



South  
Staffordshire  
College

# Strategic Vision 2021-2025

#WeAreCareerCreators



Rodbaston College



Lichfield College



Cannock College



Tamworth College



**“The last 3 years studying the Film & Television Degree course has led to creating an amazing production. We’ve come such a long way, and it’s been an amazing experience”.**

Beth Rose - Film & Television Student



## **Welcome to our 2025 Strategic Vision. We're delighted to share our future ambitions with you as staff, students and stakeholders.**

**South Staffordshire College provides a safe and healthy environment for staff and students which promotes respect and diversity.**

Our vision highlights how we will support the future prosperity and economic vibrancy of our region through supporting our stakeholders and local employers to achieve their aims through the high quality training and support we provide. Since our inception in 2009, we have established a reputation as one of the most successful colleges in the country.

This is an exciting time. We are at the forefront of revolutionary change using digital technologies to drive forward new methods of delivering world class education and training. We are committed to providing the best learning and teaching experience through innovative technology and dedicated personal care.

The collective talent of our experienced staff continues to take our college forward from the foundations laid in the past.

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**South Staffordshire College was created in January 2009 to serve the needs of communities and businesses across South Staffordshire and beyond and was formed from three, originally four, colleges that combined to serve a large area of the Midlands.**

The key benefit of the now larger college is the ability to respond to meet the needs across the Midlands, and keeping the identity of each area remains very important to us. To reinforce this, and provide local recognition for residents, we call our campus sites 'Colleges', for example Tamworth College. This approach brings the benefits of larger scale operations and economies of scale whilst ensuring local responsiveness to meet business and residents needs.

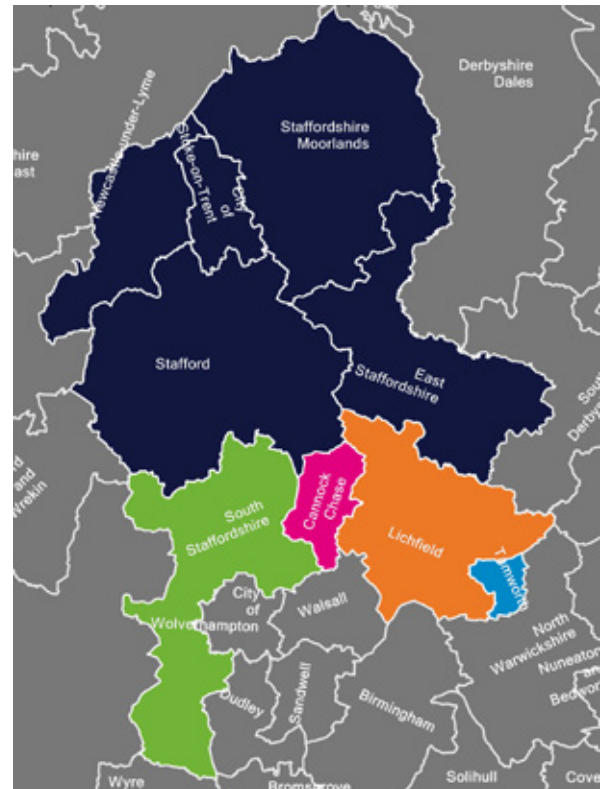
The college serves a large area within Staffordshire from Rodbaston College in South Staffordshire, through Cannock and onto Lichfield and Tamworth in East Staffordshire.

Staffordshire's history within the areas the college serves is broad and rich in its industrial and creative heritage. For example, Cannock was a small rural community until coal mining increased heavily during the mid to late 19th century. The area then continued to grow rapidly with many industries coming to the area because of its proximity to the Black Country and because of its coal reserves. Its population increased steadily throughout the 20th century. It is now home to many commuters working in the surrounding towns and cities.

