An outstanding college for land-based courses, sport and equine studies

The Future of Further Education Forum 2012

Putting Theory to Practice: Innovative Solutions in Challenging Times

Achieving and Delivering HE in FE

Malcolm Wharton (Principal)

20th June, 2012

HARTPURY COLLEGE

An outstanding college for land-based courses, sport and equine studies

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HARTPURY COLLEGE

Key Facts

- Hartpury College is one of the largest of the former agricultural colleges
- It has a specialist niche market in Land Sciences, Animal Science, Food and Drink, Sport and Equine Studies
- Over 3150 full time students in Higher Education (HE) and Further Education (FE)

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HARTPURY COLLEGE

Key Facts

- Turnover of £25m+ (10/11)
- Investment of over £45m in campus developments since 1994
- It enjoys a national reputation for excellence in equine studies and sport
- A regional presence and recruitment in agriculture, animal science, farm mechanisation, veterinary nursing and horticulture

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HARTPURY COLLEGE

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An outstanding college for land-based courses, sport and equine studies

Key Facts

- Graded as Outstanding by OFSTED (November 2009)
- Awarded Beacon College status 2010
- 413 Full and part-time staff
- Economic Impact on the local economy of £47m per annum

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Build the Brand

HARTPURY COLLEGE

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HARTPURY SPORT

HARTPURY EQUINE

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HARTPURY COLLEGE

Key Facts

- An Olympic Training Venue in 2008 and 2012
- A major Equine Sports venue
- Over 117 international students from 30 countries (not including EU countries)
- An Associate Faculty of the University of the West of England
- Celebrated its 60th Anniversary in the 2009/2010 academic year

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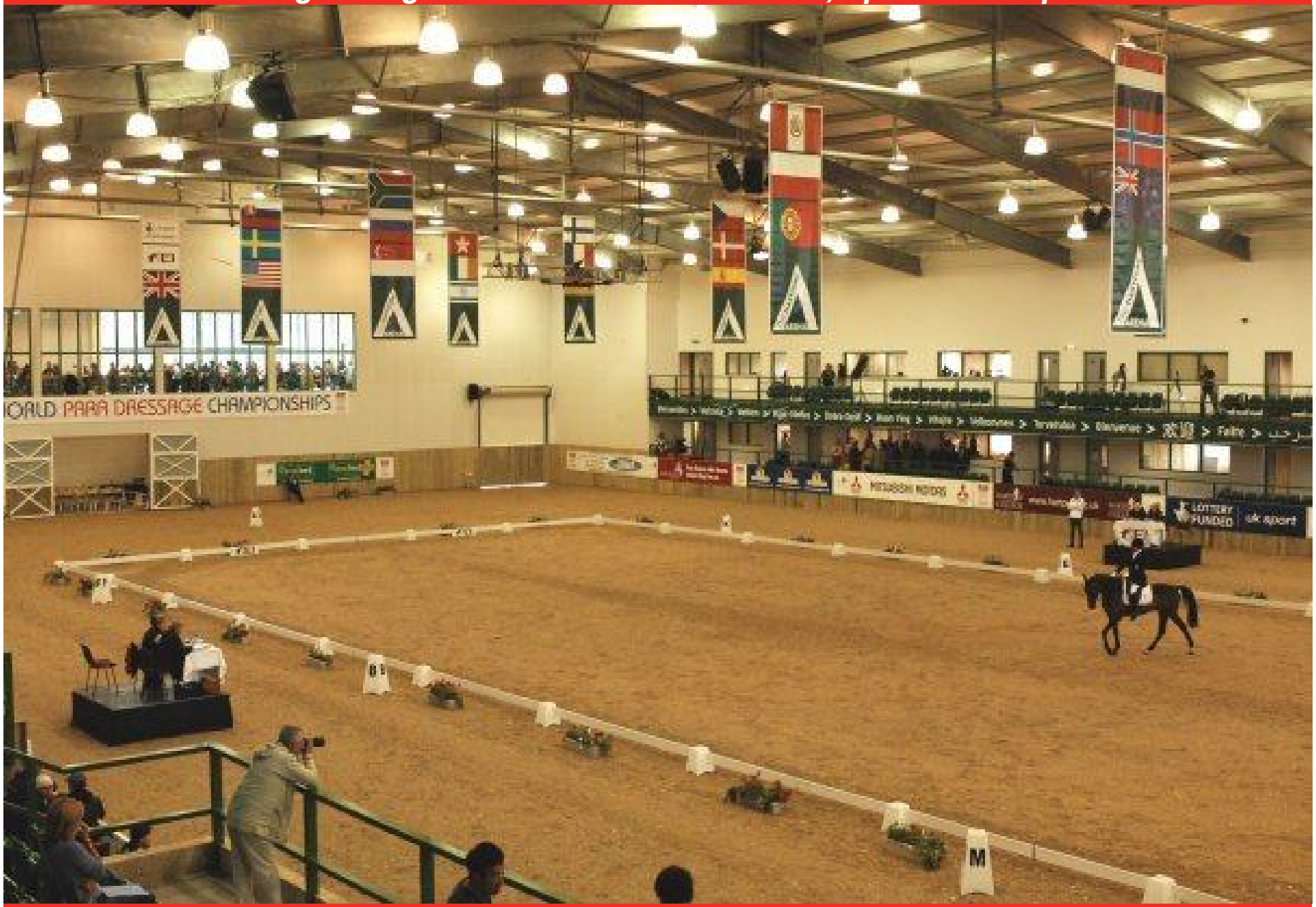

