



PETROCTM 2025

excellence **THROUGH LEARNING**



OUR MISSION

excellence THROUGH LEARNING

At the heart of what the College does, its area of greatest expertise and its typical starting point for developing solutions or making a difference is Learning. That is how it makes a positive difference in the world and how it equips others to do so. Learning is also central to how the College creates the organisational capability to achieve impact – through individual and organisational learning that provides the capability to effect change whatever the change in context.

Excellence sets a high bar for the College's own performance - an excellent institution, benchmarked against the best in England.

The College is ambitious and will strive to achieve more. Excellence is also what the College supports others to attain. The College will enable the highest levels of learner achievement and the highest levels of career and life fulfilment, through learning that will stretch and challenge. Excellence is what customers, businesses and other organisations can expect to achieve themselves through working with the College.

Excellence through learning: this is our mission.



OUR VALUES

Respect: we embrace differences, respect the values, ideas and beliefs of others and renew our own values through discussion and exploration.

Empowerment: we create an educational environment that empowers learners to exceed their own expectations and enables them to shape the future of our world.

Community: we believe in community – the ability to do more together, the mutual commitments that hold people together, and in responsibility beyond one's own self-interest.



AIMS & OBJECTIVES

CREATE *outstanding learner achievement* **IN ALL AREAS**

TRANSFORM *life chances AND employment prospects* **FOR ALL**

BUILD *community and prosperity* **WITHIN NORTHERN AND MID DEVON AND THE WIDER South West OF ENGLAND**

BOOST *productivity, innovation AND agility* **OF businesses AND ORGANISATIONS**

TACKLE THE *climate emergency*





CREATE OUTSTANDING LEARNER ACHIEVEMENT IN ALL AREAS

Learning is at the heart of what the College offers. The most important and most direct impact that the College will have is on the educational attainment of the learners it works with. This will involve **transformational learning** and a close attention to **narrowing the gaps in educational achievement** between learners from different groups. To ensure our impact is as good as the best in the sector, we will benchmark ourselves against the top FE colleges in England.

OBJECTIVES

- To produce learner achievement in 16-18, adult, apprenticeship and HE that is at least equivalent to the top-25 General Further Education Colleges in the UK
- To ensure the gap in educational achievement narrows between learners from the weakest performing groups and the College average, in all subject areas



TRANSFORM LIFE CHANCES AND EMPLOYMENT PROSPECTS FOR ALL

The College will provide **inclusive learning opportunity for all**, at all levels, for all ages. It will focus on **maximising the distance travelled** for all its learners, whatever stage they work with it. It will orient learners, as well as the College, towards their employment goals, driving every learner along their own personal path to **longer-term success**. It will personalise the approach to supporting learner success, considering all factors it can influence that impact on the life success of its learners, such as mental and physical health, and social and cultural capital. The College will put **improved employment prospects** at the centre of all its education, whether vocational, apprenticeship or academic, for adults or young people. It will **equip learners to thrive** in a digital age and to take an international perspective, as explicit elements in the College's preparation of learners for **life success**.

OBJECTIVES

- To make a positive impact on the employment outcomes of all learners
- To develop the personal resilience, confidence and skills of all learners to enable them to thrive in a digital, international world



BOOST PRODUCTIVITY, INNOVATION AND AGILITY OF BUSINESSES AND ORGANISATIONS

The College will **support, create and sustain businesses** through a range of business services. It will support local businesses and entrepreneurs to innovate, exchanging knowledge and promoting the application of best practice in the firms it works with, in addition the development of skills, education, training and apprenticeships. It will **foster close partnerships** with productive and innovative organisations to assist it in understanding what excellence is, and how the College can best support it through learning and business services.

OBJECTIVES

- To support the creation of new businesses through entrepreneur development and support services
- To deliver services to businesses and organisations that result in their application of innovation or the improvement of productivity



BUILD COMMUNITY AND PROSPERITY WITHIN NORTH AND MID DEVON AND THE WIDER SOUTH WEST OF ENGLAND

The College sees place as important. It will play a leading role with partners in working to sustain the **health, happiness and prosperity** of its communities. The College will prioritise impact within Northern and Mid Devon and the wider South West and coordinate its contribution through maintaining **high-quality partnerships** with employers, communities and local institutions.

OBJECTIVES

- To contribute strategically and operationally to the implementation of local and regional strategies and plans that build community, health and wellbeing and equitable prosperity
- To significantly increase the numbers of College learners and staff engaged in supporting community organisations



TACKLE THE CLIMATE EMERGENCY

There will be no greater challenge to the future of humanity than the climate emergency. The College, with its connections to employers, learners and communities across the South West, and as a significantly sized organisation, will impact current practice and the **growth of the green economy**. It will capitalise on the natural capital of the places it is located within. Impact will be achieved through the content of learning programmes, the capabilities that are built by its learners, the organisations partnered with and the College's own practices as an organisation. The College's partnership with learners in tackling the emergency will be central to **maximising that impact**.

OBJECTIVES

- To work towards becoming a net carbon-neutral organisation by 2035
- To establish the UN Sustainable Development Goals into the curriculum of every learner's programme of study



TEAM PETROC

FIVE WAYS OF WORKING

The College's approach, 'The Team Petroc', will be characterised by five ways of working. They define the methods and capabilities the College will develop, use and display.