Tamworth has existed since Saxon times and in the reign of King Offa, was the capital of Mercia the largest of all English kingdoms of its time, and was the largest town in the Midlands. This is largely because of its strategic position at the meeting point of two rivers (the Tame and the Anker), which meant the town was perfectly placed as a centre of trade and industry. The town grew rapidly in the 18th and 19th centuries during the Industrial Revolution, benefitting from the surrounding coal mines. It also became a hub of the canal network, with the Coventry Canal and the Birmingham and Fazeley Canal being built through the town. Later, the railways arrived with the Midland Railway route from Derby to Birmingham arriving in Tamworth in 1847.

The college also serves the City of Lichfield. Lichfield is most famous for its three-spired cathedral and famed as the birthplace of Samuel Johnson, the author of the first authoritative Dictionary of the English Language. Once the county's largest town, Lichfield did not undergo the industrial development which gripped other parts of Staffordshire, The Potteries and The Black Country. Its commercial development has been more modest and the city has accordingly remained a more modest size. By the end of the 19th century, brewing was the principal industry, and in the neighbourhood were large market gardens which provided food for the growing populations of nearby Birmingham and the Black Country.

Today there are a number of light industrial areas predominantly in the east of the city, not dominated by any one particular industry. The district is famous for two local products: Armitage Shanks sanitary fittings and Arthur Price of England, cutlers and silversmiths. Many residents commute to Birmingham.





## Our history

Cannock College opened as Cannock Mining College in 1929 and was dedicated to the single most important industry in the area – coal mining. At its peak some 20,000 miners working in 400 mines produced six million tons of coal a year to feed the appetite of industry in the Black Country and the wider Midlands. As mining became more scientific and technically challenging - not to say dangerous - there were a number of disasters by flood, fire and collapse in the area - specialised education and training became a necessity for the workforce and Cannock Mining College was created to serve that need.

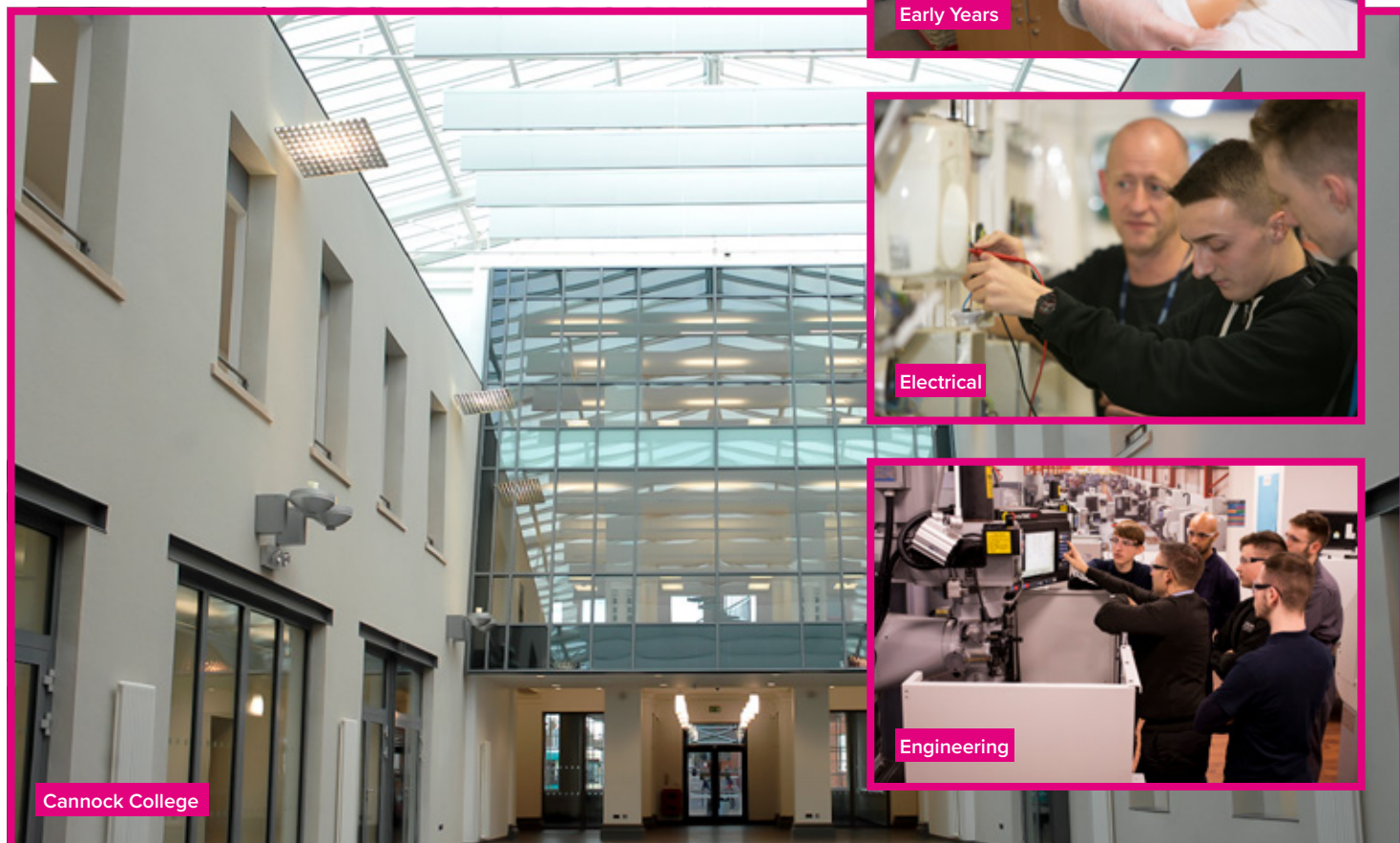
As coal mining declined, the college developed new areas of expertise for the new industries in the area and Cannock College has the proud record of being the last mining department in existence in a technical college in the whole country, closing in 1993.

