



KIDDERMINSTER  
COLLEGE

# OUR STRATEGY TOWARDS 2030

PART OF



[kidderminster.ac.uk](http://kidderminster.ac.uk)

# WELCOME



Kidderminster College is more than an education provider; it is a cornerstone of the Wyre Forest community and a driving force behind Worcestershire's economic success. Through collaborative partnerships and forward-thinking education, we aim to create opportunities, build careers, and support a thriving local economy. Our commitment is clear: to ensure every student leaves us equipped for their future, ready to make a lasting impact.

**Cat Lewis**  
Principal



Kidderminster College is an anchor institution at the heart of the Wyre Forest, at a time when communities need the opportunities provided by further education colleges more than ever.

As part of NCG, Kidderminster College plays a key role in supporting our mission to enable social mobility and economic prosperity in Worcestershire and beyond.

Kidderminster College works in partnership with local government, employers, civic and community stakeholders, to develop and deliver high-quality education that is responsive to local, regional and national skills needs. These partnerships support Kidderminster College and NCG to develop a workforce of the future, with the skills and talents that our local communities need to be successful and sustained.

Learners are at the heart of Kidderminster College, and I have seen first-hand the life-changing opportunities and experiences on offer here.

**Liz Bromley**  
Chief Executive Officer NCG



Kidderminster College is at the heart of the local community. Its location and facilities create a focal point for the community and the Strategic Plan recognises the role the College currently plays with the Careers Enterprise Hub and has ambition to do more during the life of the Plan. Worcestershire Local Enterprise Partnership recognises the College as a key partner to deliver Worcestershire's vision to build a connected, creative and dynamic economy for all by 2040. Future investment, as part of the Governments, 'Getting Building Fund', in construction and motor vehicle skills is in response to local employers and we will work with the College to ensure it remains future fit to support the delivery of the Strategic Plan.

**Gary Woodman**  
CEO, Worcestershire Local Enterprise Partnership

# OUR STRATEGY TO 2030

At Kidderminster College, we are passionate about delivering excellence in post-16 education and making a tangible difference in the lives of our students, businesses, and the wider community. As a proud member of the NCG college group, we are committed to fostering an innovative and inclusive learning environment—one that drives social mobility, nurtures talent, and contributes meaningfully to regional prosperity.

This strategic plan outlines our priorities for the future, reaffirming our mission to empower individuals, strengthen communities, and reduce inequality through education. We are dedicated to equipping our students with the skills, knowledge, and confidence needed to thrive in an evolving world. Leadership, sustainability, and civic engagement remain central to our approach as we shape the workforce of the future.

At the heart of everything we do are our values: being inclusive and diverse, trusting and respecting our communities, taking ownership whilst working collaboratively and inspiring excellence and curiosity. These principles guide our ambition to expand technical, professional, and higher skills programmes, enhance our business services, and invest in digital transformation, ensuring we continue to attract outstanding staff and extend our market leadership.

**Cat Lewis**  
Principal



# CURRICULUM PARTNERS



Kidderminster College is proud to work along side West Midlands Safari Park to offer a range of animal management courses.

The Safari Academy at West Midlands Safari Park is a sustainable, state-of-the-art educational facility which has five fully equipped classrooms, specifically designed for visiting groups and Further Education Animal Care students.

The unique learning environment the Academy offers allows students to get up close and personal with a variety of our smaller animals in our two animal areas. Our outdoor classroom enhances the curriculum linked learning we deliver in a safe and secure environment.



Kidderminster College and Kidderminster Harriers Football Club (KHFC) have a strong partnership that provides educational and football development opportunities.

Students can pursue sport qualifications at various levels, including a Foundation Degree in Physical Education and Sports Coaching.

Students study alongside training with the Harriers Academy, which includes pathways to professional football.

The partnership also offers higher education options, including a Foundation Degree in Football Business Management and Coaching, in collaboration with the University of Worcester.







