

# ANNUAL REVIEW 2015



**WEST COLLEGE**  
SCOTLAND





Bafta-award-winning  
journalist

Mark Daly

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## OUTSTANDING ACHIEVEMENT

West College Scotland won the 2015 Outstanding Achievement Award at the inaugural Herald Look awards in Glasgow which celebrates the very best of the Scottish hair, beauty and make-up industry.

College students and staff, supported by business partners, ran the Salon at the Athletes' Village at last year's Commonwealth Games in Glasgow, offering treatments to hundreds of sportsmen and women from around the world.



## OUTSTANDING COMMUNITY WORK

The College's community work was highly commended at the Times Educational Supplement Awards in London. Construction students designed and built the frames which meant the 469-foot Great Tapestry of Scotland could be displayed at Paisley's historic Anchor Mill. This was also shortlisted for the Herald HE Awards in the Outstanding Contribution to the Local Community category. Judges said it was "the epitome of community work".









# FROM THE CHAIR

**It is a great pleasure for me to introduce this 2014-15 review of West College Scotland, a year when the College moved on from the hard work of merger and looked emphatically to the future.**

In doing so, the College is driven by its vision: to provide excellent training opportunities and services for our students, customers and communities. The breadth of this vision is matched by the scale of our ambition which is to become a regional leader and an educational innovator.

The Board of Management has worked closely with the College's Senior Management Team to establish the future direction of the College and to foster an environment in which their vision can be met. I am satisfied that West College Scotland has the values, culture, expertise and commitment to ensure that it will be.

The past year has seen the introduction of new blood to the Board of Management. I want to welcome our new members and to thank departing colleagues for their many efforts in such challenging times for the sector.

As Chair of the Board of Management, I am satisfied that our new Board has the range of talents and diversity of experience to help West College Scotland face the future with confidence and a clear direction.



**Keith McKellar**

Chair of the Board  
of Management



# FROM THE PRINCIPAL

## Exciting, challenging and rewarding is how I would describe the second year in the life of West College Scotland.

Exciting because of the pace of change in the sector, the opportunities that merger has opened up and the progress we have made in creating a modern, cross-campus curriculum.

Challenging because of the continued pressure on our funding and the regulatory environment in which we operate.

And rewarding because of the positive report the College received from Education Scotland, the continuing development of our reputation and the sense that merger is clearly benefiting students.

I believe that West College Scotland is now uniquely placed to shape the educational landscape of the West of Scotland.

Merger is behind us. Our effort is now entirely directed to developing the College as a large-scale regional organisation, offering training and vocational education in innovative ways, meeting the "Developing the Young Workforce" agenda and playing a leadership role across the region.

An important part of this work has been the development of our Strategic Priorities which will direct and inform our activities, helping us to fulfil our vision to become a vibrant and dynamic college, in the vanguard of innovation and change.

I hope this report gives you a sense of the progress we have already made in achieving that vision.



**Audrey Cumberland**  
Principal & Chief Executive







# WEST STUDENTS

West College Scotland strives to provide the highest quality education and training to students, and does so in ways that are both inspirational and innovative. Through excellent teaching and tailored support, WCS aims to maximise opportunities for students to progress to employment, self-employment or further study.

WCS IS the second-largest college in Scotland, with more than 30,000 students. Students study full-time, part-time and online. 59% are female and a third of learning is delivered to over 25-year-olds.

Approximately two thirds of students learn on a full-time basis and more than 3,000 are studying for recognised Higher Education qualifications. Last year, about 300 progressed from HNC or HND studies to university. Many moved straight to second or third year degree courses as a result of articulation agreements between WCS and a number of universities.

Students already enjoy the benefits of merger through greater consistency of teaching and support services, and from the development of a harmonised, regional curriculum.

The student body is vibrant and engaged, participating in exhibitions, competitions and shows, and contributing to charities and community outreach initiatives.

The College recognises the importance of supporting students, many of whom come from some of the most deprived areas of Scotland. The College offers a wide range of services to those students who, for whatever reason, might require support during their time at WCS.

WCS is also committed to developing a strong student voice, in line with Scottish Government guidelines. In the next academic year, support for the Students' Association will provide a full-time Student President and three part-time Vice-Presidents, one each in Greenock, Clydebank and Paisley.

**3,000** STUDENTS STUDYING FOR RECOGNISED HIGHER EDUCATION QUALIFICATIONS

**300** PROGRESSED FROM HNC OR HND COURSES TO A UNIVERSITY DEGREE COURSE







**59%** OF STUDENTS ARE FEMALE

**35%** OF STUDENTS ARE OVER 25

## GRADUATIONS

The very first West College Scotland graduation ceremonies took place in November 2014. Six memorable events were organised for 800 students, their families and friends. These took place at the historic Paisley Abbey, Clydebank Town Hall and Greenock Town Hall.



