



**NEWCASTLE
COLLEGE'S
STRATEGY
TOWARDS
2030**

WELCOME



We consider Newcastle College to be at the heart of the North East; a welcoming, supportive, inclusive and safe place, where you can be yourself and study, work and socialise as part of our vibrant and diverse community. We are passionate about developing the skills and talents of our students so that they can succeed in modern enterprise and make a positive contribution to the prosperity of our region.

Scott Bullock
Newcastle College Principal



The College is immensely proud of the real difference we are making to improve student achievements and the life chances of people in the local, often economically-deprived, communities surrounding the College. We are focused on creating a great student experience and providing high quality teaching, supported through the effective use of digital technology to enhance learning, inspire our students and prepare them to thrive in the modern economy. We encourage our students and colleagues to innovate and demonstrate their entrepreneurial flair through engagement with business on live briefs and projects.

Alex Turner
Chair of College Board



Over a number of years, Procter & Gamble has developed a highly productive partnership with Newcastle College through an apprenticeship programme that has resulted in a pipeline of high calibre students successfully completing apprenticeships in the fields of engineering and applied science, and then seamlessly moving into full-time employment as critical members of the onsite researcher community. In recent times, further exciting developments are happening via two-way dialogue over the business need for the blending of classical science and engineering subjects with digital skills and capability, resulting in tangible developments of new courses for students to follow. This industrial connection and action-orientated approach makes Newcastle College an attractive partner for the future.

Rhys Jones
Research and Development
Director, Procter & Gamble



Newcastle College is clearly playing a key role in the development of the education and skills agenda across the North East of England. In particular, the Port of Blyth and its training division Port Training Services are delighted to be working in partnership with the College to develop new training initiatives linked to the offshore energy sector. This combination of Newcastle College's expertise and the Port's position as a major offshore energy hub will enable both significant career opportunities for new entrants to the industry and support the growth of regional companies operating in the sector.

Martin Lawlor
Chief Executive, Port of Blyth

OUR STRATEGY TO 2030

The Newcastle College Strategy is aligned to NCG's Strategy to 2030. Its aim is to deliver the College vision to develop the skills and talents of our students to succeed in modern enterprise and make a positive contribution to the prosperity of our region. We will, by doing so, develop the talent for our region and enable NCG to become the UK's leading College Group.

At the time of writing we are in a period of unprecedented change. The UK is in the throes of the C-19 pandemic and associated lockdown. By May 2020, the economy was slowly recovering, however this was much weaker than expected (1). Consequently, an estimated 50% of UK businesses expect to make redundancies (2) and unemployment is set to rise from 3.9% to 11% by September 2020 (3). Brexit is adding to the economic challenges; the North East may be particularly affected due to its reliance upon public sector employment (4). Within the North East LEP (NELEP) area, there are already a shortage of high-level, technical and specialist skills in the workforce and Brexit is expected to widen this gap.

Newcastle College is exceptionally well placed to play a key role in helping the North East navigate these challenges. Our strategy to 2030 has been informed by our recent STEM work ensuring that our curriculum is employer-led and enables a highly vocational experience for our learners. Furthermore, our industrial engagement strategy has already created a direction of travel which is well-aligned to the Government's Skills for Jobs white paper (January 2021).

The NELEP identifies four areas of strategic importance – Advanced Manufacturing, Health & Life Sciences, Energy, and Digital, alongside four service sectors to support growth – Education, Financial, Professional and Business Services, Transport and Logistics, Construction (5). The NELEP has also identified four grand challenges – Artificial Intelligence (AI), Clean Growth, Future of Mobility, Ageing Society and the

key threads of the UK Industrial Strategy align to these challenges and opportunities of NELEP.

The Government has recently launched a £3billion green investment to support 140,000 green jobs, upgrades to buildings and targeted reductions in emissions. 1.5 million jobs performed by people are at high risk of automation (being done by machines) (6) and it is estimated that AI could bring £630 billion extra to the UK economy by 2035, with skilled experts in short supply. Our strategic plan and curriculum must align to these opportunities to optimise employment prospects for our students.

