



For the future you want



STRATEGIC PLAN 2017-2022

EDINBURGH COLLEGE STRATEGIC PLAN

CONTENTS

01 Introductions

02 Our College

04 Our Vision
and Mission

05 Our Values

06 Our Strategic Aims

08 Strategic Aim 1

09 Strategic Aim 2

10 Strategic Aim 3

11 Strategic Aim 4

12 Strategic Aim 5

INTRODUCTION FROM THE CHAIR



I am delighted to be able to welcome you to our Strategic Plan for 2017-2022. This plan sets out our vision, our values and priorities for the next five years. It has been developed through broad consultation across our college, with our partners and the communities we serve. We are very grateful for the time people have taken to engage with us and for the help given in shaping our plan.

In working on the plan we have had to think a great deal about the journey the college has been on since its creation and also about where we

want to be in future. I recognise the challenges of the past and I cannot be more proud of how our staff and students have risen to these challenges. For the future, the Board and I are excited by the opportunities. The region we serve is one of the most dynamic in Scotland and Edinburgh College has the ability and ambition to develop and inspire people across the region and beyond.

Ian McKay
Chair of the Board of Management

FROM THE PRINCIPAL



Edinburgh College is a wonderful place, one of the largest colleges in Scotland where miracles happen every day. The work we do here provides opportunities for 19,000 students every year - preparing them for further studies and the workplace - and we are a committed partner within community planning across the region. We are proud to work with, and have partnerships with, more than 1,700 employers from large international firms to small local businesses.

Our campuses provide excellent facilities that help our students develop their skills for employment, higher education and life.

It is a privilege to lead an organisation so full of enthusiastic, talented students and committed staff, and this Strategic Plan charts our way ahead for the next five years.

Annette Bruton
Principal

Our COLLEGE

In November 2016, the Edinburgh College Board of Management came together to focus on and discuss the strategic context for the college. A great deal has happened since the formation of Edinburgh College and the Board was keen to bring the last Strategic Plan to a close and start the process of looking forward. Edinburgh College is now well established as the principal further education college in the region.

A REGIONAL COLLEGE

Edinburgh College is one of the largest regional colleges in Scotland, serving a population of more than 680,000 people, providing more than 700 courses to 19,000 students every year. In addition, the college has a truly international reach and reputation, now working with partners in Latin America, China, Africa and the Middle East.

Our students are at the centre of everything we do at our college, and it is our duty to prepare them for the next steps in their lives, making them work ready or able to take their next steps in education. Those who choose to study here come from diverse backgrounds representing communities across the region, Scotland and more than 90 countries across the world. Edinburgh College has worked hard to greatly improve its student recruitment and retention, and in 2017 our overall student satisfaction remains high in both our induction and exit surveys.

It is through the excellent and dedicated efforts of both students and staff that Edinburgh College is a multi-award-winning institution.

As a regional college, Edinburgh College is now a key partner with the community planning partnerships in the City of Edinburgh, East Lothian and Midlothian. The Board of Management is clear that the college must meet its obligations to these partnerships, to grow and enhance our reputation as a trusted partner and to align our strategic and operational activity with the three local outcome improvement plans across the region.

In addition, Edinburgh College greatly values its partnerships with more than 1,700 businesses from across the region and beyond. The college is immensely proud of these partnerships and the innovations they bring about. It will look only to increase collaborations in the future. The college will meet the needs of businesses and the demands for skills across the region through the work in developing an excellent curriculum.

OUR CAMPUSES

The college has four main campuses. Our Granton Campus is in north Edinburgh and is a large facility packed with modern facilities. These include a large resource centre and library, interactive study spaces and fully equipped sports facilities.

Granton is home to the Edinburgh College Construction Centre for Excellence, based at the Forthside building. This campus is also the base of the Performing Arts Studio Scotland (PASS).

Sighthill Campus is in south-west Edinburgh and is another large facility. Sighthill hosts The Music Box, which is a state-of-the-art music centre.

Midlothian Campus is at Eskbank, just outside of Dalkeith. Midlothian Campus is one of the most advanced technology teaching centres in Scotland. It includes an Oil Production Platform Simulator and Solar Meadow alongside specialist engineering, construction, plumbing and electrical workshops. This campus also hosts the MacTaggart Scott Hydraulics, Pneumatics and PLC Laboratory.

