

POCKET SIZED GROUP STRATEGY

LEARNING IS AT THE HEART OF EVERYTHING WE DO.

This strategy sets out our vision, mission and values for the next five years.

Central to this new strategy is our decision to position the Group as a social enterprise, going beyond simply delivering education.

We are determined to make a difference to our communities by improving economic and social health, generating impactful social value across the regions we serve.

WHY A SOCIAL ENTERPRISE?

Social enterprises reinvest the money they make back into their business or the local community in order to improve people's lives. When a social enterprise profits, society profits.

As a Group, we are working within our local communities to support people of all ages to develop their skills and reach their full potential.



Over the next five years we will play a key role in the social and economic improvement of the region by working closely with our partners, students, staff and stakeholders. This will impact on what we teach, how we do business, how we develop our staff and how we support our learners.



OUR VISION



OUR VALUES:

We are developing a workforce and culture that STANDS OUT. We will recruit and develop STAR performers to deliver high quality service every day, in everything we do:

STAND OUT

we are a good education group, keen to innovate, push boundaries and create social value

TEAM WORK

we get the job done together, we step in to help one another, we achieve our goals

ACCOUNTABLE

we own our actions, we take responsibility

RESPECTFUL

we all respect everyone, diversity is valued

STRIVING

we constantly strive to achieve more, individually and as a group

OUR AMBITIONS?

TO BUILD OUR REPUTATION

ENSURE THE success of every LEARNER

Be a **STAND OUT** organisation that learners want to join and employers want to do business with

TO PLACE employers and communities at the heart of what we do

TO BE KNOWN FOR OUR WIDER SOCIAL VALUE

To never be satisfied, to continue to ask questions as to how we can improve from **GOOD TO OUTSTANDING**

WHAT WE PLAN TO DO IN THE NEXT FIVE YEARS:

- » Share **good practices** across the Group
- » Become part of our local **communities** and ensure that residents and businesses fulfil their potential
- » Build Strong **partnerships** with stakeholders and employers
- » Motivate our staff and students, supporting opportunities for them to 'give back'
- » To help build the Group's 'One Organisation' culture and ensure that staff and students make the jump to collective impact
- » Become part of something **bigger**, a greater purpose

WE WILL ACHIEVE THIS BY

Delivering **social action projects**

Empowering our **staff to volunteer**

Embedding social **enterprise and entrepreneurship** in our curriculum

Supporting **initiatives** that improve **the well being** of our **communities**

Placing social value at **the heart of our** procurement process

Working with individuals and **organisations** who will help us to amplify our **social impact**

RECRUITING STAFF WHO SHARE OUR VALUES