



**DERBY**college

# DOCE

PROSPERITY FOR ALL  
SHAPING LIVES, SOCIETY AND THE ECONOMY



It is no longer acceptable just to celebrate the certificate.

We need to ensure that all our learners not only arrive at their intended destination but also that they are prepared for success.

# Introducing Derby College

The Derby College Group is accountable for meeting the needs of its community, both business and civic. What follows is a brief overview of the Group, our vision for the future and our strategic ambitions.

The Group provides an excellent learning experience to all its learners, enabling them to progress successfully to the next stage of their lives, be that further or higher education, the world of work, career progression or establishing a business start-up.

Responsible for generating the future talent required by businesses, we ensure that the local workforce is equipped with the skills, education, attitudes and behaviours that employers require to compete in this challenging economic environment.

Our offer is driven by market intelligence, local priorities, economic requirements and through strategic discussions with key employers and stakeholders, including our Local Enterprise Partnership.

Every year we welcome thousands of learners on study programmes at all levels, from pre-16 provision for school learners to higher education courses, apprenticeships and work-place learning.

We have a positive impact on social justice, raising aspirations and playing a pivotal role of the life of our city, county and region.

## Creating optimistic futures

Our vision and strategic ambitions for the exciting future of the Derby College Group have been shaped by external influences and developed through extensive consultation and conversations.

We have listened to all our stakeholders and used these views to form our three year corporate strategy.

We recognise that we cannot stand still and we need to do even more to help create optimistic futures for our learners, their families and our communities. We have adopted an innovative, entrepreneurial and outward-facing approach to our strategic planning.

## Ambitious for our community

We are determined to continue building on our strong track record.

Over the 2014-17 period, we will be investing around £200 million generated from government grants, employer contributions and learners to deliver an inspirational programme of education and skills training.

We have set the bar high for ourselves but, through collaboration and innovation, we will ensure what we do is relevant, fit for purpose and has maximum impact.

As we work to transform our vision into a reality, we invite individuals and organisations alike to take the journey with us, forging strong partnerships that will make us even more successful in achieving the ambitious targets we have set.



**Mandie Stravino**  
Chief Executive

# First class learning facilities

We boast one of the newest and most impressive estates in the country, operating across four distinctive campuses which offer excellent learning facilities and a professional setting for our partnership work with employers.

## Roundhouse Campus

The campus offers vocational education provision centred around learning businesses – ensuring line of sight to work and an escalator to higher skills. These include our SENSI Hair and Beauty salons and Engine Shed restaurant, both open to the public, enabling hands-on practical experience for our learners. A wide range of occupational pathways are offered, from Business, Retail Fashion and Tourism to Health and Care and Early Years.

The Roundhouse houses our Engineering Academy, a state-of-the-art facility that equips learners with skills to meet the needs of our large employers and their supply chains.

The campus also includes the Hudson Building, home to our Construction Academy, which supports the demand for trained and qualified construction professionals. The nearby Johnson Building provides superb resources for learners wishing to pursue a career in the motor vehicle sector and acts as a hub for much of our partnership work with employers.

## Joseph Wright Campus

Offering excellent resources for A-level as well as advanced vocational creative arts programmes, the campus provides an independent study environment – a bridge between school and university, preparing young people for success in higher education.

## Broomfield Hall Campus

An extensive working estate, the campus supports the land-based, leisure, sport and public services sectors, with learners on a variety of pathways leading to positive destinations in the world of work, further and higher education.

## Ilkeston Campus

Designed specifically to meet the needs of local businesses, this community college supports learners, employers and adults in the surrounding areas.

## Our learning businesses

Our campuses include high-street standard commercial ventures which offer quality services to the public, while providing an ideal setting for our learners to gain valuable work experience.



## Community Learning environments

In addition to our campuses, a variety of other community-based venues are utilised to meet the need for basic skills, including adult maths and English, as well as supporting those whose first language is not English.

We also work with employers and the Department for Work and Pensions to provide skills support for unemployed individuals.

Other provision, based at the heart of our local communities, includes our Prince's Trust and National Citizenship Service programmes.

## The Derby College Education Trust

We sponsor the Merrill Academy serving school learners aged between 11 and 19 in the Allenton and Alvaston wards.

## Derby Manufacturing University Technical College

We are also a key strategic partner in the flagship Derby Manufacturing University Technical College (UTC).



Roundhouse Johnson Building



Roundhouse Hudson Building



Joseph Wright Campus



Ilkeston Campus



Broomfield Hall Campus

# Our vision

Inclusive, inspirational and innovative learning communities: predicting and serving the needs of our learners, the economy and society.

## Helping to shape lives, the community and the economy

The world is a fast changing place. The Derbyshire economy faces specific challenges but is also well placed to embrace future opportunities.

