

Mission, Values, Aims and Objectives

2.1 Mission

To provide inspirational education and training for individuals, employers and the whole community.

2.2 Values

The Values the College aspires to are as follows:

- Creating a learner centred environment.
- Have uncompromising ambition for our learners.
- Valuing and respecting everyone.
- Collaborating with our local community and employers.
- Being flexible, innovative and forward thinking.

2.3 Strategic Aims

1. To inspire, be ambitious, respect and support all of our learners, through outstanding teaching, learning and assessment, to raise their aspirations, achieve their best and progress successfully.
2. To be recognised as the provider of choice by delivering a high quality, dynamic, relevant curriculum to meet the needs of the local, regional and national priorities.
3. To maintain financial security and manage the college effectively and efficiently in order to proactively invest and improve the learning resources and learner experience for **all**.
4. To work effectively with our partners to maximise growth opportunities and improve the experience for our learners, local community and employers.
5. To value, attract and develop outstanding staff with highly effective performance management that will provide the best quality experience for our learners.

2.4 Objectives over the planning period

Strategic Aim 1

To inspire, be ambitious, respect and support all of our learners, through outstanding teaching, learning and assessment, to raise their aspirations, achieve their best and progress successfully.

Objectives:

- 1.1 Ensure high levels of retention and achievement to further increase positive learner outcomes including success rates year-on-year with positive value added.
- 1.2 Continually develop and improve teaching, learning and assessment practice in the College.
- 1.3 Develop the use of ILT to support innovative teaching and learning and delivery of the curriculum both on and off-site.
- 1.4 Ensure that learners' employability (including work experience) and study skills are well developed to enable successful progression into the workplace and/or higher-level learning.
- 1.5 Ensure all learners' meet their potential in developing their English and maths skills.
- 1.6 Ensure that all learners' feel that the College is a safe environment in which to learn and develop.

Strategic Aim 2

To be recognised as the provider of choice by delivering a high quality, dynamic, relevant and responsive curriculum to meet the needs of the local, regional and national priorities.

Objectives:

- 2.1 Ensure all Curriculum planning meets the needs of the local, regional and national priorities especially the Heart of the South West and Dorset

LEPs.

- 2.2 Ensure study programmes meet the local and regional skills needs by involving employers in their design and delivery models.
- 2.3 Expand the Higher Education curriculum offer and establish clear progression routes for existing learners.
- 2.4 Develop and increase 14-16 participation and establish provision for 14-16 year olds in partnership with the regional schools.
- 2.5 Increase the number of learners taking Apprenticeship programmes including Higher Apprenticeships.
- 2.6 To be recognised as Outstanding by 2017.

Strategic Aim 3

To maintain financial security and manage the College effectively and efficiently in order to proactively invest and improve the learning resources and learner experience for all.

Objectives:

- 3.1 Maintain a stable financial position.
- 3.2 Increase income from non-government sources.
- 3.3 Develop and introduce efficiencies in delivery and support activities.
- 3.4 Research and exploit opportunities for shared costs with other organisations.
- 3.5 Bid for all grant opportunities to further enhance the learner experience and

related accommodation.

- 3.6 Develop a feasible and affordable College accommodation strategy that will meet the needs of all stakeholders in the future.
- 3.7 Continue to invest in the college infrastructure, resources and systems to improve efficiency and effectiveness of the college and curriculum delivery.
- 3.8 Further develop efficient support services that are focused to meet learner needs.

Strategic Aim 4

To maximise growth—opportunities through effective partnership working with all stakeholders and exploring new income streams.

Objectives:

- 4.1 Explore and develop mutually beneficial partnerships, hard and soft federations and collaborative opportunities to achieve the College's strategic aims with all relevant stakeholders
- 4.2 Further develop partnerships with local schools, other colleges and HEIs to enhance progression, curriculum development and growth in learner numbers (14-16, 16-18, apprentices and HE) at the College.
- 4.3 Working closely with South Somerset District Council, the Heart of the South West (HoTSW) and Dorset LEAs and other employers and stakeholders to support the Yeovil Economic Development Strategy and the delivery of its objectives.
- 4.4 Ensure the marketing strategy is targeted for maximum impact and delivers a quality experience for all potential customers to further enhance the College's reputation and growth.

Strategic Aim 5

To value, develop and attract outstanding staff with highly effective performance

management that will provide the best quality experience for our learners.

Objectives:

- 5.1 Retain and recruit high calibre staff.
- 5.2 Ensure staff are highly motivated and receive excellent targeted staff development and training to perform at the highest level.
- 5.3 Continue to develop leadership and management capacity, including opportunities for talent development and succession planning.
- 5.4 Provide highly effective performance management that ensures staff are effectively supported to achieve their goals.
- 5.5 A whole college, all staff approach on sharing best practice to providing an outstanding learner experience at all times.
- 5.6 Create further opportunities for staff to improve their health and well-being.
- 5.7 To be recognised in the Times top 100 'not-for-profit' best employers.