

Stratford-upon-Avon College,
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College Charter

Summary of Strategic Priorities 2009 - 2010

Collaboration
Innovation
Imagination



CUSTOMER SERVICE EXCELLENCE



Developing Destinies

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This leaflet can be made available in large print, on tape or in Braille.



Stratford-upon-Avon College prides itself on the excellence of its customer care. If you are not entirely satisfied with the service that you receive in College speak to your tutor or complete a Customer Comment Form, found at various points in College including Reception and Learner Services.

Ensuring Excellence

The College makes every effort to achieve excellence in all areas. In order to achieve this there are robust and tested policies and procedures in place. These policies are reviewed annually and are available to all stakeholders in a variety of ways e.g. College intranet and the Library.

Additionally the student handbook outlines the College's expectations of the learners and what they can expect from the College. It also highlights the key policies that may affect learners while they are at College.

As part of the College's on-going drive for Quality, each area of the College produces and reviews an annual Self Assessment Report and Service Standards. The Service Standards outline exactly what customers may expect of the College and they are published widely. The Self Assessment Report drives the area forward with innovative solutions to identified areas for development and celebrates success for good practice.



Vision, Mission & Goals

The College's mission statement is:

“Developing destinies through Collaboration, Innovation, and Imagination”

This document outlines how Stratford-upon-Avon College will fulfil its mission and aims.

Stratford-upon-Avon College will be a dynamic 24/7 institution that embraces new learning technologies and pathways, and will be the provider of choice for the educational and learning needs of all our communities.

Stratford-upon-Avon College will develop the destinies of all our stakeholders by providing high quality learning opportunities that enable full participation in active economic, social or community life.

We will seek to promote and champion equality and diversity and we will value and support each individual in our organisation.

The Strategic Goals of the College are:

- Collaboration to deliver learning
- Innovation to develop learning
- Imagination to foster learning

Strategic Objectives – Executive Summary

The objectives are grouped together under four key headings:

- Stratford-upon-Avon College
- Stratford-upon-Avon International Academy
- Stratford Business Services (SBS)
- Corporate Development

Stratford-upon-Avon College:

This area covers the core Higher Education (HE) & Further Education (FE) areas of the College which are mainly government funded programmes. We will achieve specific targets in the following areas:

Year on Year improvements in:

- Learner Success rates and Achievement
- Numbers of 14/19 year old Learners
- Increasing the amount of Ofsted awarded Grade 1 (outstanding) provision available and having no provision graded below Grade 2 (good) by 2009
- Development of foundation degrees, higher national diplomas, top-up years and full honour degree programmes
- Working in close federation with local schools in the South Warwickshire area to develop 14-16 provision in particular offering the New Diplomas
- The College is a founder member of The National Skills Academy for Creative & Cultural Skills
- Maintain the Training Quality Standard in recognition of our excellent work with employer responsiveness and customer care

Stratford-upon-Avon International Academy:

This area is designed to meet the needs of international students, with the aim to become the premier choice institution for overseas students who seek further or higher education experiences and continued learning pathways within the UK.



Kathazile Mpande

"I was born and bred in Zimbabwe's second largest city, Bulawayo. Due to political problems in my country, I was forced to leave and come to the United Kingdom. I enrolled at Stratford-upon-Avon College on the 'Access to Higher Education' course in September 2005. At the end of my course I missed college life - one of the reasons why I decided to re-enrol. I have since taken my GCSE English at College and wish to further my education as much as I can by going to University."



Matt Whiteley

Vice Consul, British Consulate General, Los Angeles. "College is a testing ground for playing with freedom and regulation. I can fully see how the college system shaped me into what I am today, and played a large role in determining how I make my decisions. I would do it all again in a heartbeat, but maybe study harder. I loved my time there."

Celebrate Success



Jamie Foreman

Jamie studied at the College between 1993 and 1996. He took NVQ Levels 1, 2 and 3 in Hospitality and Catering and received a distinction in all areas. 29-year-old Jamie is currently Head Chef at The Cotswold House Hotel and Restaurant in Chipping Campden which has recently received its third AA Rosette. Jamie will be put forward to receive a Michelin Star after a year. Jamie puts his success down to good quality training "I received excellent training, which has been a contributing factor to my successful career."



