



# Curriculum and Skills Strategy

for the East Yorkshire Region

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# Executive Summary

**Hull College stands at a pivotal moment in its history as a catalyst for economic progress and social mobility in the region. As the “home of the Hullraisers,” we are dedicated to nurturing talent, fostering innovation, and preparing our students for success in the rapidly evolving landscape of the 21st century.**

Our 2024-2027 Curriculum and Skills Strategy responds to significant regional challenges - Hull being the fourth most deprived place in the country and second most deprived educationally - while embracing unprecedented opportunities in emerging industries, green technology, and digital innovation. The strategy is built around key regional priorities identified in the HEY LSIP and informed by detailed labour market analysis.



Key strategic elements include:



Alignment with priority sectors: Engineering/ Manufacturing, Construction, Health & Social Care, Digital, and Creative Industries



Integration of four essential 'golden threads': sustainability, digital skills, emergent trends, and 21st century skills



Focus on technical skills development for emerging green jobs and Industry 4.0 technologies



Innovation in new areas including space technology and renewable energy



Commitment to improving core English, maths and digital skills attainment



Significant investment in state-of-the-art facilities including a STEM technical skills centre and commercial leisure and hospitality facilities

The strategy outlines a comprehensive three-year implementation plan with clear actions, timelines, and responsibilities. Through innovative curriculum design, investment in cutting-edge facilities, and close collaboration with employers, we will ensure Hull College continues to be a driving force for transformation in our region, unlocking the potential of Hull and East Yorkshire residents while supporting a thriving regional economy.

This represents our commitment to placing employers at the heart of skills development while supporting our community to access the opportunities available to them. By focusing on both technical excellence and core skills development, we aim to address persistent skills gaps while preparing our learners for the changing world around them.



# Our Context

## HULL DEMOGRAPHIC CONTEXT

Hull is the **FOURTH MOST DEPRIVED PLACE** in the country and **second most deprived place educationally**.

**45.9% OF HULLS 19-YEAR-OLDS ACHIEVED A LEVEL 3 IN 2022,** well below regional and national averages at 55.6% and 60.7% respectively.

**25.3% OF HULL RESIDENTS AGED 16 YEARS AND OVER** reported having **no formal qualifications**

For 2022/23, it is estimated that **12,406 CHILDREN OR 23.1% OF THE CHILD POPULATION LIVE IN ABSOLUTE LOW-INCOME FAMILIES** and that **15,321 children or 28.5% of the child population live in relatively low-income families**. These statistics are much higher than England at 15.6% and 19.8% respectively.

In 2022, **75.6% OF 19-YEAR-OLDS IN HULL ACHIEVED A LEVEL 2 QUALIFICATION**

lower than regional and national averages at 78.2% and 81.7% respectively.

The percentage of adults with Level 4 and above qualifications is **SIGNIFICANTLY LOWER THAN THE NATIONAL AVERAGE AT 24%** compared to 43% nationally and 33% regionally.

For the 2022/23 school year, almost **ONE-THIRD (32.9%) OF SCHOOL CHILDREN IN HULL WERE ELIGIBLE FOR FREE SCHOOL MEALS** compared to under one-quarter of children in England (23.8%).

In 2021, **16.1% (43,051) OF HULL'S POPULATION IDENTIFIED AS PART OF A BLACK, ASIAN, OR MINORITY ETHNIC GROUP** compared to 10.3% in 2011. This is lower than the national average of 26.5%.

**7.4% OF HULL RESIDENTS IDENTIFY AS "WHITE: OTHER ETHNIC GROUP"**

**13.1% OF HULL'S RESIDENTS WERE BORN OUTSIDE THE UK** which is lower than the national average of 17.4%. **The largest groups within this non-UK born population are from Poland, Romania, and other EU accession countries.**

In 2023, Hull's NEET (not in education employment or training) rate was around **6.5% FOR YOUNG PEOPLE AGED 16-17,** significantly higher than the national average of approximately 5.5% for the same age group.

In 2022/23 there were **8,110 PUPILS IN HULL SCHOOLS WITH SPECIAL EDUCATIONAL NEEDS (EITHER EHCP OR SEN SUPPORT) REPRESENTING 18.3% OF ALL PUPILS** This percentage was statistically significantly higher than England at 17.3%.

In 2022/23 one-third – **31.7% OF SECONDARY SCHOOL PUPILS WERE PERSISTENTLY ABSENT FROM SCHOOL** (missed 10% or more) which is significantly higher than England's national rate at that time of 19.4%.

**At Hull College we accept this context as a challenge and not an excuse.**

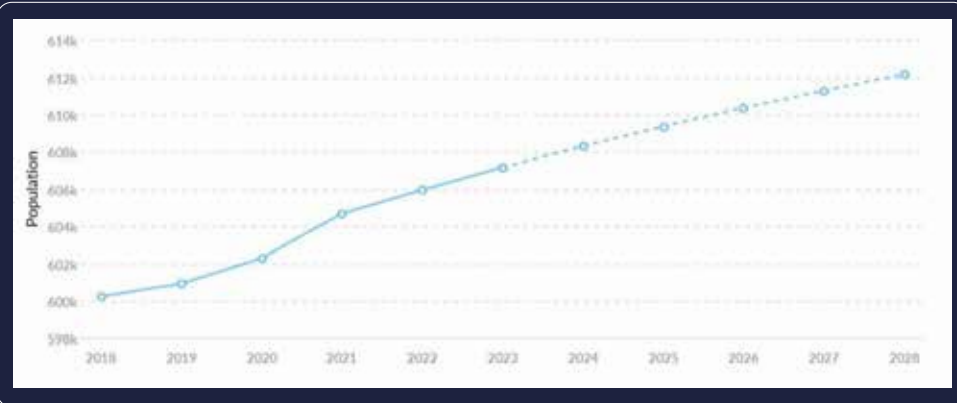
Our demographical context means that our place in the community is pivotal in changing the lives of Hull residents, enabling them to access the opportunities available to them, and supporting the region to thrive both socially and economically.



