



GATESHEAD COLLEGE



# Shaping employees, entrepreneurs and global citizens for a new economy

Strategic Plan, 2013 - 2016

We are  
Gateshead College.



# Where we are now is shaped by where we came from.

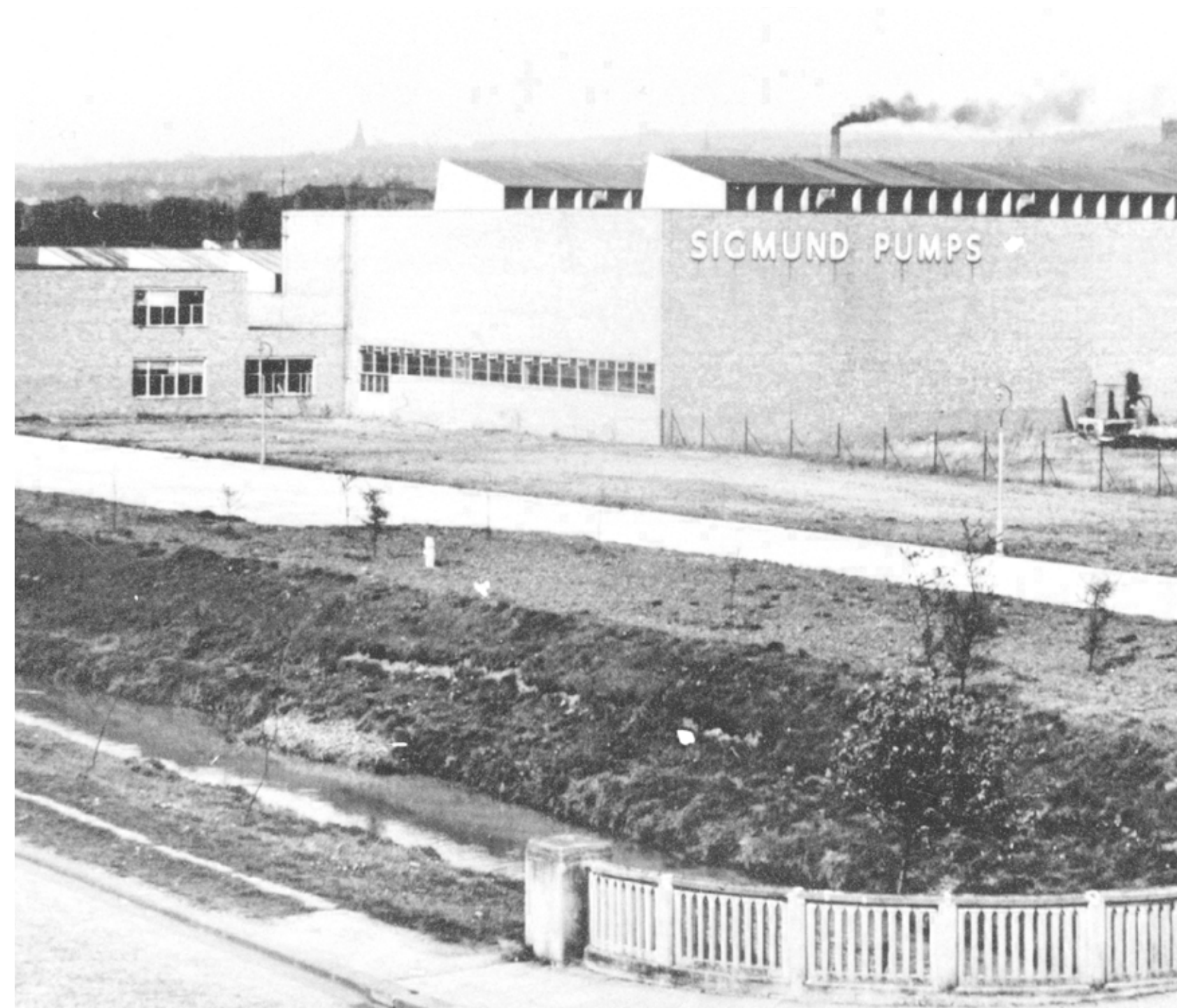
Proud to be inspired by our heritage, we are the architects of an ambitious and exciting future.