## Cannock now

We have something for everyone including full-time and part-time courses, apprenticeships and evening classes. The team at Cannock very much see this as a college for the local and wider community and with that in mind are very determined to offer the skills needed for you to become an expert in your chosen career.

If you are looking to become an early years teacher, an engineer, electrician or a bricklayer or you want to work within any of the careers in care, digital & IT, games design, cyber security or public services, Cannock College is here to help you get there.

Need help with employment or getting back into education? We also offer a STEP UP programme and work with you to boost your skills and confidence at any age.



## Our history

The youngest of the colleges was purpose-built as a vocational college of further education in 1954. It reflected the tradition of Tamworth as a traditional market town with a wide range of local rural industries, but it was also set up to cater for the industrial needs of the West Midlands. From mining, engineering and agriculture originally, and later business studies, caring and computing, its curriculum has reflected the changing nature of the locality, including its growing population, known unflatteringly as 'Birmingham overspill' in the post-war years. In the 1980s, Tamworth had the youngest average aged population in the whole country, and the college expanded rapidly, not only in numbers, but in the breadth of the curriculum offered to the sons and daughters of the newly expanded population. Tamworth is proud of its heritage as the historic capital of the ancient kingdom Mercia, and the college has sought to reflect that pride in the size and scale of its provision for the local community.

## Tamworth now

We have something for everyone including full-time and part-time courses, apprenticeships and evening classes. Study alongside students with the same passion as you and with our expert staff who are determined to make sure you leave college with the skills and knowledge needed to be successful in your chosen career.

If you are looking to become a chef, hairdresser, make-up artist, car mechanic, cabin crew, fitness coach or work within any of the careers in business, digital & IT, public services, engineering or cyber security, Tamworth College is here to help you get there.

## Torc College - Tamworth

Based in Tamworth just a few miles away from our main site, Torc College offers fantastic facilities for the construction sector. Our construction, carpentry, bricklaying and electrical workshops are the perfect site to develop the practical and professional skills that employers demand.

Torc also houses our second 'Futures' centre to support high needs students within the area.





## Our history

Lichfield College, traditionally the 'Lichfield School of Art' dates back to the late 1700s, finding a permanent home in 1879, in a timber framed house still to be seen in Dam Street, adjacent to the Cathedral. In 1776 Dr Samuel Johnson took his friend Boswell to Lichfield to show him, "genuine civilised life in an English provincial town" and the School of Art – later 'Science, Art and Technology', has played a continuing part in the cultural life of the city ever since. The college now provides training in a wide range of subjects, as well as gallery space, and a business village in conjunction with Staffordshire University.