# Local Market Information

The college utilises the Lightcast system to collect, analyse and apply live market information into its curriculum and skills planning. The following set of infographics illustrate the economic overview of the HEY region.

## POPULATION OVERVIEW



The population grew by 6,935 over the last 5 years from 2018 to 2023 and is projected to grow by 5,001 over the next 5 years. This is an increase of 1.2% since 2018, and 0.8% moving forwards.

Jobs also grew over the last 5 years by 10,841 and are projected to grow by 7,902 over the next 5 years, there are currently 261,061 people employed regionally, with job growth comes opportunity for more Hull and East Yorkshire residents to secure local employment.

The number of millennials in 2024 is behind the average for a region of our size at 113,256, compounding this is the rate of those close to retirement age being higher in the region than it should be for a region of our size at 237,449 versus a relative 209,605 of people aged 55 and over. Racial diversity appears low for a region of our size at 24,625 residents versus

85,161 respectively however Hull is a prime location for initial placement before long term settlement in the UK. This means that we have a responsibility to provide good quality ESOL education that enables non-English speaking residents to settle into the country and community. As the largest single provider of ESOL programmes in the city we take our responsibility to ESOL education seriously.

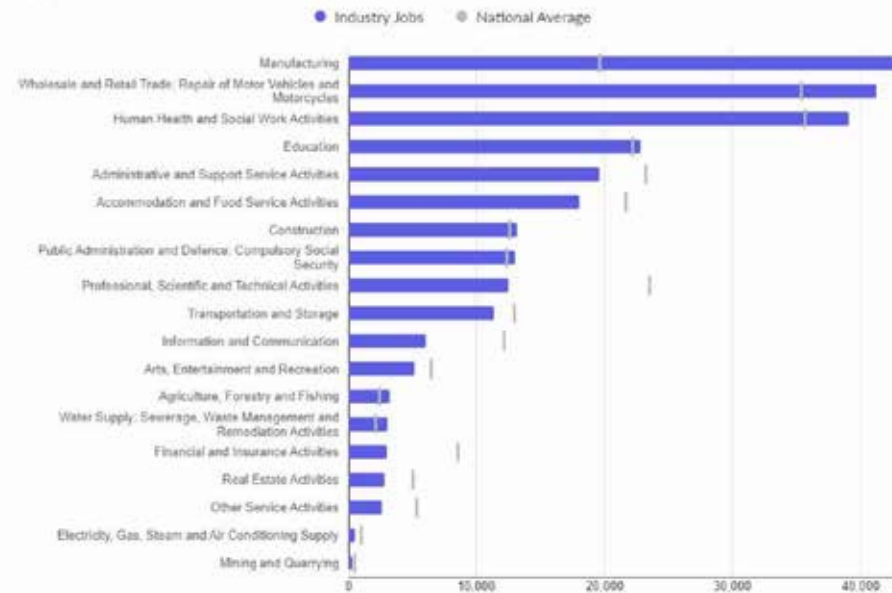
The need to provide accessible education and training has never been more pressing. The rising population require access to training and development whether upskilling, retraining or training for the first time that will allow them to access the wealth of opportunity to them, and Hull College must prioritise this and the sector specific LMI to ensure that the curriculum and skills offer is targeted and relevant.