Our innovative partnership with Port of Blyth, enabling delivery of Offshore Renewable Energy qualifications, is a cornerstone in our Green Energy programmes led out of our Energy Academy, and supported by our award-winning immersive hybrid reality wind turbine training partnership with the ORE Catapult, and Royal IHC's donation of their Hi-Traq trenching prototype.

Last year we launched our FdEng in Engineering with Applied Digital Technologies, co-created with industry partners Procter & Gamble, SMD and Metrology Software Products. This pioneering qualification will create a new generation of digitally-enabled technicians and engineers for the region, equipped with the skills to embrace the opportunities arising from industry 4.0.

Covid-19 has accelerated the way in which companies use digital and online services. NTCA have developed a Digital Growth and Innovation Programme focussed on developing the digital skills needed by businesses of the region. Newcastle is already the seventh fastest growing UK tech hub (7) and North Tyneside is home to several large tech firms.

Our Digital Advisory Board, comprising seven leading Digital businesses and established in 2019, ensures that our digital delivery meets the needs of the growing NE Digital Cluster.

They actively guide and support our curriculum development, and we continue to develop digital courses to support FE, HE and upskilling and reskilling. We are also working with Digital Union and local creative digital employers to develop a new Creative Digital Design professional Degree Apprenticeship which will launch in September 2021.

Last year, NCG supported a £470k investment in STEM technology to ensure that we can play our part in navigating C-19 and Building Back better. Investment included a 5 Axis CNC vertical milling machine, the largest of its kind in an educational setting in the UK. In September 2021, we will launch our Digital Hub at the Ryehill Campus, a State-of-the-Art teaching facility for HE, upskilling and reskilling.

In Health and Social Care, we are working on a new curriculum development project diffusing digital skills into our courses to enable our learners to enter the workplace with the skills they need to make best use of emerging digital technologies.

Young people (18-24 year olds) will be particularly affected by the impact of C-19 on the economy, with as many as 1million expected to be out of work by the end of the year (8). The Government has responded by incentivising employers to recruit to Apprenticeships and Traineeships, alongside a £101million national scheme to fund school and college leavers to complete a third year of college study. These schemes align well to our strategy to grow and deliver high quality apprenticeships and demand-led training for employers.

In addition to our STEM-related activities, we have strong Lifestyle and Performance provision and offer a rich arts programme vital to the regional culture and economy. We recently collaborated with the NELEP to bring theatre to audiences in the NE, whilst providing students with a valuable live work experience in a safe and secure way; a great example of the creative approach that has characterised teaching this year.

Whilst these initiatives have set us off on our journey, we recognise, as laid out in the following pages, there is much still to do. We are, however, quietly confident that we are starting a journey built on solid foundations, aligned to local and national economic strategy, and National skills strategy.



Clearly, it is a very exciting time to be leading a College, particularly an anchor institution as large and as influential as Newcastle College. The recent speech by the Education Minister Gavin Williamson acknowledged that for too long FE has been the poor relation to the school and university sectors but it has now been placed at the heart of the nation's economic recovery (as we recover from covid-19) ... "further education will be even more important than ever. The development of technical and vocational skills, the greater embedding of digital skills – will be vital to charting our course to recovery" ... "There will be a tremendous need for upskilling, reskilling and retraining..." (9).

Newcastle College, and its vision and strategic aims, are at the very heart of that mission. Our ability to offer flexible, practical training aligned to jobs is exactly what this city, region and country needs.

Scott Bullock
Principal

NEWCASTLE COLLEGE IS PART OF NCG

With a nationwide network of colleges and over 2,000 colleagues, NCG works with thousands of learners and businesses every year, regionally and nationally, to help them reach their full potential and build a talented workforce through high quality education and training. NCG are also one of the largest not for profit training groups in the UK.

We have a clear mission – Enabling social mobility and economic prosperity through exceptional education – and we do this through the work of our colleges and training providers.

NCG operates seven colleges:

- Carlisle College
- Kidderminster College
- Lewisham College
- Southwark College
- Newcastle College
- Newcastle Sixth Form College
- West Lancashire College

Creating and developing partnerships that bridge education and business is a vital area of work for our colleges. We offer a wide range of training programmes, from workforce development to supporting job seekers, apprenticeships to work place learning. We work with government, employers and partners to help thousands of people every year start or develop a career.