## Lichfield now

Turn your talent into a career by studying with like-minded staff and students who have a passion for the stage and the creative industry.

If you are looking to become a fashion designer, journalist, videographer, photographer or an actor or work within any of the careers in media, TV, film, performing arts, business, music or games design, Lichfield College is here to help you get there.

We are committed to promoting environmental sustainability so we encourage you to walk or bike to college if you can, or travel by public services.



## Our history

Rodbaston College originates in the post First World War period, when wartime food shortages caused Lloyd George's Government to introduce 'Farm Institutes' to each English county in a bid to improve the future efficiency of agriculture. However, records of farming activity on the Rodbaston site go back to the Domesday Book and earlier. There is an historic Saxon moated earthwork still to be seen on the college site, now sitting among such modern-day education and training facilities as livestock, horticulture, equine, aquaculture, veterinary, zoo and sustainability ventures.

## Rodbaston today

Rodbaston College is the go-to place for agriculture, horticulture, animal care, veterinary care, equine and countryside management. However, we're not just a landbased college, we also offer courses within trades such as plumbing, automotive, gas engineering and construction. Rodbaston is also home to our very first 'Futures' centre supporting high needs students in our area. We have something for everyone including full-time and part-time courses, short courses, apprenticeships and evening classes.

If you are looking to become a zookeeper, landscape gardener, countryside manager, car mechanic, vet, carpenter, florist, agriculture engineer or a farmer of the future, Rodbaston College is here to help you get there.





**The Rodbaston Green Village will be an integrated hub for training the next generation of agricultural mechanics, electricians, plumbers and gas fitters.**

In preparation for the 'Green' LEP bids, a new training & development centre will be designed and built at our Rodbaston College site. Low carbon, localised smart-energy-management delivery including: electrical vehicle servicing courses, electric farm vehicle servicing and land robotics courses, a range of green technologies that will be utilised within buildings and transportation. This will allow the UK to lead on green technology that meets our legal obligations for a carbon neutral future.

It will prepare our future agricultural mechanics, electricians, plumbers and gas fitters for a huge range of new jobs that our workforce will need to undertake to install, maintain, retrofit, and repair a range of new equipment within homes and businesses across the country.

Our existing agricultural mechanics, plumbers, gas fitters and electricians will need to re-train on the new technology and upskill to enable them to work on the new machinery. This means all the existing technical trades people will need to embrace new skills and undertake qualifications and training within each discipline.







Princes Trust



Agricultural Engineering



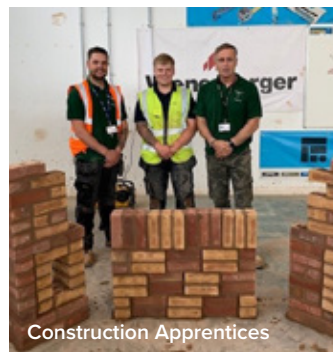
Adult Health & Social Care



HE Film & TV



Floristry Community Course



Construction Apprentices



Landbased



Early Years



Performing Arts



Hospitality & Catering



**Our core purpose is to transform people's lives. We do this through a set of priorities in order to overcome the significant skills shortages, challenges within the economy and wider community needs. Our priorities align with our two Local Enterprise Partnerships priorities which are:**

1 

Boosting the skills of the workforce at all levels; increasing the awareness of local employment opportunities particularly in the sectors of digital, health & care, STEM including advanced manufacturing, auto/aero and agristem and construction.

2 

Increasing the employability and self-confidence of all individuals through effective careers education, skills development and raising aspirations.

3 

Increasing opportunities for our existing employees to complete high quality, relevant, CPD as well as maintaining sector specific skills through industrial placements.

4 

Ensuring the content of education and training programmes is innovative, up to date, including supporting the green, sustainable and carbon neutral drive as well as meeting the current needs of local employers.

