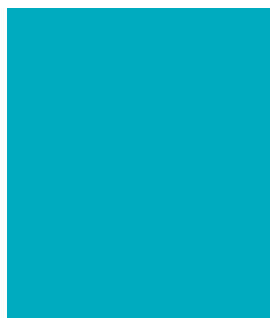


Hereford College of Arts

CREATIVE SPACE

WWW.HCA.AC.UK



2012



CIRCA 1930 POTTERY CLASS

CREATING SUCCESS

Over the past 5 years the College has passed some highly successful milestones, so in recognition we hope you enjoy reading through this publication which celebrates some of our most recent highlights. It also brings the history of the College, now 160 years old, right up to date, by profiling our stunning new contemporary Arts Space at Folly Lane.

Herefordshire is well known for being a highly creative county. It has inspired so many generations of artists, designers, writers, film-makers and musicians who have chosen to either live or work here, and contribute to its thriving arts scene and cultural richness. So, it is fitting that the region has an arts college like ours. Our job is to nurture talent across art, design, media, music and performing arts, and create the best environment possible for our students to flourish and to reach their potential. It is something we take very seriously and is reflected in our specialist staff, in the workshops and studios, and in our philosophy. From the Board of Governors right through to our support staff, we all share a common goal to ensure our students are well prepared for the future.

And, what about the future for our students? The Creative Industries is undergoing a revolution at the moment. Continually changing and adapting to economic opportunities and emerging technologies, it is still one of the fastest growing sectors in the UK for jobs.

1.5 million people are employed in the creative industries or creative roles in other industries, 5.1% of the UK's employment

Even with a global recession employment in the creative industries is predicted to rise by 3% each year (2010 - 2020)

Many of the jobs in the Creative Industries haven't been invented yet! As digital platforms continue to be developed we need to ensure that the creative practitioners of tomorrow are ready to fill those roles

In recent years there has also been substantial growth in self-employed practitioners, right across the creative spectrum - from freelance film-makers through to jewellers. There are an estimated 106,700 businesses registered in the creative industries

NEW ARTS SPACE AT FOLLY LANE

In 2012, responding to much needed social, café and exhibition space our stunning new Arts Space and main entrance for Folly Lane was unveiled. Designed by Hewitt Studios and constructed by Keir Moss, the contemporary and innovative space was funded entirely from College reserves. Integrated in the design are landscaped gardens and outdoor areas. The design and architecture is already generating great interest from national and regional bodies. The space is kitted out with striking café furniture, soft seating and tables, flexible exhibition panels, wifi access and computer points.

TRANSFORMATION

CAMPUSES

In 2003, due to our growing numbers we re-furbished a building on Whitecross Road (The Higher Education Centre) for our degree students studying fine art, contemporary applied arts, textiles and artist blacksmithing

In 2009, we transformed a city centre building on Bath Street to house our media degree students (Media Centre) across our illustration, graphic & media design and photography courses

NEW CITY CENTRE SITE FOR HIGHER EDUCATION

The College is working closely with Hereford Futures and Herefordshire Council who have identified land in the Blackfriars Street area, as a potential home for a new higher education facility for the College, placing a campus in the heart of the city centre. When operational, the Higher Education Centre will provide a first class learning environment for up to 400 degree level students in its first phase. This ambition features heavily in our strategic plan. The College is committed to advancing and expanding the provision of Higher Education in the county, and to becoming a Higher Education Institution itself when its student numbers have grown. The College will also work with partners to develop the range of university level provision available in Herefordshire.

HALLS OF RESIDENCE

We are at the early stages of working with developers to partner in a major city centre development which will partly comprise of dedicated student Halls of Residence to house over 100 of our degree students.

