

MISSION STATEMENT

To raise the level of skills and knowledge of people and organisations so that they can realise their potential and succeed.

VALUE FRAMEWORK

- Welcoming - by putting people first.
- Inclusive - by providing an accessible working and learning environment where everyone is valued and treated with respect.
- Supportive - to all students, staff, employers, partners and the local community.
- Progressive - in the design and delivery of our programmes and services.
- Responsive - to the needs of individuals, organisations, partners, communities, regional and national initiatives.
- Competitive - by ensuring value for money in the provision of services that contribute to the regeneration of communities and the economic well-being of individuals and organisations.
- Collaborative - by working in partnership with the local and wider community to enhance learning, training, skills and employment opportunities for individuals and employers.
- Successful - in providing education and training of excellence that enables everyone to reach their full potential.
- International - by increasing the participation of overseas students and promoting cultural exchange.

STRATEGIC PRIORITIES

1. Achieve local, regional and national recruitment priorities.
2. Continually improve quality and raise success rates.
3. Demonstrate value for money by achieving an operating surplus year on year.
4. Provide a well-resourced, safe and productive environment for learning and working.
5. Develop the marketing and communication strategy to position the college as a college of first choice.
6. Provide world-class facilities through the creation of a new college campus.
7. Enter into collaborative and partnership arrangements in pursuit of the college objectives.
8. Engage with employers to improve the competitiveness of local and regional organisations.