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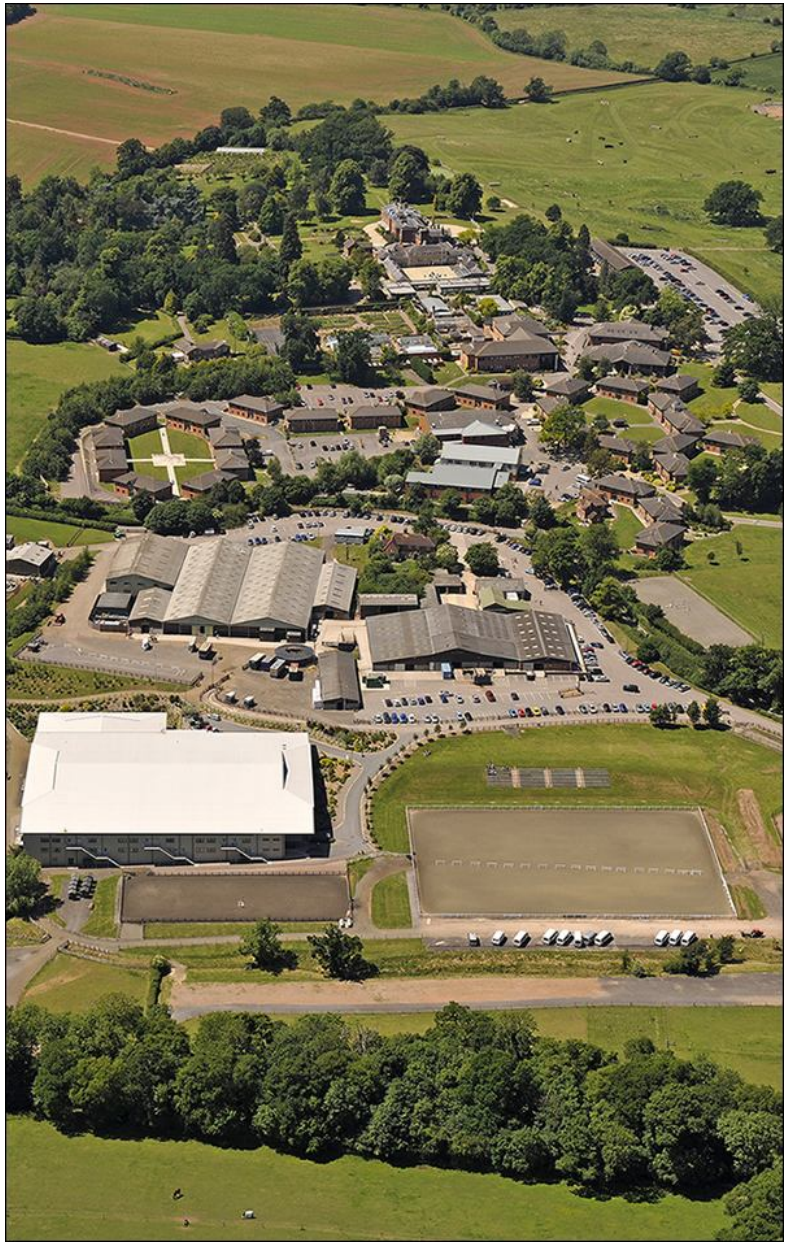

