



# SKILLS READY FUTURE READY

A STRATEGIC PLAN FOR STOKE ON TRENT COLLEGE 2023-26





# CEO FOREWORD

**Stoke on Trent College is an ambitious organisation. We play a vital role in enabling social mobility and supporting businesses and employers to drive up productivity.**

I am delighted to present the next stage of our journey as we look ahead to 2026 and beyond. Our strategy will achieve ambitious outcomes and progression for all learners and will help grow a diverse and sustainable economy. Through this strategy and by working collaboratively with our partners and stakeholders, our College will continue to create local impact and deliver on its important role in the social well-being and prosperity of our communities.

The College prides itself on putting the learner at the heart of all we do. Our mission is focused on the progression of our learners, both young people and adults, no matter their background or starting point. Our team of skilled and professional colleagues are dedicated to providing excellent and inspired teaching and learning in the classroom, in the workplace side-by-side with employers, throughout the community, on-line and through our growing cadre of apprentices across the City and County.

Our Skills Hubs have a focused curriculum to drive opportunities in the priority sectors of Construction and Green Technologies, Engineering and STEM, Health and Social Care, and Digital and Creative Industries. Our Specialist Academies in service industries play a vital part in growing the talent to meet local and regional workforce demand. Partnerships with the Institute of Technology and two leading universities in the area ensure that progression routes to higher skills are supported.

In this strategy we have set out our vision, focused on the opportunities presented for growing the local and regional economy. Working with employers and businesses we want to support inward investment through creating a pipeline of skills, and fulfil our shared social mission to eradicate poverty and worklessness as described in local skills plans set out by Staffordshire County Council, Stoke-on-Trent City Council and the Chambers of Commerce in their first Local Skills Improvement Plan. Through our commitment to Lifelong Learning, we will tackle local inequalities, offer better life and work opportunities, and support a digitised and greener future, helping to bring about the skills revolution.

I hope that by viewing this strategy, you will be inspired to join us on our journey.

**Lisa Capper MBE**  
CEO and Principal



# CHAIR FOREWORD

**A progressive, vibrant and supportive college helping learners achieve ambitious outcomes and careers, irrespective of their background and starting point. Stoke on Trent College will progress even further in this direction building on the platform we have successfully established.**

This strategy outlines how we plan to do that, our areas of focus, what we aim to achieve and how that will impact our learners, the City and the wider region.

Already recognised by Ofsted as a Good college, a key component of our strategy is to work even closer with employers, local authorities, representative bodies and other stakeholders to match our provision most effectively to the current and future workplace skills needs. As the major adult provider in the region this not only benefits those just leaving school but also anyone currently in or seeking work.

As an anchor organisation for both inclusion and skills growth, the College has a key role in building a pipeline of skills across the City and County. Improved local skills and a stronger workforce are critical in helping to deliver productivity and ambitious projects in our area.

The Governing Body is committed to this strategy and excited about the future it helps to create. If you are too, please come and talk to us.

**Jeremy Cartwright**  
Chair of Governors



**THIS COLLEGE IS A PLACE  
WHERE LEARNERS ARE  
HIGHLY MOTIVATED AND WELL  
SUPPORTED AND WHERE  
TEACHERS AND COACHES  
HAVE EXPERT KNOWLEDGE**

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# OUR SHARED VISION AND MISSION



## VISION

Our vision is to be the technical and professional college of choice for Stoke-on-Trent and the surrounding area, enabling progression for all to a successful future, and being a trusted partner to employers, businesses, the community and our stakeholders. We will create successful futures through inspired teaching, learning and skills training.

## MISSION

Creating Successful Futures - achieve ambitious outcomes for all learners enabling them to positively progress.

