



ACCOUNTABILITY STATEMENT

2026-2027

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STOKE
ON TRENT
COLLEGE



Stoke on Trent College is an anchor institution for our City and region. As a truly open and inclusive College, we welcome learners from all backgrounds and circumstances and are uniquely positioned to develop the technical and vocational skills our economy demands, while improving social mobility and economic growth. As the Chair of the Corporation Board, I am proud of the impact the College continues to have on our learners, communities and stakeholders.

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Our Strategy for 2026–2029 builds on strong recent progress and sets a clear direction for the years ahead. It is grounded in three core commitments: maintaining our inclusive approach so every learner can access high-quality technical and vocational education; strengthening outcomes and progression into employment for young people and adults; and deepening our responsiveness to employers and regional partners, ensuring provision evolves with the changing demands of the local economy.

Delivering this strategy requires sustained collaboration with employers, education partners, and stakeholders. The Governing Body is actively committed to its success, providing both strategic

oversight and constructive challenge to ensure the College is at the forefront of technical and vocational education across the region and remains a high-performing, responsive institution meeting the needs of learners, employers and the communities we serve. This is an exciting time for the College and the region. I look forward to the impact this strategy will deliver.

Jeremy Cartwright MBE
Chair of the Corporation Board



FOREWORD

by **Hassan Rizvi**, Principal & CEO

I am immensely proud of what we, at Stoke on Trent College, have achieved together. I have seen first-hand the dedication of our staff, the ambition of our learners, and the strength of our partnerships that enable us to make a meaningful difference to the lives of individuals within our City and the wider region.

This new strategy builds on those strong foundations and sets out our ambitions for the next stage of our development. It is focused on taking Stoke on Trent College to the next level by raising aspirations and ensuring that every learner has the opportunity to succeed by being *Skills Ready, Future Ready*.

At the heart of our strategy is a simple belief: **Every Learner Matters**. We are committed to creating a culture where everyone feels welcome, valued and supported to achieve their full potential. By continuing to be extremely inclusive, promoting a genuine sense of belonging and maintaining high expectations, we will ensure all learners thrive, regardless of their starting point or background.

We will further strengthen our collaboration with employers, industry partners and other stakeholders, building on the strong relationships we have already established and creating new ones, across the region. Through greater responsiveness to labour market needs, in line with the Local Skills Improvement Plan (LSIP), we will continue to ensure our provision meets the technical/vocational and wider skills required for current and future employment opportunities. In doing so, we will ensure our learners have the knowledge,

skills and experiences needed to progress into rewarding careers while supporting regional growth.

Supporting these ambitions is the significant investment we have made across our campuses, including the recent opening of new facilities: the Advanced Green Technology Centre and the Centenary Building at our Burslem Campus, together with the new Connect Building at our Cauldon Campus. These facilities are transforming the learner experience by providing access to industry-standard environments and cutting-edge resources, while reinforcing our long-standing role as an anchor institution in Stoke-on-Trent. The Centenary Building, named in recognition of this heritage, celebrates our legacy of technical and vocational excellence and reflects our continued commitment to creating opportunity for all.

This strategy, rooted in stakeholders' input, reflects our ambition to make a lasting impact. Together, we will continue to transform lives through learning, meeting the skills needs of our City and the wider region and strengthen the communities we serve.

I invite you to join us on this exciting journey.

Hassan Rizvi
Principal & CEO

OUR VISION, MISSION & PURPOSE

This Accountability Statement outlines our commitment to achieving ambitious educational outcomes that directly contribute to a diverse and sustainable regional economy. Through collaborative stakeholder engagement, the College reinforces its vital role in enhancing the social fabric and economic health of our communities.

We maintain a steadfast focus on learner progression. Our professional staff provide high-quality teaching tailored to over 7,000 young people and adults, spanning the City and County. This includes on-site learning, employer-based training, and a robust apprenticeship program. The College's Accountability Statement augments the College's Strategic Plan referencing the College's Vision and Mission.