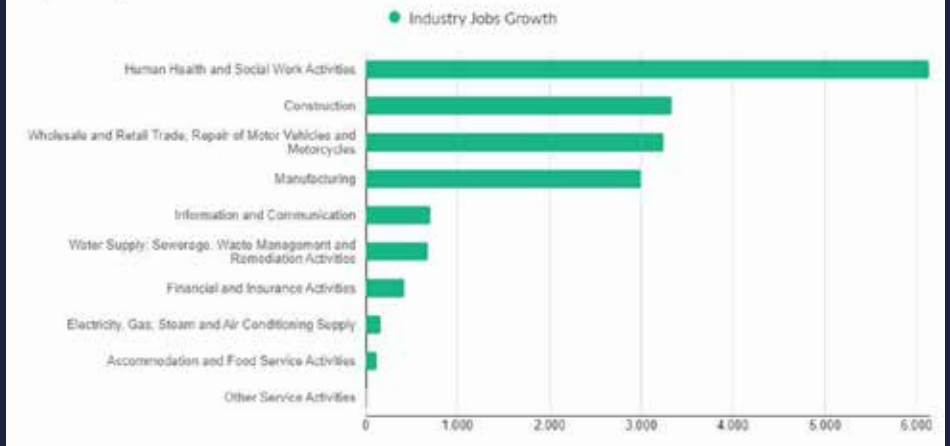


# INDUSTRY AND OCCUPATION CHARACTERISTICS

## Largest Industries



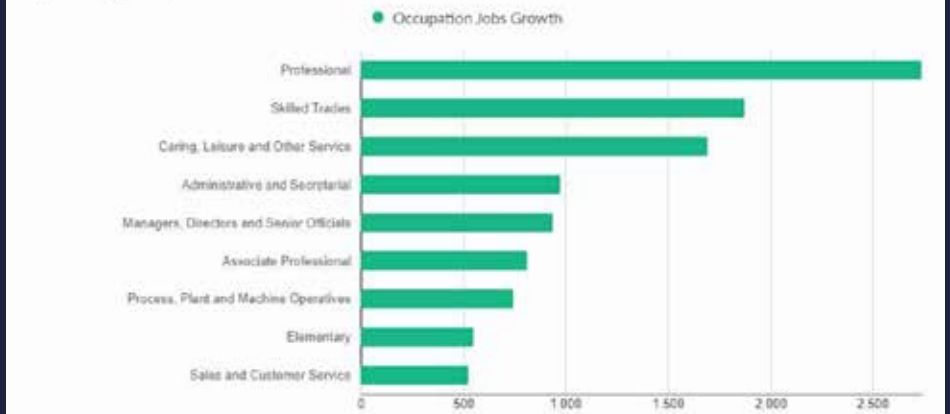
## Top Growing Industries

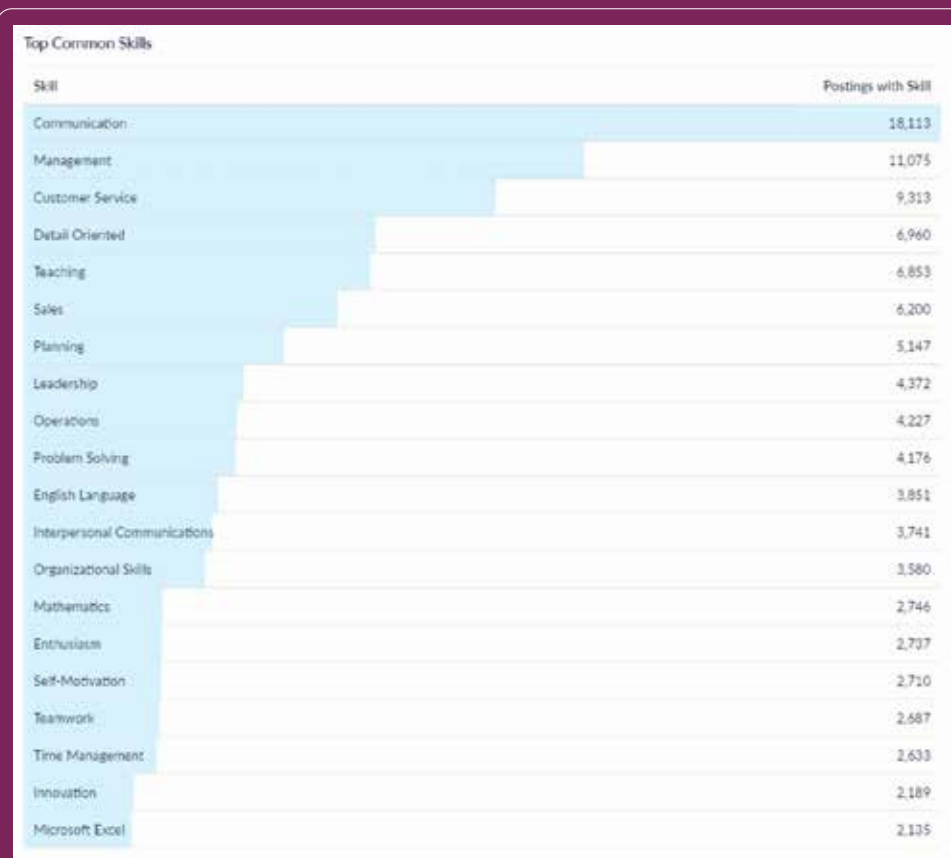


## Largest Occupations



## Top Growing Occupations





## Humber and East Yorkshire Industrial Context

**The wider East Yorkshire region is a dynamic area characterised by a diverse industrial landscape. The region is strategically located with excellent transport links, including the Humber ports, which are among the UK's busiest, and strong road and rail connections. The local economy is supported by a mix of traditional industries, emerging sectors, and innovative business activities, all contributing to its robust growth trajectory.**

Hull city is situated on the north bank in the Humber estuary and is served by the Hull and East Yorkshire Growth and Skills Hub. The Humber is part of the wider East Yorkshire region.

The Humber region outperforms most of the UK in terms of business activity and growth in engineering, manufacturing and digital service sectors. These sectors offer significant positive impact on the UK's productivity. The newly established Hull and East Yorkshire Growth and Skills Hub covers Kingston Upon Hull and East Riding of Yorkshire. Spanning a region of 957 square miles, with a population of 601,000 inhabitants, GVA of £13billion, 24,240 businesses and providing circa 261,000 jobs the HEY region is a thriving economy. This represents 10.5% of the wider Yorkshire and Humber regions GVA, and 3.6% of the North of England.

The Humber Freeport, launched to drive investment and create jobs, is expected to play a pivotal role in enhancing the region's economic prospects. It focuses on industries such as renewable energy, chemicals, logistics, advanced manufacturing, and technology, aiming to stimulate economic growth and skills development (fact check)

The Humber's industrial cluster emits more CO2 than any other industrial cluster in the UK, at 30% more than the next largest. The Hull Industrial Cluster plan sets out the Humber's plan for achieving NetZero by 2040. A project



team including members such as CATCH and the HEY Growth and Skills Hub will work together to set out a strategic road map in order to achieve this ambition, and Hull's partnership with CATCH will enable technical skills development and entrants into priority area. Technical skills needed as a priority include welding professionals and chemical engineers.

Predictions show that 46% of jobs in the wider Humber region will require Level 4 and higher qualifications by 2030. And as a result of decarbonisation, automation and advancing technology in key priority sectors there will be significant skills changes with traditional jobs being replaced with new technical disciplines, of which women are more profoundly impacted than men.

# Key Industries and Business Priorities Across the Humber and Wider East Yorkshire

Regional Industry		Business Priority
Advanced Manufacturing and Engineering*	Energy and Renewables*	Science and Technology*
Agriculture and Food Processing*	Healthcare and Meditech*	Digital and Creative Industries*
Logistics and Ports	Retail and Customer Service	Hospitality and Tourism
Professional and Business Services	Construction and Sustainable Industries	Digital Innovation
Skills and Workforce Development	Entrepreneurial Activity	Employability and Skills Enhancement
	Sustainability and NetZero Initiatives	

\*LSIP Key Priority Areas

## The Local Skills Improvement Plan

The Hull and East Yorkshire Local Skills Improvement Plan (LSIP) was published in June 2023 and sets out a three-year plan to address skills needs in the region, putting employers at the heart of the skills system.