## OUR KEY AMBITIONS ARE:

- Enable learners to progress to higher level skills and positive destinations
- Collaborate on Lifelong Learning and grow a pipeline of skilled adults in priority sectors for Stoke-on-Trent and Staffordshire
- Join forces with businesses to provide niche and specialist targeted skills provision that is agile and responsive to sector need
- Drive impact through a results-led approach to partnerships and a trusted reputation for delivery
- Empower a professional, innovative and creative team, and achieve a financially strong and sustainable college for the future

# OUR AMBITIONS WILL BE DELIVERED THROUGH 5 STRATEGIC PRIORITIES

**1** Excellent and inspiring education and skills training for life and work

**2** Future Ready skills and sectors

**3** Trusted Partnerships with Purpose

**4** Empowering People

**5** Financial Strength and Sustainability

# OUR VALUES

AT OUR COLLEGE WE LISTEN TO AND RESPECT EACH OTHER. WE COLLABORATE, CELEBRATE, INSPIRE AND ENCOURAGE. WE BREAK DOWN BARRIERS AND REACH FOR SUCCESSFUL FUTURES. THE MNEMONIC 'I CAN' WAS CREATED BY COLLEAGUES AND LEARNERS



## INCLUSIVE

Embracing diversity, an inclusive College where everyone is valued and respected. We are 'One Team'.



## COLLABORATIVE

Partnerships with purpose, strong relationships for greater impact.



## COURAGEOUS

Bold and brave, doing things better and differently, an enterprising college.



## AMBITIOUS

The pursuit of excellence, an aspirational vision for successful futures.



## NURTURING

A safe and positive place to learn and work, we never give up on our learners.



## A GREAT PLACE TO LEARN...

**George Smith-Briggs** Media Student

My experience has been nothing short of life changing!

Learning from reputable industry leaders and expert lecturers has grown my confidence and skillset immeasurably. I will never forget the fond memories and skills learnt at Stoke on Trent College!

## A GREAT PLACE TO WORK...

**Dawn Vincent** Catering Manager

It's an inspiring, vibrant and rewarding place to work! I have been employed by the college for 35 years and have loved every second. No two days are the same and it's fantastic to see learners achieve and succeed on a daily basis.



## A GREAT PLACE TO TEACH...

**Paddy Chandrasekar** Hospitality & Catering Lecturer

For the past 25 years I have been on the frontline and had first hand experiences in the world of hospitality. Now, I enjoy sharing my knowledge with learners who express similar interests to mine! My journey as an educator has been enthralling and I am extremely proud to be a part of a thriving Stoke on Trent College community.



## A GREAT PLACE TO LEAD...

**Emma Brannen** Vice Principal - Curriculum & Quality

Our people are the heartbeat of our college. We attract, reward and invest in our people. Having worked for Stoke on Trent College for over 20 years, I am proud to be a leader in such a professional, innovative and creative team.



**LEARNERS ARE MOTIVATED TO ACHIEVE. TEACHERS WORK CLOSELY WITH LEARNERS, PROVIDING ENCOURAGEMENT AND GUIDANCE**

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# SKILLS READY

## THE TECHNICAL AND PROFESSIONAL COLLEGE FOR STOKE-ON-TRENT AND THE SURROUNDING AREA

**Stoke on Trent College transforms lives through learning.**

Responding to local, regional and national skills priorities, we find innovative ways of working with learners, employers and partners to create successful futures, social benefit and a diverse and sustainable economy.

We find ways of achieving more and better and we never give up on our learners or our mission. As a future-facing college, our colleagues are empowered and are part of a community that embraces equality, diversity and inclusion.

Going from our previous strategy 'Strength to Strength', the College seeks to build on its excellent reputation. Working collaboratively, we aim to boost aspiration, achievement and progression of our learners, whether they are young people, adults, employees or apprentices.

**THE COLLEGE IS AT THE FOREFRONT OF TECHNICAL LEARNING AND  
SKILLS DEVELOPMENT IN STOKE-ON-TRENT AND STAFFORDSHIRE**

**2000+**

Young People  
under age 19

**5000+**

Adult Learners

**2000+**

Employers and  
Partners

**650+**

Apprentices



We are proud to embrace the College's history and its role in our creative City. Known as the ceramics capital of the world, Stoke-on-Trent and Staffordshire have a rich heritage. The City carries a unique sense of pride of place and identity. The Caudon Campus was founded on a potbank latterly owned by the Ridgway family, flanked by the Caudon canal and Hanley Park, and has a history built on the power of technical skills. Our Burslem Campus, housed building trades reflecting its role today, delivering industry skills from its state-of-the-art campus.