THE COLLEGE IS
COMMITTED
TO ADVANCING AND
EXPANDING
THE PROVISION OF
HIGHER
EDUCATION
IN THE COUNTY





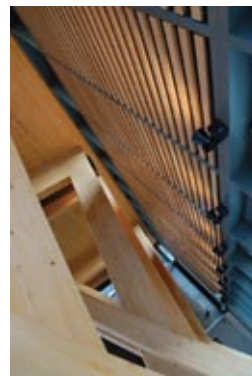
ARTS SPACE, FOLLY LANE



HIGHER EDUCATION CENTRE, WHITECROSS RD



MEDIA CENTRE, BATH STREET







VALUES & AMBITIONS

OUR MISSION

To provide outstanding education and employability in the creative arts

VALUES

Putting our students, their learning needs, their well-being and their safeguarding first

Providing teaching and learning of the highest quality

Continually raising standards in everything that we do

Promoting equality and diversity, and eliminating discrimination, through respect for individuality and difference

Supporting the employability and entrepreneurial ambitions of our students

ADVANCEMENT OF THE ARTS IN THE REGION

The College aims to be a major centre for the artistic and cultural life of the region. It is committed to enhancing this by working with all ages and backgrounds at all levels, with communities, artists and other providers through providing courses and facilities that will support artistic and creative activities.

ADVANCEMENT OF HIGHER EDUCATION

We aim to expand the overall number of Higher Education students with the long-term intention of becoming a Higher Education Institution. The College has recently joined the GuildHE, an inclusive, national body and a key advocate for institutional diversity across higher education.



OPENING UP THE ARTS

2012 sees the start of a new initiative to open-up our facilities to the creative community. The College has a well resourced range of equipment and technical skills that support our students across our further, higher and short course programmes and will now be available for the public to access. Particularly useful for alumni and local practitioners, the benefits of the Associate Membership Scheme include access to the library, large-format printing, workshops and technical support.

EMPLOYABILITY, ENTERPRISE & ENTREPRENEURSHIP

Essential and built into the curriculum are planned opportunities for collaboration with business and professional practices. This activity is heavily supported by our Business Development Manager and contributes towards regional economic well-being and regeneration through the collaborative development of live and community-based student projects, competitions and clear links with professional bodies. The College also hosts regular employer forums which invite individuals to contribute to the curriculum as well as putting on an annual networking event.

This all means that we keep curriculum design and delivery under constant review in line with employment needs and opportunities, as well as ensuring that opportunities for progression are actively promoted internally and externally to all students.



NEW CURRICULUM DEVELOPMENTS

In our post 16 provision we will be offering a new Level 3 qualification in Communication and Marketing in September 2012. Recognising and responding to a buoyant and growing employment market where many jobs work alongside creativity, this course prepares students who wish to be creative organisers and communicators.

We continue to work closely with University of the Arts London, who validate our UAL Diploma in Foundation Studies, with a view to developing a new award for our post 16 courses in the near future.

We are also well on the way to developing a postgraduate programme and will be offering an MA in Fine and Applied Arts in 2012.



WE RECEIVE AN AVERAGE ANNUAL INCOME OF 5.7 MILLION POUNDS:

50%

FROM THE SKILLS FUNDING AGENCY / YOUNG PEOPLE'S LEARNING AGENCY (FOR FURTHER EDUCATION)

42%

FROM THE HIGHER EDUCATION FUNDING COUNCIL FOR ENGLAND & TUITION FEES (FOR HIGHER EDUCATION)



8%

FROM OTHER INCOME STREAMS, SUCH AS FUNDED PROJECTS AND REVENUE FROM SHORT COURSES

FINANCIAL STABILITY

Our financial stability has been and will continue to be paramount in order to achieve and maintain financial strength across all of our operations.

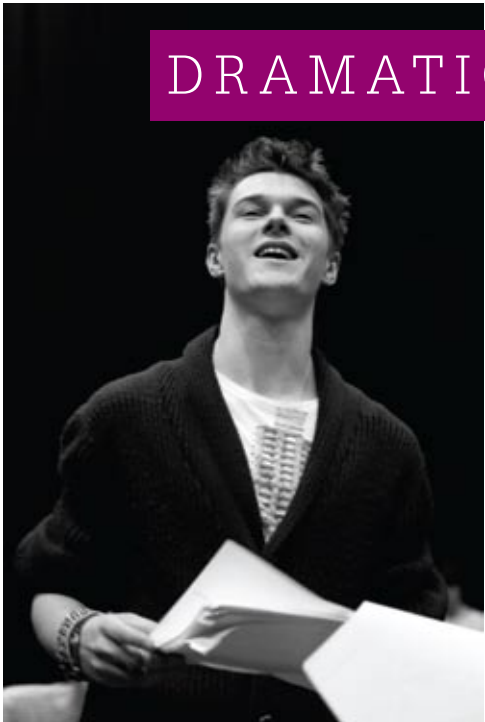
THE COLLEGE'S FINANCIAL HEALTH HAS BEEN RATED AS CONSISTENTLY 'OUTSTANDING' OVER THE PAST 5 YEARS

