



**College of
West Anglia**

Public Value Statement

The College's aim is embodied in its Vision: **Changing Lives through Learning** for all those who seek education, development and learning opportunities in the communities of West Norfolk, Cambridgeshire, South Lincolnshire and beyond.

Our Values

We recognise that learners should be central in all that we do and aspire to the following values:

INCLUSIVENESS
RESPECT
ASPIRATION
INTEGRITY
INSPIRATION
ENTERPRISE
COLLABORATION

Our Strategic Ambitions seek to add value to the social, economic and physical well-being of the communities the college serves through:

1 Delivering outstanding learner success

Including:

- Delivering information and guidance which informs and inspires decisions and advances students' ambitions

- Promoting and delivering innovative learning and teaching, including blended learning models, resulting in our students making progress and achieving exceptional outcomes in line with the best in the sector
- Innovating and shaping our curriculum to the needs of our learners and local stakeholders including the development of T levels, higher apprenticeships, responses to redundancy, 'catch up' learning for those adversely affected by COVID-19, provision that addresses challenges around those who are currently not engaged and who are not likely to engage and an offer of pre-apprenticeship developmental study
- Providing inspirational learning environments, including those that are virtual and highly effective in supporting distance learning
- Developing a whole organisational approach that ensures all students have strong functioning English and maths skills and the confidence to apply these to study, work and life
- Providing wraparound support services to enable all our learners to reach their full potential
- Raising students' aspirations and increasing their potential employment opportunities through engagement with local employers
- Building on our inclusive approach, successes and outstanding provision for high needs students embracing a culture of equality and diversity, equipping them with work and independent living skills
- Providing opportunities for students to engage in external skills competitions

2 Impacting positively on local social & economic prosperity

Including:

- Working closely with local and regional strategic partners including the New Anglia Local Enterprise Council (NALEP) and Cambridge & Peterborough Combined Authority (CPCA) to support recovery from the recession and contribute to the socio-economic prosperity of the local area
- Working collaboratively with other regional colleges to develop system leadership and eradicate unhelpful competition
- Using Business Intelligence and local labour market information to plan a curriculum responsive to the training needs and skills priorities of the local economy, building a sustainable future for our students, local employers and our community
- Increasing our progression opportunities to widen participation in higher level education and training, support social mobility and develop the pool of talent, skills and knowledge available to the local economy

- Designing learning opportunities with local businesses and developing a range of complementary provision, underpinned by alternative funding, to support their training and development needs
- Supporting the development of an Institute of Technology across NALEP, collaborating as a 'core FE partner'
- Ensuring students experience high quality careers guidance, promoting employer engagement to support their career plans and providing them with a sustainable economic future
- Engaging with local school partners to ensure a smooth and successful transition to appropriate further and higher education
- Establishing further provision with alternate start points which offer accessibility and re-engagement with learning
- Increasing our market share of 16-18 year-old learners
- Refocusing sub-contract partnership activity on local priorities, rationalising the number of partners and capping reliance on sub-contractor activity below 25% for all income streams
- Seeking external funding to support the economic recovery, utilising excess space by creating on-campus business start-up / incubator facilities and promoting wider community use of existing high-quality facilities

3 Developing a high-performance culture

Including:

- Fostering a culture of high standards, accountability, empowerment, inclusivity, flexibility and professional behaviours in all that we do
- Gaining public recognition as a great employer by winning an award such as the Sunday Times 100 Best Companies award or Great Place to Work Award
- Driving innovative, challenging and creative approaches to teaching and business processes, establishing a 'new normal', following a rapid Covid-19 inspired transformation
- Under-pinning sound teaching, learning and assessment principles with teacher reflection, research and continuous development
- Ensuring every member of staff understands how they can contribute to the financial health of the College and embed a financially aware approach
- Reducing staff absence rates in line with sector benchmarks
- Continuing to develop quality improvement processes that deliver rapid impact on outcomes for our learners

- Recruiting and retaining the best people, investing in the skills and talents of our college team
- Continuing to develop approaches which support the mental health and wellbeing of staff ensuring that staff feel appreciated and listened to
- Celebrating, sharing and promoting excellent practice
- Working collaboratively to support each other to meet targets

4 Using our resources to achieve maximum impact

Including:

- Delivering the approved Medium-Term Financial Plan
- Maintaining at least “Good” financial health throughout the life of the Plan
- Maintaining a clear focus on cash and forecast out-turn
- Embedding a contribution-based model around curriculum provision to inform budgeting, resource allocation and investment decisions
- Prioritising investment in key areas of need and in contribution-making curriculum areas
- Maintaining the ICT infrastructure in accordance with the IT Strategic Plan to support the College’s strategic ambitions
- Monitoring cybersecurity threats and responding to these appropriately
- Making effective use of space in line with the Property Strategy
- Maintaining the current trajectory in carbon reduction in line with the carbon management plan
- Ensuring that our pay, rewards and other benefits are competitive to support the recruitment, motivation and retention of staff
- Ensuring we have the people with the right skills, knowledge and experience who are effectively led and organised to deliver the College’s strategy both now and in the future
- Embedding a risk management culture to support investment decisions
- Improving project management processes – including the use of investment appraisals in advance of project initiation and post completion reviews