HARTPURY EQUINE

Eight indoor and outdoor arenas including a purpose built championship indoor arena complex

Cross-country courses up to CIC*** level

Stabling for 280 (including over 100 boxes for student DIY livery)

On site Equine Therapy Centre

Rehabilitation Centre which includes a water and high-speed treadmill

Science Laboratories

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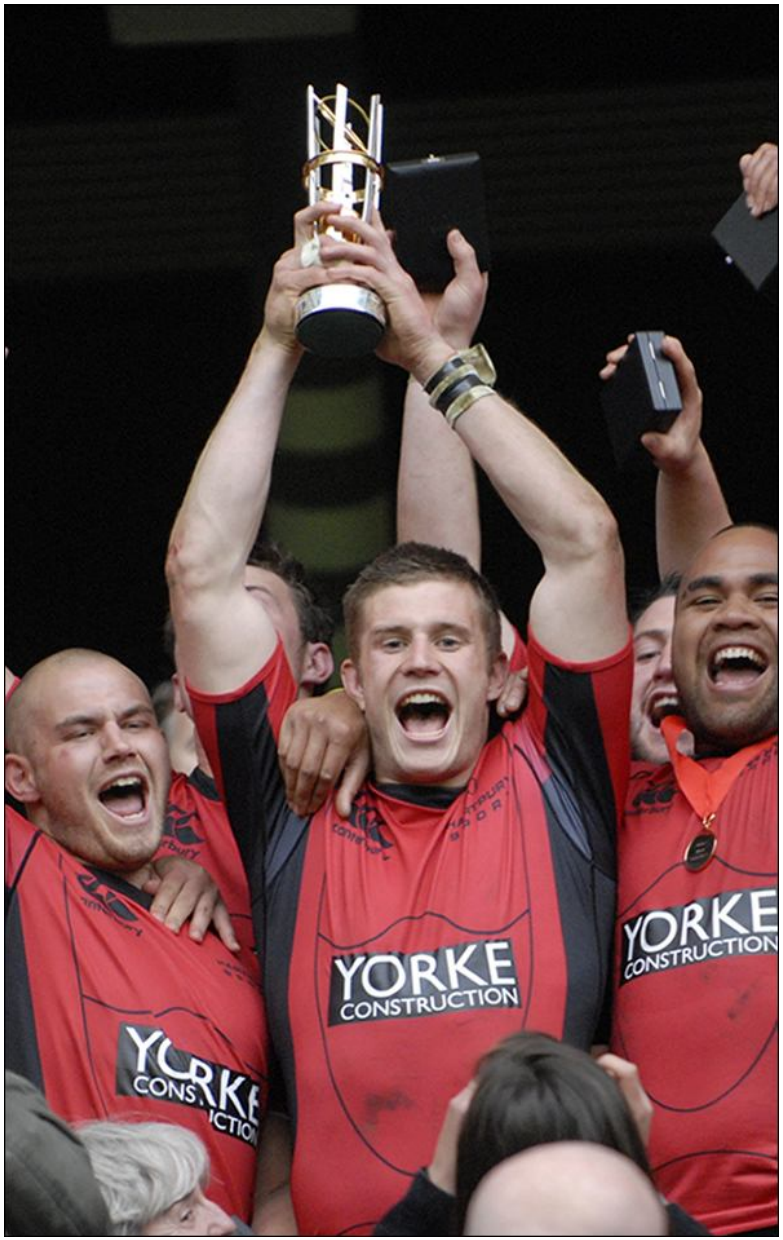