Our partnerships with the Stoke-on-Trent and Staffordshire Institute of Technology and local universities ensure seamless progression to higher-level skills. Furthermore, our vision aligns with the strategic objectives of Staffordshire County Council, Stoke-on-Trent City Council and the Stoke and Staffordshire Chamber of Commerce. By addressing the root causes of worklessness and inequality, we are dedicated to fostering a digitised, sustainable workforce through a comprehensive commitment to lifelong learning that meets the LSIP priorities and local needs.

Our Mission

Transform lives through excellent technical education, employer partnerships, and inclusive support that empowers learners to build successful futures. *Skills Ready, Future Ready.*



Our Values

We are a people-focused organisation, driven by strong values that are deeply embedded within our culture.

We are inclusive and collaborative, we nurture ambitious outcomes, building resilience and empowerment.

Our values are developed collaboratively with our staff, students and stakeholders and form the core foundation of our interactions.

[INCLUSIVE]
[COLLABORATIVE]
[AMBITIOUS]
[RESILIENT]
[EMPOWERMENT]

Our Strategic Pillars

The College's strategic priorities are four pillars that underpin the College's mission.

1

EXCELLENCE IN EDUCATION & SKILLS TRAINING



2

TRUSTED PARTNERSHIPS & FUTURE CAREERS



3

PEOPLE & CULTURE



4

FINANCIAL RESILIENCE, GROWTH & SUSTAINABILITY



Our curriculum is strategically segmented into Skills Hubs that prioritise key economic drivers.

CONSTRUCTION & GREEN TECHNOLOGIES



ENGINEERING & STEM



HEALTH & SOCIAL CARE



DIGITAL & CREATIVE



ADVANCED MANUFACTURING



Stoke on Trent College is deeply aligned with the shared vision and strategic goals of our regional partners. Our collective priorities focus on transforming the local economic landscape through a series of targeted interventions:

Future proofing through Innovation and cultivating a culture of lifelong learning that responds to the rapid evolution of AI, automation, and emerging technologies.

Adaptive delivery models which implement flexible training solutions designed to support a diverse business geography and leverage place-based strategies.

Removing barriers to opportunity that prioritises career-led education to engage NEETs, the unemployed, and economically inactive residents.

Elevating aspiration by dismantling the 'low-pay, low-skills' cycle by fostering ambition and increasing enrolment in Level 3, T Levels, and Higher Technical Qualifications (HTQs).

Cohesive progression pathways and strengthening the route from vocational training to local Higher Education institutions and Higher Apprenticeships.

This Accountability Statement has been developed by our collaboration with over 500 employers, the Chambers of Commerce LSIP, local authorities, the NHS, and our University partners at Keele and Staffordshire.

CONTEXT & PLACE

As the only General Further Education College based right in the heart of the City, Stoke on Trent College plays a unique and vital role in the region. We are a medium-sized hub of opportunity, providing a wide array of vocational and technical pathways for school leavers, adult learners, and apprentices alike.

Stoke on Trent College serves as the primary engine for vocational and technical growth in the region. We provide a bridge to the future for young people, adults and apprentices, operating from two distinct City anchors: our technology-focused campus in Burslem, and the centrally-located Caudon campus and community outreach provision.

Our curriculum is built for the modern workforce, delivered through four focused Skills Hubs and our Specialist Academies, ensuring our students gain the specific expertise regional employers are looking for.

While we are the City's primary FE provider, our impact stretches well beyond the City limits. We work closely with the Stoke-on-Trent and Staffordshire Chambers of Commerce, local councils, and the LSIP to align with the latest Local Skills Improvement Plans. The College sits within the non-devolved West Midlands.



Our student body reflects our regional importance: 36% of our adult learners and 30% of our young people join us from Staffordshire postcodes.



