

A low-angle shot of a dandelion seed head in the bottom left corner, with numerous seeds floating in the air towards the top right. The background is a vibrant blue sky with a few wispy clouds. A solid blue rectangular block is visible on the far left edge.

STRATEGIC PLAN 2019-2024

The Chesterfield
College Group



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WELCOME

I am delighted to introduce our new strategic plan which has been developed with our staff, students, governing body and external partners as a statement of our collective ambition for The Chesterfield College Group.

The expectations placed on Further Education have changed dramatically over the years. It is now more important than ever that our strategic plan embraces and values the staff who dedicate themselves to inspiring the future of every student we teach. Raising the ambitions of our students will develop our local communities and support the economy to grow and prosper.

We have pledged to develop The Chesterfield College Group as a Great Place to Work. This is a globally-recognised award which measures workplace culture and staff satisfaction. As a learning organisation, we commit to our own professional development, equipping our staff to deliver high quality education and training for all.

Our strategy focuses primarily on the people within our organisation, together with the external stakeholders who utilise our services and support us in the development of our business.

The Chesterfield College Group has much to be proud of and together we strive for the highest possible standards in everything we do. The successes of our students, the benefits we bring to local and national businesses and the strong partnerships we hold within our communities are evidence of our achievements so far. Together in collaboration with our staff, students and stakeholders we continue on our journey to be recognised as a high quality education business, financially sound and equipped to serve the needs of a global society.

Julie Richards
Principal and Chief Executive Officer

OUR MISSION

Inspiring futures, changing lives.

OUR VISION

To be recognised locally and nationally as an outstanding college by the students, employers and communities we serve.

OUR STRATEGIC PRIORITIES - 'THE 5 Ps'

'The 5 Ps' are at the heart of everything we do, every decision we make and every opportunity we embrace as we develop our organisation as a leading provider of education and skills.

ONE COLLEGE, ONE TEAM, ONE VISION.



Moving as one – migrating birds fly in formation to save energy during flight. By moving as one and carefully positioning their wings, they help the birds behind them by creating an updraft. The distinctive 'V' formation also enables the flock to keep track of every bird, ensuring none are left behind.

PEOPLE

Customer excellence, talented people, outstanding services.

PERFORMANCE

Developing skills, achieving excellence, inspiring success.

POSITION

Responsive, ambitious, education business.

PROSPERITY

Financially sound, equipped to flourish.

PROGRESS

Driving ambition, enabling progression, maximising potential.

A SYMBIOTIC RELATIONSHIP WHICH BENEFITS ALL

In April 2019, all teachers took part in a 'Festival of Learning' with peers from Dudley College. Our communities of learning will continue as our primary focus to develop exceptional teaching practice as a team, through collaboration, innovation and trust.



PEOPLE

OUR OBJECTIVES

- 1.** Invest in our people to develop their skills, enhance their career and fulfil their potential.
- 2.** Nurture innovation and creativity within a great place to work.
- 3.** Enable a culture of trust and wellbeing by listening, supporting and developing together.

PEOPLE - OUR COMMITMENTS

1. We will develop a People Investment Strategic Implementation Plan providing the foundations of how we recruit, manage and develop our people to fulfil the ambitions of the organisation by firstly fulfilling the ambitions of our staff. Staff wellbeing will be a thread throughout the plan.
2. We will commit, as a learning organisation, to lifelong learning through our own professional development and as an organisation which is a catalyst for development, improvement and growth.
3. We will create a career development plan as part of appraisal with every member of staff, enabling us to grow our own future talent and provide opportunities for career progression within a progressive learning organisation.
4. Customer excellence will be at the heart of our people development, together with clear and focussed initiatives to support excellence in teaching and learning development.
5. We will enable our staff to deliver cutting edge skills in each vocational area and embrace learning technology, with highly effective partnerships and collaboration with employers and other stakeholders.
6. We will invest in leadership development to create leaders and managers for the future. Leaders will be consistent in their approach and will be the role models for the delivery of our professional standards.
7. We will consult with our staff and students to ensure the development of teaching and learning is owned throughout the organisation, listening to their views and expertise to influence development and improvement.
8. We will allow initiatives time to embed; we will evaluate the impact carefully to support any changes or evolving new themes to support ongoing improvement.
9. We will embrace the Great Place to Work initiative focussing on key themes to improve communication, career development and the wellbeing of our staff.
10. We will listen and consult, share best practice and most importantly offer praise and thanks to each other, celebrate success and support one another to improve, develop and progress.