It will inform our investment decisions, curriculum planning, and the development of new training provision over the next three years.

The LSIP identifies five key themes:



### TECHNICAL SKILLS

Ensuring the supply of technical skills matches employer demand across priority sectors like engineering, construction, manufacturing, health, and agri-skills.



### EDUCATION TEACHING PROFESSIONALS

Addressing shortages of teaching staff in technical subject areas.



### EMPLOYABILITY SKILLS AND BEHAVIOURS

Embedding the core skills and attributes employers look for, like communication, teamwork, and problem-solving.



### CAREERS GUIDANCE

Aligning careers information and guidance with local labour market needs and opportunities.



### ACCESSIBILITY

Improving access to training information, funding support, and provision for all residents, especially underrepresented groups.

Additionally, the LSIP identifies the key technical skills sectors for the region along with cross cutting themes. They are;

1. DIGITAL & NET ZERO
2. ENGINEERING CONSTRUCTION, INCLUDING OFFSHORE WIND AND CARBON
3. CAPTURE
4. CONSTRUCTION INDUSTRY
5. MANUFACTURING
6. AGRI-SKILLS
7. HEALTH & SOCIAL CARE SECTOR



# Regional Industry Demands

## Key Priority Sectors



### ENGINEERING CONSTRUCTION (INCLUDING OFFSHORE WIND & CARBON CAPTURE)

**Skills shortages including electrical installation, maintenance, instrument and control technicians.**

A need for apprenticeships in engineering construction trades. Short courses on green technologies and Net Zero projects, and training in electrical installation, maintenance, instrumentation, and control.

### CONSTRUCTION

**Skills gaps in retrofitting, digital skills integration, and specific trades like plumbing, carpentry, and electrical.**

A need for apprenticeships in construction trades (e.g., plumbing, carpentry, electrical). Courses integrating digital skills and green technologies and flexible training options (e.g., evening/weekend courses)

### MANUFACTURING

**There is a lack of relevant technical and employability skills locally.**

Need for higher skills in automation, robotics, and Industry 4.0 technologies, apprenticeships in manufacturing and engineering. Bite-sized courses in digital skills and Industry 4.0 technologies, and training in automation, robotics, and advanced manufacturing techniques.



### AGRI-SKILLS

**There are skills gaps in digital skills, automation and robotics.**

There is an urgent need in agriculture to adapt skills for Net Zero and boost recruitment. Courses integrating digital skills and precision agriculture technologies, training in sustainable farming practices and environmental management and modular courses in agri-tech, horticulture, and land management.

### HEALTH & SOCIAL CARE

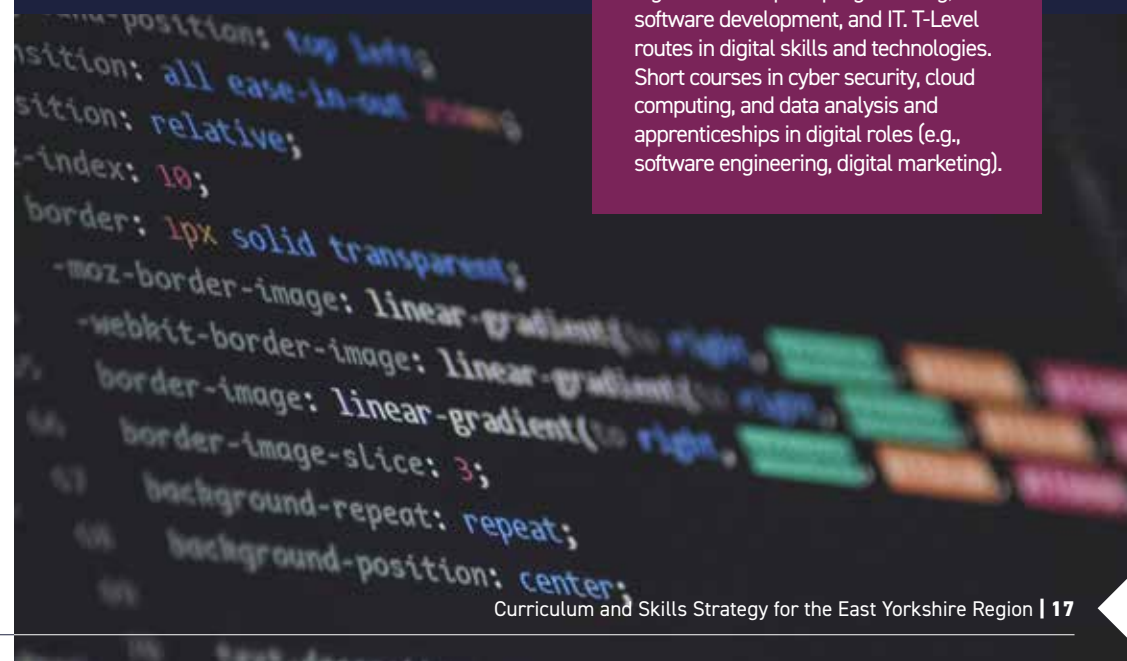
**There is a significant growing skill needs driven by our aging population and replacement demand.**

Specific gaps in mental health, dementia care, and digital skills with a need in specialist courses in mental health, dementia care, and end-of-life care. Training in digital skills for health and care professionals (meditech) and an expansion of vocational routes into health and social care careers.

### DIGITAL

**There is a significant need for programmers, software developers, IT technicians and gaps in cyber security, cloud computing, data analysis, and digital marketing.**

A means to address this includes digital bootcamps in programming, software development, and IT. T-Level routes in digital skills and technologies. Short courses in cyber security, cloud computing, and data analysis and apprenticeships in digital roles (e.g., software engineering, digital marketing).