As well as our close working relationship with the Local Enterprise Partnerships, we continue to collaborate effectively with the West Midlands Combined Authority (WMCA) whose vision is to deliver a more prosperous West Midlands through more jobs, homes, better skills, productivity and transport. Through our relationship with the WMCA, we will focus on key areas such as construction, automotive, digital, business and professional services as the sectors requiring our support to unlock further growth.



Our Vision

A first choice college



Our Purpose

Transforming people's lives



Our Values



Supportive



Transparent



Ambitious



Respectful



Sustainable





Participation



Provision



Performance



People



Prosperity

## Participation



Interviews on BBC WM - Careers Week



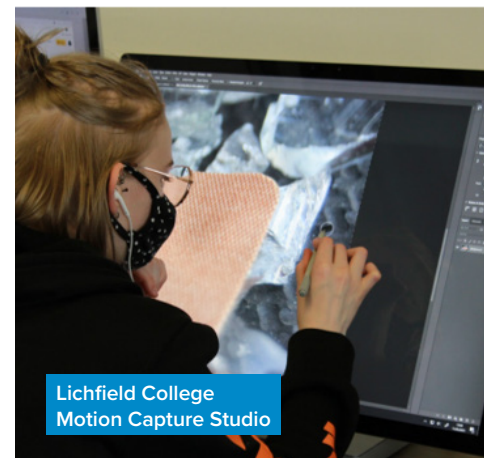
Construction - Lichfield Canal Restoration Project



Cannock College  
Engineering Academy



Health & Social Care  
Visual impairment activity



Lichfield College  
Motion Capture Studio

- The college will be recognised as the college of first choice with increased market share and conversion rates. This includes 14-19, adult provision, apprenticeships, as well as full cost and commercial programmes.
- Targeted areas for growth in engineering, electrical, digital and the health sector. As new careers emerge, or existing careers increase in popularity, growth will be planned in those areas.
- Targeted growth in level 4, level 5, higher education and higher apprenticeships include engineering, digital, health and wellbeing sectors and business and creative industries.
- 4 local colleges recognised as “their” community college by the local population through identified site based USPs, well considered brand association and targeted local marketing campaigns with recruitment benchmarked against market share.
- Gatsby Benchmarks are fully embedded across college. Drive industrial placements and career opportunities to enable students to learn and develop the skills needed to be in demand for employment.



**“It’s local to my house, the facilities are good and its a good place to start your career’.**

**Edward – Adult Engineering Apprentice**



## Provision



Construction - Work Experience on the Lichfield Canal



Motor Vehicle - Army Experience Day



Student Competitions



Apprenticeship Achievements



Public Services Team Building



Women into Construction



Beauty Employer Event

- Create a flexible, responsive, 'industry-led' vocational and technical curriculum that is aligned to the needs of the local and business communities.
- Increased the breadth of higher education including higher level apprenticeships, ensuring we complement our specialisms establishing clear progression routes for existing learners.
- A flexible and inspiring adult learning offer to facilitate employment or personal development.
- Inspire our learners to develop their employability and relevant industry skills ensuring learners are resilient and prepared for their future careers.
- Engage with employers to develop our curriculum offer and improve the skills and aspirations of our learners.



## Performance



- To be the college of choice delivering the best quality vocational and technical education.
- To be recognised as a good provider with outstanding features by all stakeholders (staff, learners, employers) including Ofsted. Ensuring learners enjoy a positive and personalised experience which provides holistic personal development with a proactive programme of learner involvement.
- Our students make excellent progress compared to their starting points. Through highly effective teaching, learning and support students achieve their target grades and, as a result, progress to positive destinations.
- We drive the effective use of digital delivery, implement the use of an industry standard platform (Teams) used for all online learning and case studies recognise the effective use of online learning at South Staffordshire College.
- We have effective business support services, supported by specific service level agreements which support students and staff.