“I BEGAN MY CAREER AT CHESTERFIELD COLLEGE IN THE ESTATES TEAM. THE COLLEGE SUPPORTED ME TO FOLLOW MY PASSION AND DEVELOP A CAREER IN TEACHING. I AM NOW FULLY QUALIFIED AND INSPIRE STUDENTS EVERY DAY TO ACHIEVE THEIR GOALS.”

Paul Yates, Teacher

PREPARED FOR THE FUTURE

Every year, hundreds of local school pupils and college students attend inspirational talks by industry leaders. These public lectures are designed to inspire young people to stay in education and pursue their career goals.

PERFORMANCE

OUR OBJECTIVES

1. Deliver high quality teaching and learning, embraced within a student experience which prepares every individual with the skills for work, life and success.
2. Create innovative products and services for business, increasing productivity, developing higher level skills and supporting economic growth.
3. Offer praise and thanks to each other. Recognise and personalise the successes of our people and stakeholders and celebrate their achievements.

PERFORMANCE - OUR COMMITMENTS

- 1.** We will develop our teaching and learning strategies to encourage teachers and tutors to learn from each other and develop communities of best practice within a community of learning.
- 2.** We will encourage innovation and creativity, explore new ideas and provide freedoms to develop initiatives to support engaging, developmental learning to meet student and stakeholder needs.
- 3.** We will encourage staff to work with employers and other educational establishments to develop new teaching methodologies, reflecting the diverse student population and the different ways in which students learn.
- 4.** We will provide individualised teaching and learning which stretches and challenges every student enabling them to maximise their full potential.
- 5.** We will develop our maths and English provision, invest in both teaching and the learning environment, encouraging our students to learn together.
- 6.** We will embrace the employability skills required for our students to flourish including communication, teamwork and the use of technology.
- 7.** We will grow our own future learning professionals, encouraging students and graduates to develop a career in teaching.
- 8.** We will provide meaningful and valuable work experience to every student to prepare them for work and life in a global society.
- 9.** We will evaluate our education services together seeking the views of our students, staff and stakeholders to support continual improvement.
- 10.** We will develop high quality learning products to meet the requirements of industry and students, develop new income streams, deliver education policy and support the ambitions of the industrial strategy and local strategic economic plans.

**“GRADUATING IS SOMETHING I NEVER
IMAGINED WOULD HAPPEN TO ME. THANKS
TO THE SUPPORT FROM MY COLLEAGUES,
EMPLOYER AND THE COLLEGE, I’VE GAINED
PROMOTION INTO A MANAGERIAL ROLE WHICH
HAS SHAPED MY FUTURE CAREER.”**

James Bateman, Derbyshire Constabulary,
Higher Apprentice in Leadership and Management

FORGING A PATH TO SUCCESS

We prepare our students for the next stage of their career, with many progressing to university-level study. Health and Social Care students, Rachel Durcan and Ellie Messenger, secured sought-after places on Radiotherapy degree courses at university after taking part in our innovative nursing cadetships with Chesterfield Royal Hospital.



A seed grows roots before it emerges from the soil. With a strong and stable base, the right environment and nurture, it becomes a plant, tree or flower that continues to develop throughout the span of its life.