These collaborations are key to our success in supporting employers who want to invest in their workforce, or industry sectors that have major skills gaps and need specific training and skills to ensure future growth. NCG colleges offer a wide range of vocational Further Education and Higher Education courses and training programmes, including apprenticeships, employability and work place learning. NCG is also the first Further Education institution in the UK ever to be awarded Taught Degree Awarding Powers (TDAP), enabling us to develop and award our own Honours and Masters degrees.



OUR VISION

To develop the skills and talents of our students to succeed in modern enterprise and make a positive contribution to the prosperity of our region.

We will, by doing so, **develop the talent for our region** and enable NCG to become the UK's leading College Group.



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With the photography degree, I have the freedom to explore my interest and follow my passion. I really enjoy that the course isn't specific to just one genre, but multiple, so there is flexibility for students to explore their own personal interests and experiment with that.

David Bell,
Digital Arts student,
Newcastle College.

OUR COMMITMENT TO COLLEAGUES

The success of our strategy is reliant upon the collective and individual strength and commitment of our colleagues.

Newcastle College benefits from passionate and talented colleagues, who form a community committed to supporting our students to develop their skills and talents and achieve their aspirations.

Underpinning this strategy is our commitment to our colleagues that we will:

- Value our people and continue to develop a culture within which staff collaborate with and support each other, and are empowered to take responsibility for achieving excellence in their areas and in the College as a whole.
- Respect our colleagues and trust them to take ownership for their actions.
- Continue to commit to a future where each and every colleague is proud to recommend the College to loved ones, family, friends and others as a great place to learn.
- Recognise and value diversity in our college community, and do our utmost to create a working environment in which colleagues can excel and innovate and have the opportunity to enjoy their work.
- Provide opportunities for our colleagues to develop their personal and professional expertise, including, in our capacity as an NCG college, promote opportunities to develop through working with colleagues from across NCG and celebrate our success together.



OUR STRATEGIC OBJECTIVES 2020 – 2030

1 EXCEPTIONAL TEACHING AND LEARNING, ENHANCED THROUGH TECHNOLOGY

In a period of remarkable change, the region's young people and adults deserve, need and expect the highest quality learning experience and a curriculum to launch their future careers. As digital transformation has accelerated across UK industry, our learners require the tools and the skills for life to thrive in future economies. Our aim is to deliver an exceptional learner experience, enhanced where appropriate through learning technology to add value, build skills and confidence, and a one to which all colleagues are proud to recommend.

BY 2025

Our students will overwhelmingly agree that the quality of teaching on their course is good or better. We will have greater than 93% Further Education student satisfaction (QDP survey) and top quartile Higher Education student satisfaction (NSS) for Quality of Teaching on My Course. We will be recognised as an 'Outstanding' college by Ofsted.

2 A REGIONAL APPRENTICESHIP HUB

The regional Apprenticeship Hub, spanning the North East and Cumbria, will deliver exceptional apprenticeship experiences as part of a local, regional and national strategy. This goes hand-in-hand with economic recovery, as apprenticeships launch well-paid, meaningful careers. Significant skills gaps within the North East region are likely to be compounded by the UK's departure from the EU, especially in higher, technical and specialist skill areas.

BY 2025

There will be more than 1,600 apprentices on programme at Newcastle College and our apprentices will be more likely to achieve here than at other colleges (in the top quartile of national achievement rates).

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The regional Apprenticeship Hub presents a real opportunity for growth and to innovate. Apprentices inject a different perspective, new ideas and talent into businesses across our region. They're innovators, they can inspire and they can help support businesses in overcoming the significant skills gaps they face.

Lee Tennant,
Head of Business Partnerships and Apprenticeships, Newcastle College.

DEVELOPING TALENT FOR OUR REGION

3

A NORTH EAST UNIVERSITY CENTRE

The North East has one of the lowest higher education participation rates of the UK. Located in the regional capital and with our unique degree awarding powers, we can create progression escalators across all of our specialisms from entry level to degree and beyond. A University Centre which expands the number of students studying on Higher Technical Qualifications, Degrees, Degree Apprenticeships and Postgraduate programmes across our group, allows us to make full use of our group's perpetual Taught Degree Awarding Powers.

