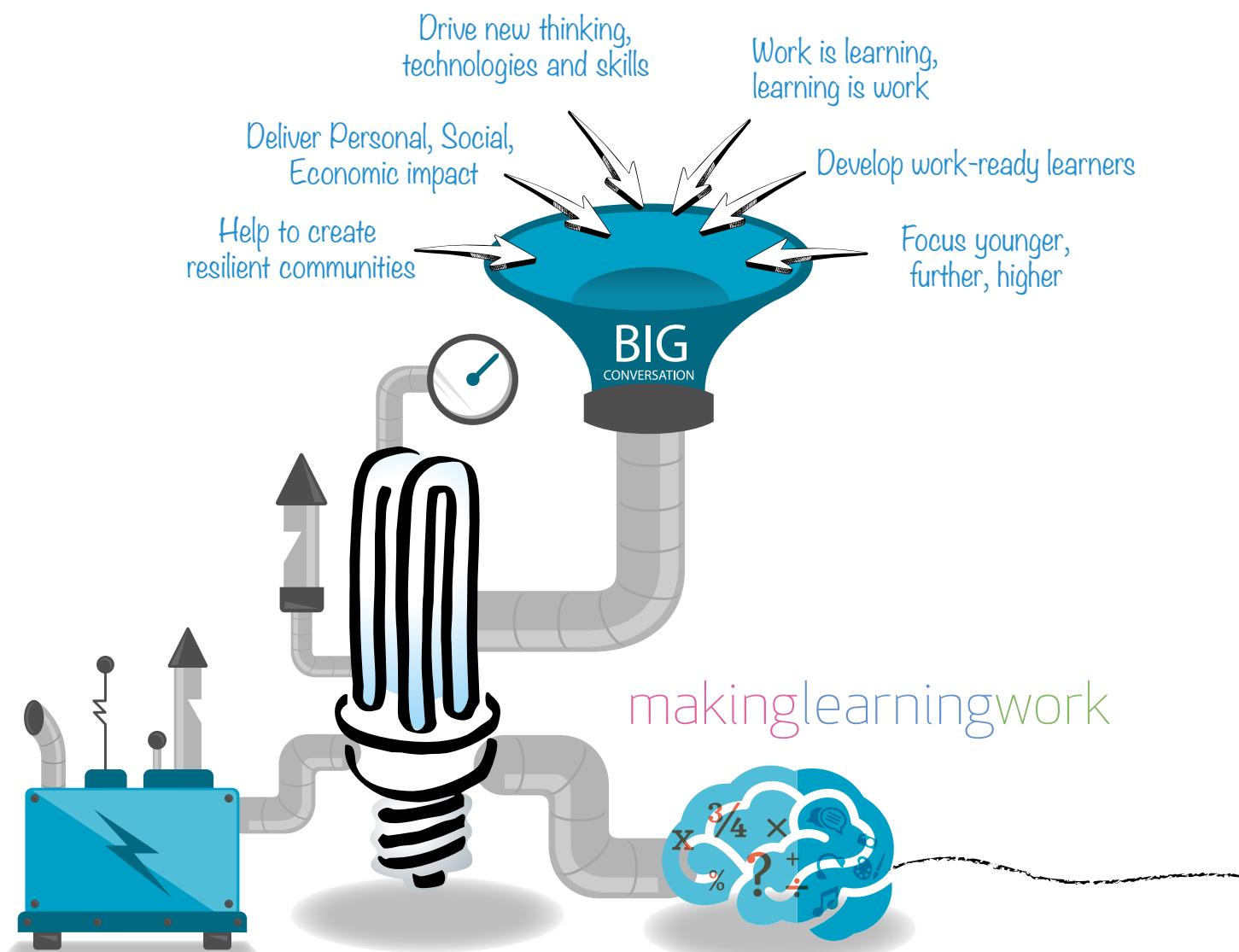


THE  
CORNWALL  
COLLEGE  
GROUP

# The future of learning

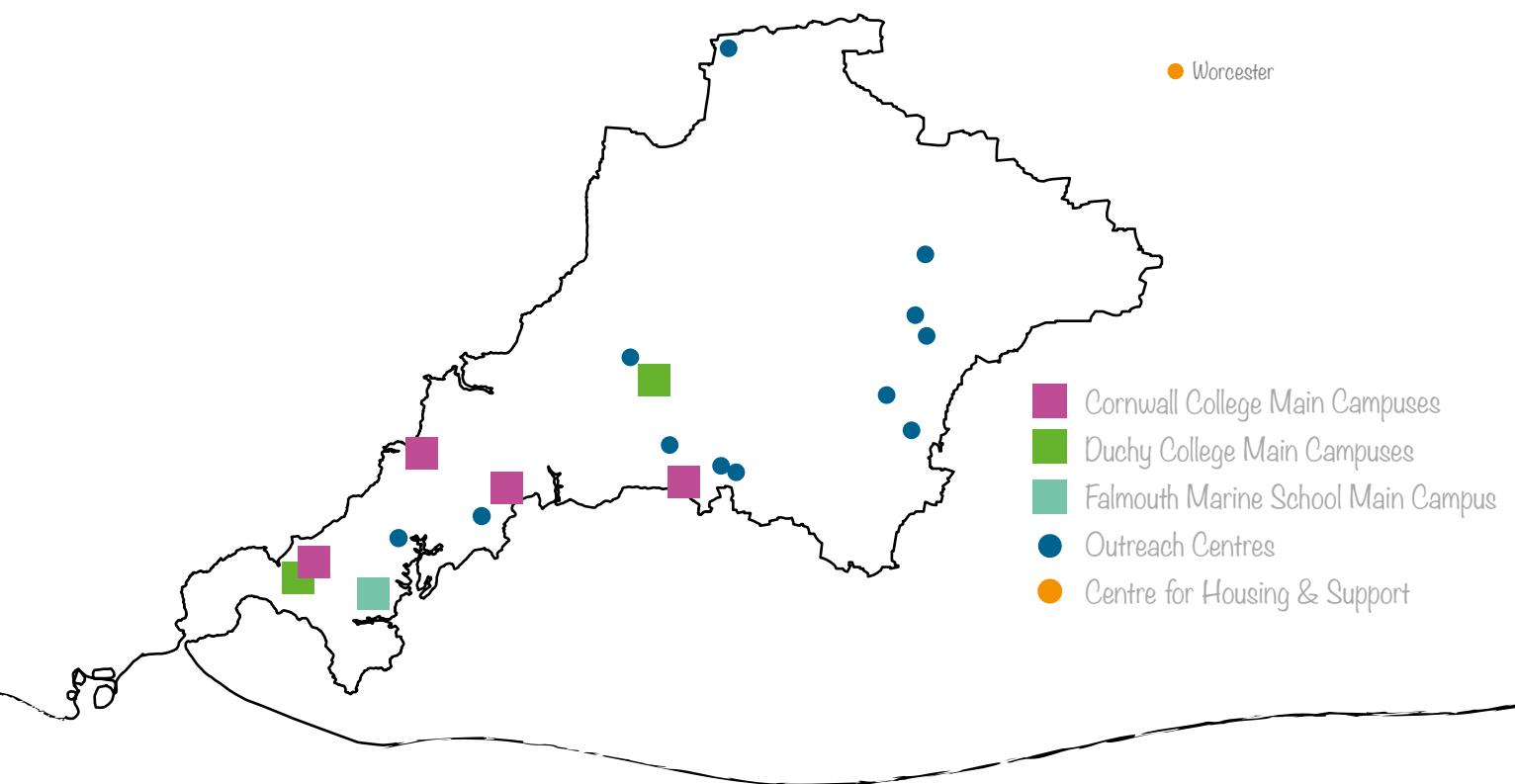


# Preface

The Cornwall College Group impacts positively on the lives of many thousands of local people. As Cornwall's largest education and training provider, we support 35,000 learners, including 2,000 undergraduates, each year. Having trained over 10,000 apprentices in the past ten years, we are the most successful provider of apprenticeships in south west England. We make a significant contribution to the economy; as an employer and purchaser of supplies and services, providing 2,400 jobs and £90m of Gross Value Added each year. The annual impact (Net Present Value) of our training and education provision measured over the working life of our learners is £870m. In February 2014, we attained the Queen's Anniversary Prize for our leadership of skills development across the region's rural economy.

At the heart of these achievements is an enduring partnership with those who have worked alongside us to ensure what we do is relevant and impactful. Through our 'Big Conversation,' conducted during Autumn 2013, we have listened to our partners – employers, schools, universities, local communities and learners themselves. They are working with us to challenge, support, jointly lead and construct the college they need and deserve.