Emma Rawlings

Learner Services, Stratford-upon-Avon College. "After finishing my Level 2 Certificate in Administration as a student at College I applied to be a modern apprentice in Learner Services. Continuing professional development is very important and I soon started my NVQ in Administration. During my time here I have undertaken lots of different responsibilities and been on lots of further courses, even leisure ones such as Spanish. I'm now in charge of Work Experience and am getting further qualifications in Health and Safety."

We will achieve specific targets in the following areas:

Year on Year improvements in:

- International Learner Numbers
- International Fee Income
- International Market Penetration
- Increasing the amount of delivery taking place during the Summer and Easter periods to maximise income from Summer Schools etc
- Development of additional facilities in terms of accommodation and teaching capacity for international learners
- Working in close federation with other providers to grow international exposure and work

Stratford Business Services:

This part is designed to deliver training for employers and employees, offer services and solutions for businesses, and learning opportunities for our local communities.

We will achieve specific targets in the following areas:

Year on Year improvements in:

- Apprenticeship Framework completion rates
- Train to Gain (training services to meet business needs) funding targets achievements
- Full cost income from employers
- Increase the amount of adult learning activity in the hardest to reach communities in our region
- Develop solutions for training for businesses in the sub-region

Corporate Development:

This part is designed to lead on Corporate Development and diversify the Colleges income streams from project funded activities.

We will achieve specific targets in the following areas:

Year on Year improvements in:

- Income from project funded activity & productivity from staff resource input

Collaboration

The College works with a diverse range of stakeholders and these relationships are successful because the College actively listens to its stakeholders and responds appropriately. The range of the College's collaboration extends from an international perspective through to local organisations and includes students, staff and the local community.

This process is supported by wide consultation, in the form of surveys, focus groups, tutorials and a wide ranging Quality Assurance process in College. In addition, engagement with employers informs the strategic direction of the College and seeks to reduce the skills gap. The College offers Entry to Employment and Train to Gain programmes, working in partnership with employers.

Stratford-upon-Avon College also works closely with 5 other A level providers to offer a collaborative timetable, allowing learners to access the widest possible range of subjects.

The College believes that working with all stakeholders will enhance and develop the learning experience of all College students. Some of our stakeholders include:

- World Class Stratford
- The Gallery @ Stratford Leisure Centre
- Royal Shakespeare Company
- Local companies
- Learning and Skills Council
- Connexions
- The National Skills Academy for Creative & Cultural Skills
- Local Authorities

The College's Quality and Staff Development procedures seek to promote the use of new learning and teaching delivery methods across the curriculum.

In response to the market demand for International provision, the College has established the Heart of England International Academy, in partnership with City College, Coventry. This expands the curriculum offer available to international learners and widens the College's potential markets.

The College fosters the creativity and aspirations of all students and staff and is committed to promoting equality regardless of disability, age, race or gender. Indeed the College has created a Single Equality Scheme which clearly establishes the plans and expectations for all stakeholders.

The College is fully committed to offering all stakeholders educational provision which embraces the philosophies of inclusive learning.



Imagination

Stratford-upon-Avon College takes very seriously its role in shaping the future development of all its stakeholders. Therefore the College always offers an imaginative but realistic solution to any challenge. The College's Quality systems ensure that each individual in the College can comment on or suggest alternatives to any teaching or service that is available.

The success of learners is celebrated in a variety of ways with, for the example, Awards Events that celebrate not just high marks, but personal achievement for all learners. In addition the College seeks all its learners and staff to consider their own personal progression. Students are encouraged via Tutorial sessions and events held throughout the year and staff are supported via the Performance Appraisal Review System.

An imaginative and innovative project that Stratford-upon-Avon College is a key player in is the Leonardo project that seeks to develop international curriculum delivery in key curriculum areas.

A particularly successful and imaginative project is the College's involvement in acting as curators for the local Art Gallery. This is a community linked exhibition venue that incorporates a wide variety of art works and related events, such as Warwickshire Arts Week and Stratford Literary Festival.



The College also ensures excellence in its provision by working with a number of Professional Organisations

Centre of Vocational Excellence for Hospitality and Catering. The College has been awarded the Training Quality Standard in recognition of the excellence of this provision.

Stratford-upon-Avon College is proud to have been accredited by the British Council, in recognition of the excellent International provision.

The College is affiliated with the National Union of Students, ensuring that our learners have representation across all levels of involvement in education.

