

## Mission Statement

East Riding College will continue to be a leader in the social development and economic success of the region, working in partnership to provide access to the highest quality education and skills training to meet the needs of individuals, employers and the communities we serve.

## Vision Statement

To be an exceptional college, the place of choice that enables enterprise, diversity, innovation, creativity and employability for the success of all our students.

## Our Values, Beliefs and Behaviours

**Quality:** is at the heart of all we do, we are all responsible for our performance, results and behaviours; we always strive to be the best that we can be

**Ambition:** supporting learners to achieve the best they can and deliver success for all our staff, partners and communities through a solutions focused approach to all that we do; ensuring everyone fulfils their potential

**Enterprise:** always striving to be innovative and responsive, encouraging new ideas to generate and secure demand led curriculum developments, income and efficiencies in our operations

**Resilience:** embracing change constructively, being determined to succeed in all that we do; learning from every situation and being challenging of ourselves

**Respectful:** to everyone, being inclusive, advancing equality of opportunities and actively promoting diversity

**Caring:** actively safeguarding young people and vulnerable adults, looking after the mental health of our learners, providing a safe, inclusive, considerate, welcoming learning and working environment for our college community

**Open, Honest and Transparent:** in our behaviours, communications and clarity of purpose

**Sustainability:** ensuring that everything we do has a positive impact on others and where possible the environment, with a mind to our learning legacy, community resource and social responsibility

## Strategic Priorities and Strategic Objectives

### 1 Maintain Responsiveness and Learner Choice (Our Curriculum and Services for Students)

- Continuously review and develop the curriculum so that it is demand led, innovative and responsive to the needs of learners.
- Provide impartial information, advice and guidance to all current and prospective learners.
- Promote effectively the College and its curriculum to current and future learners, parents/carers of young people, employers and communities.
- Develop further collaboration with colleges, schools, academies, other providers and employers to enhance the curriculum offer locally.
- Provide an inclusive, safe and welcoming environment for all learners, users and businesses employers.
- Advance equal opportunities and diversity in all aspects of the curriculum.
- Remove barriers to learning, success and progression, ensuring our learners fulfil their potential.

### 2 Sustain High Quality and Standards (Our Performance)

- Enhance the responsive and comprehensive quality improvement strategy which seeks to build on a culture of high expectations and which strives for excellence.
- Objectively, self-critically and constructively self-assess our performance, verifying the accuracy of judgements and next steps to make our learner experience and outcomes even better.
- Set challenging targets for improvement, sustained high performance, measuring value added and distance travelled, ensuring learners and staff achieve their potential, progress and take impact driven actions to maintain and sustain outstanding status.
- Develop and support our people to achieve their best and fulfil their potential, ensuring the College remains a challenging and rewarding place to learn and work.
- Being viewed by our communities as an accessible resource, inclusive place of safety, committed to social mobility.

### 3 Support the continued Growth of the Regional Economy (Our Communities)

- Contribute to and influence regional economic growth through providing responsive, demand led learning programmes.
- Respond flexibly to employers' skills training needs to support their business objectives.
- Engage directly with local and regional organisations, including Local Enterprise Partnerships and Local Authorities/Combined Authorities to develop the skills of the workforce and promote sustainable economic growth.
- Maintain high levels of employer involvement in all relevant aspects of College activity, including curriculum design, and actively measure and respond to feedback, closing the loop.
- Encourage and support employers to contribute more to the training of their workforce, including delivering apprenticeships, degree and higher apprenticeships, providing assistance in accessing direct funding for skills training where it is available.

### 4 Strive to Improve our Effectiveness and Efficiency (Our Productivity and People)

- Be open to opportunities for mutually beneficial, sustainable relationships and collaborative partnerships, based on shared values, respect and trust.
- Improve and maintain the College's financial health, identifying new funding opportunities, potential for sustained growth and diversifying income streams.
- Ensure all staff have the necessary capabilities, skills and qualifications through a commitment to professional development and effective performance management.
- Strive for maximum efficiency in the delivery of the College's curriculum and services.
- Maintain the high quality of our learning environments through ongoing investment in our estate, technology and use of e-learning.
- Provide regular review and reporting of the College's key performance indicators to aid the Governing Body's monitoring, scrutiny, support and challenge, to inform management actions.
- Extend partnership working with other providers to undertake peer reviews, disseminate good practice, explore shared/sharing services and collaborative bidding for training contracts.