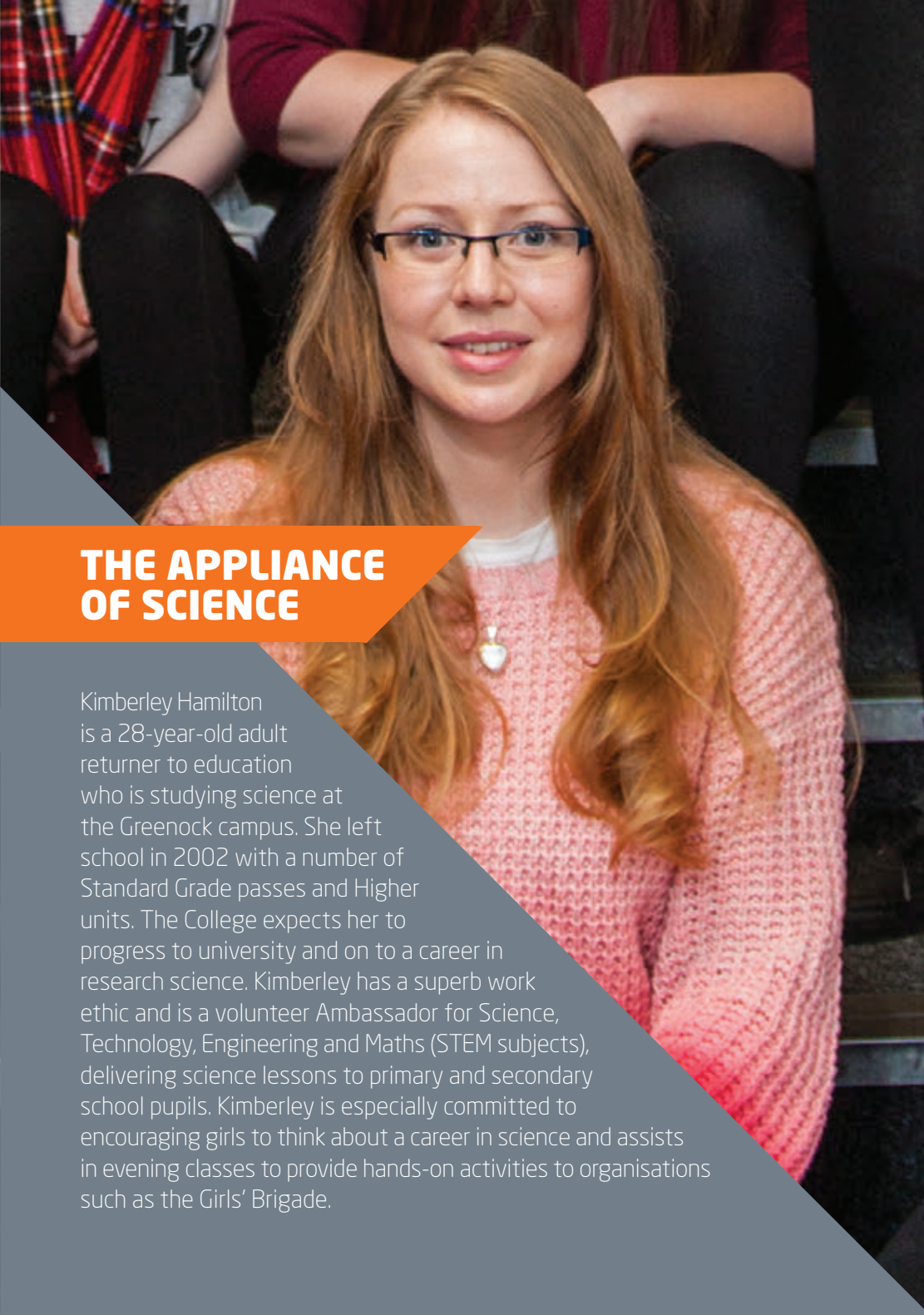
A portrait of a young man with short brown hair and a slight smile, wearing a dark blue zip-up hoodie. The background is a blurred indoor setting, possibly a workshop or classroom.

## WEST COLLEGE SCOTLAND'S FIRST STUDENT OF THE YEAR

David McGhie is a young father who joined the College in 2012, determined upon a career in Electrical Engineering. He excelled in his studies and a year later was accepted onto the challenging HNC Electrical Engineering course. Enthusiasm, hard work and a passion for engineering saw him gain a Grade 'A' pass. David now works with a local company and is going through a full apprenticeship. David could have made easier choices and he's grateful for the support he received throughout his time at WCS.

**"Who knows what the future holds?"** says David.  
**"My main aim is just to give my son a better life. I want to give him all the things I didn't have and make my family proud."**





## THE APPLIANCE OF SCIENCE

Kimberley Hamilton is a 28-year-old adult returner to education who is studying science at the Greenock campus. She left school in 2002 with a number of Standard Grade passes and Higher units. The College expects her to progress to university and on to a career in research science. Kimberley has a superb work ethic and is a volunteer Ambassador for Science, Technology, Engineering and Maths (STEM subjects), delivering science lessons to primary and secondary school pupils. Kimberley is especially committed to encouraging girls to think about a career in science and assists in evening classes to provide hands-on activities to organisations such as the Girls' Brigade.

## FOCUSED ON SUCCESS

Originally from Romania, Simona Ciocarlan joined West College Scotland at Clydebank as an NC Photography student in 2012. In 2014 she won West Dunbartonshire's "Picture This" competition. She was also awarded the College's HNC Photography prize last November. Simona now assists with College photography, and works as a Student Experience Officer. She also has a young family, has set up her own photography company and hopes to complete the HND Photography course.



# WEST PEOPLE

**West College Scotland wants to have an engaged, flexible and modern workforce which is proud to work for the College. The College is proud of the achievements of teaching and support staff and is committed to their professional development, so that they can continue to achieve successful outcomes for themselves, students and the College itself.**

1,200 full-time and part-time staff work at the College, just over half of whom are teaching professionals. Alongside them, the College employs a range of other professionals, including accountants, marketing executives, business specialists, caterers, student support staff and outreach workers.

Almost all staff live in west central Scotland and 60% are resident in Renfrewshire, West Dunbartonshire and Inverclyde. 61% of College staff are female.

College staff have used the opportunities presented by merger to innovate, share knowledge and spread good practice across the campuses for the benefit of colleagues and students. This has been done partly through staff development days and also through the College's commitment to continuing professional development. Staff completed 900 CPD courses in 2014-15, not including mandatory courses.

Many staff members are active fundraisers for a range of community charities and in June organised an abseil in Greenock, collecting £6,500 to support a local child diagnosed with Muscular Dystrophy.

In August 2015, all cleaning and catering services were brought in-house. This gave 40 workers the opportunity to transfer their employment to West College Scotland.

The College hopes this sends out a clear message about the type of college it wants to be.

**60%** OF STAFF LIVE IN RENFREWSHIRE,  
WEST DUNBARTONSHIRE  
AND INVERCLYDE

**900** CPD COURSES  
COMPLETED  
IN 2014-15







**61%** OF COLLEGE STAFF  
ARE FEMALE





## SCIENCE AT GREENOCK

This small team within the Faculty of Care and Life Sciences have gained widespread recognition for their contribution to science. Their work has been commended by The Society for General Microbiology, The Institute of Physics, and The Royal Society. They were also shortlisted in the Academic Team of the Year category for the Herald HE Awards 2015 and commended at the College Development Network annual awards. The team is committed to the STEM (Science, Technology, Engineering & Maths) Ambassador programme, integrating it into students' mainstream studies. Through it, students have gained experience of work, volunteering and mentoring. They delivered practical lessons to 750 Inverclyde school children last year, compared to just 250 in 2012. The team's efforts have contributed to a marked improvement in progression and retention.