ECONOMIC & DEMOGRAPHIC CONTEXT



Stoke-on-Trent faces notable educational and socio-economic challenges, characterised by higher-than-average rates of child poverty and lower overall academic attainment. Our High Needs provision supports students from across three different county areas.

Data highlights the significant socio-economic challenges facing Stoke-on-Trent, underscoring the vital role of the College in driving change.

Stoke-on-Trent: A Socio-Economic Profile

Total population (2024)	270,425
Population aged 16–64 (2024)	169,015 (62.5%)
Economically active (December 2024)	74% (West Midlands 77.5%)
Workless households (2024)	15,830 (20.2%) (UK 14.4%)
Claimant rate (2025)	5.6% (national 3.1%)

6.7% of residents at 2021 Census had lived in the UK for less than 10 years

Stoke-on-Trent is the 13th most deprived local authority (DPH, Annual Report)

Stoke on Trent College Educational Context

- Approximately one in three pupils (34%) are eligible for free school meals, and nearly 26% of the local adult population hold no educational qualifications.
- Around 56% of state-funded pupils in the City meet the expected standard in reading, writing, and mathematics at the end of Key Stage 2, which is below the national average of 60%.
- The rate of young people progressing to Higher Education sits at approximately 28%, significantly lower than the national average of 38%.
- The City supports a disproportionately high number of vulnerable young people. The rate of Looked After Children (1.9%) is more than double the national average. Furthermore, the inactive labour market is heavily impacted by health issues, with 39.6% of inactive adults citing ill health – nearly 15 percentage points higher than the national average. These factors, combined with a crime rate 41% higher than the national average, create a complex landscape for social and economic progression.
- Educational attainment remains a primary concern, with the City consistently performing in the bottom quartile. Key milestones – including KS2 and KS4 results – trail significantly behind national averages. This trend continues into adulthood.
- 8.4% of 16–64-year-olds have no qualifications, compared to 6.6% national average.
- Young people with EHCPs, 34.5% are placed in mainstream schools, while 37.5% attend special schools. An unusually high proportion (11.2%) rely on independent or non-maintained special schools compared to the rest of the West Midlands.
- 63% of adults have Level 3+ qualifications, which is below 66.9% national average.
- Level 4+ Qualifications: 22.5% (vs. 40% nationally).

- 6.3% of 16–17 in Stoke on Trent are NEETs (England 5.6% West Midlands 6.2%).
- Looked After Children in Stoke-on-Trent is 1.9%, more than double national (0.7%) and national (0.9%) rates.
- 94% of learners have a positive destination.

Analysis of Stoke on Trent College learner data shows that Stoke on Trent College serves substantially more very deprived learners than all local FE providers put together and higher proportion of Level 2 and below than West Midlands and England.

College learner data shows:

- The College 16–18 market share 28% (24/25).
- Circa 90% Adult learners who are long term unemployed, socially disadvantaged are Level 2 or under.
- 51.3% learners (all ages) come from top two deciles deprived households in UK.
- The College works with diverse and deprived groupings including asylum seekers, Looked After and at risk.
- 56% of 16–18 learners must retake maths and English, nationally this is 33%. 23% of our 16–18 learners must retake either maths or English.
- The College ranked 224th out of 228 providers for percentage of students with prior GCSE grade 9–4 in English, and 223rd for maths.
- Many of our young people and adults are socially disadvantaged, having multiple disadvantage factors.
- 56% of our 16–18 learners come from deprived postcodes (double national average), similar for adult learners (2024/25 from MiDES).
- 18% of Study Programme learners take up free college meals, 38% receive a bursary (2024/25).

- 73% of 16–18 learners have a learning difficulty or disability, or have English and/or maths below L2, or live in 10% most deprived area using IMD2019 (2024/25).
- 79% of adults have a learning difficulty or disability, or have prior attainment at L2 or below (2024/25).
- In 2024/25 the ethnicity of the College is 57.67% white British, BAME 35.3% and 6.8% other.
- The College has 218 Looked after/ care leavers (2024/25).
- Prior attainment 16–18s studying at Level 2 – 69.4% had a prior qualification at Level 1 or below.
- Prior attainment 16–18s studying at Level 1 – 76.2% had a prior qualification at Level 1 or below.
- 33.5% of 16–18 have a LLDD, 23.5% of 19+ declared an LLDD.

