



Southend adult community college

Strategic Plan

2016-2019



Learning
for Health &
Wellbeing

Learning
for Life

Learning
for Work

Dream
Believe
Achieve

Strategic Plan 2016-2019

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A Vision for 2020

It is with great pleasure that we write to you to introduce the 2016-19 strategic plan for Southend Adult Community College. The plan is designed to take the College forward to 2020 and is underpinned by the twin ambitions of raising standards to outstanding and meeting the diverse needs of local people and the wider Southend community and business population.

In the previous 3 years the strategic plan outlined how we as a College aimed to add value to the social, economic and physical well-being of the community and we were very successful in embedding these values into our delivery. We are now looking to build on those principles by continuing to embrace our sustainable social value approach but set ourselves a challenging target to deliver excellence in our varied programmes for the benefit of the wider community.

The vision and mission that we bring to you here were designed as a result of an extensive consultation with staff and governors; therefore because of that we passionately believe in the sentiments behind the words and phrases. We are fully committed to delivering the aims and priorities that are set out in the rest of this plan, and I would encourage you to read the document and think about how, through your actions, your work contributes to the success of the plan.



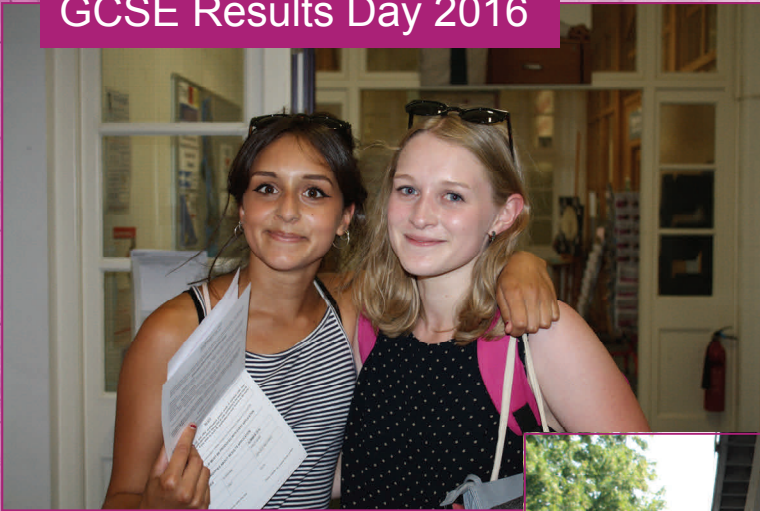
Sue Hasty
Principal



John Duprey
Chair of Governors

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GCSE Results Day 2016



The Local Context and National Priorities

When developing our strategy we have taken account of both local and national considerations. Southend has a particular set of challenges which we consider when providing our service to the community.

The 2011 census identified the following:

- Approximately 55,000 residents live in areas defined as being amongst the top 30% most deprived in the country
- Southend is higher than the national average in the following areas:
 - The number of adults that do not have any qualifications
 - The number of families living in poverty
 - The number of key benefit claimants
 - The number of people aged 65 years

Taking into account the national skills funding priorities of growing traineeships and apprenticeships, providing technical and professional skills relevant to the workplace, delivering English and Maths qualifications and continuing with the reform of Community Learning, the strategic plan aims to address the learning and skills needs of Southend residents and the business community.



ESOL
English for Speakers
of other Languages

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Vision

In 2020, Southend
Adult Community
College will deliver an
outstanding learning
experience through a
responsive and
innovative curriculum.

Counselling Level 2



"It has been a privilege to support my learners on their journey of self-awareness as they worked to achieve their Counselling Level 2 Certificate". Caroline Walker Education Careers Adviser and Counselling Tutor.

The Westcliff Centre



"The Westcliff Centre offers individualised programmes for learners with profound and multiple disabilities and difficulties which develop their independence skills, their confidence and their social interactions. We pride ourselves in adapting to individual needs and goals to provide a fulfilling curriculum and experience". Kate Salleh Head of Westcliff Centre.

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Mission

At Southend Adult Community College we believe every individual should have the opportunity to change their life for the better. We believe learning changes lives and everyone can achieve.