## DEVELOPING THE BUSINESS

The Business and Enterprise Skills Programme team find and develop commercial work-based learning opportunities. They engage with the private and public sectors, promoting the vocational training available at WCS, including Modern Apprenticeships and a range of other vocational qualifications. Among the team's successes in 2014-15 was to secure a substantial contract with Skills Development Scotland to deliver employability programmes in West Dunbartonshire, Renfrewshire, East Renfrewshire and Inverclyde. In the last year, the value of contracts secured by this team was nearly £1m.



## MICROSOFT AMBASSADOR - DAVID RENTON

David lectures in computing. He's also a Microsoft Ambassador, making regular trips to the company's Seattle headquarters to learn about and contribute to product development. David uses these products and programmes to provide outstanding value to his students.

West College Scotland is an educational leader in this field, having won a School Award from Microsoft for work in developing Kodu – a games development platform – for use in schools. It teaches children creativity, problem-solving, story-telling, as well as programming. The College also organised and hosted the Scottish finals of the Kodu championships.

David is in demand. In the last year, he's been to Mumbai, Barcelona, Dublin, Lisbon and Berlin. His work as a lecturer and as Microsoft Ambassador helps the College remain at the forefront of educational innovation and learning technologies.



# DEVELOPING THE WEST'S YOUNG WORKFORCE

**West College Scotland is committed to ensuring that students leave College equipped with the training, qualifications and essential skills they need for employment and life.**

The curriculum and student services are responsive to the demands of employers. Engaging with business helps the College understand what they need to compete locally, nationally and internationally.

WCS wants its business partners to help shape the curriculum, ensuring that it remains relevant to the needs of a modern economy. In return, the College encourages businesses to provide students with immersive experiences in real working environments - one of the key recommendations of the Report of the Commission on Developing the Young Workforce (DYW).

The College believes it is uniquely placed to assume a strategic role in matching the training and work experience demands of schools and local authorities with the needs of businesses. Most employers do not define themselves by local authority boundary and many consider the educational landscape to be "cluttered".

By acting as a link between schools and employers, WCS is convinced it can help "unclutter" the landscape.

The College is well placed to undertake this role: in 2014-15 it delivered education to more than 3,000 senior-phase pupils, in more than forty schools from local authorities across the region, including some of Scotland's best-performing state schools.

The College wants to lead a cultural shift, persuading *all* school pupils and their parents of the value of college qualifications, whether they are progressing to university, preparing for work or applying to college.

**3,000** PUPILS RECEIVED VOCATIONAL EDUCATION FROM WCS

**"West College Scotland have been very good at developing that range of courses that captures an opportunity for all young people, of whatever ability. It will also extend them as young people to make a really great contribution to the economy of Scotland."**

John Docherty, Head Teacher, St Ninian's High School, East Renfrewshire





WCS has commissioned a film about the work it does with schools, in which pupils, their parents and teachers talk about the benefits of working with West College Scotland. You can watch it here:

[www.westcollegescotland.ac.uk/news/2015/april/see-how-we-re-working-with-our-local-schools/](http://www.westcollegescotland.ac.uk/news/2015/april/see-how-we-re-working-with-our-local-schools/)





keppie



## A DESIGN FOR LIFE

Keppie Design Ltd, a Glasgow-based architect and design business employing 160 people, have chosen Danielle Stewart, a West College Scotland HND Interior Design student, to transform a working space at their head office. For two terms, students at our Paisley campus worked on this "live" project, gaining valuable work experience through site visits and client interviews. They built up strong portfolios which helped improve results and progression. Some have gone straight on to 2nd year degree courses at the Glasgow School of Art and the Edinburgh College of Art, others to 3rd year at Glasgow Caledonian and Heriot-Watt Universities. WCS worked with Keppie Director David Ross, who is also a guest lecturer at the College. This initiative was short-listed in the Employer Engagement category at the inaugural Herald HE Awards 2015.



A person wearing a black wetsuit with green and blue accents, a black helmet, and a red and blue life vest is leaning over a bicycle wheel in a stream. The wheel is mounted on a frame that has several white plastic cups attached to it. The person appears to be adjusting or working on the wheel. The background shows a rocky stream with water flowing over the rocks.

## A "STEM" BOOT CAMP

Jumping into a burn wearing wetsuits and helmets is not how electrical engineering students would normally learn about the principles of renewable energy. Yet that's been part of the learning experience for two groups of pre-apprenticeship students from the College's Clydebank campus. At three-day STEM training camps on Loch Lomondside, they learnt about the science behind the electrical trade and built mini-hydro generators and wind turbines, giving them a better understanding of career opportunities in the electrical and renewable sectors. Joe Mulholland from the College, said:

**"This was a great way for students to enhance the essential skills they need for work by doing tasks where they could design, plan and build concepts within a team."**



# WEST COMMUNITIES

**West College Scotland is committed to taking a leadership role in the West of Scotland and, together with partners and stakeholders, tackling the significant social and economic deprivation which still characterises many towns and communities across the region.**

The communities of Inverclyde, Renfrewshire and West Dunbartonshire claim a rich industrial heritage. They have been shaped by shipbuilding, engineering and textiles, and the decline of these industries has brought challenges surrounding skills, employment and depopulation.

As a major employer, leader and influencer, WCS recognises an important part of its job is to help create the conditions that allow new industries to grow and prosper. Already, 45% of all learning delivered by the College is to students from the 20% most deprived areas of Scotland.

But the College's commitment extends beyond education alone and includes engagement in projects to revitalise town centres, to improve access to the jobs market and to encourage well-being. This is done using a range of strategies and activities: through the development of the College's Estates Strategy; through its membership

of Community Planning Partnerships; and through its support for local sports clubs, community projects and charities.

The College works across local authority boundaries and engages formally with seven authorities. While this can present challenges, it also offers WCS a unique perspective, one which allows the College to identify opportunities for collaboration and mutual support.