PROGRESS

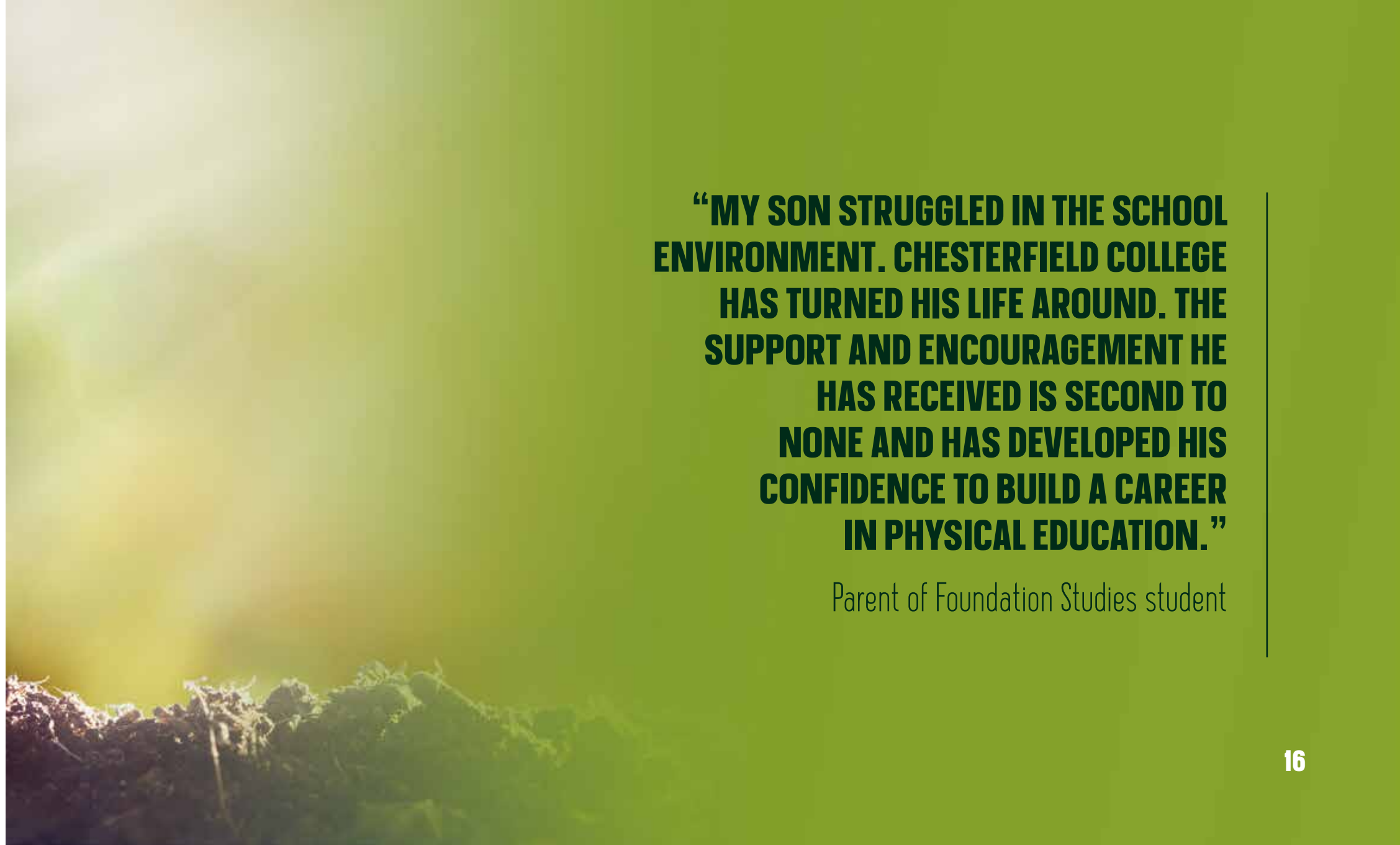
OUR OBJECTIVES

1. Develop an ambitious learning community where every student progresses every lesson, every day, every month, every year.
2. Ensure our students progress to high quality destinations, be it higher education, apprenticeships or employment.
3. Design innovative learning programmes providing the technical and professional skills needed for a successful career supporting students to build their own future.



