

# INVOLVE

December 2011



Top: students enjoying the College gym  
Above: raising money for charity

## Another first!

We are very proud to announce that Hugh Baird College is the first Further Education (FE) College in the country to achieve the international Achievement through Well-Being Award. The Award was formerly the Every Child Matters Standard Award, and for the last six years, the College has been embedding these standards into everyday life.

The Achievement through Well-Being Award comprises twelve aspects:

- Ethos
- Policy
- Environment
- Leadership & Management
- Curriculum entitlement, access and choice
- Presence, participation & personal development
- Partnership with parents/carers
- Multi-agency working
- Community
- Transition & transfer
- Professional development
- Personalised learning

Following their visit to the College, the assessors said: "It was an absolute pleasure and joy to work with the College over the past twelve months. We very much appreciated being given the opportunity to witness such impressive work on student wellbeing in the FE sector".

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AWARDS EVENING



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# Awards Evening

excellence

## Student Awards

More than forty students were honoured at the recent Awards Evening for their hard work and commitment during 2010/11. Each award was sponsored by an organisation with links to the College and representatives from the companies were invited to the event. New sponsors for this year included Eco-environments, Bullybusters and the University of Central Lancashire.

Many sponsors provided a prize to accompany their award. This year they ranged from gift vouchers to tools and even an i-Pad. Some provided valuable work experience opportunities; Juice FM have invited the winner of the Performing Arts award for a tour of their brand new radio station when it opens in February. Sefton Chamber of Commerce offered the winner of the Business and Management Award a full day "Event Management and Networking Experience" at Aintree Racecourse. He'll be involved in preparation and set up of the event and will attend the Christmas lunch where he will be introduced to local companies and shown the art of networking.

Guest speaker for the Awards Evening was Professor Rod Dubrow-Marshall PhD who is Pro Vice Chancellor (Student Experience) at the University of Central Lancashire.

Colin Appleton with award winner, Leslie Ashton



John Taylor with Lewis Collinson



Winner of the Event Management and Networking Experience, Vincent Wong, with guest speaker, Professor Dubrow-Marshall PhD

## Did you know...

- We have been **top** of the Government League Tables for Further Education Colleges in Merseyside **since 2008\***
- We make a **real difference** to our students; we are in the **top 5%** nationally for developing our learners\*\*
- We achieved the **top rating** for our Higher Education courses in 2011 (Quality Assurance Agency for Higher Education)
- **92%** of parents of current students describe our teaching as "**good**" or "**excellent**"
- **Over 96%** of our students would **recommend** Hugh Baird College (student survey 2011)
- Our **success rates** are in the **top 10%** nationally
- Ofsted rated us as "**outstanding**" for the care, guidance and support that we offer learners (2010)
- We have recently succeeded in retaining the **Matrix Excellence Mark** for excellence in pastoral care (2011)
- Our Sixth Form was rated as "**outstanding**" by Ofsted
- **97%** of parents of current students would describe the College as "**good**" or "**excellent**"

\*Best FE College in Merseyside according to Government league tables (based on point score per examination entry).

\*\*Contextualised Value Added (CVA score).

# Employer profiles

Hugh Baird College has excellent links with local and national businesses. Companies work with our staff and students to make sure that learners have the most up to date and practical experience of their chosen industry – from visual merchandising to make up and brickwork to business administration. Businesses provide live briefs,

talks, work placements, apprenticeships, careers advice and visits to ensure that Hugh Baird College students really are ready to move from education to employment.

If you are an employer and would like to work with us, please email: [caroline.williams@hughbaird.ac.uk](mailto:caroline.williams@hughbaird.ac.uk)

**Ikea** have provided **valuable work placements** for our students for several years. Last year they challenged our BTEC and BA students to design rooms for real life families on a budget – using furniture from the Ikea range. Ikea's Interior Design Manager, Melodie Higgins, also joined the judging panel at the Visual Merchandising end of year show, where BA (Hons) and Foundation Degree students showcased their work.

Melodie said: "We've been **very impressed** with what we've seen of Hugh Baird College. The students' awareness of the market, their **professionalism** and **confidence** demonstrate that they are **industry ready** and makes them very **marketable**. The tutors are **amazing** and both they and the students should be very **proud**".



**One Vision Housing** is a social housing provider, with more than 11,700 homes across Sefton. They offered a Bricklaying apprenticeship to Jake Jones, a School Link student. Following Jake's **success** – and a visit to see the **facilities** at Hugh Baird College, One Vision Housing is offering places for another two apprentices.

Jo Watkins, of One Vision Housing Property Services said: "OVH Property Services visited Hugh Baird and we were **really impressed** with the **high standard** of facilities available. We met with some of the staff and students and their **work ethic** and **positive attitude** really appealed to us".

Sharon O'Neill began her beauty therapy career as a mature student at Hugh Baird College. Within five years of completing her qualifications Sharon progressed from working from two rooms in a salon to running her **own business** in the prestigious **Crowne Plaza** hotel in Liverpool. Sharon has recently opened a further salon in Liverpool's **Toni and Guy** studio and continues to employ students from Hugh Baird College. As a judge at the College's annual Hair and Beauty Show, Sharon continues to support the College. She said: "The standard of education that the students receive at Hugh Baird College is **fantastic**, and the support they receive is **excellent**. I was the first employer to recruit an apprentice from the School of Hair and Beauty Therapy, and I'm always happy to work with Hugh Baird students to give them **valuable experience** of working in this industry".



# Visiting speakers

Chris Stevens with Visual Merchandising students and staff



The first few months of term have seen plenty of guest speakers in College sharing their experiences with our students.