West College Scotland has a positive economic impact, supporting an estimated 130 jobs in the regional retail and service sectors. It also manages total funds worth £69m, including an annual turnover of £56m and the administration of £13m of student support funding.

**45%** OF ALL LEARNING IS DELIVERED TO STUDENTS FROM THE

**20%** MOST DEPRIVED AREAS IN SCOTLAND





**IMPACT:**

'Many Places, One Community' by Ross Glasgow, HND Photography student

**£56m** ANNUAL TURNOVER

PROVIDING **1%** OF TOTAL REGIONAL EMPLOYMENT\*

ADDING **£13m** TO THE REGION'S ANNUAL ECONOMIC OUTPUT\*

SPENDING **£37m** IN SALARIES EVERY YEAR

\*Source: Ekos, Economic and Social Impact Assessment of West College Scotland 2014





West Dunbartonshire  
**Working4Business**  
 ...is open for **business!**  
[www.working4business.com](http://www.working4business.com)



## HELPING BUSINESSES

The College joined other agencies, including West Dunbartonshire Council, Scottish Enterprise and Skills Development Scotland to launch Working4Business in West Dunbartonshire. This innovative scheme provides businesses with the expert assistance and solutions they need from all public agencies working in West Dunbartonshire. Working4Business includes start-up support, free help with recruitment, advice on growing existing businesses, improved employee training and access to major investment.



## TACKLING POVERTY

The Renfrewshire Tackling Poverty Commission was the first of its kind in Scotland to look specifically at child poverty at a local level. Its report, published in March 2015, made 24 key recommendations it believes can shape a local partnership approach but which also have the potential to influence national policy.

WCS Principal Audrey Cumberford, one of the Commissioners, said:

**“This is a major contribution to how we tackle poverty in this part of Scotland. On behalf of West College Scotland, I was delighted to be part of the Commission. As a major provider of education, the College knows we have an important role to play in tackling deprivation across Renfrewshire and the wider West region.”**

“Why should poverty stop success in school?”

“Poverty is costly, wasteful and risky”

Male life expectancy  
Bishopton: 81 years  
Ferguslie: 64 years

Scotland’s 3rd  
busiest foodbank

No barriers and  
no attainment gap









## WORKING IN PARTNERSHIP

A priority for all agencies in Inverclyde is to halt and reverse the significant fall in the number of people living in the area. As a key partner in the Inverclyde Repopulation Outcome Delivery Group, West College Scotland is actively involved in dealing with this urgent social and economic issue. The College already makes a significant contribution by offering a wide and extensive curriculum that encourages Inverclyde residents to study locally. It also attracts more than a thousand students to travel to Inverclyde from across Scotland each year.



# BUSINESS WEST

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**The College recognises the importance of growing its income so that it can invest in its core business for the benefit of students, staff and local communities. WCS pro-actively looks for new partners and new areas of activity.**

West College Scotland is an enterprising college. It has strong partnerships with more than 500 businesses across and beyond the West region, from SMEs to multi-national companies, from defence contractors to local authorities.

The College offers bespoke training, including Modern Apprenticeships (MA) in areas as diverse as Professional Cookery and Electrical Engineering. Last year, through a funded contract with Skills Development Scotland, WCS trained 350 MAs and delivered nearly 150 more for other organisations, including BAE, Inverclyde Council and a range of Sector Skills Councils. This activity was in addition to 300 stand-alone Scottish Vocational Qualifications.

A continuing success for the College is its relationship with EE. For the third consecutive year, WCS will run a Customer Service Programme with the telecoms multinational. Over the last 18 months, five groups of thirteen young people from Inverclyde have successfully completed this rolling programme at the company's Greenock call centre.

The College also provides commercial training and reskilling programmes, helping employers develop and upskill their existing workforce.

The Business & Enterprise Directorate identifies and develops new commercial opportunities for the College and in 2014-15 income from such opportunities continued to grow, providing an important source of revenue to the College.











## THERMAFLOW'S STORY

Thermaflow is a Cumbernauld-based manufacturer of innovative electric boilers who asked the College to train their staff to current legislative standards. A strong business relationship developed as College staff came to understand the company and its products. This meant that as well as providing training, the College's renewable energy experts helped identify new markets for Thermaflow products. George Curtis, the company's Managing Director, says: **"West College Scotland's training has helped us develop our internal capability in energy assessment and emerging technologies. This has allowed us to expand into new markets and grow our customer base."**

The College won the 2014 College Development Network Employer Engagement Award for this project and was also shortlisted in the inaugural Herald HE Awards 2015.







## HUBBELL'S STORY

Hubbell (Scotland) is part of the global Hubbell Group. Based in Glasgow, it employs nearly 200 people and is a world-leading supplier of electrical equipment to some of the most hazardous environments on the planet. Looking to improve productivity, the company asked WCS to deliver a bespoke training programme to staff. Peter McGinty is Hubbell's Production Manager:

**"The initial training was excellent but we realised WCS offered more, including apprenticeship training. We have now introduced Modern Apprenticeships in Engineering and Sheet Metal Fabrication. This is a direct result of our relationship with the College. We recognise the benefits of engaging with our local College to support our training needs and to help us build a highly motivated and professional workforce."**





A close-up portrait of Steven McFadyen, a man with short, light brown hair and a slight stubble, looking directly at the camera with a neutral expression. He is wearing a dark polo shirt. The background is a blurred industrial setting with metal structures.

## FROM THE KITCHEN TO THE LAB

Thirty-six-year-old Steven McFadyen is Renfrewshire's 2015 Apprentice of the Year. Steven had been a chef for twelve years before embarking on a career in life sciences. He then came to College to study a Modern Apprenticeship (MA). Despite having no previous qualifications in science, Steven progressed to Level 3 MA, underpinned by an HNC in Applied Science. The MA combined on-the-job assessments with day release studies. Steven recalls:

**"As an adult returner, the biggest challenge was juggling full-time work, study and family life - which is pretty hectic with four children.**

**"One of the biggest influences was my lecturer at the College. Her commitment and passion for science certainly rubbed off on me."**

Steven is now a Senior Scientific Manufacturing Technician for the US multi-national conglomerate, Thermo Fisher Scientific based at Inchinnan.