The world is changing on many fronts. The economy in Cornwall, the Isles of Scilly and the South West region offers very specific opportunities and challenges, as well as reflecting the uncertainties faced by communities globally. So, we recognise the need to do even more to help create the optimistic futures that our learners, their families and our communities want, and expect us to support.



# Nine goals

## 1. Personal Impact

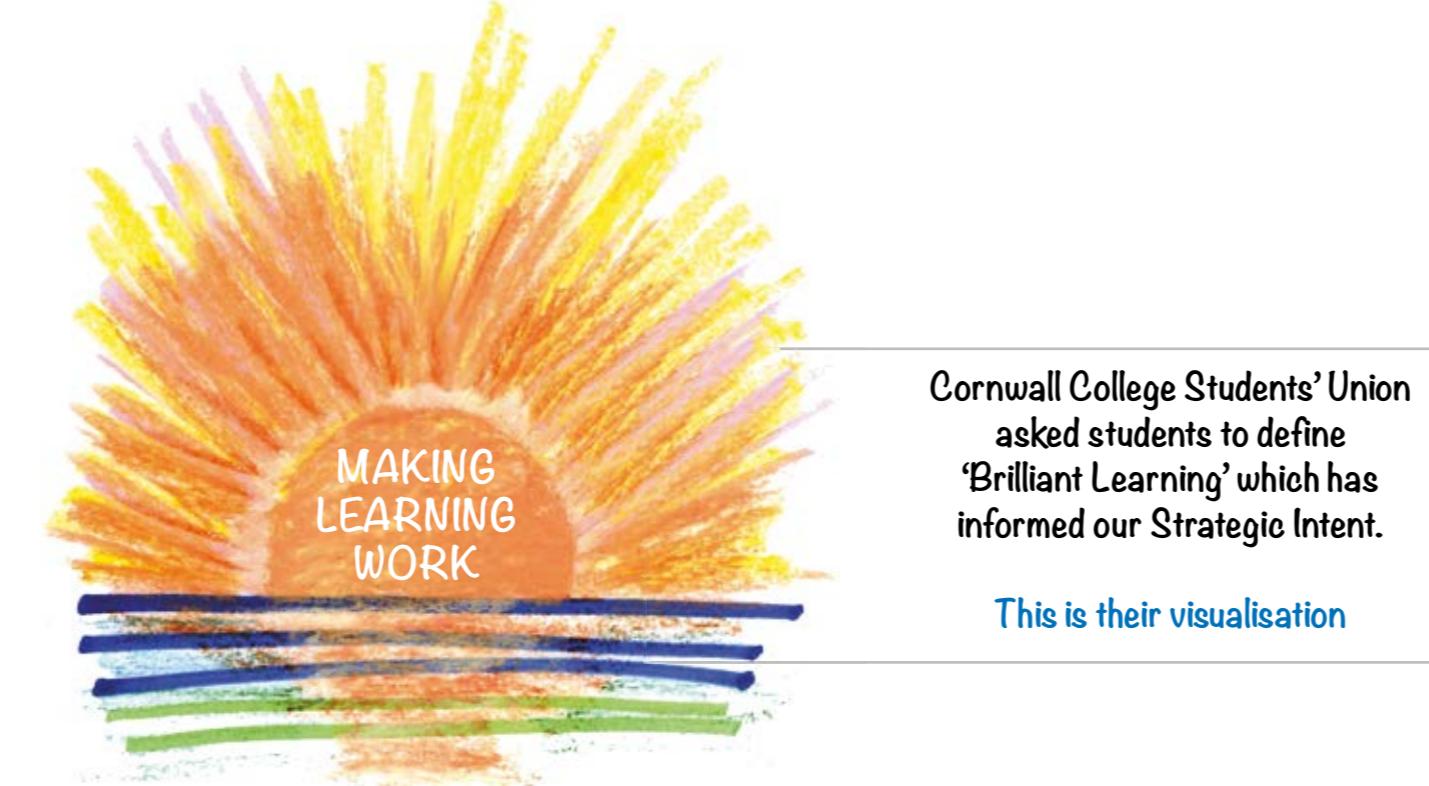
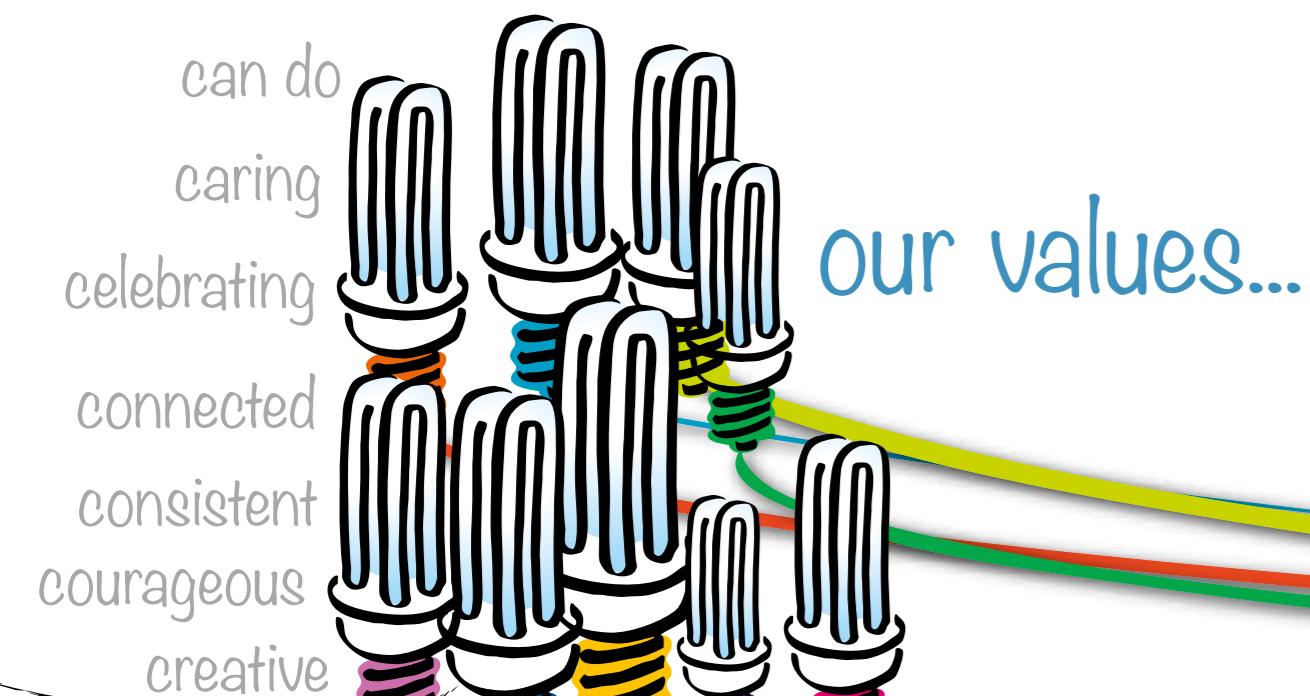
Now: Exceptional choice and range of courses  
Next: Lively and inclusive learning, inspiring individuals to be ambitious in life, society and work

