



South Staffordshire College

Lichfield • Cannock • Tamworth • Rodbaston



2025
Strategic Vision

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.



Graham Morley
Chief Executive & Principal



Ray Faulkner
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



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Transforming
the life
chances of 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



Our 2025 Vision

Our 2025 Vision defines our priorities in a rapidly changing world and provides the framework for an ambitious and exciting future.

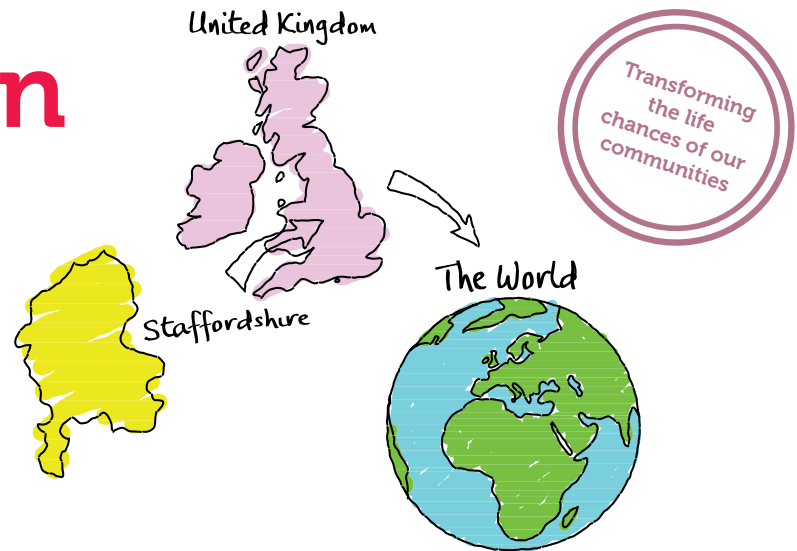
Our commitment to the communities we serve - geographical, business and stakeholder - has been a cornerstone of our purpose. We are proud of the positive impact our college makes on the lives of people in our region and we are committed to their economic growth and wellbeing.

Our goals, which determine our priorities, are ambitious and require new ways of thinking and working. We will be an agile, responsible and open organisation, nurturing the talent of its communities to face future challenges with confidence.

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.

As we diversify our markets and learning communities and extend our reach locally, regionally, nationally and internationally we remain committed to exceeding expectations.

In 2025 we will be working very differently. We will establish our college as a leader in new ways of learning in line with our values and objectives. Provision will be market-focused and inspiring.



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 strive to continually improve our success and learning outcomes for all our communities.

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

South Staffordshire College has the talent, commitment, creative capacity and vision to extend its reputation as an inspirational force for good in educational delivery.

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 be measured by the success of everyone who experiences our college.

Developing Inspirational Talent

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, encouraging aspiration, supporting the skills and talent of our 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 fulfill 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



The Wedge Art Gallery at the Lichfield Campus

The Learner Journey

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 character 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.** ”

Transforming
the life
chances of our
communities



HE Graduates at
Lichfield Cathedral

Our values and principles form the DNA of our college



Transforming the life chances of our communities



Our DNA

Our values and guiding principles form the character of our college. Our commitment to the highest standards in everything we do will be a beacon of sustainability for aspiring communities.

We will create a legacy by making a difference that will last for generations. This will be based on authenticity and integrity: a responsible, courageous and responsive approach, maintaining an organisation in which everyone can excel.

Through commitment to achieving world-class standards we will create a high performance culture underpinned by an ethos of ownership and continuous improvement. We will embed quality principles in every process and our people will be the custodians of everything we do.

The South Staffordshire College experience will be valued by employers for the contribution made to business.

Tailored learning will place us at the forefront of progressive practice. We will be recognised as outstanding for our quality on the global stage

“

We recognise the power of networks and strive to be an exemplary, open and social organisation.

”

Innovation

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. ”


4D Immersive Learning
Laboratory at the
Cannock Campus



*Transforming
the life
chances of our
communities*



Transforming
the life
chances of our
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Our Rodbaston Campus is set within 180 hectares of Staffordshire countryside. Our estate developments are sector leading and a statement of strategic intent to remain at the forefront of sustainable practice

A Sustainable Organisation

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.** ”

The Foster Learner Centre at the Rodbaston Campus, rated 'Excellent' by BREEAM for environmental sustainability





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.



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