Our Aims and Objectives

Below are the strategic aims and objectives for the College that are designed to ensure that the vision and mission are fulfilled. The aims and objectives form the basis of the College's operational plan. Everyone has a part to play in delivering the actions in the operational plan so do take the time to familiarise yourself with the plan as your contribution is essential and valued.

Strategic Aim

1. **Achieve curriculum excellence**

Objectives:

- Plan an innovative curriculum that is responsive to learners' individual needs whilst meeting local social and economic needs
- Deliver high quality teaching, learning and assessment
- Raise qualification achievement rates across the curriculum
- Promote equality and diversity in teaching, learning and assessment
- Strengthen and devolve leadership and management

Strategic Aim

2. **Put the learner first**

Objectives:

- Design services with the learner as the focus
- Deliver excellent services at the first point of contact
- Embed advice and guidance throughout the learner journey
- Deliver targeted learner and additional learning support
- Ensure learners achieve their goals and progress
- Monitor destination routes
- Actively seek feedback to inform and improve future programmes

Strategic Aim

3. **Secure the long-term financial viability of the college**

Objectives:

- Continue to develop the vocational and community learning curriculum to align with priorities
- Strengthen business and community partnership relationships
- Review the tuition fee policy
- Seek new business opportunities
- Diversify income streams

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Our Aims and Objectives

Strategic Aim

4. Provide a great place to learn and work

Objectives:

- Ensure learners and staff are safe, happy and thrive
- Celebrate the successes of learners and staff
- Continue to improve the learning and working environment and facilities
- Build and extend the sustainable social value initiatives

Strategic Aim

5. Create a culture of innovation and inspiration

Objectives:

- Develop business processes that are efficient and effective
- Consider ways of doing things differently
- Be responsive to a changing and challenging external environment

Strategic Aim

6. Make a positive contribution to the wider community

Objectives:

- Work in partnership with local community and voluntary groups to deliver to learners that are hardest to reach
- Develop strategies to engage with learner groups that are under-represented in the College profile
- Continue to strengthen relationships with the Local Authority



Full time vocational learners with David Amess MP

Key Performance Indicators

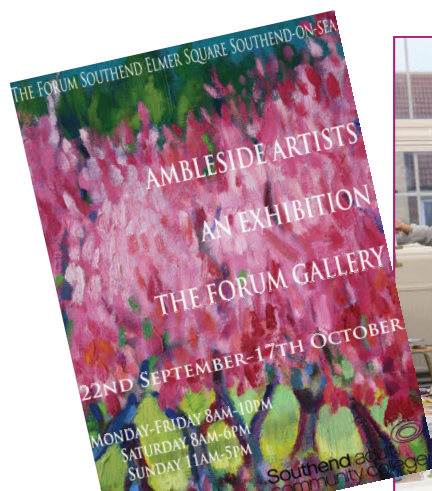
The key performance indicators measure how well the College is doing in delivering the strategic plan. They are monitored monthly internally and presented to the Governing Body.

The key headline performance indicators cover the areas set out below:

- Success rates
- Finance – performance against contracts
- Equality and Diversity
- Quality
- Leadership and Management

Monitoring and Governance

The strategy is reviewed every three years and the operational plan is reviewed annually by senior managers and governors. The plans are used to shape the College's business planning process and the personal objectives of our staff. The document is owned by the College and the Governing Body and is available for all staff and stakeholders.



**Ambleside Artists Art Exhibition,
The Forum, Southend.**

"This is an exhibition by a group of students from my Drawing and Painting Workshop course. They are a very dedicated, talented and highly motivated group of artists, and have shown that motivation by putting together such a strong and diverse exhibition."

Dave Crawford - Art Tutor.

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Southend adult community college



Contact

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Website: www.southend-adult.ac.uk

Specific course information: **01702 445700**

Student Adviser: **01702 445710**

Minicom: **01702 618100**

Other Centres:

Belfairs High School

Highlands Boulevard, Leigh-on-Sea, Essex, SS9 3TG.

Email: Belfairs@southend-adult.ac.uk

Westcliff Centre Specialist Centre for Learners with Learning Difficulties and Disabilities

224 Prittlewell Chase, Westcliff-on-Sea, Essex, SS0 0RT.

General Information: **01702 330617**

Email: westcliff@southend-adult.ac.uk

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