**STOKE-ON-TRENT CITY CENTRE BID IS PROUD TO HAVE WORKED WITH STOKE ON TRENT COLLEGE ON NUMEROUS OCCASIONS. FROM POP-UP ART GALLERIES IN THE CITY CENTRE TO THE HOSPITALITY AND CATERING STUDENTS PREPARING AND SERVING CANAPÉS AT OUR HIGH-PROFILE EVENTS. THE DEDICATION AND TALENT OF STUDENTS ALWAYS SHINES THROUGH. WE ARE COMMITTED TO THE GROWTH OF THIS RELATIONSHIP FOR THE BENEFIT OF OUR BUSINESSES AND THE COLLEGE**

Richard Buxton CEO at Stoke-on-Trent City Centre BID



Images courtesy of Invest Stoke-on-Trent

# THE SKILLS LANDSCAPE

## OUR PLACE IN THE SKILLS LANDSCAPE

Young people and adults will benefit from the opportunities created by the growth of the economy in the City and County and new developments in industry.

The College's delivery of a wide range of skills will support a diverse economy with a mix of production, construction and service industries needed to drive growth and resilience in the economy.

Ensuring skills for work, including language, communication, basic skills, and skills for jobs, is essential to break the low-skills economy. We will focus on getting adults into work or better jobs, and we will form strong partnerships with employers to enable them to invest in re-skilling and up-skilling their workforce.



## LANDSCAPE OPPORTUNITIES:

Green Economy - low carbon	A50/A500 Corridor Institute of Technology (IoT)	Digital Opportunity	Health and Social Care	Ceramic Valley Enterprise Zone
The fastest growing sector in the West Midlands, growing by 7% in 2020. We can play a key role in the local carbon sector through skills in low carbon heating and retrofitting, modern methods of construction, electric vehicles, and future hydrogen vehicles.	As a partner of the IoT we will promote the progression of learners to skilled roles at level 4 and above. We will service the industrial development and logistics interchange the A50/A500 corridor including construction, engineering, logistics, manufacturing, digital and green technologies.	The fourth Industrial Revolution is seeing rapid technological change altering the way we live, work and relate to one another. 'Tech' is integrated within every sector. We need to ensure we grow the skills and creativity that will enable our learners to contribute to, and benefit from, new economic opportunities and deliver more inclusive growth through initiatives such as Silicon Stoke.	Fast growing sector with over 1400 businesses and over 64000 employees locally. There is demand for roles at all levels across the sector - practitioners, care workers, clinical, pharmacy, health professional, leaders and managers, technicians and corporate and support roles.	Six sites on the A500 now generate £18.55m in gross value added for the local economy. Further development of Chatterley Valley site has the potential for 1700 new jobs. The College can support businesses with cross-cutting skills needs such as digital and automation.

# FOUR SKILLS HUBS

## OUR SKILLS HUBS - A SPECIALIST AND EXPERT COLLEGE

Our four Skills Hubs and Specialist Academies will serve the needs of learners, and investment by employers will grow our reputation for expertise and specialism attracting further jobs and roles to the area.