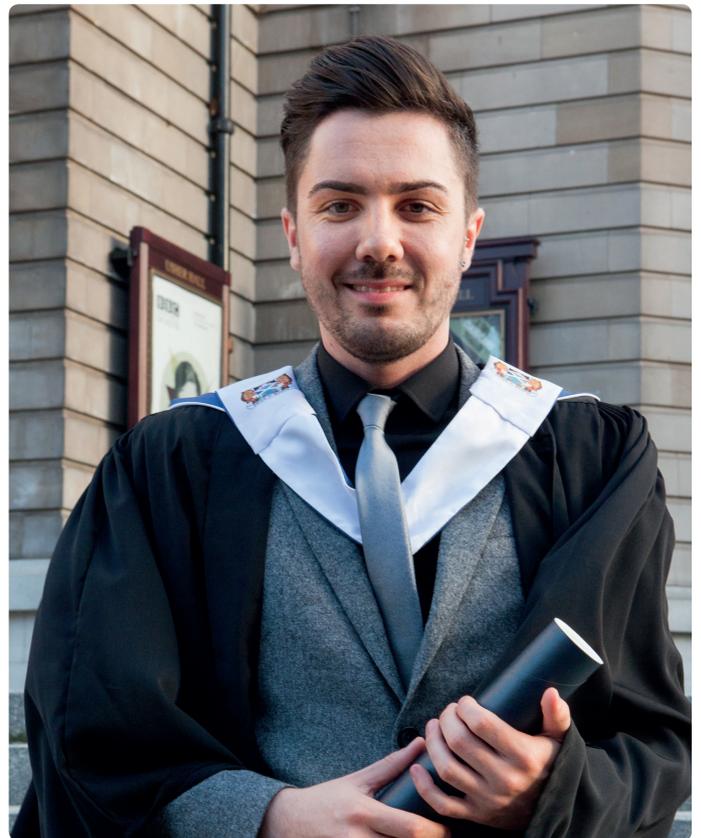
Milton Road Campus is in east Edinburgh and hosts the CRE:8 centre for musicians, sound engineers and TV production. It is also home to a 96-seat auditorium, film studios, music rehearsal spaces and editing suites. The Club at Milton Road hosts one of our training restaurants alongside the Health and Beauty Spa.

As well as these main campuses, Edinburgh College is engaged in outreach programmes throughout the region and has recently opened the East Lothian Construction and Technology Centre in partnership with East Lothian Council.

REGIONAL OUTCOME AGREEMENT

The new Regional Skills Assessment has identified the areas in which Edinburgh College should look to prioritise and develop the curriculum. The college has responded to this through a new Regional Outcome Agreement, a new curriculum and the development of new pedagogical approaches.

The Edinburgh College Strategic Plan and Edinburgh College Blueprint will be complementary to the Regional Outcome Agreement and Local Outcome Improvement Plans across the region. In creating this new Strategic Plan, Edinburgh College has consulted with staff, students and stakeholders.



Our VISION AND MISSION

Together, our vision and mission are forward looking and will bring people working within the college together. This Strategic Plan is a catalyst for action, continued improvement and pursuit of a brilliant college experience.

OUR VISION

- Inspiring Futures, Transforming Lives, Supporting Communities

OUR MISSION

Mission Statement:

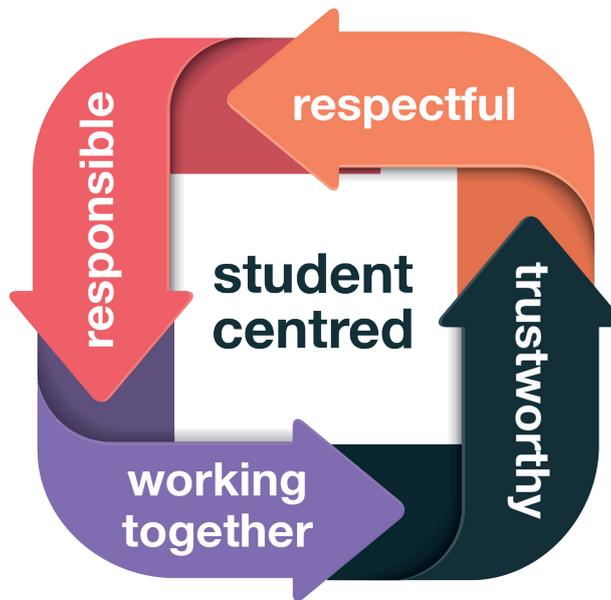
Edinburgh College will be a leading college providing excellent education through a quality curriculum. Our students will be enriched through their experience and achievements. The college will continue to support the region's economic development and enhance its reputation as a valued partner.