APPROACH TO DEVELOPING THE ACCOUNTABILITY STATEMENT

The Accountability Statement synthesizes the high-level objectives established for the 2026–27 academic year. Rather than functioning as an independent strategy, this document serves as a consolidated reflection of the College’s existing, rigorous annual cycle of strategic planning and quality improvement. The objectives detailed herein are directly derived from a comprehensive framework of core institutional strategies and operational plans, ensuring total alignment across all functions.

The statement details how the College has aligned its educational offerings with the evolving economic landscape. The College uses a robust system of data-driven intelligence and strategic partnerships. By continuously analysing the needs of employers, alongside the broader skills requirements of the City and region, the College ensures its provision drives local growth and social mobility. This intelligence gathering operates on a dual-track approach. Continuous, year-round dialogue with civic, community, employer, and education partners directly inform our long-term corporate, business and estates strategies. Simultaneously, this insights-led data is integrated into our structured annual curriculum planning cycle, which commences each October to ensure timely, proactive portfolio development.

The College’s curriculum planning framework is both rigorous and multi-faceted, balancing market demand with financial sustainability and educational excellence. To optimise our portfolio, we systematically evaluate every program against four distinct strategic pillars: market and employer demand; student performance; quality and viability; and resource optimization. This means course design is heavily influenced by labour market intelligence, vacancy factors, and direct employer involvement, while also being responsive to enrolment trends, learner demand, and regional market share. Furthermore, this demand-led approach is balanced against internal performance indicators, including course-level quality data and competitor benchmarking, alongside a strict analysis of program viability, staff utilisation, capital expenditure, and overall cost implications.



The statement is informed by, and cross-referenced against, the following key documents:

- Strategic Vision has set the long-term educational direction and regional alignment.
- Self-Assessment Report highlights areas of strength and targeted quality improvement.
- Annual Curriculum Plans ensure the educational offer meets demand and viability metrics.
- Employer Engagement, Careers and Inclusion Strategies have helped to drive and develop stakeholder collaboration, student outcomes and equity.
- Business Planning which is robust and secures financial sustainability and resource optimisation behind our strategic goals.
- Future Skills Unit and utilisation of their data on emerging new reports and vacancy reports by sector
- Lightcast, Vector and other LMI and market research reports
- Close relationship with the LSIP, Chambers and City/County Skills Advisory Panel
- Staffordshire County Council regional economic data reports from Skills Advisory Panel and Local Industrial Strategy
- Staffs Employment and Skills Strategy 2023–2030
- Stoke-on-Trent Powering Up Strategy and associated evidenced initiatives
- Employer forums, Skills Advisory panels and dialogue plus 'live' project briefs
- Community, civic and education provider networks and forums with a high degree of formal membership, representation and engagement
- Utilisation of College information for destination data analysis to support careers planning and engagement with sectors and employers.
- Learner and Employer surveys on current experiences and on future skills needs.
- Funding Allocations across all streams
- Sector trends and feedback and policy context – AoC, DfE, CITB and professional bodies

CONSULTATION, ENGAGEMENT & STRATEGIC ALIGNMENT

The Accountability Statement has been developed through robust consultation, directly informed by national benchmarks, regional economic priorities, and deep stakeholder engagement. To ensure our strategic direction mirrors the immediate and future needs of the economy, the statement is closely aligned with the following frameworks and partners:

- **National and Regional Skills Priorities:**
Formulated in direct alignment with National Skills Priorities and the local skills needs to drive localised economic growth.
- **The Local Skills Improvement Plan (LSIP):** The LSIP 2026-29 is a key document to meet the local and regional skills needs. Stoke on Trent College has played a key role in developing the new LSIP for 2026/29. The College has worked closely in establishing the key priorities across the 6 priority areas and within the 8 priority sectors.
- **Governance and Industry Collaboration**
Developed in conjunction with our Corporation Board, which benefits from significant industry representation, alongside our broader Industry Partners whose regular insights we gather from sector specific employer representative boards. All these aspects are structurally integrated into our curriculum development.
- **Social Mobility and Place-Based Partners**
Informed by active collaboration with the Stoke on Trent and Staffordshire County Councils to ensure educational opportunities reach underrepresented communities.
- Lightcast, Vector and other LMI and market research reports
- Close relationship with the LSIP, Chambers and City/County Council Skills Advisory Panel
- Staffordshire County Council regional economic data reports from Skills Advisory Panel and Local Industrial Strategy
- Staffordshire Employment and Skills Strategy 2023–2030
- Stoke-on-Trent Powering Up Strategy and associated evidenced initiatives
- Employer forums, Skills Advisory panels and dialogue plus ‘live’ project briefs
- Community, civic and education provider networks and forums with a high degree of formal membership, representation and engagement
- Utilisation of College information for destination data analysis to support careers planning and engagement with sectors and employers.
- Learner and Employer surveys on current experiences and on future skills needs.
- Funding Allocations across all streams
- Sector trends and feedback and policy context – AoC, DfE, CITB and professional bodies

Furthermore, this document reflects the deeply embedded collaborative ethos of the Colleges of Stoke and Staffordshire. This unified regional approach is exemplified by the successful delivery of the 2023–25 LSIF partnership, which included high-profile joint initiatives such as the Advanced Manufacturing Consortium and the IoT.

CONTRIBUTION TO NATIONAL, REGIONAL & LOCAL PRIORITIES

Stoke on Trent College is deeply aligned with the shared vision and strategic goals of our regional partners. Our collective priorities focus on transforming the local economic landscape through a series of targeted interventions:

- Cultivating a culture of lifelong learning that responds to the rapid evolution of AI, automation, and emerging technologies.
- Implementing flexible training solutions designed to support a diverse business geography and leverage place-based strategies.
- Prioritising career-led education to engage NEETs, the unemployed, and economically inactive residents.
- Dismantling the 'low-pay, low-skills' cycle by fostering ambition and increasing enrolment in Level 3, T Levels, and Higher Technical Qualifications (HTQs).
- Strengthening the route from vocational training to local Higher Education institutions and Higher Apprenticeships.

This mission is powered by our collaborative ecosystem, encompassing over 500 employers, the Chambers of Commerce LSIP, local authorities, the NHS, and our University partners at Keele and Staffordshire.

The College integrates national, regional and local priorities into its portfolio of courses.

National Skills Priorities

- Advanced manufacturing
- Creative industries
- Defence
- Digital and technologies
- Financial services
- Life sciences
- Professional and business services
- Clean energy industries
- Construction

Local/regional Skills Priorities

- Health and Social Care
- Construction including modern methods
- Engineering and advanced manufacturing, including ceramics
- Advanced Logistics
- Decarbonisation and energy distribution
- Plus cross-cutting themes: Net Zero, Green Skills and Digital Technologies



Stoke-on-Trent's regional priority sectors, as outlined in the City's Economic Development Strategy, are centered around advanced manufacturing, health-tech, and the digital economy. The primary growth industries targeted for regional investment and job creation include:

- **Advanced Manufacturing & Engineering**
Building on the City's historical heritage, modern advanced manufacturing includes applied materials, aerospace/defence supply chains, and the critical ceramics sector.
- **Digital Technology & Creative**
A major regional driver accounting for a large portion of local employment, bolstered by major employers like bet365 and the Ceramic Valley Enterprise Zone.
- **Medical Technologies & Life Sciences**
Supported heavily by Keele University and its Science and Innovation Park, this sector is focused on health innovation.
- **Green Energy & Decarbonisation**
Initiatives aimed at lowering carbon footprints and creating low-carbon goods, including major projects like the City's low-carbon District Heat Network.
- **Advanced Logistics**
Driven by the region's central location and superb motorway connectivity.
- **Health & Social Care**
Highlighted as a key foundational sector supported by regional skills and workforce development programs
- Cross-cutting themes: Net Zero, Green Skills and Digital Technologies