BY 2025

There will be 40% of our 16-18 vocational Level 3 learners progressing to our own HE programmes. We will be recognised as offering a high quality HE student experience and will have retained our Silver Teaching Excellence Framework award.

4

THE NORTH EAST'S BEST LEARNING FACILITIES

Further Education must be at the heart of delivering the nation's Industrial Strategy and economic recovery, and the growth areas of the North East's economy centre around high-skilled, technology-rich industries using ever-evolving equipment. Newcastle College will be resourced and equipped to meet the training needs of the region's 'grand' challenges, ensuring the highest industry standards are simulated in sustainable training environments.

BY 2025

At least twelve of our curriculum areas will be recognised as having the North East's best learning facilities, and we will achieve EcoCampus Silver, through a 30% reduction in our carbon footprint.

5

AN ALIGNED AND INCLUSIVE CURRICULUM

Retraining, upskilling and delivering high level skills will dominate local and national priorities as the North East and UK economies recover from recent, remarkable times. Newcastle College has a dual mandate, to meet future specialist skills demand and to ward against unemployment within our region. An innovative and aligned curriculum which rises to the region's skills challenges, is responsive to the jobs of the future, bringing inclusive opportunity for all.

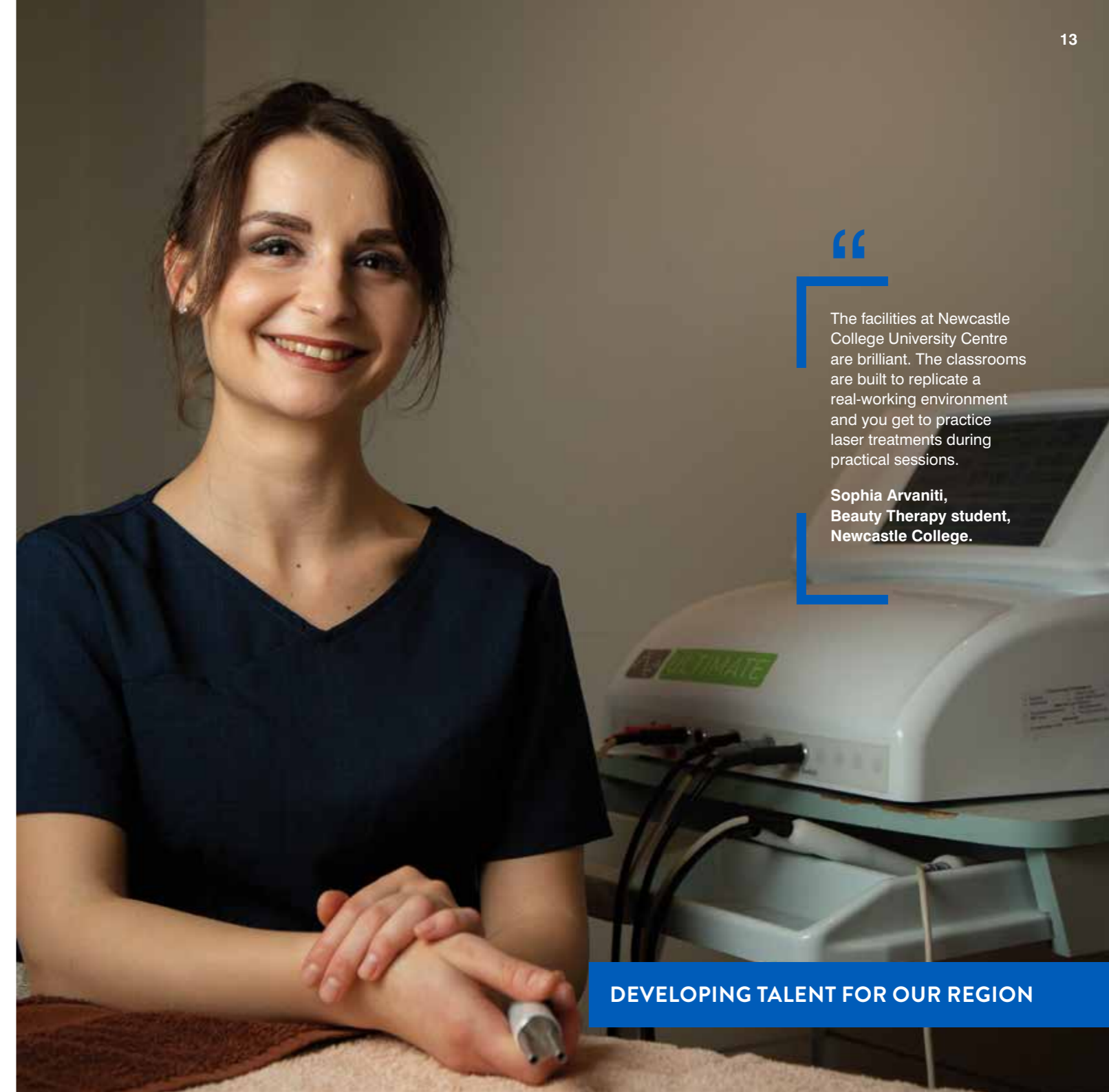
BY 2025

70% of our curriculum areas will benefit from proactive Regional Advisory Panels that contribute to shape our curriculum offer. Over 88% of students who leave our College will do so to sustained positive destinations.

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The facilities at Newcastle College University Centre are brilliant. The classrooms are built to replicate a real-working environment and you get to practice laser treatments during practical sessions.

Sophia Arvaniti,
Beauty Therapy student,
Newcastle College.



DEVELOPING TALENT FOR OUR REGION

6

LEADING WITH PARTNERS, FOR OUR COMMUNITIES

The College is far more than the sum of its courses. It has extensive partnerships with business, the local authority, schools and charities creating real value for our learners and our communities. In a changing and uncertain world, the College must play its critical role in preparing local people to meet the demands that change will bring, through its vast range of partnerships and initiatives. Newcastle College is the dynamic nucleus of our city, shaping the skills agenda for our region, bringing social mobility for North East residents and contributing to civic engagement and societal transformation.

BY 2025