## 2. Social Impact

Now: Major contribution in engaging the communities we serve  
Next: Deeper connectivity between individuals, business and the voluntary sector, so communities prosper

## 3. Economic Impact

Now: Responsive to changing demands from employers  
Next: True partnerships with employers focused on shared purpose and sustainable futures



Cornwall College Students' Union asked students to define 'Brilliant Learning' which has informed our Strategic Intent.

This is their visualisation

## 4. Every learner develops their USP\*

Now: Learners value learning and teaching that is learner-led  
Next: Ambitious learners expand their learning through (U)niversal, (S)pecialist and (P)ersonal skills (USP)\*

## 5. Brilliant Learning Organisation

Now: Good college with outstanding characteristics  
Next: Brilliant college shaped by individuals, communities and employers

## 6. Networks of expertise

Now: Geographically spread college sites with some exceptional specialisms  
Next: World class communities of practice energise new ideas, new outlooks and new learning



## 7. Future Talent Pipeline

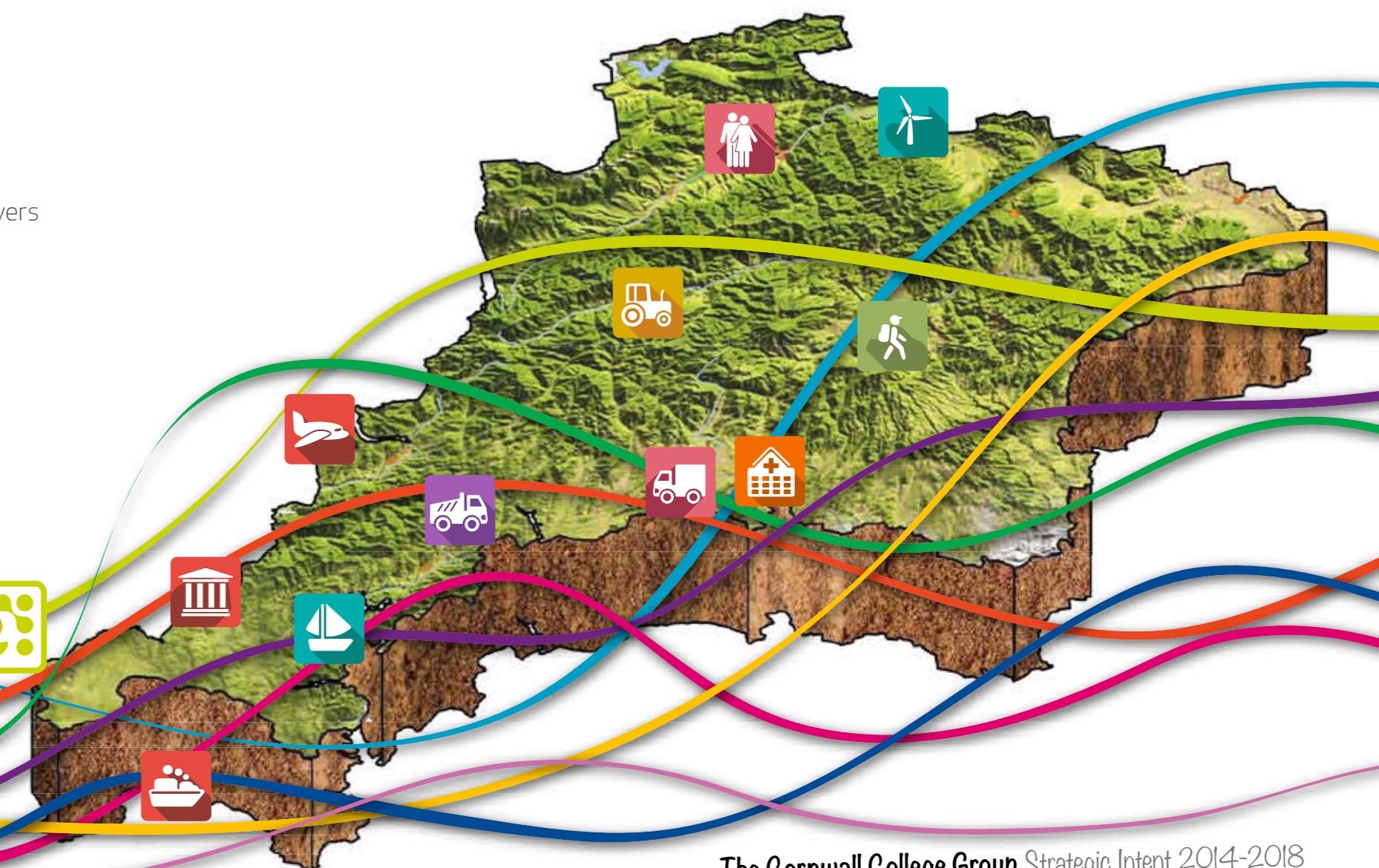
Now: Strong learner progression to further and higher education, and employment  
Next: Coveted learners with deep expertise and wider capabilities to enable the regional economy

## 8. Career-led Curriculum

Now: High levels of learner success in achieving national qualifications  
Next: Work-ready learners confident to capitalise on immediate and future career opportunities

## 9. Entrepreneurial thought and action

Now: Successful sponsor of social enterprise  
Next: Innovative individuals and partnerships create opportunities for themselves and communities



# Vision

The intention is to become a brilliant career college with the core purpose of 'Making Learning Work' and our sights are set on being the Career College for Cornwall and the South West.

The transformation of the whole Group centres on a coherent career-led curriculum, delivered across our seven sites, in the community and in the work place.

Our primary focus is curriculum clusters: real or virtual centres of excellence, developed with employers, providing career-led pathways. The clusters have been chosen to align closely with the region's current core industrial sectors together with those that show strong growth potential.

The specialist areas are: business & professional, cultural & visitor economy, health & wellbeing, rural economy, science & natural environment, technology, academic studies, community and foundation learning (including English and maths).