## Business and Service Industries

**The professional and service industries encompass a wide range of sectors, including financial services, legal services, consulting, IT and Digital, creative industries, arts and culture, business support, customer services, hospitality, retail, leisure, travel and tourism.**

In 2021, the professional, scientific, and technical sector in the HEY region contributed £243.4 billion to the UK economy, accounting for 13.5% of total UK GDP.

The service industries overall account for around 80% of the UK's economic output and employment

In the Humber region, the professional, scientific, and technical sector employs around 19,000 people, while the broader service industries account for over 75% of total employment

The professional and service industries face significant skills shortages, particularly in areas such as digital technologies, data analysis, and project management. Additionally, to this the hospitality industries has seen serious skills shortages compounded by the pandemic.

Whilst the key priority sectors identified in the HEY LSIP are most prevalent in terms of growth and change, those very sectors place and growing demand on service industries creating

downstream career opportunities and further exasperating skill gaps that already exist in the traditional sense.

According to the CBI/Pearson Education and Skills Survey 2021, 70% of businesses in the professional and service industries reported difficulties in recruiting staff with the necessary skills.

Specific skills in high demand include coding and software development, data analytics, artificial intelligence, and cybersecurity.

Soft skills such as communication, problem-solving, and adaptability are also highly valued by employers in these sectors.

The increasing digitalisation of the economy is driving demand for advanced digital skills across the professional and service industries.

The growing focus on sustainability and net-zero carbon emissions is creating demand for skills in areas such as environmental consulting, sustainable finance, and ESG (environmental, social, and governance).

Automation and artificial intelligence are likely to disrupt many traditional roles in the professional and service industries, emphasising the need for upskilling and reskilling of the existing workforce.

Addressing these skills needs will require a combination of technical training routes ongoing upskilling and reskilling of the existing workforce and higher education provision.

## Creative Industries

**The creative industries in Hull and East Yorkshire have seen substantial growth and are now a critical component of the region's economy. This sector includes a wide array of activities such as arts, media, broadcasting, performing arts, music, and digital sectors.**

The creative industries contribute significantly to the regional economy. For instance, the screen sector alone saw turnover rise from £90 million in 2008 to £434 million in 2017, highlighting a growth of almost 400%

Employment has outpaced national averages. The region houses over 20,000 creative industry enterprises, and job growth in this sector has been notable.

Creative and digital is the fastest growing sector; the number of jobs in the sector have increased by 33% since 2015. There are 575 SME and start

up creative and digital companies in Hull and East Yorkshire.

Programmers and Software Development Professionals was the ninth most advertised, the number of jobs with computer consultancy businesses in Hull and East Yorkshire has grown by 38% in the last 7 years to 1,450.

The creative and digital sector is expected to continue its robust growth. Nationally, the sector is anticipated to expand from 3 million jobs in 2018 to 4.3 million by 2030.

The creative industries in Hull and East Yorkshire are not only a vital part of the regional economy but also a beacon of growth and innovation. Hull College seizes its unique opportunity to build its creative offer in line with this dynamic and important sector, ensuring that its students are well-prepared to thrive in creative careers and contribute to the region's economic prosperity.





# Emergent sectors

**The Space sector is at a pivotal point in its expansion. A sector already impacted by skills shortages Space is projected to grow from \$630 billion in 2023 to \$1.8 trillion by 2035.**

In the UK Space Agency Skills Survey, it was identified that top reason businesses reported recruitment difficulties was due to applicants lacking in the required experience at 88%, coming in at second was applicants lacking in the required specialist skills, knowledge and qualifications at 73%. Whilst already skilled professionals move into the space sector, this is not at a high rate, and there is a distinct and obvious lack of direct entrants into the sector. This is a problem for the UK Space industry and our economy as a whole. With the digitisation of our modern economy, automation and increased commercialisation of space the demands on the space sector have never been higher and are set to expand rapidly.

Significant growth is expected in supply chain and transportation, food and beverage, defence, retail, consumer goods, and digital communications, which will account for over 60% of the increase.

Additionally, to the commercialisation of the space industry, space technologies will help mitigate global challenges such as disaster warnings, climate monitoring, and humanitarian responses.

“Similar to the early days of the internet, the true impact of space technologies will extend far beyond the realm of space itself. We are on the cusp of a revolution where space-based applications will permeate diverse industries and economies, creating unprecedented opportunities for growth and societal advancement.”

Kalyan Kumar, Global CTO HCLTech [Space: The \$1.8 Trillion Opportunity for Global Economic Growth | United States | McKinsey & Company]



# Conclusion

Hull College's commitment to these sectors underscores our dedication to ensuring that students are not only equipped with the necessary skills but also prepared to contribute to the region's economic prosperity. By focusing on sustainability, digital proficiency, and industry-specific competencies, we aim to support the growth of key sectors, ensuring that our communities flourish and thrive in an ever-evolving global landscape.



# Hull College Intent

**Our curriculum is shaped by the skills needs and priorities of our region. We closely align our provision to support key sectors and meet local employer demand, as well as wider regional growth opportunities.**

We equip students with skills for emerging green jobs through innovative spaces focused on geothermal, wave energy and other low carbon solutions, and via our student CPD and Elevate online platform where students can learn about industry 4.0 and sustainability.

Alongside engineering and construction, manufacturing remains a vital sector locally. We are expanding our offer here, with a focus on robotics, automation and digitisation of these industries.

Agriculture is a regional priority, so we partner with our region's specialist land-based provider to recommend provision in horticulture, animal sciences and land management to those in Hull who wish to study this route.

Health and social care are a major growth area, driven by an aging and growing population. Our health courses, aim to grow this workforce and address priorities like mental health, dementia and elderly care.