# KIDDERMINSTER 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.

Carlisle  
college

KIDDERMINSTER  
COLLEGE

LEWISHAM  
COLLEGE

Newcastle College

NEWCASTLE  
SIXTH FORM COLLEGE

SOUTHWARK  
COLLEGE

West  
Lancashire  
College



# PURPOSE

Kidderminster College is committed to transforming lives by enabling social mobility and economic prosperity through exceptional education. By developing meaningful collaborations and partnerships, we connect learners with valuable opportunities, empowering them to achieve their full potential. Our purpose is to create lasting positive change, fuel growth, and transform lives across the Wyre Forest and the wider regions we serve through the education and training we provide as part of the NCG family.

“

KC taught me a lot of valuable lessons not only in industry standard techniques, but in professionalism and confidence. They gave me a place of belonging, being surrounded by people who live and breathe what I have so much passion for.

**Damon Gould**

Musical Theatre Student





# CONTEXT

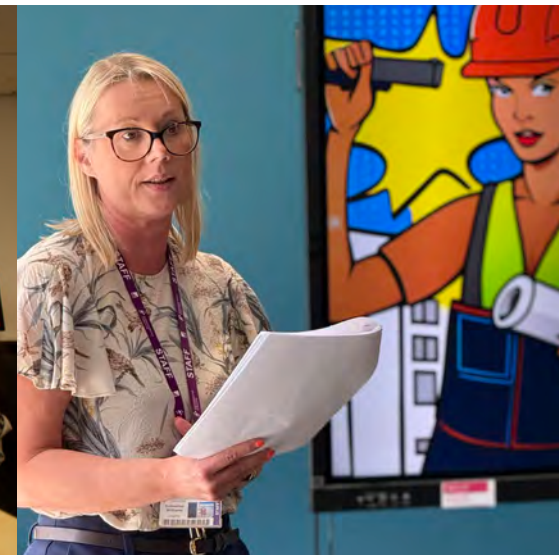
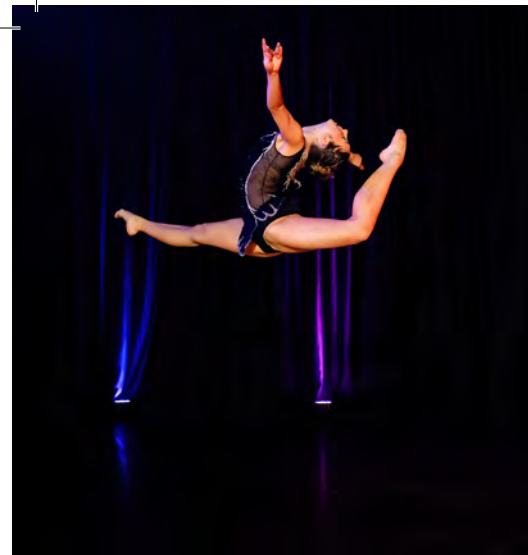


Kidderminster College is situated in the heart of the Wyre Forest district, serving a semi-rural catchment area that extends across Worcestershire and into the Black Country and West Midlands. This diverse region includes urban centres, rural communities, and areas with varying socioeconomic backgrounds, presenting both opportunities and challenges for the college.

Worcestershire's economy is characterised by a mix of traditional industries and emerging sectors. The Worcestershire Local Skills Improvement Plan and Local Enterprise Partnership Skills Plan focus on development of key industries including manufacturing, construction, agriculture, and professional services, with growing emphasis on digital technology, green energy, and health care. The region's economic strategy focuses on innovation, sustainability, and addressing skills gaps to support local businesses and attract new investments. Kidderminster College plays a crucial role in addressing these priorities by aligning its curriculum to provide the workforce of the future. The college's new Green Technology Centre exemplifies its commitment to specialised, industry-relevant education.

As an anchor institution, Kidderminster College is dedicated to supporting social mobility and societal transformation. The college actively participates in community projects and collaborates with various partners to broaden access and improve opportunities for local residents. This involves efforts to support under-represented groups, increase educational accessibility, and encourage lifelong learning.

Kidderminster College's strategic objectives are designed to address the unique needs and opportunities of the region. By focusing on these areas, the college aims to drive positive impact and support the economic and social development of Worcestershire.