THE COLLEGE HAS INVESTED 1.3 MILLION OF ITS OWN CASH RESERVES TO BUILD THE NEW ARTS SPACE, ON PROPERTY IMPROVEMENT AND NEW EQUIPMENT. AFTER THIS INVESTMENT OUR FINANCIAL HEALTH WILL STILL REMAIN OUTSTANDING

CONTEMPORARY



ORIGINAL



DRAMATIC



CREATIVE

INNOVATIVE





ENTREPRENEURIAL



PASSIONATE

EMPLOYABLE



AMBITIOUS



RESOURCEFUL



MOTIVATED

OUR CREATIVE COMMUNITY

GOVERNORS

Our Board of Governors steers the activities of the College. It is made up of a broad range of experience from across the community, business, the arts and individuals with experience in business, the arts, community affairs or education. The Board also includes governors who represent staff and students.

[Annie Brookes](#)

[John de la Cour](#) (Chair)

[Professor Gary Crossley](#)

[Francis Drasar](#)

[Lynn Forrester-Walker](#)

[Dr Michael Lafferty](#)

[Nancy Albert](#)

[Alison McLean](#)

[Professor Philip Roberts](#)

[Mikes Rookes](#)

[Denise Strutt](#) (Vice Chair)

[Stephen Bourke](#) (Staff Member)

[Neil Hadfield](#) (Staff Member)

[Penelope Allen](#) (Student Member HE)

[Richard Lewis](#) (Student Member FE)

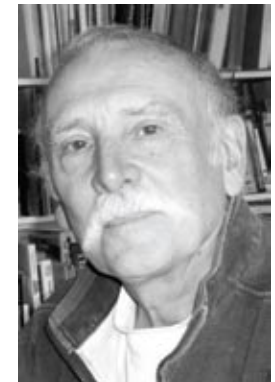
[Richard Heatly](#) (Principal and Chief Executive)



STEPHEN COX RA
FELLOW



JOHN BULMER
FELLOW



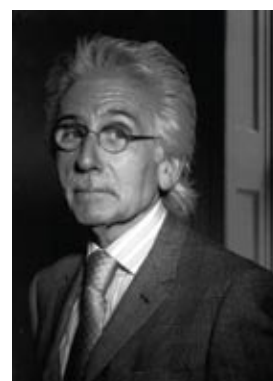
PETER PARKINSON
FELLOW



PETER FLORENCE
FELLOW



NICK SHARRATT
FELLOW



SIR ROY STRONG
FELLOW



LADY FRANCES
SORRELL
FELLOW



SUSAN CROSS
FELLOW



**PROFESSOR
SIR CHRISTOPHER
FRAYLING**
FELLOW



DON MCCULLIN
FELLOW



CLARE WOODS
FELLOW

FELLOWS

The College has an established Honorary Fellowship scheme which recognises individuals who have made an outstanding contribution to the arts. We welcome back a number of our Fellows who continue to make an invaluable contribution to the College; from lecturing, mentoring, awarding bursaries and judging of prizes, to working alongside students on projects. Fellows are conferred as part of our annual graduation & prize-giving event and currently include:

John Bulmer / Photographer and Film-maker

Stephen Cox RA / Sculptor

Susan Cross / Jeweller and Jerwood Prize winner

Peter Florence MBE / Director of the Hay Festival

Professor Sir Christopher Frayling / Former Rector of The Royal College of Art & Chair of Arts Council England

Peter Parkinson / Artist Blacksmith

Shani Rhys James MBE / Director and Jerwood Prize winner

Don McCullin / Photojournalist

Nick Sharratt / Illustrator

Lady Frances Sorrell / Co-founder of Sorrell Foundation

Sir Roy Strong / Historian, broadcaster and writer

Rhonda Wilson MBE / Founder of Rhubarb-Rhubarb Photo Festival

Clare Woods / Painter

VISITING LECTURERS

Throughout the academic year the College invites a number of big national and international names in the arts world to speak as part of the visiting lecturer programme:

Adrienne Craddock - Professional printmaker

Atsuo Okamoto - Sculptor

Brian Griffin - Photographer

Cornford and Cross - Installation artists

David Bull - Scriptwriter for animation

Deanna Petherbridge - Drawing practitioner

Junko Mori - Artist Blacksmithing practitioner

Kath Roberts - Glass practitioner and private gallery owner

Keith Harrison - Ceramic practitioner and winner of Jerwood Makers 2011 award

Ken Grant - Photographer

Laura Carlin - Illustrator

Marion Elliot - Paper engineer

Martin Parr - Photographer

Matthew Richardson - Illustrator & winner of the 2010 Folio Society Award

Myles Mcleod - BAFTA animation award

Neil Bousfield - Printmaker

Nina Ogden - Artist

Osbert Parker - Twice BAFTA nominated animation director

Paul Thomas - Artist, Director for The Jerwood Open Drawing Exhibition

Professor Paul Wells - Animator

Rebecca Gibbon - Childrens book illustrator.

Rhonda Wilson MBE - Rhubarb Rhubarb, Photography Development Agency

Robert Mason - Artist

Roger Tooth - Picture Editor, The Guardian newspaper

Simon Roberts - Photographer

Stephen Cox - Sculptor

Sue Cross - Jewellery practitioner

Sue Lane - Jewellery practitioner

Supermundane - Illustrator Rob Lowe

Dr. Alex Seago - Cultural historian

Toby Morrison - Illustrator

Vaughan Oliver - Graphic designer

PARTNERSHIPS

SCHOOL LINKS

We have strong links with our local and regional county secondary schools and offer a range of learning opportunities for 14-16 year olds in schools. Throughout the year we run vocational workshops in schools delivered by our practitioner tutors and aimed at introducing students to careers in the creative industries. HCA is also the venue for a rolling exhibition of work from all county schools and annually organises a month-long public exhibition where all the schools come together to show their work to a wider audience. Our art teachers' Forum provides an opportunity for teachers to come together to share good practice and develop collaborative projects. We also run a programme of short professional development workshops for teachers where they can learn new skills and sample a variety of creative activities to take back into their schools.



OVER THE PAST
SEVEN YEARS WE HAVE
WELCOMED
OVER 1500
YOUNG PEOPLE
FROM
AND LOCAL
REGIONAL
HIGH SCHOOLS
TO OUR **SPRING &**
SUMMER
SCHOOLS AND
SATURDAY
ARTS CLUBS



SPRING AND SUMMER SCHOOLS

We are now in our seventeenth year of offering fun-packed activity weeks in both the spring and summer for Years 8, 9, and 10. We like nothing better than seeing pupils from local and regional schools getting highly creative with us across a range of subject areas such as: drama, contemporary dance, music, arts and crafts, media, photography, animation and film-making. We get to know these students really well, as many progress through to our Level 3 courses after their GCSEs, with some staying on with us to study at degree level. Some are even now members of staff!

SATURDAY ARTS CLUB

Last year, we launched a brand new Saturday Arts Club initiative. Supported by the Sorrell Foundation, a national organisation dedicated to promoting and encouraging creative learning, the College now regularly opens up on Saturday mornings to nearly 50 students attending Saturday Arts Clubs.

PROGRESSION & PARTNER COLLEGES

We continue to establish new links and partnerships with regional Further Education Colleges to encourage wider participation and progression to our higher education programme. To date we have formal agreements to benefit students progressing from the following regional colleges:

Cirencester College
City of Bristol College
Coleg Gwent, Pontypool
Halesowen College
Hereford Sixth Form College
Hereford Academy
Joseph Chamberlain Sixth Form College
Ludlow College
New College Swindon
New College Telford
Newent Community School and Sixth Form Centre
Royal Forest of Dean Campus (Gloucestershire College)
South Worcestershire College
Stratford Upon Avon College
Stroud College of Further Education
Telford College of Art and Technology
Worcester Sixth Form College

