



Strategic Plan

August 2024 to July 2027

Mission, vision, purpose, values & behaviours.

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Mission: To provide high-quality education and training opportunities that empower individuals to reach their full potential and contribute positively to society.

Vision: To be a leading provider of education and training in the Bath and Somer Valley region, known for our commitment to excellence, innovation, and inclusivity. We aim to inspire a lifelong love of learning and create a supportive and inclusive community that values diversity and promotes personal and professional growth.

Purpose: The purpose of Bath College is to provide accessible and high-quality education and training opportunities to individuals in the Bath City region. By offering a diverse range of courses and programs, the college aims to empower learners to develop their skills, knowledge, and confidence, enabling them to achieve their personal and professional goals in line with the local skills agenda. The college also plays a vital role in supporting the local community by promoting lifelong learning, facilitating innovation, and contributing to the social and economic development of the region. Through its commitment to excellence, inclusivity, and learner success, Bath College strives to create a supportive and enriching learning environment that prepares individuals for successful and fulfilling futures.

Values:

- 1. Excellence:** Striving for high standards of quality in all aspects of education and training.
- 2. Inclusivity:** Embracing diversity and creating a welcoming and supportive environment for all learners and staff.
- 3. Innovation:** Encouraging creativity, curiosity, and a willingness to explore new ideas and approaches.
- 4. Integrity:** Acting with honesty, fairness, and transparency in all interactions and decisions.
- 5. Collaboration:** Promoting teamwork, communication, and partnership working to achieve common goals.



Behaviours:

- 1. Structure:** Build trust in leadership.
- 2. Respect:** Treating others with dignity, empathy, and consideration.
- 3. Accountability:** Taking ownership of one's actions and responsibilities.
- 4. Continuous Improvement:** Seeking opportunities for growth and development, both personally and professionally.
- 5. Adaptability:** Being open to change and willing to embrace new challenges and opportunities.
- 6. Community Engagement:** Contributing positively to the local community and working collaboratively with stakeholders to make a difference.
- 7. Sustainability:** Committing to environmentally responsible practices and education.



Aims and objectives

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Strategic Aim 1: Continue to raise learner success and achievement.

Objectives:

1. Establish clear expectations of both learners and staff.
2. Drive improvements in attendance and punctuality.
3. Increase learner retention rates by implementing targeted support services and interventions.
4. Improve learner outcomes through enriched academic support and resources.
5. Expand career development opportunities and pathways for learners.
6. Create practical and welcoming learner social and work spaces.

Strategic Aim 2: **Create and sustain a culture of innovation and excellence, underpinned by learner and staff wellbeing.**

Objectives:

- 2.1.** Embed agreed behaviours and values into the foundation of the college.
- 2.2.** Parity of resources and investment across both college campuses.
- 2.3.** Promote a culture of continuous improvement and innovation in teaching and learning.
- 2.4.** Encourage Department and staff professional development and growth opportunities.
- 2.5.** Improve the college's reputation for academic and vocational excellence and innovation.
- 2.6.** Use Professional Development Reviews to seed training opportunities.

Strategic Aim 3: Strengthen community partnerships and engagement.

Objectives:

- 3.1 Develop and maintain strong partnerships with local businesses, organizations, and community leaders.
- 3.2 Increase community engagement through outreach programs, events, and collaborations.
- 3.3 Increase the college's role as a valuable resource and partner within the community.
- 3.4 Develop and optimise communication links between staff groups especially relating to the skills agenda.



Strategic Aim 4: **Ensure financial resilience, sustainability and operational efficiency.**

Objectives:

- 4.1** Implement cost-saving measures and efficiency improvements to ensure financial stability.
- 4.2** Increase revenue streams through diversified funding sources and partnerships.
- 4.3** Improve operational efficiency and effectiveness through streamlined processes and systems.



Strategic Aim 5: Promote diversity, equality, and inclusion.

Objectives:

- 5.1** Nurture a diverse and inclusive campus environment that values and celebrates all individuals.
- 5.2** Implement initiatives and programs to promote equality and access for all learners.
- 5.3** Create a welcoming and inclusive campus culture that promotes respect, understanding, and acceptance.



Strategic Aim 6: To integrate sustainability principles and practices across all aspects of the college's operations, curriculum, and culture.

Objectives:

- 6.1** Define and implement an estates strategy.
- 6.2** Develop a sustainability policy that outlines the college's commitment to sustainability and sets clear goals and targets for reducing environmental impact.
- 6.3** Implement sustainability initiatives that focus on energy efficiency, waste reduction, water conservation, and sustainable transportation.
- 6.4** Integrate sustainability education into the curriculum to ensure that learners graduate with a strong understanding of environmental issues and are equipped to make sustainable choices in their personal and professional lives.
- 6.5** Engage with the local community and industry partners to promote sustainability and collaborate on initiatives that benefit the environment and the wider community.
- 6.6** Monitor and evaluate progress towards sustainability goals, and regularly report on achievements and areas for improvement to stakeholders.



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