The clusters, each led by a director, will operate across the whole Group, with increasingly specialist provision based in defined college localities. This will align the Group much more closely to key regional growth industries and connect learners, communities and employers, in a more coherent way. The clusters will include further education, higher education, applied research and workplace learning programmes, with community courses feeding into these.

Career pathways will enable each learner to develop their USP. This holistic approach allows each learner to broaden their (U)niversal skills (English, maths, IT, citizenship), (S)pecialist skills (vocational or subject specific) and (P)ersonal skills (punctuality, presentation, team working), giving them every opportunity to fulfil their potential in an increasingly volatile, uncertain world. Phases of learning, organised into younger, further and higher, will ensure a seamless transition from learning to further/higher study, and into employment.

Working closely with business owners and mentors, we will equip learners with the entrepreneurial acumen to create employment for themselves and their communities.



# Nine clusters

Each cluster has been determined, using local market intelligence, Local Enterprise Partnership plans and discussions with key employers, to reflect the current and emerging opportunities that exist across the region.

## The areas of expertise within each cluster are listed below.



### Business & Professional

- Computer Science
- Customer Service, Retail, Sales & Marketing, Health & Safety
- Education & Teaching Professions
- Financial, Legal & Business Administration
- Leadership & Management



### Science & Natural Environment

- Animal Behaviour & Science

- Applied Ecology
- Aquaculture & Fisheries Science
- Chemistry & Forensic Science
- Environmental Resource Management
- Environmental Technologies & Carbon Management
- Marine Science & Conservation
- Wildlife Education
- Zoology & Conservation



### Cultural & Visitor Economy

- Media & Digital Creativity
- Performing & Visual Arts
- Restaurants & Hotels
- Travel & Visitor Attractions



### Health & Wellbeing

- Adult Care
- Children's Workforce Development
- Hair, Beauty & Complementary Therapies
- Health Studies & E-health
- Outdoor & Adventurous Activity
- Physical Activity, Fitness & Wellbeing
- Sheltered & Supported Housing Studies
- Uniformed Public Services



### Technology

- Aerospace
- Automotive
- Construction
- Electrical
- Engineering
- Marine
- Renewable Technologies



### Academic Studies

- A+ Programme
- A-levels & AS-levels
- Extended Project Qualification
- Pathways 2



### Rural Economy

- Agriculture & Horticulture
- Animal Science & Management
- Countryside Management
- Equine
- Food Production & Agri-food Chains



### Community

- Community Activity
- Localities (East/Mid/West)
- Recreational Courses



### Foundation Learning

- 14-16
- English and maths
- Learning Difficulties & Disabilities
- Learning Support
- Non-specialist pathways to level 2
- NEETs

# Proposition

Over the coming four years, we plan to invest one quarter of a billion pounds (£250,000,000): income generated from employers, students and government grants: to deliver an exciting proposition in education and skills training. Building on our present success, we will evolve into a 'brilliant college' that engages and inspires local people, communities and businesses, and connects to the opportunities associated with the priority industries for Cornwall and the South West. In doing so, we will cultivate regional talent centred on key economic sectors: business & professional, cultural & visitor economy, health & wellbeing, rural economy, science & natural environment, and technology.

Working with employers, we will create world class specialisms, distinguished by their excellence, innovation and impact. Real and virtual centres of expertise will deliver a local and regional skills dowry, driven by brilliant learning, industry-benchmarked standards and cutting-edge technologies.

We will focus 'younger, further and higher' by building stronger partnerships with schools, communities, voluntary organisations, training partners and universities. Working together, we will nurture individual potential by valuing and extending learner aspiration, experience and skills.

As the Career College for Cornwall and the South West, we will enable learners to be 'work-ready' with a 'clear line of sight' to their preferred career. Furthermore, we will help learners to develop the ambition and capacity to become future job creators within their localities.

It is also right to redefine our success measures. Alongside conventional measures, we will engage our communities, local enterprise partnerships, employers and the government to establish a broader framework for local accountability. As well as publishing the destinations of learners, we will report our contribution towards addressing key challenges including worklessness, wage poverty, business competitiveness and job creation.

## We believe that:

- everyone deserves the opportunity to live a purposeful and fulfilling life; all equal, all different
- education helps people to define, adapt and shape their world
- a key factor for personal and community wellbeing is meaningful work
- the nature of employment is changing, so what and how we learn needs to change too.