CONTINUOUSLY
learning
AND improving

PERSONALISED AND
customer-focused

ACHIEVING *Value*
FOR MONEY

Digitally **ABLE**

Agile **AND entrepreneurial**





PERSONALISED AND CUSTOMER-FOCUSED

We will **personalise the learners' journeys** with the College through building and applying digital and data capability, informing service design and leading to better outcomes. We will engage in constant reinvention, constant innovation and experimentation, and will **produce stronger impact**, with real-time data at the centre of micro-level decision-making. We will personalise our employee experience, adapting working environments for our staff in order to maximise their personal productivity. We will **engage learners and customers as partners** and co-creators of the learning and services we facilitate and provide for them. We will regularly seek their feedback and work with them to improve the quality of what we offer.



AGILE AND ENTREPRENEURIAL

We will develop the capability to act swiftly in response to opportunities and develop a reputation for our ability to **mobilise quickly and create solutions**. We will adopt an entrepreneurial approach which empowers staff to identify and exploit opportunities when they see them, managing risks not avoiding them. We will focus on possibilities, with the **flexibility and adaptability** to deploy the best combination of our staff and resources to exploit opportunity at any given time. We will apply lean and agile methodologies to build our abilities in rapid, impactful change.





DIGITALLY ABLE

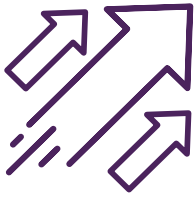
We will apply a **digital-first approach**, seeking to implement digitally-aided solutions in our operations where possible. We will exploit the potential for service quality, efficiency, innovation and effectiveness that digital advancement and data science can bring through keeping ourselves at the forefront of practice in colleges and other organisations. We will develop a reputation for **leadership and innovation in digital application**, so that our learners, customers and stakeholders expect it of us, and come to us because of it.



ACHIEVING VALUE FOR MONEY

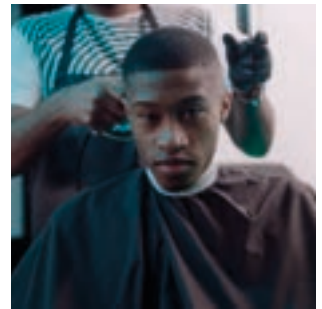
We will expect all our staff to own the responsibility for achieving the best value for money. We will be unrelenting in our focus on delivering it. We will achieve economy and efficiency in how the College delivers outcomes and impact, demonstrating effectiveness and equity between those who benefit. We will strive for **the highest levels of performance**, continually assessing the effectiveness of our methods and adopting a new relationship with data, so that it informs day-to-day changes in search of improved outcomes for all. We **prize the value for money we deliver** because every pound not saved is a pound not spent on delivering excellence through learning.





CONTINUOUSLY LEARNING AND IMPROVING

We see our own **continuous learning and improvement**, individual and organisational, as vital for the success of the College. It is the responsibility of every member of the College. We will **recognise and reward commitment** to learning and improvement, drive and direct its focus to areas of greatest impact and create systems and processes to make sure it is consistently pursued.



TRANSFORM **LIFE CHANCES** AND **EMPLOYMENT PROSPECTS** FOR ALL



CREATE **OUTSTANDING LEARNER ACHIEVEMENT** IN ALL AREAS



BOOST **PRODUCTIVITY, INNOVATION** AND **AGILITY OF BUSINESSES** AND ORGANISATIONS



BUILD **COMMUNITY** AND **PROSPERITY** WITHIN NORTHERN AND MID DEVON AND THE WIDER **SOUTH WEST** OF ENGLAND

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**AGILE AND
ENTREPRENEURIAL**



**PERSONALISED AND
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TURNING OBJECTIVES INTO ACTION

This Strategy is being implemented through five Strategic Operating Plans: Transformational Learning; Reputation, Product Development and Business Services; People and Organisational Development; Partnership and External Relations; Resources, Growth and Efficiency.

DRIVING AND TRACKING OUR PERFORMANCE

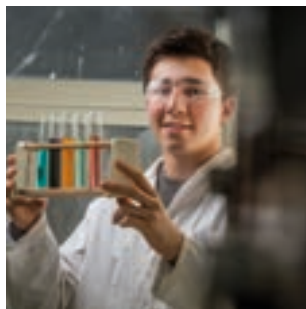
Key Performance Targets linked to the Strategic Aims, together with anticipated trajectories for each from now to 2025 have been set and are monitored by the Board.

ACTIVE RISK MANAGEMENT

Risks will be actively managed within the College, with clear accountabilities and tiered connections from Strategic Corporate Risks and operational risk management in Faculties and Directorates. Risk will be managed rather than avoided and be informed by a Statement of Risk Appetite agreed annually with the Board.

STRATEGY REVIEW AND REFRESH

This Strategy will be subject to annual review by the Governing Body, receiving a Context Report and analysis of performance to inform any agreed revisions. An Interim Review, with the College Management Team, will be conducted in 2023 with recommendations for revision presented to the Governing Body by July of that year.



This document sets out our mission as a College. It states our values and ways of working as a team. It defines the difference we aim to make for our learners, our partners and our communities. It is ambitious, realistic and impactful. We can only achieve it through partnership with others. If you like what you see, work with us. Get in touch.

We are Petroc. Excellence through Learning.

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PETROC™

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