**1 CONSTRUCTION AND GREEN TECHNOLOGIES**

**2 DIGITAL AND CREATIVE**

**3 ENGINEERING AND STEM**

**4 HEALTH AND SOCIAL CARE**

**5 SPECIALIST ACADEMIES**

Business, IT, Sports, Public Services, Catering and Hospitality, Hair and Beauty, English, Maths, ESOL, Employability, and Adult and Community Learning

AS WELL AS OUR DIGITAL AND CREATIVE HUB UP TO LEVEL 4, DIGITAL SKILLS ARE AT THE HEART OF OUR CURRICULUM AND COURSES. WE WILL CONTINUE TO INVEST IN EMBEDDING DIGITAL ACROSS ALL SECTOR AREAS TO STAY ABREAST OF INDUSTRY TRENDS AND WORK WITH EMPLOYERS IN NEW METHODS OF PRODUCTION AND COMMUNICATION. AI, BIG DATA AND AUTOMATION ARE INCREASINGLY PROMINENT IN THE LOCAL AND REGIONAL ECONOMY

# FUTURE READY

Stoke on Trent College will join the consortium of providers as part of the £16m Institute of Technology (IoT) for Stoke-on-Trent and Staffordshire bringing together employers, industry and research to drive growth and productivity in the area through advanced skills at level 4 and above in key sectors of construction, engineering, manufacturing, digital, transport and logistics with a focus on sustainability and innovation.



There has never been a better time to invest in Further Education and skills to grow the local, regional and national economies.



The College is benefiting from £14.4m capital investment to create new facilities. A brand-new building at Caudon will connect to the £4m state-of-the-art Digital and Creative Hub. We work with the Digital and Creative Industries to provide first-class facilities and learning for young people and adults, including immersive classrooms offering cutting-edge digital spaces with full access to innovative technology including: Lidar scanning, 3D Printing, virtual reality, motion capture, visual effects (VFX), drones and eSports labs.

“ MANAGERS HAVE DESIGNED AN EFFECTIVE CURRICULUM THAT ALLOWS LEARNERS TO DEVELOP THE SKILLS THEY NEED TO WORK IN INDUSTRY AND MOVE ONTO THEIR NEXT STEPS

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Our Burslem site will see £8m investment in new facilities with a brand-new building to further enhance our state-of-the-art campus and facilities. Our investment in digital construction, electric vehicle and a new suite for building surveying and computer aided design is future-proofing our curriculum and equipping our teams, young people, adults, apprentices and employers in new and green technologies for future skills.



**THESE NEW CAPITAL PROJECTS WILL BE A GAME CHANGER FOR THE COLLEGE. WE ARE OPTIMISTIC ABOUT THE IMPACT OF THIS CAPITAL DEVELOPMENT ON THE COMMUNITY AND OUR STUDENTS**

Jeremy Cartwright Chair of Governors

Our work with schools and the Careers and Enterprise Company is helping schools to provide meaningful experience of future careers. This will enable pupils to try out technical skills and training at a young age, helping them to understand, and make informed choices about, apprenticeships, vocational courses, T Levels and routes to higher level skills.



# A COLLEGE FOR THE COMMUNITY

IN SETTING OUT OUR NEW STRATEGY  
SKILLS READY, FUTURE READY,  
WE RECOGNISE THE COMPLEX  
BACKGROUNDS OF MANY OF OUR  
LEARNERS AND PROVIDE AN AMBITIOUS  
AND NURTURING ENVIRONMENT IN  
WHICH THEY CAN THRIVE

Our strategy is launched at a time of unprecedented challenges in the economy. The impact of Cost of Living and post-Covid trends on local communities and our people is felt at the College. We have a crucial role to play in promoting the value of skills and progression to good jobs and to further learning for those furthest away from the labour market and to families.

This includes the Prince's Trust re-engagement programmes, engaging young people in the care system, young carers, unaccompanied asylum seekers, care-leavers, those with Special Educational Needs and/or Disabilities (SEND), unemployed adults and those who require English for Speakers of Other Languages (ESOL) where we are the largest provider in the area.

Many of our learners are drawn from the City and over 30% come from Staffordshire postcodes. We serve some of the most socially deprived wards nationally. The local authorities have made headway in improving education, local growth and productivity and as an anchor institution we look to collaborate to expedite the impact of these trends.