These measures reflect our belief that the purpose of education is to prepare people for a successful working life, which goes beyond the completion of qualifications.

Ours is an inclusive, collaborative and transformational agenda. It will take courage, time and support to deliver the radical change required.

We invite equally ambitious individuals and organisations to join us in true and sustained partnership geared towards 'Making Learning Work.'

Philip Rees  
Group Chair,  
The Cornwall College Group

Amarjit Basu  
Principal & CEO,  
The Cornwall College Group

# Connected

We have a long track record in building successful and sustainable partnerships. Inclusivity and equality are core principles for our Group.

Businesses say that we think beyond the ordinary, beyond the obvious.

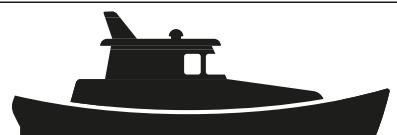
We are building on these strengths to enhance our capacity to create new, world class partnerships that will extend opportunity and enable prosperity for our learners, communities and our economy.

Review the examples below and consider how we can add value to you/your business. We'd like to help you solve some of the challenges you face, to help our communities prosper.



**Now:** Future Farm: Duchy College Stoke Climsland – a new dairy farm of the future

**Next:** Providing regional dairy farmers with access to the latest technology and analysis to enable them to optimise their business



**Now:** Pendennis: helping to develop a specialist workforce through joint working

**Next:** Joint development planned to introduce new training opportunities in boat restoration in a fully commercial setting



**Now:** Cornwall Food Foundation: providing support and training for apprentices for Fifteen Cornwall

**Next:** Developing new training programmes in new venues – the first at a new restaurant and training kitchen proposed at Higher Newham Farm



**Now:** Cornwall Care: developing relevant business training programmes to support growth and workforce development

**Next:** Developing a Care Skills Academy in situ at one of the proposed new Care Villages



**Now:** Superb support for Learners with Learning Difficulties and/or Disabilities (LLDD) on all campus sites

**Next:** Specialist centres for some of the county's most acute needs for example autism and mental health



**Now:** Eden Project: providing workforce development and business training

**Next:** World class training venue for horticulture and the visitor economy

Join a dynamic network, passionate about 'Making Learning Work'.

Help the region, help each other and help us to become truly world class.

phone: 01726 226557

email: [sarah.holden@cornwall.ac.uk](mailto:sarah.holden@cornwall.ac.uk)

web: [www.cornwall.ac.uk](http://www.cornwall.ac.uk)



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**Contributors to 'The Big Conversation' and our collaborative partners include:**

A&P	DP Engineering	Pendennis Shipyard
A&T Services	Eden Project	Penwith Community Development Trust
Absolute Software	Exeter University	Plessey Semiconductors
Babcock	FalFish	Plymouth City Centre Company
Barden	Falmouth University	Plymouth Community Homes
Becton Dickinson	FC Fund Managers	Plymouth University
Blue Reef Aquarium	Fifteen Cornwall	Proper Cornish
Bombardier	Fit 'N' Fun Kids	Real Ideas Organisation
China Fleet	Fugro Seacore	Rittal CSM
Coastline Housing	Ginsters	Schneider
Cornish Mutual	Hall for Cornwall	Spearhead International
Cornwall and Devon Media	Headforwards	St Mellion International Resort
Cornwall and Isles of Scilly LEP	Heart of the South West LEP	Teagle
Cornwall Business Partnership	Hellermann Tyton	The Learning Partnership
Cornwall Care	Imerys	TJ International
Cornwall Chamber of Commerce	Kawasaki	TRAC Services
Cornwall Council	Kier Group	Tregothnan
Cornwall Manufacturers Forum	Lanhydrock Estate	Trewithen Dairy
Cornwall Marine Network	Mashfords	UTC Aerospace Systems
Cornwall Neighbourhoods for Change	Midas	Vickery Holman
Cornwall Partnership NHS Foundation Trust	MITIE	Wales and West Utilities
Creative Skills	Mole Valley Farmers	
Derriford Health & Leisure	Newquay Zoo	
Devon & Cornwall Business Council	Niddocks Ltd	
Devon and Somerset Fire and Rescue Service	Ocean Housing Group	
	Pall Corporation	



THE QUEEN'S  
ANNIVERSARY PRIZES  
FOR HIGHER AND FURTHER EDUCATION  
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UNIVERSITY  
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