Welcome

From the Chief Executive & Principal and the Chair of the Board of Governors

Welcome to our 2025 Strategic Vision. We’re delighted to share our future ambitions with you - a roadmap with a single purpose.

Our vision highlights how we will support the future prosperity and economic vibrancy of our region.

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 South Staffordshire College has laid strong foundations on which we will continue to build a great future.

Claire Boliver  
Chief Executive & Principal

Steve Burgin  
Chair of the Board of Governors

Download the South Staffordshire College app from Google or I-Tunes and scan this picture to see our film.
Transforming the life chances of our communities
Our commitment to the communities we serve – geographical, business and stakeholder – has been a cornerstone of our purpose. We are proud of the positive impact our college makes on the lives of people in our region and we are committed to their economic growth and wellbeing.

Our vision is to deliver a well planned curriculum that is ambitious and designed to give all learners the knowledge, skills and behaviours they need to succeed in life and future learning and employment.

We have high ambitions for all learners in either academic, technical or vocational areas with a focus on their future careers.

The intent of our well designed curriculum is that it takes account of local and regional priorities, industry and economic needs. This in turn improves the social mobility for our learners and the economic prosperity of the areas we serve.

We transform the life chances of thousands of people every year creating new opportunities and enabling individuals, employers and communities to thrive. The benefits of an engaging, inspiring and immersive learning experience are at the heart of everything South Staffordshire College does.

Our staff, custodians of the organisation, will be externally recognised for their quality and commitment. They will be acknowledged for their technical expertise and professional attitude.

We will be known for our connectivity with local, regional, national and international business.

Our purpose is to transform the life chances, wellbeing and happiness of our communities, and we will achieve this through the talent of our staff.

We will strive to continually improve our success and learning outcomes for all our communities.
Our Values and Principles

We have an established set of values and principles to help achieve our vision.

Our Values
- Togetherness
- Standards
- Sustainability
- Customer Care

Our Guiding Principles
- Excellence in learning and teaching
- Community contribution
- Entrepreneurial attitude

2025 Vision
- Exceed the expectations of all by providing creative leadership, inclusivity and respect for people and their future.
- A beacon for sustainable development, to educate, inspire and enhance quality of life.
- High performance to enhance life chances and success of learners, communities and employers.
- Working together to provide an outstanding experience for our learners, employers and communities.

Transforming the life chances of our communities
Our Strategic Priorities

At South Staffordshire College we place our students, staff and local employers at the heart of everything we do. To achieve this we have 5 key strategic priorities:

1. Increase participation
2. Deliver a highly engaged and skilled workforce
3. Deliver excellence
4. Deliver outstanding teaching, learning, assessment and business services
5. Achieve financial sustainability and improve efficiency

Transforming the life chances of our communities
By 2025 we will...

- Be a **Good** college with outstanding features
- Be the recognised market **leader** for skills and employability training across South Staffordshire
- Be a **specialist** provider for High Needs provision across South Staffordshire
- Have **doubled** the number of learners on Higher Education courses
- Have **state of the art** facilities and resources
- Be a Levy partner to key clients in priority areas with at least **£8m** of Apprenticeships
- Be nationally recognised as an employer of **choice**
- Be **recognised nationally** for the impact we have in our communities
- Be the **largest college** for Apprenticeship provision in South Staffordshire
- Have at least **30%** market share of 16 - 18 delivery
- Be a centre of **excellence** for programmes to reduce those not in education, employment or training by at least 20%
- Have **outstanding** financial health
- Be the **first** choice for learners
- Be the **first** choice for employers
- Be **a Levy partner to key clients in priority areas with at least £8m of Apprenticeships**
- Be a **Good** college with outstanding features
Deliver Excellence and Increase Participation

Our destination-driven curriculum will provide for the future skills needs of employers enabling them to prosper.

Through our curriculum we will nurture entrepreneurial flair thereby supporting future wealth creators.

We will widen access to education for communities where barriers may exist, and will seek to transform the wellbeing of those at risk of social-exclusion.

We will harness the best technologies to support innovation and improvement in our business operations and curriculum delivery.

We will encourage proactive engagement with leaders who will help inform developments in curriculum. Our curriculum will meet the needs and priorities of key local and regional stakeholders to enable economic vibrancy, prosperity and wellbeing.

By 2025 we will have a technology-enabled estate, driven by immersive learning and inspiring teaching, facilitating international connectivity and collaboration. We will share these unique resources for the wider benefit of our sector as a national driver for positive change.

“ We will pioneer ways to enable our communities to exploit new opportunities from living in a connected world. “
Deliver a Highly Engaged and Skilled Workforce

The college believes future success is reliant upon the creativity, commitment and passion of its staff.

We will focus on the wellbeing and happiness of our staff. We will continue to invest in personal development, encourage aspirations, supporting the skills and talent of the people, creating a sense of advocacy.

By attracting the best people to work with us, we will be recognised for the exciting and supportive culture we have created. Driven by our purpose, passion and creativity we will develop the best talents and be recognised as an aspirational employer.

In a rapidly changing world we will secure and retain creative, courageous people with the skills to create inspiring learning spaces where everyone can fulfil their real potential.

We will recognise the success of our people and will celebrate their achievements. Our staff and learners will belong to a community of passionate advocates who love what they do.

Transforming the life chances of our communities
Deliver Outstanding Teaching, Learning, Assessment and Business Services

We are committed to providing an outstanding experience for our learners and measure our success through their success.

Our learners will be sought after for their positive enterprising attitude, creativity, digital confidence and ability to exercise good judgement. Our learners will develop insight and the skills necessary to thrive in a rapidly changing world.

A South Staffordshire College learner will be prized in the job market and possess the confidence to secure a preferred future. They will lead meaningful lives with confidence and assurance, possessing a strong sense of civic engagement and ability to play an active role in shaping their world.

“Employers will seek the well-rounded characters and skills of our learners. They will add value and make a positive impact within the working environment and choose to return to South Staffordshire College to aid their professional development.”
Achieve Financial Sustainability and Improve Efficiency

We will build the South Staffordshire College brand through growing the talent and creativity of our learners.

As a values-driven organisation, our commitment to world-class standards and to ‘doing the right thing’ will support our future success.

Growth and prosperity will come from unlocking potential, diversification and collaboration with organisations that share our commitment, purpose and passion.

Engagement with industry and work-based learning solutions will continue to be a key driver for our economic wellbeing.

Being one of the largest employers in Staffordshire we must continue to make a significant contribution to the economic vibrancy of the West Midlands.

We are committed to the principles of ecological sustainability in our business operation. Being at the forefront of sustainable practice, we will consider tomorrow before making decisions today.

“In celebrating our heritage we recognise the importance of sustaining it for the future.”
Our communities are the custodians of our heritage and are its advocates for the future. Our courage, belief, ambition, purpose, principles and values will help secure the wellbeing and happiness of our communities for future generations.