As the UK's 'Capital for Innovation', Derby is home to global giants including Rolls-Royce plc and Bombardier, with Toyota located close to the city centre.

A strong supply chain and sector clustering means a high proportion of the workforce is employed in high-tech functions, four times the national average, yet Derby also faces concerns in dealing with skills shortages and high levels of deprivation across some wards in the city.

Across the Derby College Group we aspire to be an inclusive, inspirational and innovative learning community.

Inclusivity is a crucial element of both our purpose and strategic intent. To meet the needs of all members of our civic society we must ensure that our provision enhances the lives of all, from those lacking basic life and work skills to those requiring progression facilitated by higher education and higher vocational skills training.

Improving skills is critical to meeting business needs, raising productivity and increasing employment. Every individual, and employer, must receive an inspirational journey with us. We will provide inspiration for all those who choose to engage with us, helping them to achieve their potential and be the best they possibly can be.

From our strategic consultation and conversations, there was endemic recognition of the necessity for innovation and therefore inspiration and creativity. Our resolve to transform into an innovative organisation, and maintain our position as the primary provider in our city and county, relies on us thinking differently and using innovation in our day-to-day work to ensure our strategic ambitions are realised.



# Our mission

Preparing individuals for the next phase of their lives: the world of work, entrepreneurship, advanced learning, career progression and to contribute as positive citizens.

We already improve the lives of many thousands of local people each year, providing support for younger learners in partnership with local schools, young people, apprentices, adults and higher education learners.

Increasingly the measures of our success go well beyond the completion of qualifications. Qualifications, together with an effectively designed holistic curriculum and excellent learning experiences, form the springboard into successful progression and positive destinations.

## Line of sight to work

Our curriculum and learning environments must support the generation of a talent pool for business by equipping our learners with the skills, attitudes and behaviours that will enable them to add value to their employer from day one.

For those learners with an intended destination into the world of work, their programmes must include the highest possible standard of specialist skills, work experience and professional skills, including team working and business acumen.

## Entrepreneurship and business start up

We must develop a greater culture of enterprise for all our learners, providing specific business start-up support for those with aspirations to launch their own businesses. We aim to nurture learners with an appetite to create jobs, not consume them.

## Advance study

We must provide our learners with opportunities to advance to Higher Education, facilitating seamless progression from any entry point on both academic and technical (including apprenticeship) pathways.

## Career progression

We will expand our offer of 'Career Learning Ladder' opportunities, including higher level skills, designed to enable adults to access flexible pathways which support career progression plans or entry into their dream job.

## Citizenship

All learners need to grow, holistically, during their journey with us. Critical 'personal skills' must be incorporated into College life and embedded into learning. We will also expand the range of 'wider life skills' rooted across our offer and encourage the development of character and resilience, equipping learners with a tool-kit to support them through life.

## Our values

Our College values articulate what we believe in strongly and regard highly. They guide how we work with our learners, teams and stakeholders to make a firm statement about how we operate to deliver our mission and core purpose.



# Strategic Ambitions for 2014-17

We have high aspirations and our four strategic ambitions outline these. They will drive us to champion excellence every day and they support our mission to prepare individuals for the next phase of their lives.



## Transform our learners' experience

- **Guiding people** onto a **learning pathway** that leads to a **positive destination** and future **prosperity**
- **Continually improving** teaching, learning, assessment and support to **raise our standards**
- Providing **safe and inspiring environments** that encourage **progress and aspirational outcomes**
- **Developing advocates** for educational change
- **Championing excellence**, every day, to achieve **success for all**



## Revolutionise our offer

- Providing **fit-for-purpose** learning opportunities **shaped by local priorities and employers**
- Creating **pathways and environments** that **prepare people for work, entrepreneurship** and higher study
- Meeting the **technological needs** of learners with particular focus on our **millennial generation**
- Embedding **enterprise, entrepreneurial thinking** and **maths and English** into all learning journeys
- Rooting **citizenship, well-being** and enrichment across our offer to **positively impact** on **individuals** and the **communities we serve**



## Contribute to economic growth and social prosperity

- Forecasting the **future workforce requirements** to support **local priorities**
- Producing a **talent pool** equipped with the **right skills, qualities** and **attitudes** to meet the **needs of employers**: **consuming and creating jobs**
- Working with **local communities** to create **sustainable job opportunities**
- Championing **social prosperity** through **education** and **community action**
- Creating a **line of sight to work**, and independent living, for all



## Invest in our learning environment by improving our financial health

- Ensuring our core government agency **funded learner numbers** and **financial targets** are **met**
- Increasing our **commercial** and **international** offer
- Developing **alternative income** streams
- Delivering high **quality business systems** that **increase efficiencies** and **effectiveness** across the organisation
- Maximising the **sustainable use of our resources** for **positive financial** and **environmental benefits**