## THE RETAIL ACADEMY

In May 2015, the College linked up with the FTSE-100 company intu to launch the Retail Academy, a customer-service training programme, combining on-campus learning with real-life work experience at Braehead, the vast shopping and leisure facility near Glasgow Airport. Almost 90% of students who completed the programme are now in employment, and all have gained SQA-accredited certificates in Customer Service and Work Experience. Gary Turnbull, General Manager at intu Braehead, said: **"We are really pleased to be able to offer this course, as it enables us to recruit and train some very talented people."**

Another measure of its success has been the heavy demand for places for the second intake of the Retail Academy.



# INNOVATING WEST

**West College Scotland is committed to delivering education through digital learning technologies. The College wants to build a digital environment which is flexible, user-friendly and inclusive - an environment which will enhance learning, teaching and assessment on- and off-campus.**

The pace of change in the digital sphere presents opportunities and challenges to all educational institutions, testing their ability to harness technological advances for the benefit of students and staff. West College Scotland has responded by continuing to invest in its IT infrastructure: 2014-15 saw the roll-out of laptops to all teaching staff, for example.

In August 2015, the College organised **WITS** – the West College Scotland Information Technology Symposium. This workshop-based event attracted more than 250 staff, outside speakers and industry sponsorship. It allowed staff to share knowledge and best-practice and enthused them as to how new technologies can enhance and transform learning and teaching.

In the field of distance learning – where students can study from home or work – the College is already a leader and innovator: 43% of all distance learning

delivered by the entire college sector in Scotland is delivered by West College Scotland.

WCS recognises the particular benefits of distance learning courses to people who are furthest from education: courses are often funded, they are flexible in terms of completion and progress and they can provide clear progression pathways, including to Higher Education qualifications.

Females make up 85% (FTE) of students undertaking distance learning, while 78% (FTE) of those studying are mature students (over 25 years of age).





**43%** OF ALL DISTANCE LEARNING DELIVERED BY THE ENTIRE COLLEGE SECTOR IN SCOTLAND IS DELIVERED BY WEST COLLEGE SCOTLAND

**WEST COLLEGE  
SCOTLAND**





## AUGMENTED REALITY

Augmented Reality or AR is a remarkable emerging technology which uses mobile devices to enhance physical objects and images. An image - for example, a picture of a person - is overlaid with digital information which can then be "brought to life" via a mobile phone.

The WCS Technology and Innovation team is working to harness this technology for practical educational purposes. It could allow students to work from an exercise sheet then check their answers by scanning the same sheet.

Applications have already been identified which could benefit teaching and learning in areas such as maths, language and performing arts.



### Test the technology for yourself:

download the Aurasma app to your Android smartphone or iPhone and logon to it using the username: "WestCollegeScotland" and password: "witsdemo1" then scan the menu to check the English translation of the French breakfast menu!

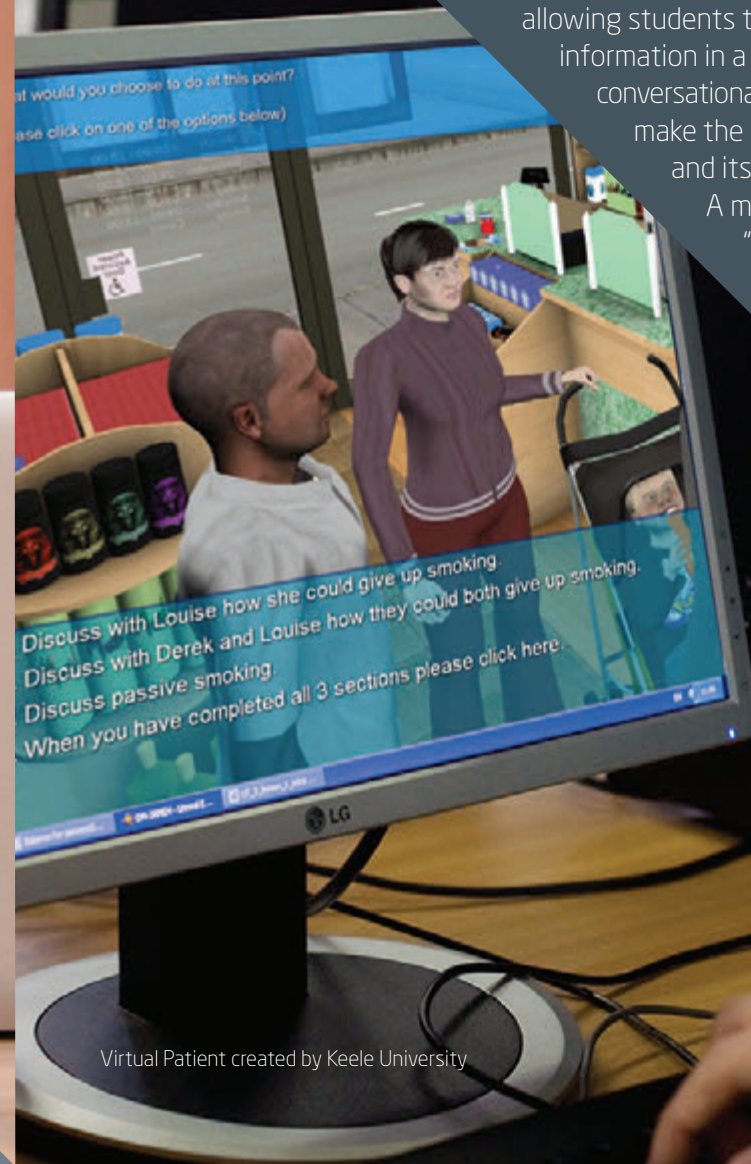


## LEARNING ONLINE

The Faculty of Care and Life Sciences has been using online learning to enhance the experience of current and prospective students. Having been accepted by the College, new students can undertake online taster courses to give them a grounding in subjects which they might not have studied before, for example psychology, anatomy and physiology. Online learning also allows students to become familiar with the College's Moodle system before starting their courses. Full-time students can also supplement their learning by studying related subjects in short online courses, thereby enhancing their employability prospects.