HARTPURY SPORT

Equine Academy

Football Academy with
Cheltenham Town Football Club/Forest Green Rovers

Golf Academy with Lilley Brook Golf Club

Modern Pentathlon Academy with Pentathlon GB

Netball Academy with All England Netball Association

Rugby Academy with Gloucester Rugby Club

Rowing Academy with GB Rowing

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HARTPURY COLLEGE

DEFINE SUCCESS

- 2010/11/12 National Under 18 Rugby Champions (AASE)
- 2011 “Rugby World” Schools Team of the Year
- 2011 HSBC Rosslyn Park National Schools Sevens Girls Champions
- 2011 British Schools Golf Champions
- 2011/12 British Colleges Netball Champions
- 2010/11/12 English Colleges Football Champions (ECFA)
- 2011 British Universities & Colleges Football Champions (BUCS)
- 2012 British Universities & Colleges Rugby Champions (BUCS)
- National Medal Winning Rowing Team
- CCI**** International Event Rider
- European Youth Modern Pentathlon Individual & Team Medallists

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2011/2012 Student Profile

	%	no.
Higher education	49.6	1570
Further education	50.4	1594
Resident	36	1130
Non-Resident	64	2034
Total		**3164**

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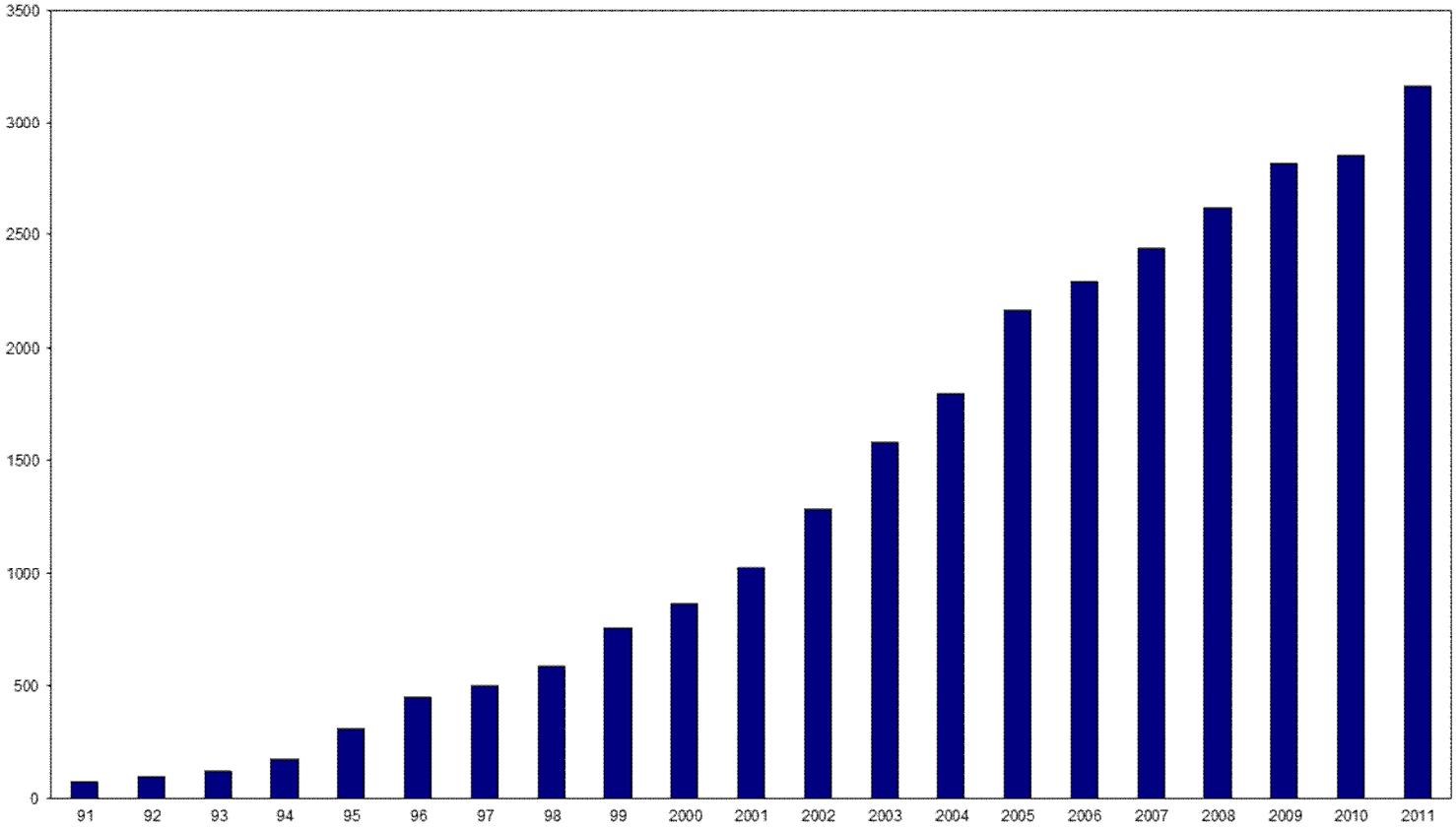
Full-time Student Enrolments