PROGRESS - OUR COMMITMENTS

- 1. We will develop a career plan for every student which meets their individual needs to prepare them for the world of work, maximise their potential and support them with their wellbeing and personal development.
- 2. We will ensure we focus every day on the progress of our students, the delivery of their career plan and their achievement of the highest possible grades and outcomes, supporting them into a positive and progressive destination.
- 3. We will ensure our systems provide us with the appropriate intelligence to monitor student progress and other performance indicators.
- 4. We will continue to simplify our processes and procedures, removing as much bureaucracy as possible so teachers can teach, managers can manage and students can learn.
- 5. We will continue to develop student led commercial activities where students develop skills for employment whilst working in real business environments, under the leadership of our staff.
- 6. We will embrace the skills of our support staff in providing additional tuition and support to students.
- 7. We will embrace educational strategies and develop learning to ensure the technical and professional skills of our students meet the current and future needs of employers.
- 8. We will work in partnership with employers to shape our offer and develop our programmes of learning.



“MY SON STRUGGLED IN THE SCHOOL ENVIRONMENT. CHESTERFIELD COLLEGE HAS TURNED HIS LIFE AROUND. THE SUPPORT AND ENCOURAGEMENT HE HAS RECEIVED IS SECOND TO NONE AND HAS DEVELOPED HIS CONFIDENCE TO BUILD A CAREER IN PHYSICAL EDUCATION.”

Parent of Foundation Studies student

A vibrant underwater scene featuring two clownfish with bright orange bodies and white stripes swimming among the thick, pale yellow tentacles of a sea anemone. The background is a soft-focus view of the ocean floor with some green algae.

WORKING IN PARTNERSHIP TO PROTECT OUR CORE BUSINESS

Working in partnership with fellow colleges and stakeholders, Chesterfield College has encouraged students to understand current affairs and how they affect their future. They have actively supported the ‘Love Our Colleges’ campaign, a national initiative to secure fair funding for education.

PROSPERITY

OUR OBJECTIVES

1. Continue to achieve a strong and stable financial position, delivering our financial performance indicators, providing confidence to our funders and strengthening our ability to grow and prosper.
2. Operate efficiently, flexibly and with agility in order to maximise profit, generating cash reserves to invest in our business.
3. Grow our income by expanding and diversifying our offer, exploring new markets with teaching and learning at the heart.

PROSPERITY - OUR COMMITMENTS

1. We will develop a new Finance and Business Growth Strategic Implementation Plan to inform our plans for future growth and development.
2. We will ensure students play a vital role in our continuing diversification of income, which in turn supports their employability skills in real work situations.
3. We will maintain our strong financial position, work closely with our funders and governing body to keep the organisation safe and secure and equipped to prosper.
4. We will consider new ways of working to meet supply and demand for skills development. We will review our delivery areas over time to ensure we have a flexible and responsive approach to deliver our products and services and reward our people on their performance.
5. We will develop a Property, Estates and Infrastructure Strategic Implementation Plan based around our learning community concept to embrace our stakeholders in the heart of the organisation and explore new ways of delivering learning, supporting students and business to prosper.
6. We will develop and nurture existing and new partnerships for the greater good of the organisation and the communities we serve. We will carefully consider new opportunities and be open to new ideas and initiatives with a measured approach.
7. We will continue to build a high quality education business, financially sound and equipped to flourish with our students at the heart.



“OUR PARTNERSHIP WITH THE CHESTERFIELD COLLEGE GROUP HAS ENABLED US, THROUGH THE APPRENTICESHIP PROGRAMME, TO SHAPE OUR WORKFORCE AND ENSURE IT IS READY TO MEET THE CHALLENGES OF THE FUTURE.”

Royal Mail

THE ACTIVE HEART OF A THRIVING COMMUNITY

In 2019 we worked with Job Centre Plus and Chesterfield Borough Council to recruit and train 20 local people to work in Chesterfield's new Premier Inn, boosting local employment and supporting new business in the town. We will continue to develop local partnerships to support the growth and development of the communities we serve.

