



## 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 **Deliver outstanding learner success**

Including:

- Promote and deliver innovative teaching and learning, ensuring our learners attend and engage in timetabled sessions, make progress, and have opportunities to achieve exceptional outcomes
- Develop programmes and services to support learners to develop wider life and transferable skills, increase sustainability awareness, and become employable
- Innovate and shape our high-quality curriculum to meet the needs of our learners and local stakeholders, responding to opportunities and challenges as they arise
- Deliver information, advice and guidance which informs and inspires decisions and advances learners' ambitions

- Raise learner aspirations and increase their potential employment opportunities through engagement with local employers, and implementation of our Higher Education Strategy and Growth Plan
- Provide inspirational learning environments and opportunities, embracing new and emerging digital technologies, including Artificial Intelligence (AI)
- Ensure all learners improve English and maths and have the confidence to apply these to study, work and life
- Deliver wraparound support services to enable all our learners to reach their full potential, in collaboration with parents and carers, where appropriate
- Enhance our inclusive approach, fostering a culture of equality, belonging, diversity, and wellbeing, promoting positive engagement with learners, by all members of staff
- Actively encourage engagement in enrichment opportunities and skills competitions

## **2 Impact positively on local social and economic prosperity**

Including:

- Use business intelligence and labour market information (LMI) to plan a curriculum that is responsive to the training needs and skills priorities of the regional economy, building a sustainable future for our students, employers and the communities we serve
- Work collaboratively with strategic partners, including businesses and other education providers, to contribute to socio-economic prosperity, in line with the Industrial Strategy, Local Skills Improvement Plans (LSIPs) and Local Growth Plans
- Revise and Implement our Higher Education Strategy to meet the needs of our local and regional stakeholders, in the context of national policy
- Enhance learning opportunities with local businesses and develop a range of complementary provision, underpinned by alternative funding, to support training and development needs
- Work with the local and national networks to influence the Skills England Agenda and maximise opportunities to deliver against the growth and skills levy, and other relevant initiatives such as Get Britain working trailblazers
- Achieve a return on investment aligned to the key sectors: constructions, green skills, advanced manufacturing, life science and health and social care through development and delivery of relevant curriculum
- Work with key stakeholders to maximise local opportunities arising from Norfolk devolution and local government reorganisation

## **3 Develop a culture of support, inclusivity, empowerment and high performance**

Including:

- Take every opportunity to demonstrate to staff that they are highly valued and vital to the success of the college
- Enhance our overall employee experience with progressive policies and attractive benefits to recruit and retain a talented workforce, becoming an employer of choice
- Develop strategies that enable us to address key staff recruitment challenges
- Foster a one-college culture of community based on cooperation and respect for all, with a workforce that is motivated, engaged and empowered

- Invest in the capabilities, skills and competencies of our staff, enabling us to build a working environment that is knowledgeable, curious and inclusive
- Take a proactive and supportive approach to the health and wellbeing of our staff, implementing initiatives to encourage positive mental and physical wellbeing, underpinned by appropriate support mechanisms
- Celebrate, share and promote excellent practice and success
- Implement a staff communication and engagement strategy to ensure staff voices are heard and their views acted upon

#### **4 Use our resources to achieve maximum impact**

Including:

- Use our resources wisely for minimum environmental impact to support our objective of achieving Net Zero for Scope 1 & 2 by 2030
- Make effective use of space in line with the Property Strategy
- Improve the ICT infrastructure in accordance with the IT Strategy
- Deliver key aspects of the approved Medium-Term Financial Plan, focusing on financial health, cash, and profitability (EBITDA)
- Lobby the government for fairer funding for FE
- Identify and exploit external funding opportunities
- Improve the College's approach to project management through the use of formal structured processes
- Embed a risk management culture to support investment decisions
- Identify key business needs and prioritise development of key college learning and business support systems in these areas