Gateshead College were pioneers of the apprenticeship, our reputation built on our ability to support industry by providing better employees. With roots grounded in vocational education, our future lies in ensuring we are the best at preparing students for work.

Acutely aware of the legacy we leave, we will continue to enhance our reputation as a courageous, intelligent, responsive and responsible organisation where all flourish.

We can only do this by being aware of who we are becoming and recognising our responsibilities to grow citizens and workers of tomorrow.

As custodians of our heritage we know that all of these things matter; that we can capture the spirit of the region and heart of the community whilst allowing the next generation of global citizens to thrive in the new economy; that intelligence and innovation are timeless.



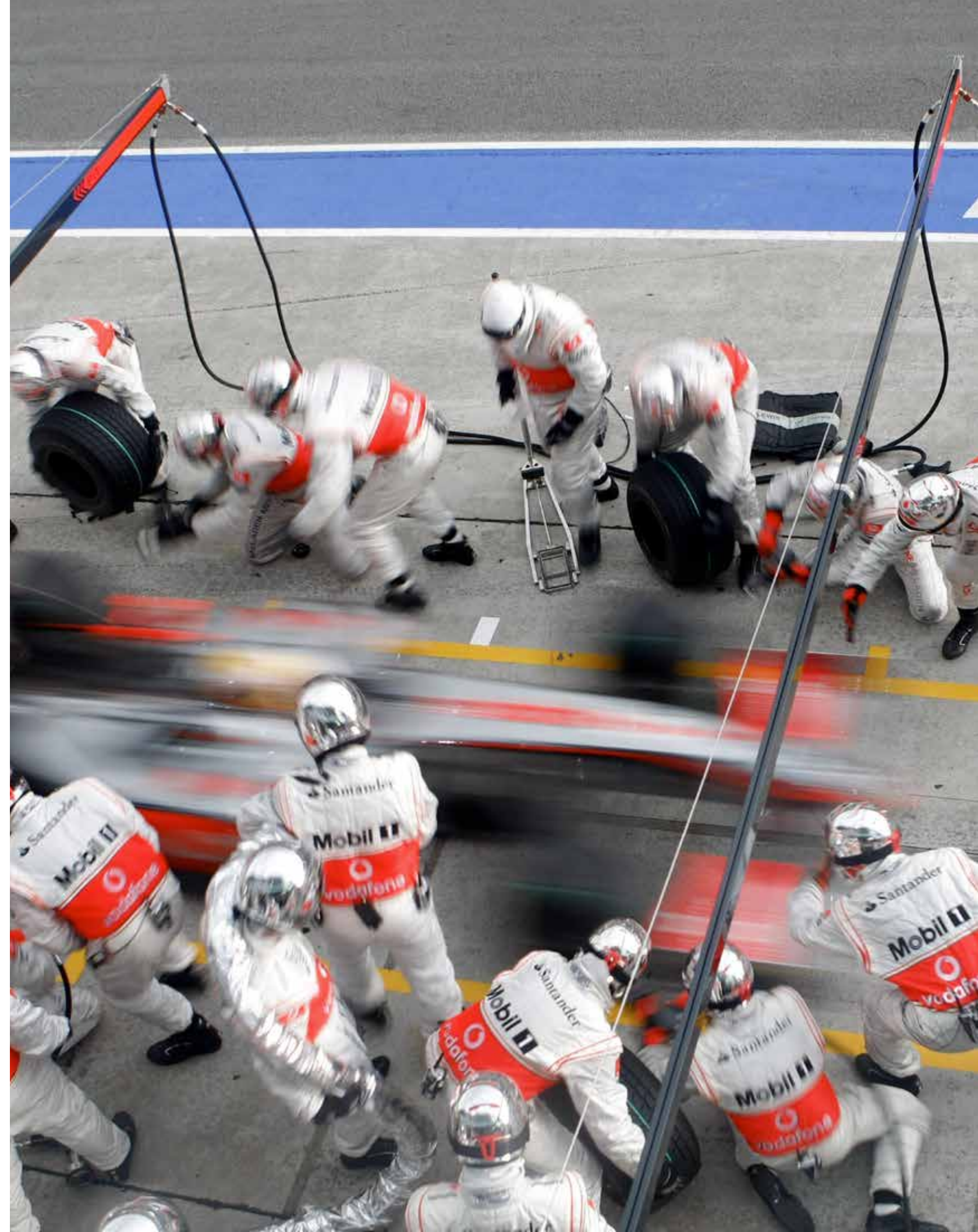


# What we do.

We will shape and nurture our students to become the most highly prized in the job market.