POSITION OUR OBJECTIVES

1. Build a learning community where learning sits at the heart, supported by all stakeholders and the communities we serve.
2. Develop a STEM centre of excellence producing talented professionals with the technological skills to deliver prosperity and growth for people and the economy.
3. Build on the success of the Learning Unlimited brand to deliver high quality workforce development across the UK which is recognised and valued by employers.

POSITION - OUR COMMITMENTS

1. We will build a 'learning community' where learning is embraced to best support our students in developing the skills required to deliver local, regional and national priorities serving the needs of industry, both now and in the future.
2. We will review our services to our stakeholders over the life cycle of this plan, assessing the demands and needs of our economy to embrace new technologies, inward investment and gaps in skills development in our region.
3. We will encourage employers to 'live' in our community, supporting our students with employability skills, their understanding of the world of work and the behaviours and attitudes required to build a successful career. In turn, we will take learning into the heart of the community, providing services to stakeholders in a 'real learning environment'.
4. In response to the demand for skills and local priorities, we will develop a STEM centre of excellence. Embarking on a full strategic review, we will develop new routes to learning, embrace new technologies and provide flexible, agile learning to businesses in engineering, advanced manufacturing, digital technologies and construction.
5. We will develop a centre of academic excellence embracing the development of maths and English skills and redefining our A Level and higher skills offer.
6. We will develop our University Centre status, creating new partnerships and initiatives to raise ambitions in our local communities to develop higher level skills for business.
7. We will continue to develop our commercial brand, Learning Unlimited. We will evaluate the demands for skills across the UK, develop our apprenticeship offer and provide workforce development solutions to our employers and the communities we serve.
8. We will embrace and nurture strategic partnerships, building relationships on honesty, trust and shared ambitions. We will work with our local enterprise partnerships to influence the investment in our organisation and to develop the skills required for the future prosperity of Chesterfield.

“AS SOMEONE WHO HAS BEEN A GOVERNOR AT CHESTERFIELD COLLEGE FOR MANY YEARS, THE OPPORTUNITY TO SHAPE OUR FUTURE DIRECTION AND PLACE THE COLLEGE AT THE HEART OF THE AREA’S SKILLS AGENDA IS INCREDIBLY REWARDING. EVERYTHING WE DO SUPPORTS THE REGION’S PROSPERITY AND GROWTH, AND DEVELOPS THE PROSPECTS OF A COMMUNITY I’M PROUD TO BE A PART OF.”

John Croot, Chesterfield College Group Governor and Chief Executive of the Chesterfield FC Community Trust



PROFESSIONAL EXPECTATIONS

Embracing our values as a team underpins our approach to preparing our students for work and life. Mutual respect, diversity, trust and integrity provide a framework that encourages self-development and a love for learning.

Staff Professional Values (Inspiring Futures)

Prosperity
Communicate, innovate and shape a better future.

Progress
Embrace change, continue to grow, never stand still.

People
Respect and value each other as a team, working with trust, honesty and integrity.

Position
Be an ambassador for the college, inspire others to be positive, passionate and creative.

Performance
Aim for excellence and never stop improving.

Student Professional Values (Changing Lives)

Present
I will attend all classes and tutorials, and arrive on time ready to learn.

Positive
I will treat everyone with fairness, respect and dignity.

Professional
I will behave professionally, a positive role model for others.

Performance
I will fully commit to my learning and achieve the highest possible standards in everything I do.