Our VALUES

Our values are the key ideas and principles that people within our organisation and our partners believe are important; they define the way we work. Our values set the tone for our culture in Edinburgh College. They identify what is key to us about our work. They influence our attitudes and behaviours towards each other and our students to create a positive working environment.

To ensure we got the values right, it was important that they were mutually agreed. Staff across the college were involved in helping to define our values through focus groups, an all-staff questionnaire and team discussions. Staff across all campuses, levels and almost all departments got involved in some way and we are confident in saying that our values truly represent Edinburgh College.



<p>student centred</p>	<p>trustworthy</p>	<p>responsible</p>	<p>respectful</p>	<p>working together</p>
<p>We put student experience and welfare at the heart of all decisions we make and everything we do.</p>	<p>We create an open and honest environment which fosters innovation, confidence and success.</p>	<p>We take ownership for our actions, always work to high standards and towards continuous improvement.</p>	<p>We value, support and care about everyone's ideas, opinions and their contribution.</p>	<p>We work professionally as one team and in partnership with others, sharing knowledge, skills and expertise.</p>

OUR STRATEGIC AIMS



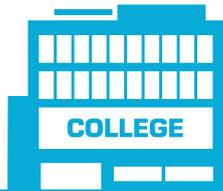
Delivering a
SUPERB
student
experience



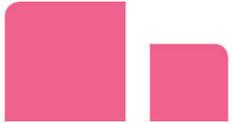
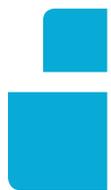
Supporting and
Inspiring Our
People



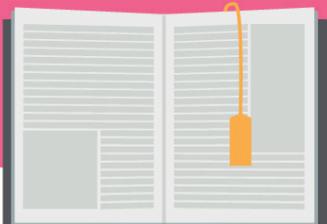
Valued in
Partnership
and by
Communities



An
Effective
and Efficient
College



Providing an
EXCELLENT
curriculum



Strategic Aim 1: DELIVERING A SUPERB STUDENT EXPERIENCE

The college will continue to ensure that students are at the centre of college life and are fully engaged with being part of the Edinburgh College community. It is important that students feel part of a supportive and ever-improving institution where their health and wellbeing is recognised as a priority. Over the years ahead the college will ensure that students can continue to engage in their own learning and can be part of shaping the direction of their learning experience. The college aspires to provide ever-greater amounts of flexibility, support, continued commitment to equality and choice for students in the way they learn.

In addition, the college will continue to recognise students as key stakeholders and consult them on the decisions that directly affect them. The college management will remain a strong supporter of Edinburgh College Students' Association and is proud that it is rightly recognised as one of the best student associations in the country.



My time at Edinburgh College has been irreplaceable and has shaped me into the person I am today. It's provided me with memories and achievements I will remember for the rest of my life and has opened many doors for me.

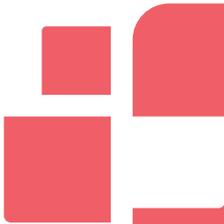
Jordan Charters
Painting and Decorating student

Strategic Aim 2: PROVIDING AN EXCELLENT CURRICULUM

Edinburgh College will provide a world-class system of vocational education, in which colleges work with schools, employers and partners to deliver learning that is directly relevant to the job and being work-ready employees. We will stay focused on teaching and learning, and further improving the relevance and quality of our curriculum. Our curriculum will be seen as an attractive option for all pupils in the senior phase of secondary school and contribute to a significant reduction in youth unemployment. In particular our curriculum offer will be relevant to labour-market needs identified in the Regional Skills Assessment and addresses the needs of science, technology, engineering and mathematics (STEM).

Through an integrated and coherent industry-influenced approach to our STEM provision, we will develop the capability to deliver new and emerging technology provision. This will meet the needs of key regional industrial sectors and ensures our students are digitally fluent and equipped to develop key skills to support future economic work.