## In Stoke-on-Trent:

- 34% residents live in the most 10% deprived wards in England
- Attainment at level 3 aged 19 is below national average
- End of secondary school attainment is below national average
- Children living in poverty exceeds national rates
- Lack of growth In Apprenticeships in priority sectors
- Number of young people not in education, employment or training is too high



# WORK READY

## SPOTLIGHT ON HEALTH AND SOCIAL CARE

Health and Social Care is one of the fastest growing areas of the local economy. As a trusted partner we will continue to work in partnership with the University Hospital of North Midlands (UHNM), the Combined Healthcare Trust, and with the mixed economy of health and care providers, at every level from placement to higher level skills, helping to fill vacancies with skilled practitioners, health professionals, leaders and managers, technicians and corporate and support roles.



**STAFFORDSHIRE CHAMBERS HAS WORKED WITH STOKE ON TRENT COLLEGE CLOSELY FOR A NUMBER OF YEARS AS A PARTNER AND AS A PATRON OF THE CHAMBERS. OVER THE LAST COUPLE OF YEARS, THE INCREASED LINKS WITH THE BUSINESS COMMUNITY, THE DEEPER ENGAGEMENT AT ALL LEVELS WITH THE CHAMBERS' MEMBERS AND THE TECHNICAL TRAINING ON OFFER TO COMPANIES AND LEARNERS HAS SHOWN HOW IMPORTANT THIS COLLEGE IS TO THE PROSPERITY OF THE CITY AND BEYOND**

Sara Williams CEO Staffordshire Chambers of Commerce

## EMILIA'S STORY

### Adult Learner Access to HE Health Professionals

In 2023 Emilia Olasupo was awarded 'Student of the Year' in the Staffordshire Chambers of Commerce Business Awards. Originally from Nigeria, Emilia made the courageous decision to move in pursuit of a better quality of life for her family. She aspired to build a career in the health sector through her passion for working with people.

Emilia successfully completed her Level 2 qualification before enrolling in the Access to HE Health Professionals course at the College at the age of 40, and is now studying at Staffordshire University. Emilia embodies the belief that it is never too late to learn.



A person wearing a blue protective suit and a black helmet with a camera is working in a laboratory. They are positioned next to a robotic arm that is emitting a bright blue light. The background is filled with various pieces of equipment and a blue-tinted environment.

# OUR STRATEGIC AIMS AND OBJECTIVES



## EXCELLENT EDUCATION AND SKILLS TRAINING FOR LIFE AND WORK

**1** Ensure every learner will experience excellent and inspiring teaching and skills training, effective support, and progress to a successful future



## FUTURE READY SKILLS AND SECTORS

**2** Be agile and responsive to meet local and regional skills priorities, to drive productivity and social mobility, and to be the trusted provider of choice for employers and partners



## TRUSTED PARTNERSHIPS WITH PURPOSE

**3** Enhance pride and trust in our College and create and invest in strategic alliances, partnerships and collaborations to ensure our vision and learner outcomes exceed expectations



## EMPOWER OUR PEOPLE

**4** Attract, reward and invest in our people valuing their contribution as part of a professional, skilled, creative and adaptable team to drive our ambition for excellence



## FINANCIAL STRENGTH AND SUSTAINABILITY

**5** Secure, sustain and build financial strength to invest, innovate and grow, and to deliver industry-standard facilities, and to achieve net-zero by 2035.

### CROSS-CUTTING THEMES:

- Learner Centred Achievement & Progression
- Green Skills & Sustainability
- Digital Transformation
- Investment in People
- Equality, Diversity & Inclusion (EDI)

# STRATEGIC PRIORITY ONE

## EXCELLENT EDUCATION AND SKILLS TRAINING FOR LIFE AND WORK

**Ensure every learner will experience excellent and inspiring teaching and skills training, effective support, and progress to a successful future.**

### PLEDGE

We will continue to support the professional development of our teams through equipping them with time, tools and technology to excel and to ensure the best possible experience for all learners every day. The focus on the progression of our learners will be relentless.