## YOUR VIRTUAL PHARMACY

As part of their course work, National Certificate Pharmacy Services students have been stimulating interaction with a "virtual patient" in a "virtual pharmacy". "Patients" are programmed with different medical histories, allowing students to gather important information in a way that is friendly and conversational. This allows students to make the link between knowledge and its practical application. A major benefit of using "virtual" scenarios has been to build students' confidence in dealing with patients and customers.



Virtual Patient created by Keele University



# CONNECTING WEST

An important priority for West College Scotland is to grow its reputation. The College believes this is best done by promoting the quality of teaching and support services, and by highlighting successes and positive outcomes for students. The College also wants to be recognised as an innovator and leader across the West of Scotland and in Scottish education more widely.

WCS connects with important audiences through its media work, through sponsorship activities and by positively engaging with stakeholders. The College also wants to contribute to public policy thinking and to be well informed itself, making submissions to public consultations and parliamentary inquiries, whenever appropriate.

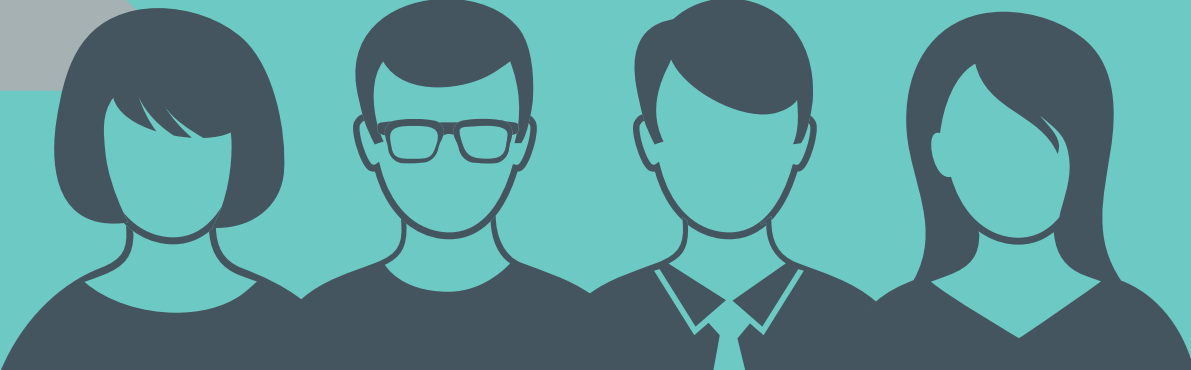
The second full year of merger has been marked by continued positive media coverage, particularly surrounding the report in May 2015 from Education Scotland inspectors.

In June 2015, the College's work with schools was showcased on BBC Scotland's main TV news programme, Reporting Scotland, and the many achievements of students have featured in local and national newspapers.

Achievement also provided the theme for the main 2015 recruitment campaign, in which recent graduates described how qualifications gained at West College Scotland helped them into employment or self-employment. As well as using traditional advertising and marketing platforms, the College's marketing team also ran an innovative social media campaign, resulting in a year-on-year increase in applications.

A white callout box with a black border containing social media statistics. It features the Facebook icon and the text '10,000 likes', and the Twitter icon and the text '2,000 followers'.

 10,000 likes  
 2,000 followers





▶ **APPLY | LEARN | ACHIEVE**



**TOMMY CAMPBELL**  
Head of Construction, West College

**BBC** REPORTING SCOTLAND



**WWW.WESTCOLLEGESCOTLAND.AC.UK**

In January 2015 a new website was launched - [www.westcollegescotland.ac.uk](http://www.westcollegescotland.ac.uk). Primarily designed to attract students to the College, its fresh, modern look and ability to scale for mobile and tablet usage has seen a significant increase in traffic.



## ENGAGING WITH BUSINESS

West College Scotland has strong relationships with the business community and remains an active supporter of networking events, dinners and award ceremonies organised by local Chambers of Commerce. In January 2015, the College Principal was appointed President of the Renfrewshire Chamber, becoming only the second woman to hold the post in the 50-year history of the organisation. The College also supports and provides sponsorship for the Greenock and Dunbartonshire Chambers and in 2015 was the principal sponsor of the East Renfrewshire Chamber's Annual Awards Dinner.







## SHAPING THE LANDSCAPE

The College actively looks for opportunities to have its voice heard.

In February, WCS was the only Scottish college to submit a paper to the Scottish Parliament's Education and Culture Committee investigation into the Educational Attainment Gap. In April, Principal Audrey Cumberford was the only College Principal invited to present at a Funding Council event, which included the Cabinet Secretary, Angela Constance. She received an overwhelmingly positive response to her presentation on the changing nature of the sector's work with schools. And in June, the Principal was also invited to give evidence to the Public Audit Committee's inquiry, Scotland's Colleges 2015.

## BAFTA-WINNING JOURNALIST

Mark Daly, the BBC's award-winning investigations reporter, was the College's guest at an end-of-term stakeholder event. It was held just days after his documentary about the alleged use by the US athletics coach Alberto Salazar of performance-enhancing drugs was aired by Panorama, making headlines across the world. Mark spoke about the many challenges he faced in making the programme, answering questions from the audience about this and his other work.





# WEST INTERNATIONAL

**The College continues to grow its international reputation. In line with the Scottish Government's Economic Strategy, it co-operates with international partners to exchange knowledge and best practice and does so in a way that celebrates Scotland's educational strengths.**

The international climate in recent years has presented challenges to all UK educational institutions. By careful targeting and working through existing contacts, West College Scotland continues to be active globally, thereby providing important commercial income, raising our profile abroad and helping meet the country's economic strategy.

Activity is concentrated on the key markets of, Vietnam, Malaysia, China, India and the EU.

In Vietnam, WCS works with three colleges as well as the General Directorate of Vocational Training, the government agency tasked with developing capacity across the country. In May 2015, the College's Head of Social Sciences, Science and Sport attended an international conference in Hanoi, where she advised on best practice, quality and college management.

This visit was reciprocated when Vietnamese officials travelled to Scotland the following month. The College has also hosted visits from the Quality Council for India and the National Accreditation Board for Education and Training for India.