In response to these national and regional priorities, Stoke on Trent College has five Skills Hubs which, together with its Specialist Academies, will serve the needs of learners and investment by employers. These hubs will grow our reputation for expertise and specialism attracting further jobs and roles to the area.

CONSTRUCTION & GREEN TECHNOLOGIES



ENGINEERING & STEM



HEALTH & SOCIAL CARE



DIGITAL & CREATIVE



ADVANCED MANUFACTURING



SPECIALIST ACADEMIES

Business, IT, Sports, Public Services, Catering & Hospitality, Hair & Beauty, English, Maths, ESOL, Employability and Adult & Community Learning

These academies support the broader needs of the region and the City.

STOKE ON TRENT COLLEGE STRATEGIC PLAN 2026–2029

College Strategic Vision and Leadership

The College aims to be an inclusive, high-performing institution that transforms lives through technical education and strong community partnerships.

- Focuses on inclusivity, social mobility, and regional economic growth.
- Builds on recent progress with a clear strategic direction for 2026–2029.
- Emphasises collaboration with employers, education partners, and stakeholders.
- Committed to maintaining high standards and responsiveness to economic needs.

Core Values and Community Impact

The College values inclusivity, collaboration, ambition, resilience, and empowerment to serve its diverse community.

- Promotes a culture where everyone feels welcome, valued, and supported.
- Celebrates its role as an anchor institution supporting local social and economic fabric.
- Highlights student success, staff satisfaction, and community engagement.
- Recognises its history of transforming lives through decades of technical and vocational education.
- Celebrates the opening of new campus facilities like the Centenary Building and Advanced Green Technology Centre.

Strategic Plan 2026–2029 Priorities

The plan builds on previous successes with key outcomes including 91% student satisfaction, 94% Ofsted 'Good' rating, 92% student success, and 28% growth in study programmes.

- Invests approximately £20 million in new campus facilities.
- Focuses on aligning curriculum with local and regional skills needs.
- Emphasises responsiveness to national reforms and economic shifts.
- Aims for continuous improvement and annual review of progress.

The strategy aligns with government missions, the National Industrial Strategy, and regional growth plans.

- Recognises the sector's significant reforms and need for agility.
- Aims to prepare students with future-proofed skills amid economic, political, and social changes.
- Acknowledges potential impacts of Staffordshire devolution.
- Focuses on resilience, adaptability, and maintaining success in a changing environment.



The Accountability Statement 2026–2027 is aligned to the College’s four Strategic Pillars.

1

**EXCELLENCE IN
EDUCATION &
SKILLS TRAINING**

2

**TRUSTED PARTNERSHIPS
& FUTURE CAREERS**

3

PEOPLE & CULTURE

4

**FINANCIAL
RESILIENCE, GROWTH
& SUSTAINABILITY**



Strategic Pillar 1

EXCELLENCE IN EDUCATION & SKILLS TRAINING

To enhance and expand the College's influence and reputation through a commitment to excellence and innovation, establishing Stoke on Trent College as the aspirational college of choice. Our focus is on fostering an environment where students thrive, excel, and reach their full potential.

