



Public Value Statement

The college's aim is embedded 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 deliver, and evaluate 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, become employable and career ready
- 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 and Teacher Education Strategy and Development Plan

- Provide inspirational learning environments and opportunities, embracing new and emerging technologies, including Artificial Intelligence (AI)
- Build on recent progress to develop full-time agriculture provision
- Inspire all learners to improve English and Maths skills 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 inform a curriculum that is responsive to the training needs and skills priorities of the regional economy
- 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
- 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
- Achieve a return on investment across key sectors: constructions, green skills, advanced manufacturing, life science and health and social care through targeted curriculum development and delivery
- Leverage devolved governance developments, responding proactively to Norfolk devolution and local government reorganisation to strengthen local impact and positioning

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

Including:

- Create meaningful opportunities to show staff that they are highly valued and key to the college's continued success
- Enhance our overall employee experience with progressive policies and an attractive range of 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
- Implement consistent mechanisms to recognise and celebrate staff contribution and success across the college
- 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:

- Deliver progress towards Net Zero by reducing carbon emissions and embedding low-impact resource management, supporting our commitment to achieve Scope 1 and 2 Net Zero by 2050
- Optimise our estate and infrastructure, ensuring that property assets are well-utilised, financially sustainable, and aligned to curriculum and community need
- Modernise and integrate our digital systems, reducing, where appropriate, reliance on third-party platforms and enabling a seamless, data-driven organisation
- Embed integrated workforce planning within the annual curriculum planning cycle to ensure staffing capacity, capability and resilience are aligned to learner demand, curriculum priorities and financial sustainability, recognizing the need to proactively plan for the demographic 16–19-year-old post 2029 dip
- Maintain strong financial health, delivering sustainable surpluses, robust cash reserves, and delivery of the Medium-Term Financial Plan
- Strengthen organisational capability, embedding structured project and programme management processes and using AI and automation to drive efficiencies
- Secure and influence external funding, proactively accessing growth opportunities and advocating for fairer FE funding