FRIENDS & SUPPORTERS OF HCA

We are very grateful to the following friends and supporters of the College who continue to offer a range of opportunities – from sponsorship and prize-giving, to donations and their time:

Aardvark Books
ABC Print
Allpay
Applestore Gallery
Artisans in the Hills
Artsite 3
Bernard & Catherine Gay Trust
BOSS
Brian Hatton Trust
C F Roberts
Charles Hinitf & Associates
Church Street Charitable Trust
Claridge Nursing Homes
Clive Richards
Courtyard, Hereford
Elmley Foundation
Forbes
Friends of Hereford Museum & Arts
Gallery 54
Gordon Lutton
Harold Beaver Trust
Hereford Cathedral
Hereford Deli
Hereford Photography Festival
Herefordshire Heritage Services
Impact Print
Joan Weston Trust
Kate Renshall
Lion Gallery
Lugg Valley Primrose Travel Ltd
Meadow Arts
Rob Gwilliam Web & Graphics
Signs & Labels
Sonia Hackett
Sydney Nolan Trust
Sylvia Dowsett Memorial
Truelight
Wyevale Nurseries

COLLABORATION

14-19 Team, Local Authority
AA2A Artists Access to Art Scheme
Association of Colleges
APSCAD
Borderlines Film Festival
British Red Cross
Chamber of Commerce
Council for Higher Education in Art & Design
Courtyard Centre for the Arts, Hereford
DanceFest
Enjoy and Achieve Outcome Group
Guild HE
H.Art Week
Hereford Association of Colleges
Hereford Cathedral & Cathedral Close Regeneration Project
Hereford City Futures Strategic Partnership
Hereford Museum Service
Hereford Photography Festival
Herefordshire and Worcestershire Consortium of Colleges
Herefordshire Art Forum
Herefordshire Association of Secondary Heads
Herefordshire Council Cultural Services
Herefordshire Cultural Consortium
Herefordshire Media Network
Information, Advice and Guidance Network Group
Meadow Arts
NALN/ UKADIA
Post 16 Transport Group
University of the Arts London
University of Wales
Visit Herefordshire



STUDENT SUCCESESSES

HERE IS JUST A SNAP-SHOT
OF AWARDS, COMMISSIONS
AND EXTERNAL PROJECTS
STUDENTS HAVE ACHIEVED
OVER THE PAST 12 MONTHS:

BA (HONS)
GRAPHIC & MEDIA DESIGN
Winning design for
Royal Mint Para-Olympic
Coin Design



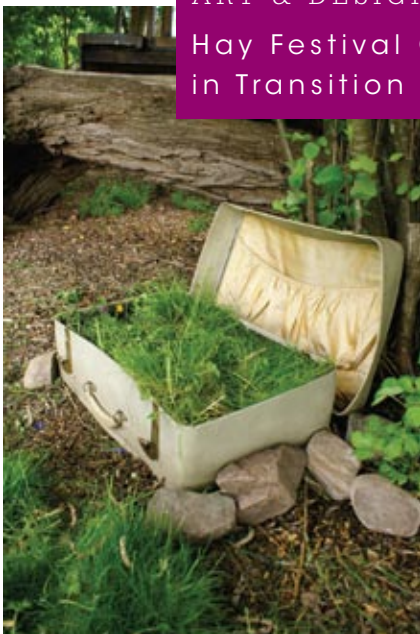
BA (HONS) FINE ART
Outdoor exhibition
at Brampton House



BA (HONS)
TEXTILE DESIGN
Work selected
& commissioned
by Indesign in
New York, for
fourth year running



EXTENDED DIPLOMA IN
ART & DESIGN
Hay Festival Garden
in Transition



EXTENDED DIPLOMA
IN PERFORMING ARTS
Collaboration with
Dancefest & Music Pool
No Pride In Prejudice



EXTENDED
DIPLOMA IN
ART & DESIGN

Exhibition
in Hereford
Cattle Market

**PH
BIAS**



A MULTI-DISCIPLINARY EXHIBITION
TUESDAY 16 FEBRUARY | 2 - 6 PM
THE CATTLE MARKET HEREFORD
FEATURING WORK FROM
NATIONAL DIPLOMA
ART & DESIGN YEAR 2 STUDENTS