# OUR VALUES

We value and empower people by:

Being both **inclusive** and **diverse**



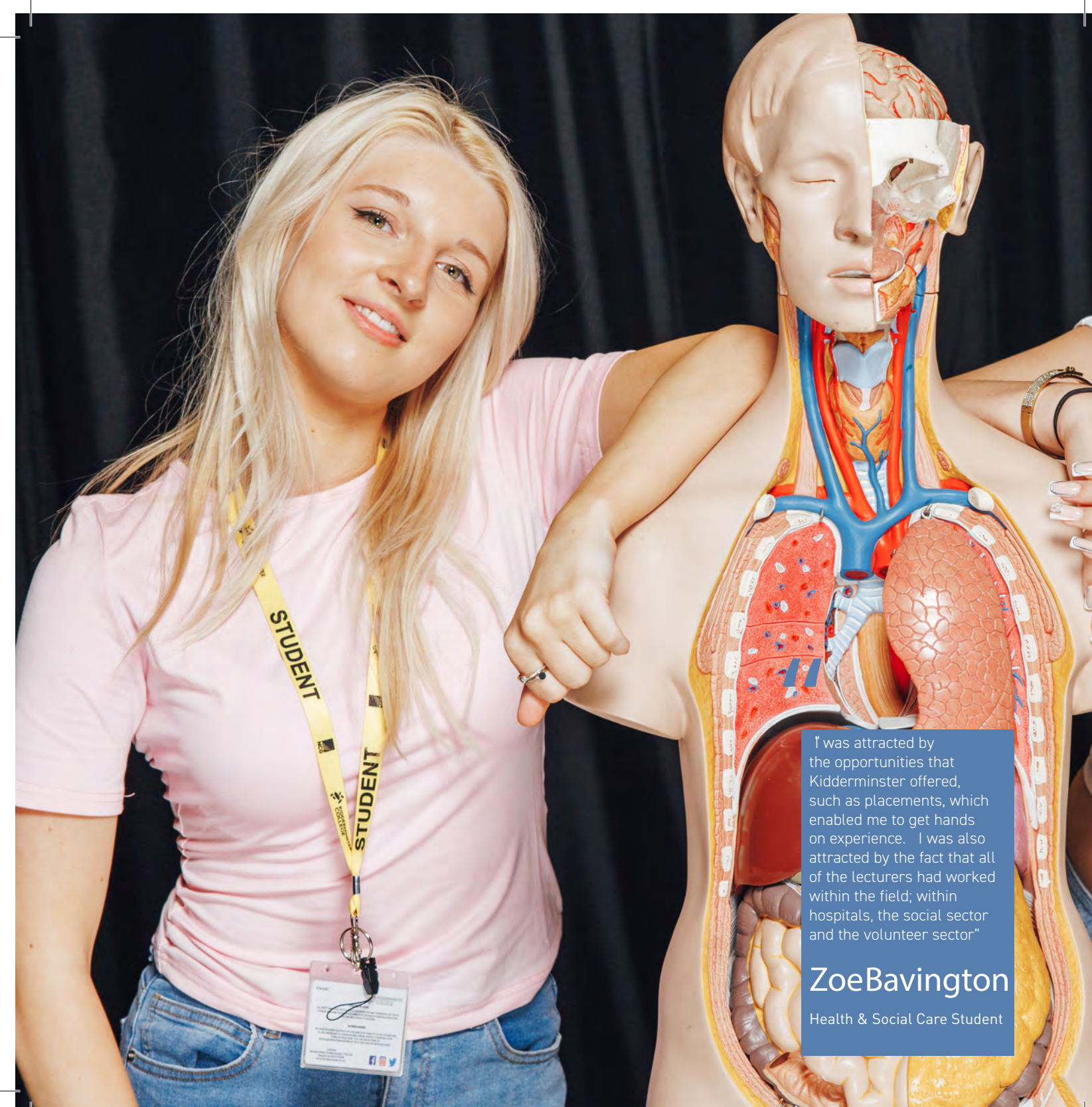
**Trusting** and **respecting**  
our communities



Taking **ownership** whilst working  
**collaboratively**



Inspiring **excellence** and  
**curiosity**



"I was attracted by the opportunities that Kidderminster offered, such as placements, which enabled me to get hands on experience. I was also attracted by the fact that all of the lecturers had worked within the field; within hospitals, the social sector and the volunteer sector"

**ZoeBavington**

Health & Social Care Student

# NCG STRATEGIC PILLARS

## VISION

To be the UK's leading college group recognised for our local impact, national influence and reach.