We will continue to bring about greater access to relevant areas of our curriculum at all levels of further and higher education, with a particular focus on key local and regional employment sectors. This will include the development of new work-based learning opportunities and awards, and other opportunities for learners to enhance their skills for work. Edinburgh College is and will continue to be an important place for adult learners who wish to improve their skills and opportunities. We will also continue to increase access to our curriculum for those communities and groups where choice is currently limited or where routes from secondary school into further or higher education require additional support.



Our lecturers give us amazing support and our course feels like a family. Graduates stay in touch and come back to mentor us throughout the year. This makes for an inspiring, fast-paced learning environment that prepares us for the industry.

Christina Giannakou
Graphic Design student

Strategic Aim 3: SUPPORTING AND INSPIRING OUR PEOPLE

This Vision of Edinburgh College can only be achieved through the commitment, hard work and innovation of all our people. The creation of a new college has resulted in significant changes over the past few years. This has been challenging to all our people. For the years ahead we aspire to be an employer of choice, committed to equality, and retaining and rewarding a motivated, effective workforce. Our people will feel valued, engaged and supported in all aspects of their professional role.

Good, positive industrial relations will be greatly valued and developed to ensure that the college will continue to be a great place to work. Most of all, Edinburgh College will continue to deliver an excellent service for students, employers, wider partners and communities.

During my 11 years at the college I have progressed my career through roles as lecturer, course team leader, programme area leader and curriculum manager to my current role. The challenges in each role have enabled me to respond to change with an improved skillset.

Jakki Jeffery
Head of faculty
for Creative Industries



Strategic Aim 4: VALUED IN PARTNERSHIP AND BY COMMUNITIES

Edinburgh College will be an active partner and leader within local community planning, committed and responsive to improving outcomes in our local communities. The college recognises its unique position as a regional college and the responsibility it has to the communities across the region. The college is focused, working with communities of place and interest and with community planning partners, on improving employability, supporting economic development and widening access to education. The college will identify areas where new or enhanced partnerships could significantly improve the quality and impact of what we do and move us towards our vision.

The college will work with universities, employers, other providers and international partners on preparing our students for success. This includes identifying where we can improve how we do things and improve the outcomes for our students, create new capacity and expertise, or make better use of our resources.

Edinburgh College will continue to grow sustainable business development opportunities through our commercial and international activity. The college will conduct its business with integrity and ensure our customer service is excellent, actively involving our customers in making the college better.

Finally, the college will work in partnership with the Edinburgh College Development Trust as it supports innovation and student experience.



We have a shared focus with Edinburgh College to support learners to gain the highest standard of professional skills. Quality education, training and experience in the college's commercial salons makes students confident and job ready. It's a perfect partnership.

Runa McNamara
International commercial director
VTCT (Vocational Training
Charitable Trust)

Strategic Aim 5: AN EFFECTIVE AND EFFICIENT COLLEGE

We will continue to operate as a highly effective and efficient organisation, rigorously focusing on outcomes and identifying quickly where resources could be better utilised or performance enhanced. Across the college, irrespective of function or activity, achieving improvements in efficiency is part of working life. In addition, students and academic staff must be supported by a professional team focused on ensuring that our college has the ability and resources to succeed.

In the years ahead, the college will continue to strengthen the college brand, growing awareness and understanding of Edinburgh College, and building its reputation as a leading regional FE college.

Edinburgh College will promote a professional culture, designing and implementing consistent processes which provide assurance to the Board of Management, staff and students, as well as our funders and partners. This will include developing a college-wide approach to continuous improvement which recognises the best practices throughout the organisation. It will also include strong financial and corporate controls, continued commitment to tackling climate, and investment in information technology whilst achieving high standards of safety and governance.



Edinburgh College is creating a solid and sustainable foundation to allow our creative industries to flourish. The passion, skill and enthusiasm from students and lecturers is quite simply amazing.

We are proud to be part of the Edinburgh College team helping to shape grassroots creative talent.

Gary Fortune-Smith
Managing director, threebrand





For the future you want

STRATEGIC PLAN

For more information please visit:

edinburghcollege.ac.uk

or call +44 (0) 131 559 4400

 **EdinburghCollege**

 **#edinburghcoll**

 **EdinburghCollege**

 **edinburghcollege**