70% of our college departments will be directly engaged with voluntary activity and social action projects. Our College leaders will be members of 15 local or national bodies which foster a shared vision and raise awareness of the work of the College.

7

INVESTING IN OUR FUTURE

Creating the North East's most inspiring learning environments needs continual investment. In a changing and challenging world we will need to maintain and improve financial resilience and sustainability through income growth and diversification, effective and efficient planning and responsiveness and prioritisation. We will strive to generate healthy surpluses to reinvest for the best possible learning experience.

BY 2025

Our financial health will be strong. We will generate surplus (as a % of turnover) in the top quartile for our sector. We will have greater than 85% student satisfaction (QDP) with the quality of resources.

8

PROMOTING OUR HEALTH AND WELLBEING

As a great place to learn and a great place to work, we care for the health and wellbeing of our students and colleagues. The rapidly evolving world in which we live brings with it challenges to which our students and colleagues must rise. We must ensure that we equip ourselves to be resilient, thoughtful and considerate of the needs of others. We want the College to be a welcoming, supportive, inclusive and safe place, where you can be yourself and study, work and socialise as part of our vibrant and diverse community. We are committed to promoting your health and wellbeing.

BY 2025

We will be recognised as an employer who cares about its workforce achieving the North of Tyne Good Work Pledge Advanced Status. We will have greater than 93% student satisfaction (QDP survey) for Wellbeing at College.



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Newcastle College prides itself on delivering vocational education developed in partnership with industry. A £45,000 investment into hospitality helped to gain Centre of Excellence status. That, as well as achieving a Highly Commended College Rosette for the Chefs' Academy, is a brilliant achievement for colleagues, students and industry partners who all contribute to our offer.

Phil Pringle,
Hospitality Curriculum
Leader and North East Chef
of the Year,
Newcastle College.

DEVELOPING TALENT FOR OUR REGION

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We all draw inspiration from the tutors, especially as they have experience in the industry. Our tutors know what we need to work on in order to prepare us for our careers, which inspires us all to work harder.

Courtney Munro,
Musical Theatre student,
Newcastle College.



DEVELOPING TALENT FOR OUR REGION

REFERENCES

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