Year-on-year increase in student numbers from 60 in 1991/92 to 3164 in 2011/12



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Accommodation

Under 18	**437**
On Campus 18+	**601**
Off Site 18+	**92**
Total residents	**1130**

811 new en-suite bedrooms built since 1994

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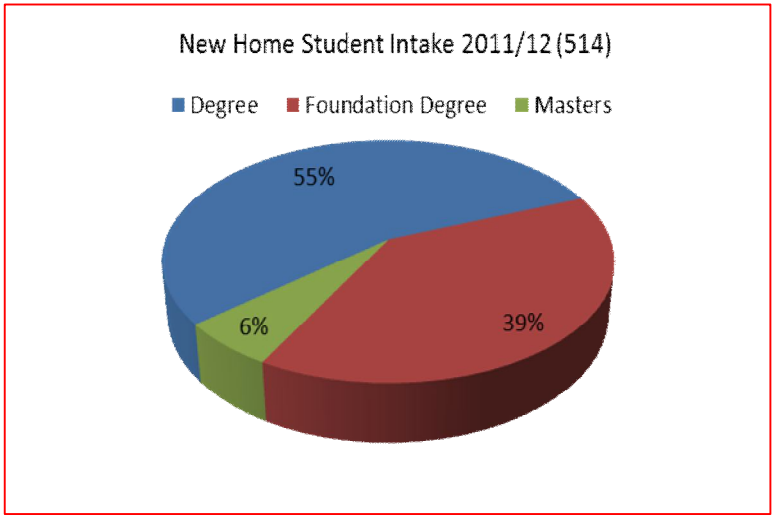
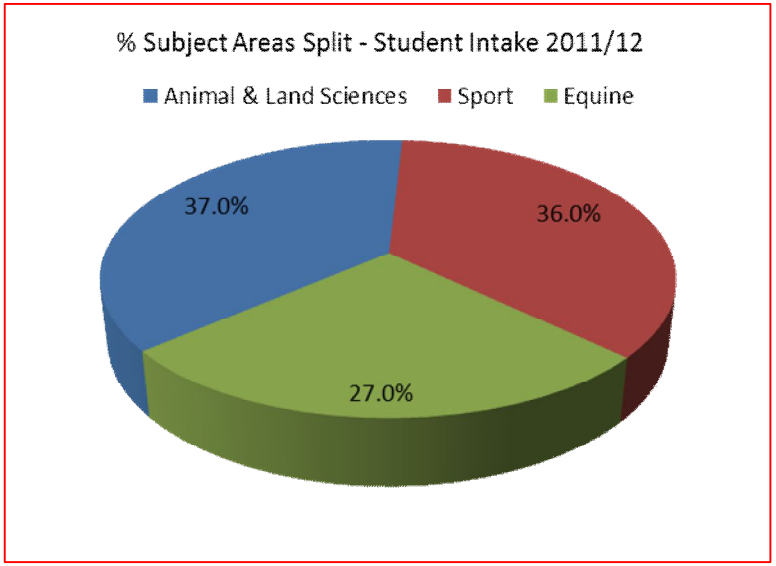
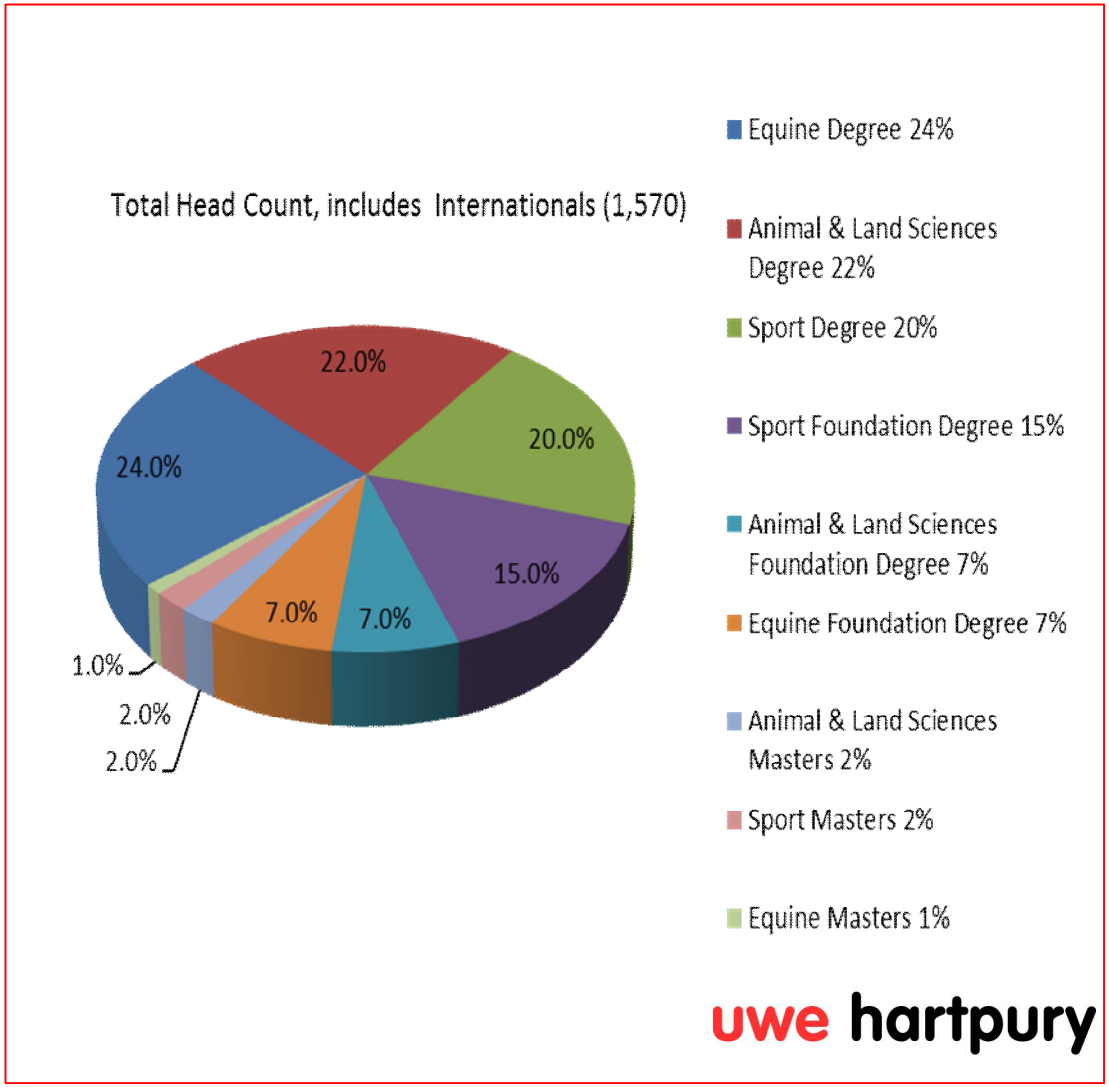
Higher Education at Hartpury College Current Numbers