They will be the most sought after employees, tomorrow's successful entrepreneurs and responsible citizens who will play an active role in and shape our society.

A Gateshead College student has the confidence and self belief to do things for themselves with the maturity to use all of the resources available to them, a Gateshead College student is brave enough to aim high and a Gateshead College student is equipped with the skills and attitude to create a prosperous future for themselves, whatever that may be.





# We will achieve this...

...with strong, smart partnerships and collaborations.

With ambitious, talented people who are passionate about delivering exceptional experiences, results and destinations for our students.

With a learning experience that is recognisable as being 'Gateshead College', which leads to a career, resonates with employers and is progressive and personalised.

We attract the best people to work for us because of the interesting things we do and because we value them as colleagues. They want to be part of what we are doing and where we are going. Our people are exciting, aspirational in behaviour and attitude and have enviable, endless energy and innovation in their DNA. They want to grow as people.

In a busy, turbulent world we are brave and creative enough to provide the space, cutting edge technologies and inspirational facilities that enable everyone to fulfil their potential and the potential of our students.

We will wholeheartedly encourage, keep and value our talent by heavily investing in their development and rewarding and recognising their achievements and contributions.





# Why?

Where others are stuck in their past, we know where we came from and where we are going.

Our future success lies in returning to our roots of skills and employment to create a sustainable future for all of our people and our communities.

As a responsible organisation, we must develop and shape our employees to meet the realities of the new economy that will emerge from the recession. We recognise that some of the certainties, skill-sets, jobs and job roles will change for our staff and students but our values, humanity and behaviours will remain constant and true to who we are.

Courageous ambition which is rooted in reality, our strength of purpose and commitment to always do the right thing in the right way, will secure our College

*for  
future  
generations.*





# Our Top 10 Priorities are to...

1. Provide outstanding teaching, learning and assessment, delivered in 'real-life' contexts' by expert staff and underpinned by smart use of technology', to ensure qualification and destination success.
2. Deliver a destination-driven curriculum and learning experiences, informed by employers and entrepreneurs, which make our students the most highly prized in the job market.
3. Build the Gateshead College brand and secure our position as the best vocational college in the region; the one which gives students the employment edge.
4. Invest in research and development to create new products, learning experiences, and sustainable employment for staff and students.
5. Grow our business; diversify income streams and develop new markets aligned to employer needs and the career choices of our students.







6. Build our relationships with the best-in-class businesses, entrepreneurs, and community stakeholders.
7. Create a working environment where people are engaged and inspired to work together with focus, commitment and passion.
8. Invest in our people; grow our talent so they fulfill their potential and that of our students, and make a positive impact on the performance of our business.
9. Behave responsibly and ethically as a business, doing the right things in the right way, and shaping students to become good citizens, living sustainable lives.
10. Run our organisation effectively and efficiently, maintaining our financial health and ensuring we can invest in our future.







# OUR PURPOSE

To shape and nurture the most highly prized students in the jobs market.





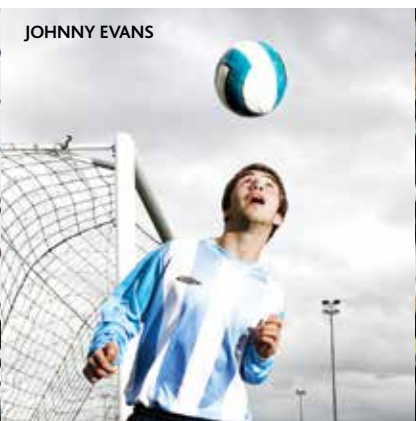


ANTHONY MARSHALL



# OUR VISION

Prized students shaping their futures  
and our communities.





Intelligence  
and innovation  
are timeless.