BA (HONS)
PHOTOGRAPHY
Photography
exhibition
at Hay Festival

BA (HONS) GRAPHIC
& MEDIA DESIGN

Working with
Visit Herefordshire
on re-branding
for Herefordshire

Visit
Herefordshire



BA (HONS) CONTEMPORARY
APPLIED ARTS & BA (HONS)
ARTIST BLACKSMITHING

Best Stand in Show at
New Designers 2011



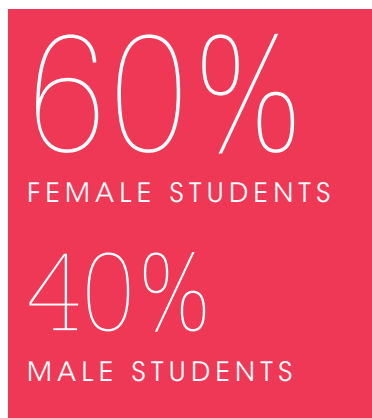
EXTENDED DIPLOMA
IN ART & DESIGN

Hereford High Town
Hoardings project



STUDENTS

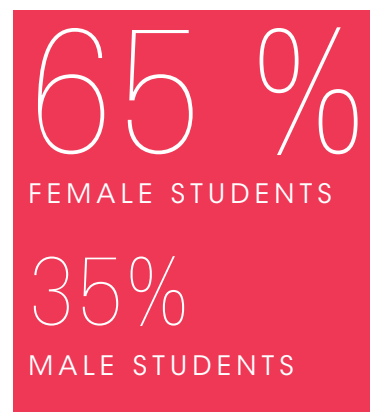
WHERE OUR FURTHER
EDUCATION STUDENTS
COME FROM (2011-12)



IT IS ESTIMATED
THAT OUR DEGREE
STUDENTS
CONTRIBUTE NEARLY
4 MILLION
POUNDS A YEAR
TO THE **LOCAL**
ECONOMY



WHERE OUR HIGHER
EDUCATION STUDENTS
COME FROM (2011-12)



STUDENTS BENEFITING FROM FINANCIAL SUPPORT

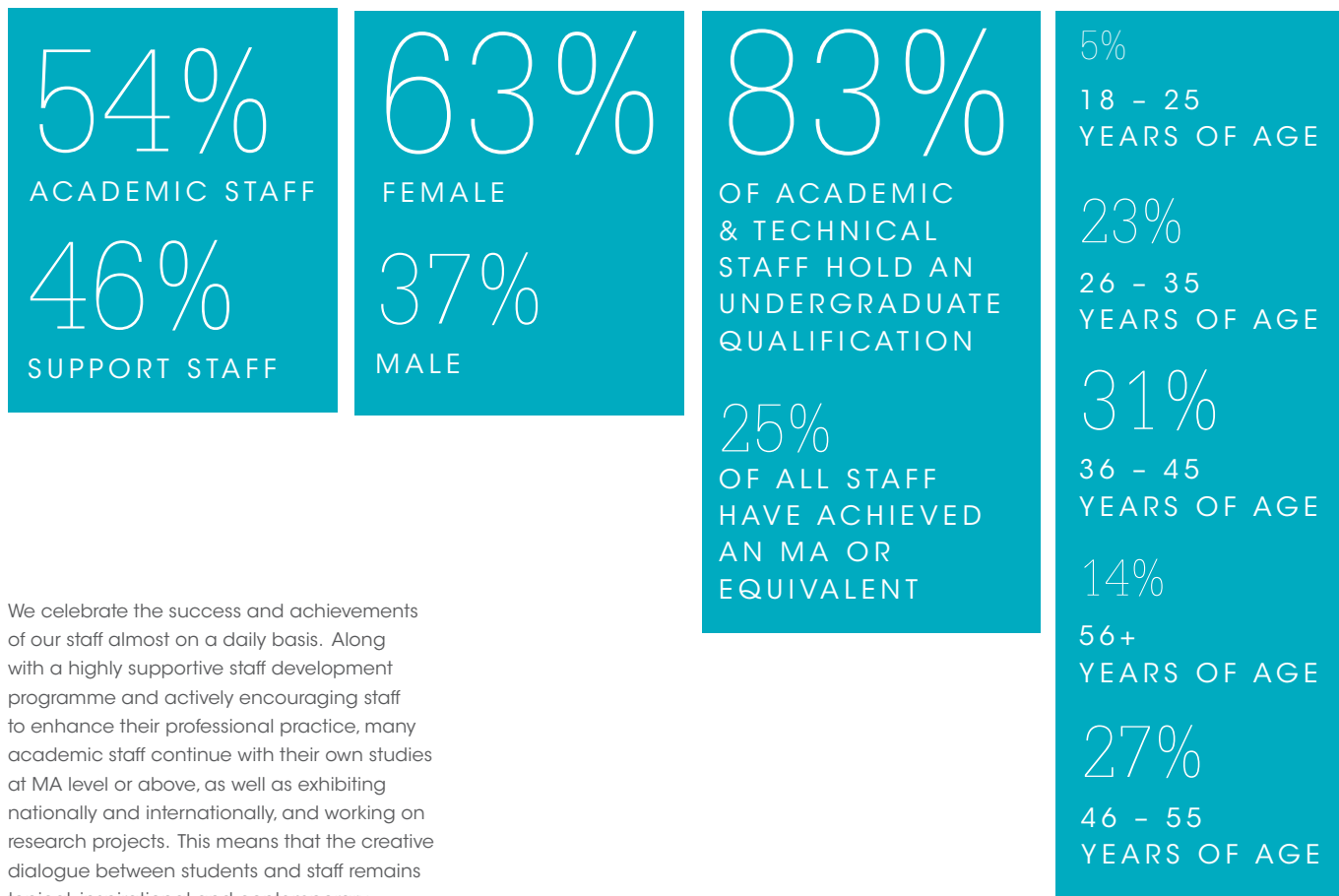
In the past 3 years the College has awarded from its own cash funds over £110,000 in bursaries to support higher education study at the College

