programme, or number of schools worked with, and what the outcomes were, rather than simply recording the nature/number of activities.

Please select milestone/target type from the drop down menu	Description (500 characters maximum)	Baseline year	Baseline data	Yearly milestones/targets (numeric where possible, however you may use text)					Commentary on your milestones/targets or textual description where numerical description is not appropriate (500)
				2012-13	2013-14	2014-15	2015-16	2016-17	
Outreach / WP activity (other - please give details in the next page)	The achievement of the outreach strategy will be measured through target 1	2010/11		100 participating students and 20 stating an intention to progress to HE.	150 participating students and 25 stating an intention to progress to HE.	200 participating students and 30 stating an intention to progress to HE.	200 participating students and 30 stating an intention to progress to HE.	200 participating students and 30 stating an intention to progress to HE.	