We will achieve this through

Outstanding Student Outcomes	Embed an engaging careers curriculum, in line with the Local Skills Improvement Plan and local needs, working with employers to deliver the highest levels of progression into employment/next level of study.
Exceptional Experiences	Deliver an outstanding learning and collaborative experience for students and employers. We will also invest in resources and expand opportunities for our learners through an enhanced enrichment programme.
Exemplary Teaching and Learning	Providing exceptional and innovative teaching and learning strategies to equip learners and apprentices for high-quality and skilled employment and/or Higher Education.
Driving Innovation	Keeping curriculum and practices at the forefront of industry developments including use of AI in teaching, learning and assessment.
Progression	Embed an engaging careers curriculum throughout the learner journey, working with employers to deliver the highest levels of progression
Cross Cutting Skills	Embed and contextualise literacy, numeracy and digital skills across the curriculum to drive progression and continue with strategies such as Maths Mastery to boost high grades in GCSEs.



Strategic Pillar 2

TRUSTED PARTNERSHIPS & FUTURE CAREERS

To equip students with the skills, knowledge and behaviours required to advance their careers, creating a resilient and adaptable workforce that meets the evolving needs of employers. We are committed to providing a high-quality, sustainable learning environment able to fulfil future skills demands.

We will achieve this through

Industry Leading Facilities	Providing industry-standard facilities to prepare learners for future careers.
Responding to Skills Needs	Ensuring curriculum and programmes align to the Local Skills Improvement Plan, with evolving industry demands.
Employer Collaboration	Strengthening links with employers to support career progression and work-ready learners.
Local and Regional Decision Making	Be an actively engaged contributor and collaborator to key local decisions and policy-making bodies and work in partnership with other further education partners, MATs and universities to grow the capacity and impact of further education.
Broadening Strategic Partnerships	Leveraging the College's Anchor Institution role to improve student, apprentices and community outcomes.

Strategic Pillar 3

PEOPLE & CULTURE

To establish Stoke on Trent College as an employer of choice, fostering an inclusive, equitable, and ambitious workplace that values and empowers its people.

We will achieve this through

Championing Equity and Inclusion	Tackling inequalities, ensuring diverse representation and creating a culture of 'belonging'.
Investing in Talent	Supporting professional growth to recruit, retain, and reward a skilled workforce.
Living Our Values	Embedding core values into every aspect of College operations.
Enhancing the Staff Experience	Creating an exceptional workplace for all staff.
'One Team' Culture	Further develop, promote and embed a 'One Team' culture at all levels.



Strategic Pillar 4

FINANCIAL RESILIENCE, GROWTH & SUSTAINABILITY

To be a financially strong and resilient organisation, able to invest in future growth and innovation. We will provide estate facilities that support growth, enhance learning experiences, and meet the evolving needs of students, staff, industry and the wider community.

We will achieve this through

Diversifying Offer	Expanding programmes and revenue streams by staying agile and flexible to meet skills needs.
Partner of Choice	Strengthening partnerships with employers and stakeholders to enhance financial sustainability.
Sustainable Financial Health	Achieving consistent financial surpluses to reinvest in students, staff, and our estate.
Future-Focused Facilities	Delivering industry-standard, cutting-edge facilities and capacity.
Carbon Neutral Commitment	Working towards a carbon-neutral estate.
Infrastructure for Innovation	Investing in systems and facilities to further enhance learner experience and innovation including the implementation of AI.

Actions

- Further growth in Level 3 provision (Study Programme and Adults) including T Levels (8 pathways) – Skills Hubs, Advanced Green Technology Centre
- Further growth in Apprenticeships: circa 600
- Curriculum design and delivery through employer involvement (Technical vocational and wider employability and life skills)
- Growth in SEND provision, new offer to mitigate NEET challenge
- Growth in delivery of green/sustainability and digital skills
- Additional value added qualifications
- OFS application
- Staff Dual professionalism (2 days of industry updating for every teaching staff)
- Collaborations: Keele University, University of Staffordshire, local and regional colleges and schools, City of Stoke-on-Trent Council, We Are Staffordshire, Staffordshire County Council, Future Forum
- Family Learning, Tailored Learning, Chamber of Commerce, employers, DWP/JCP, bespoke delivery to employers/workforce

Strategic Pillars for Growth and Excellence

The College's strategy is built on four pillars: **Excellence in Education, Trusted Partnerships, People & Culture**, and **Financial Resilience**.