### STATEMENT

“ Our teaching, learning and quality strategies set out a clear vision and route-map for our continued ‘journey to great’. Learners and apprentices are centre-stage and are prepared and excited to participate, progress and achieve. We engage our colleagues and learners to continue to drive our practice and impact at an individual level. Our values and a ‘One Team’ culture enable us to move forward at pace. Our focus on digital teaching will ensure relevant and innovative practice mirroring industry and society. Careers advice is embedded from enrolment to encourage aspiration, ambition and successful futures. ”

### STRATEGY INTO ACTION

#### We will:

- Harness digital technology to enhance teaching, learning and skills training including new technologies for industry such as Artificial Intelligence
- Embed and contextualise literacy and numeracy skills across the curriculum to drive progression, and continue with strategies such as Maths Mastery to boost high grade passes at GCSE
- Embed an engaging careers curriculum throughout the learner journey, working with employers to deliver the highest levels of progression



LEARNERS AND APPRENTICES ENJOY  
A BROAD RANGE OF ENRICHMENT  
ACTIVITIES WHICH ENABLE THEM TO  
DEVELOP THEIR PERSONAL, SOCIAL  
AND EMOTIONAL SKILLS BEYOND THE  
SCOPE OF THE CURRICULUM

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# STRATEGIC PRIORITY TWO

## FUTURE READY SKILLS AND SECTORS

**Be agile and responsive to meet local and regional skills priorities, to drive productivity, and to be the trusted provider of choice for employers and partners.**

### PLEDGE

We will invest in our facilities and work hand-in-hand with employers to shape the curriculum to reflect the skills needs and demands of local and regional employers and businesses, and support a pipeline of skilled professionals.

### STATEMENT

“ We recognise that the pace of change in the world of work requires our learners to be continuously exposed to new technologies and working practices. We want to ensure all our learners are Future Ready and equipped to meet the skills needs of prospective employers. We play a vital role in helping learners overcome barriers to learning, and to progress to higher level skills training. We will ramp up the engagement of employers in helping to shape the curriculum and its delivery, and through our Future Skills Pledge we will support them in investing in skills in their own workforces.”

### STRATEGY INTO ACTION

#### We will:

- Grow the College's four Skills Hubs working with employers in Construction and Green Technologies, Engineering and STEM, Digital and Creative, and Health and Social Care, with ambitious targets and routes to higher level skills to meet skills needs
- Work collaboratively with employers to ensure an inclusive curriculum creating a pipeline of skills in priority sectors and service industries
- Work with partners such as Family Hubs, schools and the Department for Work and Pensions (DWP) as the go-to provider for adult learning in the community, lifelong learning and basic skills for life and work



**LEADERS AND TEACHERS  
WORK IN CONJUNCTION  
WITH EMPLOYERS TO  
ENRICH THE CURRICULUM.  
FOR EXAMPLE, LEADERS  
WORK WITH LOCAL NHS  
TRUSTS TO CO-DESIGN  
WORK PLACEMENTS THAT  
SUPPORT HEALTH AND  
SOCIAL CARE LEARNERS  
ON STUDY PROGRAMMES  
TO DEVELOP THE SKILLS  
THAT EMPLOYERS  
REQUIRE IN HEALTH-  
RELATED PROFESSIONS**

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# STRATEGIC PRIORITY THREE

## TRUSTED PARTNERSHIPS WITH PURPOSE

Enhance pride and trust in our College and create and invest in strategic alliances, partnerships and collaborations to ensure our vision and learner outcomes exceed expectations.

### PLEDGE

Our distinctive collaborative approach will help address the skills demands in the community and in business. We will create strong partnerships and put the voice of employers, stakeholders and learners at the heart of our College.

