

BRIDGEND COLLEGE STRATEGIC PLAN

CYNLLUN STRATEGOL COLEG PENYBONT

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Bridgend College
Coleg Penybont



FOREWORD

We have high expectations at Bridgend College. During the academic year 2013-14 we have listened to hundreds of staff and learners and they all have something in common: they want Bridgend College to be an outstanding organisation.

The remarkable people who work here are extremely passionate about achieving success for everyone in the organisation. Now, we need to build on these strong foundations, and this Strategic Plan outlines our ambitions to enable all staff and learners to “be all that they can be”.

However, we live in extremely challenging times and we expect these challenges to continue over the period of the Plan. We need to be agile so that we can respond to this environment. So, we have developed a more streamlined Strategic Plan. Reductions in funding mean that we need to be more targeted in our approach and ensure that we make an impact with a more limited pot of available funds.

We are confident that our staff have the positivity and resilience to ensure that our learners receive the very best from us during these difficult times.

Simon Pirotte
Principal/Chief Executive



Paul Croke
Chair of Governing Body



“We tend to live up to our expectations”
Earl Nightingale

“Sometimes you have to create what you want to be part of”
Geri Weitzman

“However beautiful the strategy is, you should occasionally look at the results”
Winston Churchill

ABOUT US

Bridgend College is a Further Education (FE) College which supports over 13,000 learners and employs over 700 members of staff. The College operates across its five campuses at Bridgend, Pencoed, Queens Road, Maesteg and Cardiff along with Engage Training, the business focused and externally facing directorate of Bridgend College based at Morien House on Bridgend Industrial Estate. Engage Training also incorporates 'The People Business Wales' a private sector training company purchased in 2012.

The College offers a wide range of courses, from Level 1 to Degree level, in over 20 vocational areas. The majority of our course provision is delivered at our Bridgend and Pencoed College Campuses whilst Queens Road Campus is our Centre for Higher Education and Maesteg is our 'community' Campus and provides day and evening courses for local residents.

At our Cardiff Campus we have an Arts Academy, where over 100 students are studying the Foundation Diploma in Art & Design and the BA (Hons) in Photographic Practice. Increasingly the College is delivering more flexible programmes of study both in the workplace and on-line. We also deliver part time courses at a range of venues across the region.

The immediate catchment area for Bridgend College is:

- Bridgend County Borough
- Rhondda Cynon Taff
- The Vale of Glamorgan

However increasingly, the College is attracting students from as far as



- Cardiff
- Carmarthenshire
- Swansea
- Neath Port Talbot

Bridgend College works in partnership with a wide range of organisations to meet the educational needs of the local community. This includes local businesses, Bridgend County Borough Council for Adult Community Learning (ACL) provision and local Comprehensive Schools for the 14-19 Learning Pathways.

The College has also established very successful partnerships with two local universities and now runs the largest number of Higher Education courses of any FE College in Wales, with over 1000 students choosing to complete their Higher Education course locally at the College each year.

Bridgend has a population of 134,545 of which 13,103 (9.7%) speak Welsh (source 2011 Census).

“Simplicity is the ultimate sophistication”
Leonardo da Vinci

Bridgend College
Coleg Penybont



Be all that you can be.

— people centred —

Inspirational Passionate Innovative

Byddwch yn bopeth y gallwch fod.

— canolbwyntio ar bobl —

Ysbrydoli

Angerddol

Arloesol

DRIVERS

1. Excellence

Our staff and learners have said that they want excellence. Excellent service and excellent provision. They want us to focus on a culture of continuous improvement with “high challenge and high support” for all staff and learners.

2. Partnerships

We live in challenging times. We need to maximise the impact of every single penny on the learner experience at Bridgend College. We also need to look externally and work in partnership with other organisations who are facing their own challenges. By working together, and thinking long term, we can become more efficient, more effective and more resilient and make sustainable impacts. Bridgend College needs to be financially stable in this environment so that we can continue to offer high quality provision to people in the region.

3. Globalisation

We need to think on a local, national and global level. Wales is a small nation with a population of approximately 3 million. In order for our country to “punch above its weight”, we need to respond to needs in an increasingly competitive environment and also respond to the development of the emerging economies.

4. Welsh Assembly Government

Welsh Government has been clear in its priorities. The Minister’s letter outlines priorities for the FE sector:

- Tackling poverty
- Literacy & Numeracy
- Learner progression and support
- Employer Engagement and Enterprise
- Developing Welsh Medium Provision

5. Estyn

The Estyn Inspection Framework is changing and we will need to respond to their priorities which are closely linked to Welsh Government priorities. Of utmost importance are our successful completion rates.

“The ability to simplify means to eliminate the unnecessary so that the necessary may speak”
Hans Hofmann

3 E S

Be a catalyst for Economic Regeneration as an inclusive organisation developing our learners' skills for employment and citizenship. Bridgend College is the provider of choice, enabling every learner to reach their potential through high quality provision. Bridgend College works in collaboration with other organisations to improve long term efficiency, opportunities and outcomes for the people of Bridgend and beyond.