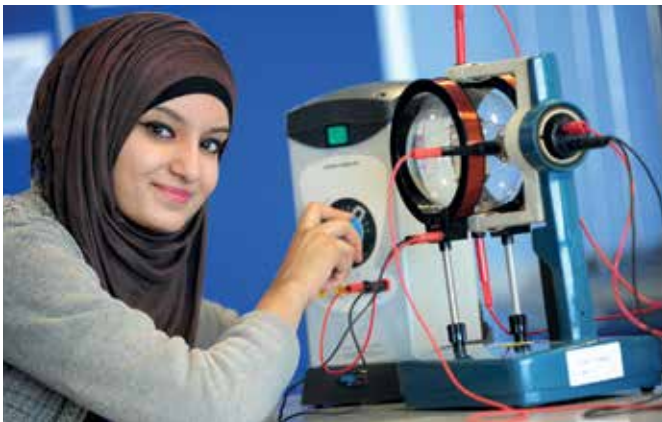


## TRANSFORM OUR LEARNERS' EXPERIENCE

### Pathways to future prosperity

By providing appropriate and impartial information, advice and guidance, we inspire and motivate people, stimulating aspirations and guiding people onto a learning pathway that leads to a positive destination.

We provide safe and inspiring environments and embed technology everywhere to foster an independent learning culture.



### A passion for learning – high expectations

By pursuing brilliance in Teaching and Learning and focusing on a culture of continuous improvement, we will raise our standards and provide an exceptional learning journey for all.

We will strive to ensure our learners are challenged, engaged, and make progress every single day to support achievement of aspirational outcomes and a gateway to future success.



## REVOLUTIONISE OUR OFFER

### A vital link between education and employment

Our curriculum strategy, much of which is directly supported and shaped by employers, centres on a coherent offer and provides learners with a clear line of sight to their preferred career. In forecasting future workforce requirements, we design fit-for-purpose learning pathways, recognising local economic priorities.

Our Employment and Skills Academies, established in collaboration with employers to offer professional mentoring and work experience opportunities, ensure learners on our vocational programmes are 'work-ready'.

We support the generation of a talent pool for business by equipping learners with skills, attitudes and confidence in both English and mathematics that will enable them to add value to their employer from day one.





## CONTRIBUTE TO ECONOMIC GROWTH AND SOCIAL PROSPERITY

### At the heart of the community

In order to meet the needs of our civic community, we must play our part in making Derby a better place to work and live. We will work with local communities to create sustainable job opportunities.

We embrace our social, civic and environmental responsibilities, participating in key local forums with other stakeholders to make a genuine difference to the city and region.

As a corporate citizen, we place great emphasis on enhancing community cohesion, promoting an entrepreneurial spirit in our neighbourhoods and addressing behavioural, cultural and aspirational challenges.



### Promoting economic prosperity

We must forecast future workforce requirements and ensure we are well informed to support local priorities and able to demonstrate high levels of flexibility and creativity in responding to our employers' needs.

Through strategically engaging employers and business effectively, we will help drive forward the crucial process of skills development from apprenticeships right through to higher education programmes.



## INVEST IN OUR LEARNING ENVIRONMENT BY IMPROVING OUR FINANCIAL HEALTH

### A sustainable and secure future

We have set a variety of strategic objectives which will support us in achieving our government grant targets and learner numbers. Our focus is to secure the appropriate pathway for every young person who comes through our door.

We will need to achieve challenging targets for commercial growth through new initiatives including: 'Learning for Leisure', 'Roundhouse Thinking' and 'Roundhouse Events'.

Our 'Learning for Leisure' programme is a return to the days of learning a new skill for the sheer joy, from languages and hobby skills to social media and photography.

Our 'Roundhouse Thinking' division aims to support and sustain business growth through a suite of executive and management training programmes.

'Roundhouse Events' has already played host to a wide range of prestigious corporate events, from conferences, gala dinners and award ceremonies to weddings, exhibitions and TV shows, including Question Time and the Antiques Roadshow.

We will continue to develop alternative revenue streams, seeking out new opportunities. We will also focus on delivering high quality business systems that increase efficiencies and effectiveness across the organisation to contribute to an overall improvement, financial stability and investment in future resources.



Our mission is to prepare individuals for the next phase of their lives: the world of work, entrepreneurship, advanced learning, career progression and to contribute as positive citizens.





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**The Roundhouse Campus**

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**The Roundhouse Johnson Building**

Locomotive Way  
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Derby  
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**The Roundhouse Hudson Building**

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**Joseph Wright Campus**

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**Broomfield Hall Campus**

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**Ilkeston Campus**

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