WCS also extended its partnership with Chengdu Technicians College in China. Five members of their senior management spent four weeks undertaking Leadership and Management Training. West College Scotland is now looking forward to supporting the introduction of apprenticeships across the Sichuan province.

The College is a provider of ESOL (teaching English to speakers of other languages). In March 2015, the British Council renewed and extended the College's accreditation until 2019.







COLLEGE  
OTLAND

Riverside Entrance



## GROWTH IN MALAYSIA

In the last academic year the College registered more than five hundred students in Malaysia. These students studied with local training partners, gaining certifications, diplomas and international awards. WCS increased its partners in the country from fourteen to nineteen.

## INTERNATIONAL STUDENTS

The College has full-time students from China, Oman, USA, India, Pakistan, Russia and Uganda. More than 80% of eligible international students have chosen to extend their visas to continue studying at West College Scotland.





## PARTNERSHIPS IN EUROPE

The College has secured funding from Erasmus + for a three-year project working with seven different European partners. The project will look at developing knowledge and teaching in the area of "Green Tourism". Staff and students have already undertaken study visits to Portugal, Hungary and Turkey. WCS also hosted and organised work placements for students from partners in Finland and Sweden, providing them with an opportunity to live, study and work in Scotland.

## TRAINING IN INDIA

West College Scotland is currently engaged with two separate projects supported by UK India Education and Research Initiatives (UKIERI). Working with the University of Delhi and the Quality Council of India, these projects involve the development of new curriculums and the delivery of Train the Trainer programmes. These programmes will be delivered in India by West College Scotland staff during the 2015-16 academic year.



# WEST COLLEGE SCOTLAND... AT A GLANCE

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TEACHING **30,000** STUDENTS

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SERVING A REGIONAL  
POPULATION OF **1.2million** PEOPLE

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BASED IN **3** MAIN TOWNS -  
GREENOCK, PAISLEY  
AND CLYDEBANK

ANNUAL  
TURNOVER  
OF **£56m**

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ADMINISTERING **£13m** OF  
STUDENT  
FUNDING



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EMPLOYING **1,200** PEOPLE  
(800 FTEs)

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DELIVERING **500** MODERN  
APPRENTICESHIPS

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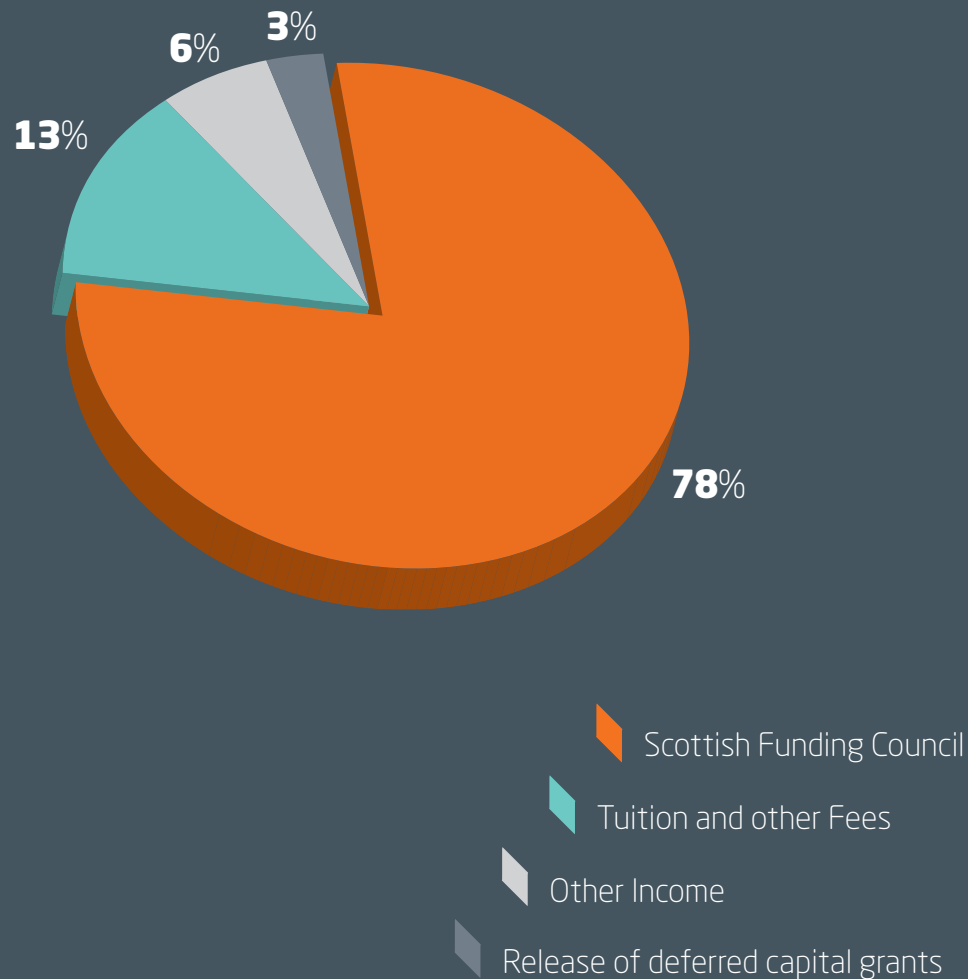
PROVIDING **12,000** HOURS OF  
EDUCATION AND  
TRAINING TO