**The Visual Merchandising and Promotional Design team** welcomed a former student last month when he returned to give a talk to a group of first and second year students. Chris Stevens is Sustainability Development Manager at local social enterprise company Elixir Group. He studied on the BDS course at Hugh Baird College and spoke to students about his time on the course, explaining how the experience he gained here gave him an advantage over his peers at university.

Afterwards Chris said: "Throughout my time at Hugh Baird, I developed a variety of skills that have assisted me during both my time at University and now at work. These skills included technical drawing, AutoCAD, space planning and model making.

"Hugh Baird was the stepping stone that I needed to be accepted onto the Architecture Degree at The University of Liverpool. I found that both the modules studied and the career guidance off the tutors assisted me significantly in achieving that place.

"Now in full time work, the competencies I gained at both Hugh Baird and University are helping me to fulfil the roles and responsibilities that my managerial position requires".

## Online support for parents

Did you know that we have a dedicated and secure online resource for parents? As a parent you will be able to log on using your unique password and follow the progress of your child. You can find information about your child's attendance, their timetable and their progress reviews. Individual logon details are given to parents at Parents' Evenings; if you don't have your login details following a Parents' Evening, please contact Angela Hughes (0151 353 4654).

You will also find a range of regularly updated information on the parents' section of our main website, from key dates to information on helping you to understand the different levels of qualifications. You can download our comprehensive Parent Pack which will provide you with all the information you will need to support your child through College. Our case studies feature current and past students who have followed various paths through College and will help you and your child to make decisions about their careers and employment options.



A page from the parents' section of our website: [www.hughbaird.ac.uk](http://www.hughbaird.ac.uk)

# Higher Education Suite opens

Right: the finished artwork  
Below: Alina signing her work



Hugh Baird College offers an increasing range of Higher Education courses, from Foundation Degrees to HNDs. Our Foundation Degrees and BA Hons degree are validated by either the University of Central Lancashire or Edge Hill University, allowing students the chance to follow a Higher Education course on their doorstep.

The College received the highest rating from the Quality Assurance Agency for Higher Education in their latest report in 2011 which stated "Employers are actively involved in evaluating and supporting curriculum development, programme content, and in the development of assessment materials focused on work based learning".

As part of the College's expanding provision for Higher Education students, we have introduced a refurbished suite, solely for use by this group of learners. It includes two flexible study rooms with TV, DVD, WiFi and Smartboard. There are further study areas as well as an informal seating area.

The College commissioned former Hugh Baird photography students, Alina Tait, to produce a piece of artwork for the area. Alina visited the College to install and sign her finished piece, a photograph of the Liverpool waterfront covering one whole wall of the Suite.



Above: students at the new College  
Below: the Thornton College building



## Thornton College

Working in partnership with Sefton Council and local special schools, Hugh Baird College has opened Thornton College. Based on the site of a former primary school, Thornton College is specially designed to meet the needs of young people with learning difficulties and/or physical disabilities.

It offers a supportive environment and with multimedia facilities, a horticulture room, kitchen and even a small apartment, provides students with the opportunity to develop independence and life enhancing skills.



**Our full service hair and beauty salon offers professional treatments at affordable prices.**

From facials to manicures, and hairstyling to highlights, our students work alongside their tutors to ensure a high quality service.

*Appointments are not always necessary, but we recommend that you book your treatment in advance.*

**Opening times (September to June):**

- Monday to Thursday 9am – 9pm
- Friday 10am – 5pm

Tel: **0151 353 4416**  
 Email: [images@hughbaird.ac.uk](mailto:images@hughbaird.ac.uk)  
[www.hughbaird.ac.uk/HairBeautyImages](http://www.hughbaird.ac.uk/HairBeautyImages)

Please note that all clients must be a minimum of 16 years old. As this is a training environment, please be advised that your treatment may take longer than in a high street salon.



**An attractive, relaxing environment, Richlance Restaurant offers an extensive food menu, along with a licensed bar.**

Our students, working alongside their tutors, prepare, produce and serve high quality, mouth-watering meals – including brunch, lunch and dinner.

*You can book the restaurant for your private function or join us at one of our themed events; check our website for the latest details.*

**Opening times (September to June):**

- Tuesday to Friday, Brunch 10am – 11am, Lunch 12 – 1.15pm
- Thursday, Dinner 6.30pm – 7.45pm

Tel: **0151 353 4518**  
 Email: [richlance@hughbaird.ac.uk](mailto:richlance@hughbaird.ac.uk)  
[www.hughbaird.ac.uk/Richlance](http://www.hughbaird.ac.uk/Richlance)



**Situated at the ground floor entrance to Hugh Baird College, Secret Garden offers an extensive range of floral designs, funeral tributes, wedding requirements, balloon modelling and bouquets.**

Our staff and students can provide beautiful bespoke designs for gifts, homes and businesses, and as a member of the Teleflorist organisation, we can deliver your gifts locally, nationally and internationally.

**Opening times (September to June):**

- Monday to Friday 9.30am – 4.30pm

Tel: **0151 353 4496** Email: [secret.garden@hughbaird.ac.uk](mailto:secret.garden@hughbaird.ac.uk) [www.hughbaird.ac.uk/SecretGarden](http://www.hughbaird.ac.uk/SecretGarden)

Hugh Baird College, Balliol Road, Bootle L20 7EW  
0151 353 4444 [www.hughbaird.ac.uk](http://www.hughbaird.ac.uk)

The College is committed to Equal Opportunities

**Hugh Baird**  
**COLLEGE**