Digital skills feature across our curriculum, with programmes in, technical support, e-sports and digital marketing meeting strong employer demand. Cyber security features as a professional development theme through our digital curriculum and is a future growth area for us.

We offer vibrant and well-established range of ESOL courses aimed at improving English language skills to help non-native speakers cope with everyday life and enhance their employment prospects. Our programmes support the wider skills development of our ESOL community by integrating core skills programmes related to life and work in modern Britain, and with our award-winning integration of technology we ensure that our ESOL community are able to engage in college life and learning supporting their important place in our community.



A customised curriculum for SEND students ensures are accessing learning which is relevant to their entry point. We focus on life skills and vocational training that is tailored for our SEND students, ensuring that they gain practical skills that enhance their independence and employability.

Skills shortages exist locally in functional English and maths. We are dedicated to driving up attainment in these core skills to support progression. Our English and maths curriculum is routed in a skills-based approach where LMI is used to influence teaching design.

Our broader tutorial programme fosters work-readiness, from CV writing to communication, resilience and problem solving and takes a forward-thinking approach, developed with employers, to ensure our students acquire the core and character skills most required for the changing world around us.

We recognise space technology as an important emergent sector and aim to develop our curriculum offer accordingly. Though still a niche industry the 5th industrial revolution is pushing commercialisation of the space sector. We intend to educate students more broadly on the space industry through projects and guest lectures and to develop completely new curriculum in this area.

Ultimately, Hull College strives through its curriculum to unlock the potential of Hull and East Yorkshire residents and support a thriving regional economy. By aligning to key sectors, local priorities and opportunities like renewable energy, we can develop the talent pipeline that will power future prosperity and inclusive growth in our region.

By partnering with employers and specialist providers, we create a curriculum that unlocks regional potential and powers inclusive economic growth, contributing to a thriving future for Hull and East Yorkshire.





# 'Golden Threads'

**The colleges curriculum intent holds several 'golden threads' at its core.**

These threads are not just theoretical concepts; they are practical pillars that underpin our approach to curriculum design and implementation.

At the heart of our curriculum are four essential golden threads: sustainability, digital, emergent trends and 21st century skills development. Together, these golden threads contribute to our core intention of creating well-rounded individuals ready to excel in a complex world.

## Sustainability

**Sustainability is a golden thread that weaves through everything we do at Hull College.**

We understand the pressing need to address environmental challenges, and we're committed to playing our part. We believe that students should be well-versed in the principles of sustainability, and ready to contribute to a more eco-conscious world. We do this through embedding into curriculum areas, project-based learning, additional online learning opportunities and through specific technical skills development relevant to NetZero in their specific discipline.



## 21st Century Skills

**In today's dynamic job market, students need more than just technical know-how.**

They need a holistic skill set that includes adaptability, problem-solving, and effective communication. Hull College is dedicated to equipping our students with these 21st-century skills, ensuring they are prepared to thrive in any professional setting. Through our 21st Century Skills Assessment teachers are able to embed these skills into learning and assessment, and priority is given to core skills LMI in the planning and implementation of curriculum.



## Emergent Trends

**Our curriculum doesn't just follow the trends; it anticipates them.**

We are abreast of the 4th industrial revolution and considering the significant impact of industry 5.0 already where biotech, commercialisation of space and human augmentation are on the rise. We have our finger on the pulse of industries and sectors that are poised for growth. By integrating emergent trends into our curriculum design, we equip our students with the agility to adapt and innovate. Whether it's renewable energy, the gig economy, advanced robotics, or the commercialisation of space we are committed to being at the forefront on innovation and change.

## Digital

**In the digital age, technological proficiency is not a luxury; it's a necessity.**

Our commitment to digital means that Hull College students aren't just passive consumers of technology; they are active participants and innovators. We infuse digital literacy and skills into our curriculum, whilst ensuring that in specific disciplines where digital is evolving rapidly, we are cognisant and often ahead of the change for example in the engineering, manufacturing, and digital sectors which are at risk of rapid evolution and in the integration and ethical use of AI.





# The Hull College Offer

## KEY INDUSTRIES

Advanced Manufacturing and Engineering,  
and Energy and Renewables

## HULL COLLEGE CURRICULUM

Electrical, Engineering, Motor Vehicle, Paint and Body. Fabrication and Welding

## LOCAL MARKET INFORMATION

### Industry overview

52,918  
Jobs (2024)  
(80% above National average)

+3.7%  
% Change (2024-2027)  
Nation: +2.5%

£35,636  
Avg. Wages Per Job (2023)  
Nation: £37,237

\*July 2024 top July 2027

### Job and Skills Demand

- There were 2,305 unique job postings across various sectors with a median advertised salary of £39.6k. \*
- High demand in digital related roles, engineering and management consultancy. \*
- Specialised skills like software development, project management, and engineering design are critical. Common skills include teamwork, analytical skills, and digital literacy. \*
- Both Kingston upon Hull and East Riding of Yorkshire show robust job markets, with postings steadily increasing over recent months. \*

\*12-month period July 2023 to July 2027

## WE WILL...

	25/26	26/27	27/28
Introduce modular delivery of L4 and L5 renewable energy	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
Develop formalised additional bite size qualifications in the use of hydrogen	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
Introduce robotics and mechatronics modules into existing engineering qualifications	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
Design online modules in digitisation of manufacturing and production industry including automation and robotics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introduce an online space series with a minimum of 2 space related non-regulated bite-size learning modules built in to related key industries in the engineering and manufacturing sectors	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>
Develop and implement non-reg qualification(s) in retrofitting throughout plumbing and electrical programmes	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
Introduce an appropriate space pathway into the engineering curriculum at L2	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
Build on the space pathway at L3	<input type="radio"/>	<input type="radio"/>	<input checked="" type="checkbox"/>
Consider the introduction of the precision engineering apprenticeship whilst removing existing apprenticeships which do not serve the industry	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>
Diversify our SWAP provision to include Manufacturing and Renewables	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
We will introduce new curriculum pathways in advanced welding techniques and metal fabrication / plate working, in response to Carbon Capture investment (circular welding)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="radio"/>