A further £45,000 has been given to support higher education students who have qualified for the Higher Education Hardship Fund (HEFCE funded)

Over the past 3 years over 400 Further Education students have benefited from £150,000 of financial support from residential bursaries, Hardship funds & Childcare support (YPLA & SFA funded)

STAFF

THE COLLEGE EMPLOYS
187 MEMBERS OF
STAFF 2012



We celebrate the success and achievements of our staff almost on a daily basis. Along with a highly supportive staff development programme and actively encouraging staff to enhance their professional practice, many academic staff continue with their own studies at MA level or above, as well as exhibiting nationally and internationally, and working on research projects. This means that the creative dialogue between students and staff remains topical, inspirational and contemporary.

COURSES

- BA (Hons) Artist Blacksmithing
- BA (Hons) Contemporary Applied Arts
- BA (Hons) Fine Art
- BA (Hons) Graphic & Media Design
- BA (Hons) Illustration
- BA (Hons) Jewellery Design
- BA (Hons) Photography
- BA (Hons) Textile Design
- FdA Commercial Photography

COURSES

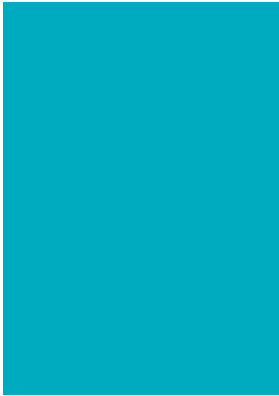
- The Contact Course
- Level 2 Diploma in Art & Design
- Level 2 Diploma in Performing Arts
- Level 3 Extended Diploma in Art & Design
- Level 3 Extended Diploma in Music
- Level 3 Extended Diploma in Performing Arts
- Level 3 Extended Diploma in Communication & Marketing
- UAL Foundation Diploma in Art & Design

Plus a range of short courses: evening courses, day-time courses, lecture series, workshops, and tailor-made courses for businesses and organisations

EVENTS THROUGHOUT THE YEAR

The College has a range of open events, performances and productions, shows and exhibitions throughout the academic year. Go to the Events section on our website for more details

WWW.HCA.AC.UK



PHOTOGRAPHY: Carey Gough, Camilla Watkins, Gemma Williams (Photography graduates), Martin Avery, Paul Younger, Hewitt Studios

DESIGN: Jo Marshall (Fold Graphics www.foldgraphics.com)

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