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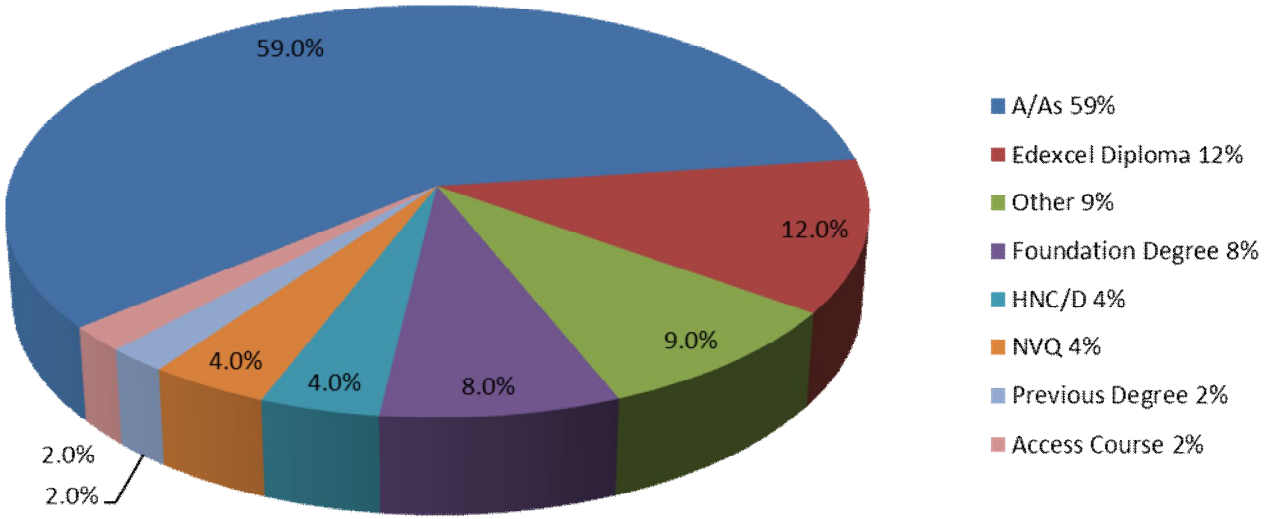
Higher Education at Hartpury College
Nature of Student Intake