HULL COLLEGE CURRICULUM

Plumbing, Plastering, Painting and Decorating, Brickwork, Carpentry and Joinery, Professional Construction, Ground works, Civil Engineer

LOCAL MARKET INFORMATION

Industry overview



\*July 2024 top July 2027

Job and Skills Demand

- There were 1,324 unique job postings in the construction sector, with a median advertised salary of £35.0k. \*
- Key positions include site managers, field service engineers, plumbers, and painters/decorators. \*
- Major employers include Prestige Recruitment Specialists Limited, Rise Technical Recruitment Ltd, and Bates & Bradshaw Ltd. \*
- Specialised skills such as construction management, plumbing, and project management are critical. Common skills needed include communication, leadership, and problem-solving. \*

\*12-month period July 2023 to July 2024

WE WILL...

	25/26	26/27	27/28
Develop and implement non-reg qualification(s), in heat source air pumps into the plumbing curriculum	✓	○	○
Develop and implement non-reg qualification(s) in retrofitting throughout plumbing and electrical programmes	○	✓	○
Roll out the Drone academy into multiple curriculum areas through integrated project work	✓	✓	✓
Introduce construction management/project management HNC/D or HTQ modular delivery	○	✓	○
Diversify our SWAP provision to include Construction Trades and Retrofit	✓	✓	✓



## HULL COLLEGE CURRICULUM

Beauty and Nail Tech, Hairdressing and Barbering, Catering and Hospitality, Travel and Tourism, Customer Service, Digital Marketing

## LOCAL MARKET INFORMATION

### Industry overview



### Job and Skills Demand

- The hospitality and lifestyle sector recorded 5,202 unique job postings with a median advertised salary of £24.9k. \*
- High demand for kitchen and catering assistants, customer service occupations, and sales assistants. \*
- Prominent employers include NHS, JD Wetherspoon, McDonald's, and Hull City Council. \*
- Essential skills in those roles most posted include customer service, food preparation, and health and safety. Common skills such as communication, teamwork, and time management are also critical. \*

\*12-month period July 2023 to July 2024

## WE WILL...

	25/26	26/27	27/28
Design and implement non-regulated learning in AI for business and travel industries for implementation in the core curriculum	✓	○	○
Overhaul the L2 and L3 Business and Travel Curriculum to make use of 2025/26 qualification reform	✓	○	○
Develop and implement distinct health pathways at Level 3 covering enterprise and innovation and business management	○	✓	○
Introduce type 4 hair techniques into the formal module delivery on all hairdressing qualifications	✓	○	○
Develop and implement non-regulated learning on sustainable and eco-friendly practices in the hair and beauty industry for implementation on hair and beauty curriculum	✓	○	○
Introduce a formal front of house qualification into the hospitality curriculum	○	✓	○
Overhaul our apprenticeship offer to move out of old markets in introduce streamed standards	✓	○	○
Introduce apprenticeships in Hairdressing	○	✓	○



HULL COLLEGE CURRICULUM

Business, Leadership and Management, Accounting, Teacher Education

LOCAL MARKET INFORMATION

Industry overview



Job and Skills Demand

- There were 2,540 unique job postings in the professional sector. \*
- The median advertised salary in this sector is £34.2k, with a notable trend towards higher salaries in project management and business consultancy roles. \*
- Major employers include NHS, East Riding of Yorkshire Council, and Hull City Council. \*
- Specialised skills such as project management, business analysis, and IT skills are highly sought after. Common skills include communication, problem-solving, and leadership. \*

\*12-month period July 2023 to July 2024

WE WILL...

	25/26	26/27	27/28
Move to a franchised deliver model in teacher education	✓	○	○
Implement a structured education programme for new teachers to include progression from assessors' qualifications into the certificate in education	✓	○	○
Build on the AAT offer by delivering bespoke programmes that are either apprenticeship or online packages without conflating the deliver method	✓	○	○
Design and implement non-regulated learning in AI for business and travel industries for implementation in the core curriculum	✓	○	○
Overhaul the L2 and L3 Business and Travel Curriculum to make use of 2025/26 qualification reform	✓	○	○
Introduce HNC/D or HTQ modular delivery in leadership and management	○	✓	○



## HULL COLLEGE CURRICULUM

Art and Design, Digital, Media, e-Sports, Music Performing Arts, Digital Marketing

## LOCAL MARKET INFORMATION

### Industry overview

27,032  
Jobs (2024)  
12% below National average

+0.4%  
% Change (2024-2027)  
Nation: +1.8%

£30,749  
Avg. Wages Per Job (2023)  
Nation: £37,425

\*July 2024 top July 2027

### Job and Skills Demand

- Creative industries are vital to the HEY region's economy, contributing significantly to Gross Value Added (GVA).\*
- There were 1,472 unique job postings in the creative sector, with an average advertised salary of £32.1k. \*
- Key sectors include media broadcasting, performing arts, and design, with high demand for roles like graphic designers and multimedia professionals. \*
- Important specialised skills include IT infrastructure, project management, and cybersecurity. Common skills like communication, leadership, and problem-solving are also highly sought after. \*

\*12-month period July 2023 to July 2024

## WE WILL...

Implement an internal Hull College Podcast channel which focuses on current affairs and social issues impacting students today

Build on the success of the Hull College Podcast channel with external streaming

Develop and implement non-regulated learning in cyber security within the digital curriculum

Introduce HNC/D or HTQ modular delivery in Cyber Security

Overhaul the traditional computing offer to provide a clear and defined programme across L2 and L3 making use of 2025 qualification reforms