## People



Staff Wellbeing Day Activities



Staff Wellbeing Day Live Band



Brave the Shave - Staff Fundraiser



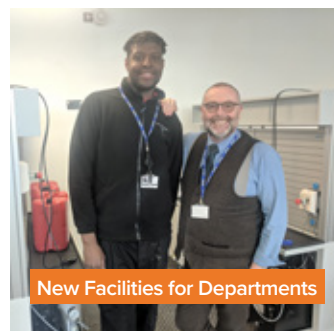
Staff Star Awards



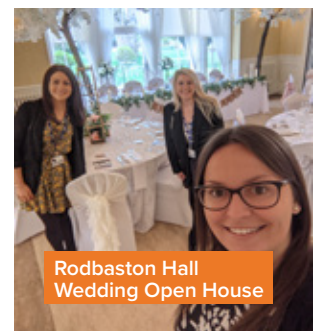
Christmas at Rodbaston



Cannock Remembrance Parade



New Facilities for Departments



Rodbaston Hall  
Wedding Open House

- Contributing to our corporate responsibility via achieving recognisable accreditations.
- Improving employee engagement scores so that staff talk positively about us as an employer.
- Staff are well rewarded in the college so that we can attract new staff and retain current talent.
- Develop us as a learning organisation growing and developing our own talent, tracking our retention and promotion success.
- Become an employer of choice where people believe that their wellbeing is an important factor in the development of a healthy and successful college.



## Prosperity



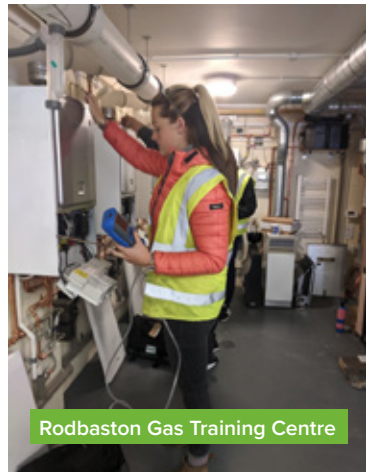
£1 Million Investment in a New Engineering Academy



Investment in Sustainable Energy



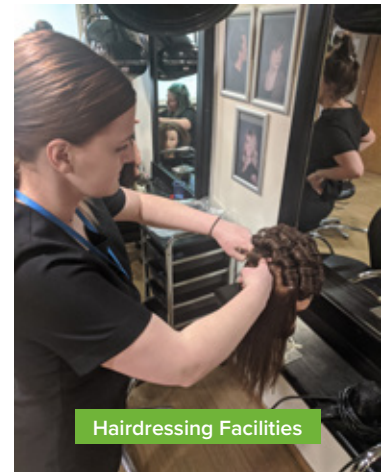
Mechatronics Lab



Rodbaston Gas Training Centre



Electric Charging Points



Hairdressing Facilities



Support from our Local MP



Fantastic Education Resources

- Our financial grade gives confidence to the funding agencies and banks, however does not require the college to sacrifice investment in strategic developments.
- Increasing the size and scope of provision whilst maintaining financial efficiency, improve surpluses and generate more cash for investment in resources.
- Ensuring that the college has sufficient cash to operate without risk or need to cut corners. Reduced staff cost percentage supports increasing in cash days. Ensure that suppliers recognise the college as a good customer.
- Use generated funds to invest in excellence across the college with a priority on facilities and resources.
- Plan to become a carbon neutral organisation including energy, waste, building maintenance, vehicles and purchasing.





## A message from the Principal

As we have outlined in our 2025 Strategic Vision, we continue to be ambitious for our staff, students and stakeholders. We do that through setting ourselves challenging yet achievable targets to improve the quality of experience for those staff working for and our students and stakeholders working with us. It is this relentless determination that has seen year on year improvements in our college and we remain confident of a bright future for our college and those that work with us.

Claire Boliver - Principal CEO



**"I started as a teacher at Tamworth College in 2000. I returned to work at my local college, providing opportunities to local people three years ago, in order to be part of a college that puts local people at the heart of its vision".**

Andy Cartwright

Director of Faculty Technology, Business & Service Industries



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