The advice and guidance facilities at the College have been recognised as excellent by Matrix.

The quality of the customer care and services provided by the College have been recognised by the recent re-accreditation of the Chartermark award. In addition Investors in People recognised the excellence of the support and training offered to College staff.

The culture of the College promotes training and embeds the concepts of excellence in all that we do. This is robustly supported by the Quality mechanisms in place.

Stratford-upon-Avon College is proud to work with learners as part of a sustainability group promoting Fairtrade products.

The College is extremely pleased to have been re-accredited with the Disability Two Ticks Symbol, in recognition of its commitment to the employment and development of disabled employees.



Innovation

Stratford-upon-Avon College actively seeks innovative ways to deliver education and training to all sectors of the community, in a way that is appropriate to each individual learner, regardless of their location.

The curriculum is designed to meet the identified needs of learners, employers, community organisations and other stakeholders. The College seeks to embed innovative methods of curriculum delivery in order to meet the diverse needs of these groups.

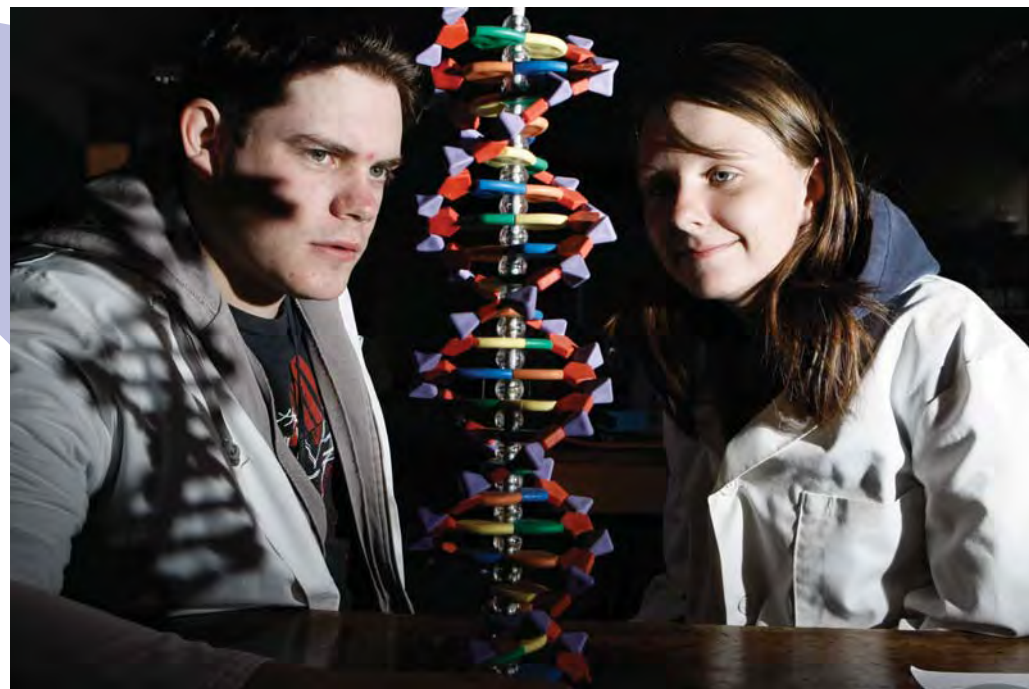
The curriculum is delivered by qualified staff who are trained to incorporate a variety of learning styles and individual additional needs into their teaching.

The use of Information and Learning Technology is key to supporting the curriculum. The use of the Virtual Learning Environment and internet resources is key to the development of all stakeholders. Training and support are available to all staff and students to safely embed the use of ILT into College life.

An innovative College project is the Live Streaming of events or performances held in College, over the Internet.

The College is very proud of its excellent facilities and is seeking to expand with an innovative and challenging building programme over the next five years that will create a state of the art campus, accessible for all.

All College staff are part of a robust Performance Appraisal Review System thus ensuring that the culture of training and excellence is promoted and supported for both Teaching and Business Support Staff. The College also holds a number of cross-College Training Days where all staff are encouraged to attend development activities and share good practice. All teaching staff are required to register with the Institute for Learning and to complete 30 hours of professional development annually.



In order to further develop links with local employers, the College has developed Stratford Business Services, specifically designed to meet the requirements of local companies. This innovative service allows the College to marry the training and business needs of its local stakeholders.