Entrance Qualification of Undergraduate Programme Students



Average Tariff Points on Entrance: 280

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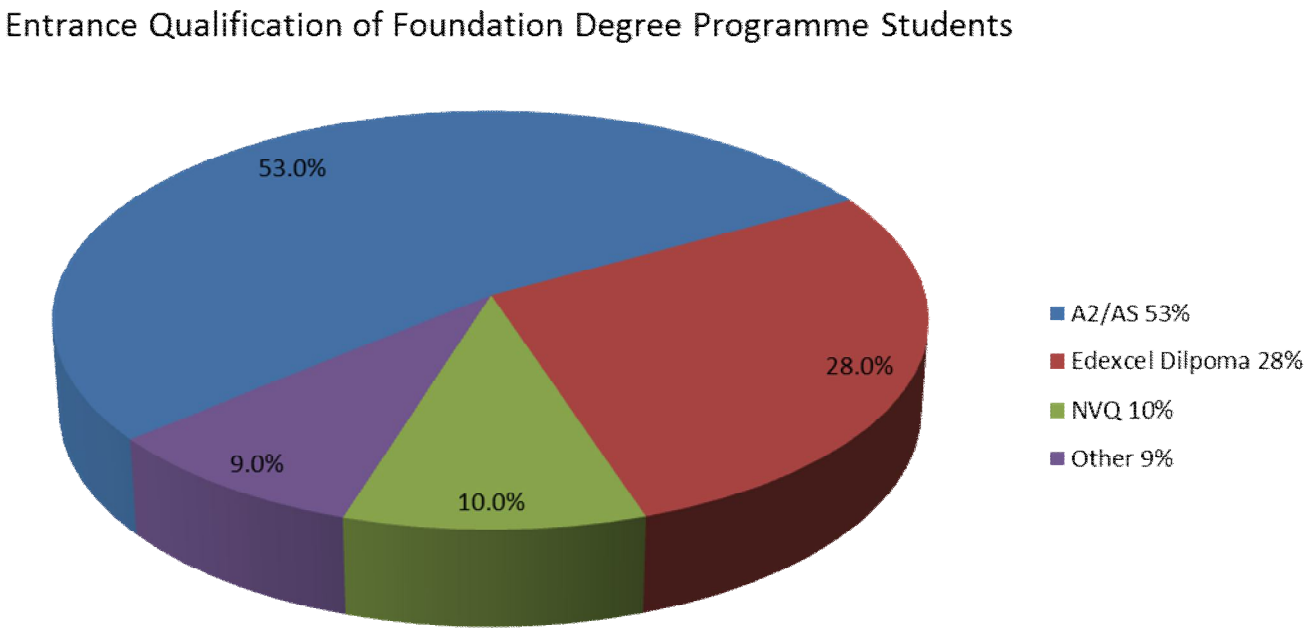
Nature of Student Intake



Average Tariff Points on Entrance: 205

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Higher Education at Hartpury College
Key Points

Higher Education Fees 2012/13

- FdSc & FdA = £7,250
- BSc & BA = £7,450

Higher Education at Hartpury College
Key Points

Associate Faculty of UWE

bettertogether

- Sophisticated franchise
- Academically – a faculty (AVC, Dean, etc.)
- Finance / governance – independent
- Joint marketing, recruitment, admissions, etc.
- UWESU membership
- UWE – KPIs apply (challenging!)
- 10 year agreement
- Joint governor representation
- Exclusivity clause (both parties)

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Higher Education at Hartpury College
Key Points

Providing an HE Student Experience on a 16+ Campus, i.e. separating FE and HE students

- Timetable – HE and FE on different timetable patterns (e.g. lunch), to minimise direct contact
- Dedicated FE and HE spaces, e.g. LRC, HE Centre, bar, accommodation
- Separation of staff and student administration
- Student social activities (Student Union)

Higher Education at Hartpury College
Key Points

Managing Staff Expectations

- **Salary**
  - HE staff compare salary with university sector
  - FE staff compare salary with HE colleagues
- **Meeting research / scholarly activity expectations of HE staff**
- **Teaching load**
  - HE – 26 week teaching year at 12 hours per week
  - FE – 35 week teaching year at 23 hours per week
- **Support staff expectations of academic staff**

Higher Education at Hartpury College Summary

- HE at Hartpury College is specialist, niche, regional/national brand, mainly full time, mainly 18/19 year old entry

- Link with UWE is a key strength, however may be a weakness for some programmes in emerging HE market economy

- The student is an increasingly demanding consumer who is "purchasing" and delivering HE in FE whilst providing an outstanding HE student experience is challenging

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Higher Education at Hartpury College Considerations going forward

- HC validated Foundation degrees / HNDs?
- Multiple validation arrangements / differential fees?
- Reduce dependence on UWE (validation agreement)?
- HC owns all HE numbers (direct funding)?

Contact Details

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