### STATEMENT

“ We recognise the power of strategic partnerships to make lasting change. We will work collaboratively with our partners in civic, education and community life, building bold relationships, supporting employers and stakeholders across the region to establish a trusted reputation and foster pride across Stoke-on-Trent. We will increase external stakeholder and partner engagement to ensure our success is prominent in regional and national conversations which will help shape the future of the College and further enhance opportunities to collaborate for shared success. ”

### STRATEGY INTO ACTION

#### We will:

- Create a distinctive and authentic brand which remains competitive in a rapidly changing environment with employers, learners, colleagues, community partners and stakeholders
- Be an actively engaged contributor and collaborator to key local decisions and policy making bodies and work in partnership with other further education partners and universities to grow the capacity and impact of further education
- Become a trusted partner through sustained and reliable values-driven delivery



**LEADERS HAVE IDENTIFIED AND  
NURTURED EFFECTIVE WORKING  
RELATIONSHIPS WITH A WIDE  
RANGE OF STAKEHOLDERS**

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# STRATEGIC PRIORITY FOUR

## EMPOWER OUR PEOPLE



**Attract, reward and invest in our people, valuing their contribution as part of a professional, skilled and adaptable team to drive our ambition for excellence.**

### PLEDGE

We will invest in our colleagues to ensure that we can attract, retain and develop our teams to be even better and to create impact that is second-to-none.

### STATEMENT

“ Our people are the heartbeat of our College and are central to our mission, ethos and brand. Guided by our values set by our colleagues and learners, we wish to listen and act on feedback, and grow our ‘One Team’ culture and a fully engaged workforce. Growing our capacity to learn about the ever-changing technical skills of the future will be a central part of our strategy for professional development. We want to encourage collaboration, development of new approaches and ideas, and to enable teams to innovate and adapt to new challenges. ”

### STRATEGY INTO ACTION

#### We will:

- Develop, promote and embed a ‘One Team’ culture at all levels
- Ensure teaching and support staff have immersion and exposure to industry through our network of partners, and are supported by expert employer panels and review
- Build a strong community of practice in frontline and support services through sharing and growing expertise, including with other education providers, research partners and employers

# STRATEGIC PRIORITY FIVE

## FINANCIAL STRENGTH AND SUSTAINABILITY



**Secure, sustain and build financial strength to invest, innovate and grow, and to deliver industry-standard facilities, and to achieve net-zero by 2035.**

### PLEDGE

We will drive improvements in financial performance in support of the strategic objectives and ensure that the College remains financially ambitious, stable and sustainable throughout the period of the plan.

### STATEMENT

“ We want to deliver green skills and jobs, develop net-zero campuses, and resilience to environmental change. Through a sustained financial performance we will continue to invest in our people and our industry-standard estate and facilities. ”

### STRATEGY INTO ACTION

#### We will:

- Grow market share in all cohorts through an inspiring and enhanced curriculum offer at all levels to meet local need
- Continue to invest in industry-standard spaces and equipment that are sustainable, well-maintained and which enhance efficient delivery to learners and employers in priority sector areas
- Deliver our three-year plan for IT and digital investment, and deliver our Sustainability Strategy

# OUR SUCCESS BY 2026



WE WILL MEASURE THE SUCCESS OF OUR STRATEGY  
USING KEY PERFORMANCE INDICATORS



# FUTURE READY FACTS

2000

We engage with over 2000 employers and partners

£52.4M

We have invested in industry standard and state-of-the-art facilities

2

Our Cauldon and Burslem campuses serve Stoke-on-Trent and Staffordshire

94%

The overwhelming majority of our learners recommend our college

4

We have 4 specialist Skills Hubs in priority growth sectors

2000

Over 2000 young people attend our College each year

5000

Over 5000 adults and Apprentices study with us

87%

87% of our learners progress to chosen employment or further study

93%

93% of learners understand how their knowledge, skills and behaviours relate to work

92%

92% of young people who study with us pass their qualification

OUTSTANDING

The College has outstanding financial health

## A RANGE OF OUR PARTNERS



## ACCREDITATIONS





## CAULDON CAMPUS

Stoke Road  
Shelton  
Stoke-on-Trent  
ST4 2DG

## BURSLEM CAMPUS

Moorland Road  
Burslem  
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