

Edinburgh College

Commercial Strategy 2023-2026



We will redefine the college experience by moving with agility to meet the needs of our industry and business partners and through developing impactful connections, responsive programmes, applied research and innovation.

Vision

UNLOCKING POTENTIAL

TRANSFORMING LIVES

SUPPORTING COMMUNITIES

Values

RESPONSIBLE

RESPECTFUL

STUDENT-CENTRED

TRUSTWORTHY

WORKING TOGETHER

Strategic Pillars

COMMERCIAL

Curriculum

Digital

Finance

People

BUSINESS ENGAGEMENT

Additional £1m contribution through commercial activities

Development of portfolio and creation of new, sustainable income streams. Simplified and automated processes with an increased technology-enabled commercial offer.

Enhanced industry-aligned commercial portfolio

Develop new opportunities for commercial programmes across the curriculum and key strategic partnerships with SMEs/microenterprises. Understand skills needs through collaboration with partners and develop products driven by market demands.

A commercial mind-set

Simplified processes to support effective internal and external stakeholder engagement and accessible services. Embed commercial activities across all curriculum areas and utilise internal expertise.

Maximise employer engagement

Increase collaboration and enhance relationships through regular engagement and cooperation. Provide upskilling and reskilling opportunities for employees. Maintain mutually beneficial relationships with industry partners.

APPRENTICESHIPS

Additional £1.2m contribution through contracted activities

Reduce dependence on core grants by delivering new frameworks aligned with growth sectors and employer demand.

Foundation and Modern apprenticeships across all relevant curriculum areas

Secure apprenticeship starts across all relevant curriculum areas through developing buy-in and understanding of the benefits for internal and external stakeholders. Develop apprenticeship pathways from FA to GA.

INTERNATIONAL

Additional £2m contribution through contracted activities

Increase thematic international group activities, English-language provision and international student recruitment. Develop systems and processes to support international growth.

Prioritise market and customer needs

Understand current and future national and international market needs and growth sectors, and identify opportunities for international business.

Sustainable and relevant portfolio of products

Compete internationally based on strengths and through diversifying activity beyond niche areas and markets.

Partnerships for optimum offering

Leverage partner connections in other markets, particularly the EU, and engage with relevant third party organisations.

ALTERNATIVE INCOME

Portfolio of grant-funded initiatives

Ensure internal capacity to maximise income from sources of grant funding through understanding current and future needs and collaborating with internal stakeholders.

An entrepreneurial campus

Develop role in the innovation ecosystem through co-ordinated cross-college enterprise initiatives and establishing an enterprise hub.