**3,000** SCHOOL PUPILS IN **7** LOCAL  
AUTHORITY  
AREAS

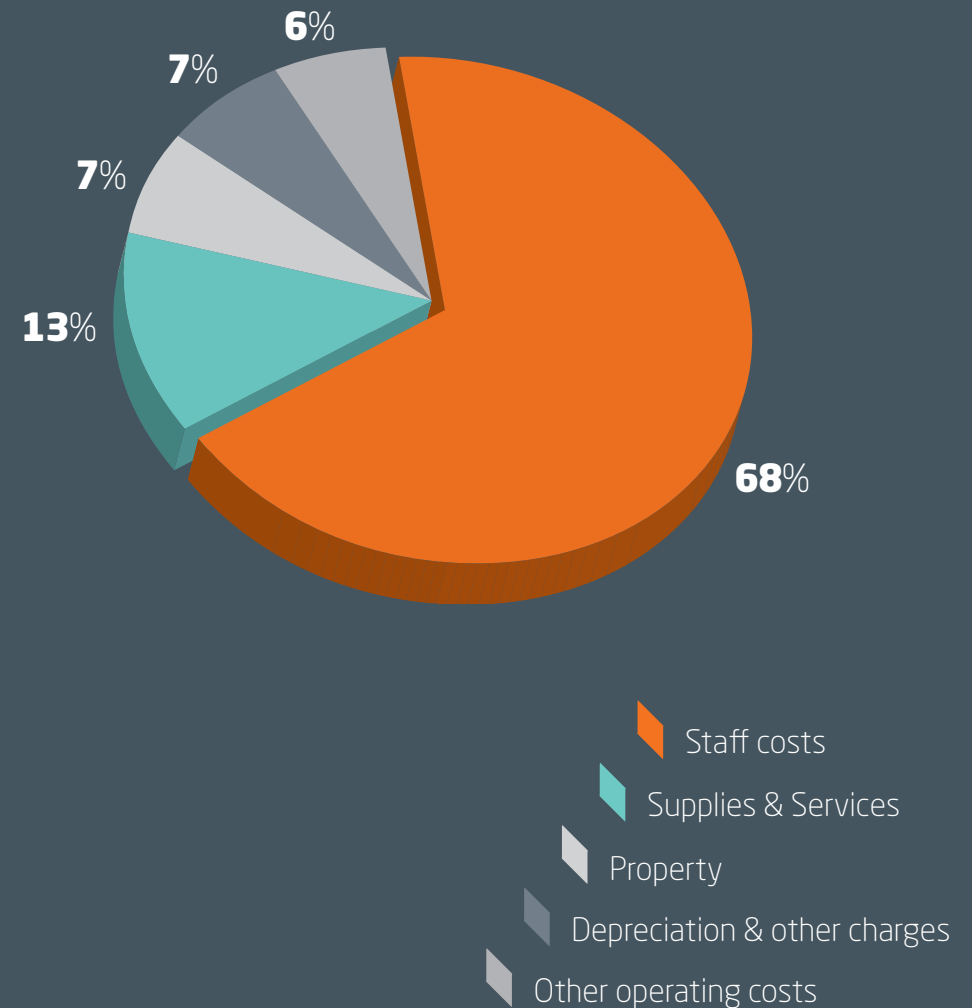


# £56m ANNUAL TURNOVER

## INCOME



## EXPENDITURE



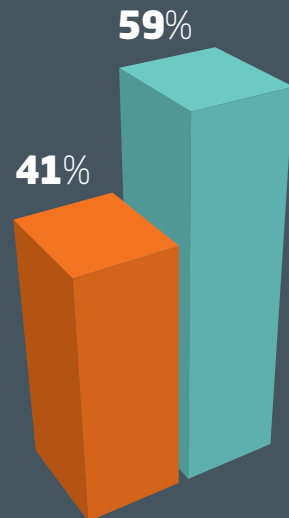


# STUDENTS

## BY GENDER:



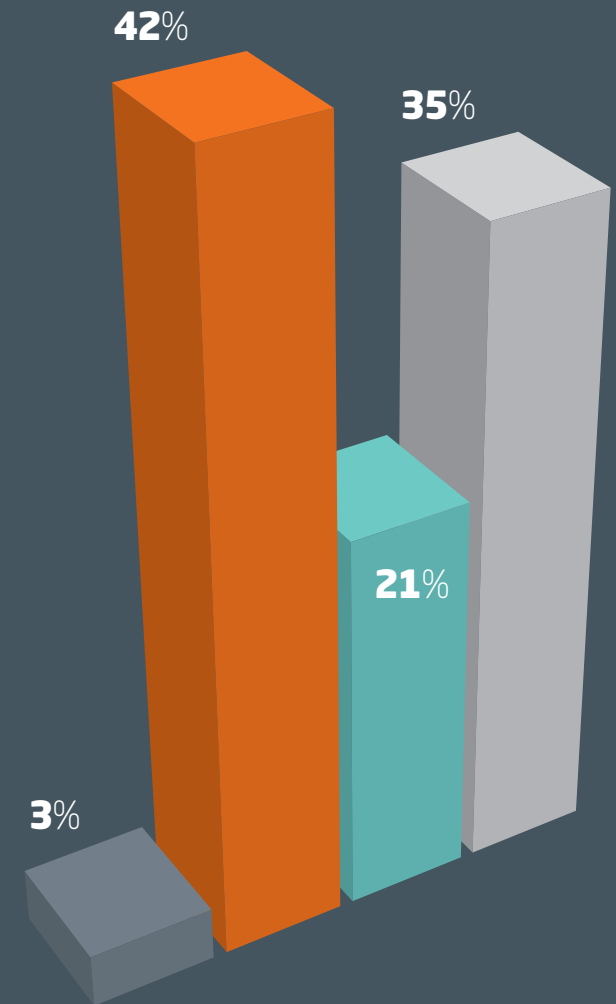
(Full-time equivalent)



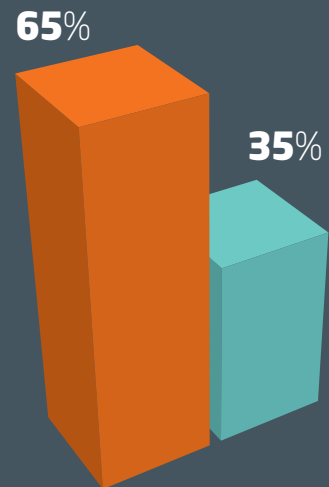
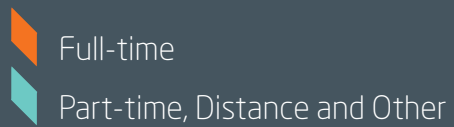
## BY AGE:



(Full-time equivalent)



## BY ATTENDANCE:







**Clydebank Campus**

College Square, Queens' Quay  
Clydebank, G81 1BF

**Greenock Campus**

Finnart Street  
Greenock, PA16 8HF

**Paisley Campus**

Renfrew Road  
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