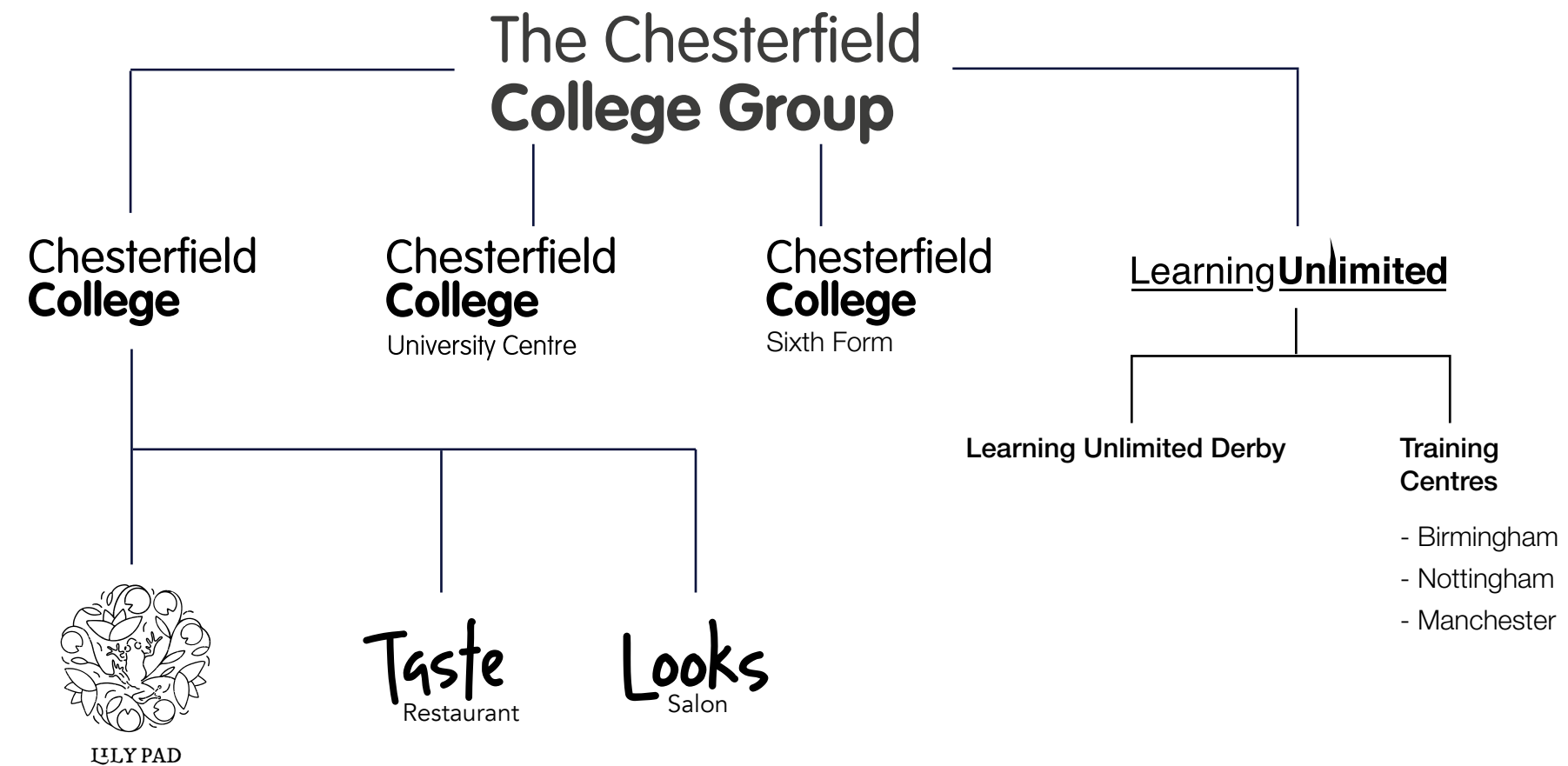
Progression
I will embrace opportunities which develop my skills and knowledge to prepare for my future career.

OUR VISION FOR THE FUTURE

Over the next five years we have an aspirational vision to secure the future success of The Chesterfield College Group. By working as a team with clear, common goals, we have the opportunity and intent to develop who we are and what we do as a thriving education business.

IN 2024, THE CHESTERFIELD COLLEGE GROUP WILL BE RECOGNISED AS OUTSTANDING BY:

1. Being recognised in the top 10% of colleges for student and apprentice achievement, progress and positive destinations into a career
2. Achieving the Great Place to Work award
3. Being recognised by employers as the first choice training provider for developing their people
4. Achieving outstanding financial health, fuelling prosperity and investment to secure our future
5. Being the local centre of choice for university-level study



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