Build on the success of the e-Sports curriculum by developing enhanced employment options at Level 3 using small qualifications such as game design and business management

25/26

26/27

27/28





# Cross Cutting Curriculum Priorities

	25/26	26/27	27/28
Enhance the ESOL study programme offer by introducing a GCSE option	✓	○	○
Implement a study skills programme into adult foundation learning to including employability, PSD and digital skills qualifications	✓	○	○
Write and launch a roll our plan for the integration of Free Courses for jobs specifically focusing on health, digital and net zero	✓	✓	○
Conduct a complete review and overhaul of the 14+ curriculum to better align with the post-16 offer and career pathways in key priority sectors	✓	○	○
Conduct a through review and overhaul of our level 1 intent and implementation plans to better prepare lower-level learners for progression	✓	○	○
Pilot in year 1 with a full launch in year 2, a standalone delivery programme of EHE pupils, and post – 16 school leavers	✓	✓	○

**Launch an A Level Academy:**

**Year 1 – maximises the learning from 2025 qual reform in wave 1 and 2 areas**

**Year 2 – builds on year 1 success with A Levels in core subjects (Science, English and maths)**

**We will continue to grow our ELEVATE platform to provide careers IAG modules specific to LSIP priority sectors**

**We will finalise or roll out of operations related to the Phoenix Future Skills Business Plan (AEB)**

**We will roll out an online learning series covering the Space industry**

25/26	26/27	27/28
○	✓	✓
○	✓	○
✓	○	○
✓	✓	○



# Estate Transformation

The estates transformation plan set out in this strategy offers a broad view of the estate's transformation needed to realise the priorities set out in this strategy. Its is not an exhaustive list and will be reviewed annually for currency and relevancy.

	25/26	26/27	27/28
<b>Build a dedicated state of the art STEM technical skills centre to house training in plumbing and heating, electrical and retrofit</b>	✓	○	○
<b>Refurbish the fabrication and welding spaces at Cannon Street to provide up to date resources that meet the needs of future industry demands</b>	✓	○	○
<b>Create a designated multidisciplinary VR learning which space</b>	✓	○	○
<b>Establish an immersive training suite for paramedic science</b>	✓	○	○
<b>Refurbish the health suite to include a functioning training ward with specialist bariatrics care and integrated MedTech</b>	✓	○	○
<b>Relocate hairdressing, beauty therapy and nail technology to a 'front of house' location</b>	✓	✓	○

	25/26	26/27	27/28
<b>Relocate hospitality to provide large cooking spaces of up to 20 students and a live demo kitchen</b>	○	✓	✓
<b>Acquire a new airline cabin</b>	✓	○	○
<b>Refurbish the business development suite</b>	✓	○	○
<b>Build a dedicated broadcasting suite / studio</b>	✓	○	○
<b>Develop a dedicated suite for training related to Space industries</b>	○	✓	✓



# Roles And Responsibilities

## Corporation

OVERALL STRATEGIC  
OVERSIGHT AND APPROVAL OF  
THE CURRICULUM STRATEGY

MONITORING IMPLEMENTATION  
PROGRESS THROUGH  
COMMITTEE AND CORPORATION  
MEETINGS

ENSURING ALIGNMENT WITH  
COLLEGE'S MISSION AND  
FINANCIAL SUSTAINABILITY

APPROVAL OF MAJOR CAPITAL  
INVESTMENTS IN ESTATES  
TRANSFORMATION

## Executive Management Team (EMT)

STRATEGIC LEADERSHIP OF  
CURRICULUM DEVELOPMENT  
AND IMPLEMENTATION

RESOURCE ALLOCATION AND  
BUDGET MANAGEMENT

STAKEHOLDER ENGAGEMENT  
AND PARTNERSHIP  
DEVELOPMENT

PERFORMANCE MONITORING  
AND QUALITY ASSURANCE

RISK MANAGEMENT AND  
MITIGATION

## Senior Management Team (SMT)

OPERATIONAL DELIVERY OF  
CURRICULUM CHANGES

DEPARTMENT-LEVEL  
IMPLEMENTATION PLANNING

STAFF DEVELOPMENT AND  
TRAINING COORDINATION

QUALITY MONITORING AND  
IMPROVEMENT PLANNING

INDUSTRY ENGAGEMENT AND  
EMPLOYER RELATIONSHIPS

## Curriculum Leaders:

DETAILED CURRICULUM  
PLANNING AND DEVELOPMENT

COURSE DESIGN  
AND ASSESSMENT  
IMPLEMENTATION

STAFF COORDINATION AND  
DEVELOPMENT

INDUSTRY LIAISON WITHIN  
SPECIFIC SUBJECT AREAS

QUALITY MONITORING AT  
COURSE LEVEL

RESOURCE PLANNING AND  
MANAGEMENT

# Curriculum Teams

**CURRICULUM AND TEACHING DESIGN**

**DELIVERY OF CURRICULUM CONTENT**

**INTEGRATION OF 'GOLDEN THREADS' INTO TEACHING**

**EMPLOYER ENGAGEMENT ACTIVITIES**

**STUDENT SUPPORT AND PROGRESSION**

**CONTINUOUS PROFESSIONAL DEVELOPMENT**

**COURSE-LEVEL QUALITY IMPROVEMENT**

# Support Teams

**ADMINISTRATIVE SUPPORT FOR CURRICULUM DELIVERY**

**LEARNING RESOURCE DEVELOPMENT AND MANAGEMENT**

**STUDENT SUPPORT SERVICES**

**DATA COLLECTION AND ANALYSIS**

**MARKETING AND RECRUITMENT SUPPORT**

**ESTATES AND FACILITIES MANAGEMENT**

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[www.hull-college.ac.uk](http://www.hull-college.ac.uk)