★	★	★	★	★	★
QUALITY	CURRICULUM	PEOPLE	FACILITIES	FINANCE	REACH
Exceptional teaching, learner experience and outcomes	Innovative, relevant courses and qualifications	Ambitious and responsible educators and leaders	Outstanding digital and physical learning environments	Financial sustainability powering reinvestment	Impactful external engagement and civic commitment

## MISSION

Enabling social mobility and economic prosperity through exceptional education.

# STRATEGIC OBJECTIVES 2020 – 2030

1

### DELIVERING EXCELLENCE

**Aim & Intent:** We will deliver high quality, innovative and engaging teaching and assessment, demonstrating outstanding learner experience and key outcomes, including retention and achievement. Our strong performance will be validated through external agencies and enable us to meet the high expectations of our diverse stakeholders, building trust, ensuring accountability and reinforcing our position as a preferred education provider in the Wyre Forest and Worcestershire.

2

### CURRICULUM STRATEGY

**Aim & Intent:** We will engage with key stakeholders to co-create and deliver an innovative, relevant, student-centred curriculum, aligned to Worcestershire's skills challenges and responsive to employer needs. We will utilise the NCG Guarantee and Worcestershire Employer Standards to provide a structured approach to driving the quality and consistency of skills development and the associated positive impact. Whilst Worcestershire is not yet a devolved authority and has to submit initial proposals by March 2025, the general direction of travel in terms of funding adult education and skills will see a substantial transfer of powers to local unitary authority areas. The college will continue to seek and develop opportunities to support local community responses with the lifespan of this strategy being critical to ensuring that the curriculum offer is aligned to deliver solutions to local skills needs through its existing Adult Skills Budget in order to safeguard future local/devolved skills funding allocations.

3

### OUR PLACE AS OUR PURPOSE

**Aim & Intent:** We will use our position as a credible anchor institution within the Wyre Forest to support social mobility and societal transformation. We will extend our community leadership, working collaboratively to deliver ambitious civic projects and programmes that support widening participation, leading to better prospects for our communities across Worcestershire and attracting students, staff and partners who share our values. We will actively seek out opportunities to engage stakeholders with NCG on a national basis, promoting the benefits of our footprint, scale and expertise.





## 4

### OUR PEOPLE

**Aim & Intent:** As part of NCG and a major employer within the Wyre Forest, we will set the conditions to be a great place to learn and work, always evolving and developing as a result of staff and student feedback, with the ability to recruit and retain talent. We will be inclusive, and proactive in supporting the health and wellbeing of our college community in order to build trust and a sense of belonging, leading to higher levels of colleague and student satisfaction and engagement.

## 5

### COLLEGE OF THE FUTURE

**Aim & Intent:** We will build on our good financial resilience through increased income growth, diversification and effective planning in order to withstand economic uncertainties, to secure long-term sustainability and to provide the ability to invest in future initiatives for the benefit of the wider Worcestershire region. Our infrastructure plan will drive further development of industry leading digital and physical learning environments in the Wyre Forest, allowing us to stay competitive and keep pace with technological advancements at both our Market Street Campus and Green Technology Centre.

## 6

### SUSTAINABLE DEVELOPMENT

**Aim & Intent:** Kidderminster College NCG is committed to advancing the United Nations Sustainable Development Goals by embedding sustainability into our curriculum, operations, and community engagement. Through innovative education, green initiatives, and partnerships with local industries, we will equip students with the knowledge and skills to drive sustainable change, reduce our environmental footprint, and foster social responsibility for a greener, fairer future.





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#### **VISIT OUR WEBSITES**

[www.kidderminster.ac.uk](http://www.kidderminster.ac.uk)  
[www.carlisle.ac.uk](http://www.carlisle.ac.uk)  
[www.lewisham.ac.uk](http://www.lewisham.ac.uk)  
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