- **Excellence**
Focus on outstanding outcomes, innovative teaching, and industry-aligned curriculum.
- **Partnerships**
Strengthen employer links, regional decision-making, and community impact.
- **People & Culture**
Foster an inclusive, equitable, and motivated workforce.
- **Financial Resilience**
Diversify offerings, strengthen partnerships, and invest in future facilities and sustainability.

Measuring Success and Continuous Improvement

The College commits to annual strategic reviews, setting targets, and reporting progress.

- Success metrics include student satisfaction, progression, Ofsted ratings, staff satisfaction, and financial health.
- Plans to maintain high standards and adapt to regional and national needs.
- Regular impact reports will track progress and inform strategic adjustments.

Campus Locations and Contact Information

The College operates from Burslem and Caudon campuses, with dedicated facilities supporting its strategic goals.

Burslem Campus

Moorland Road, Burslem ST6 1JJ

Caudon Campus

Stoke Road, Shelton ST4 2DG

T 01782 208208

E info@stokecoll.ac.uk

stokecollege.ac.uk

CURRICULUM IMPLEMENTATION

Other curriculum developments include:

- Strategic partnerships with key employers and stakeholders
 - Continued development of AI implementation across the College
 - 8 T Level routes across the four Skills Hubs in 2026/27
 - Continued delivery of the HNC in Computer Games Design with Animation with University of Staffordshire
 - Continued delivery of NEETs support for City and County
 - Continued involvement in Regeneration Brainery property management and trades event week long industry immersion and follow on activity embedded in course programme
 - Strong partnerships with Stoke City and Port Vale Football Foundations to support engagement and delivery in key local areas of the City
 - Delivery in the City for Adult & Foundation ESOL provision
 - Planned expansion of High Needs on allocation to 120+ places
 - Achievement of Matrix and Careers Mark accreditation and careers service that starts at enrolment through to progression
 - Continue the in-depth analysis of progression analysis and impact on preparation for work to make learners Skills Ready, Future Ready
 - Further development of Adult Skills free Level 3 offer, and Innovation Fund, Tailored Learning and higher levels skills in priority sector areas
 - Achievement of FREDIE Accreditation
 - Implementation of the Transition Plan for the Qualification Reforms in 2027/28
- The College's careers function continues to remain integral to the intent of the 'I Am' campaign with aspirations, choices and support offered from point of enrolment and induction, through curriculum planning and throughout the learner journey for all cohorts to ensure supported progression to positive destinations.
 - The College has developed a meaningful and progression-based curriculum to support vulnerable young people, adults and those with special educational needs, into employment, education and training e.g. Supported Internships and NEETs.
 - The College is contributing directly to meeting skills needs on digital and the wider cross cutting agenda for skills including its work on green technologies with key employers.

LOCAL NEEDS DUTY

Through a comprehensive curriculum planning process, Stoke on Trent College fulfils its statutory duty to review and optimise how well its education and training meet local needs. Employers contribute directly to this process; in 2025/26, all College areas convened employer groups to review, challenge, and refine curriculum.

The five General FE and Skills providers in the region meet six times a year via formalised Principals and Deputy Principals groups to ensure their collective offer addresses current and emerging regional demands. This group heavily supported the local Chamber of Commerce in developing the Local Skills Improvement Plan (LSIP). Following the LSIP's publication in summer 2023 and subsequent update in 2026, Stoke on Trent College ensures its curriculum aligns with local needs and complies with the three-year statutory review cycle.

The College works with a range of Civic, Community and Education partners to support skills training and skills acquisition of young people and adults, and in gathering and accessing data, trends and feedback from employers and intermediaries, for example:

- LSIP Board
- CEOs' Futures Forum
- Children and Young People's Board City
- Skills Advisory Panel Staffs
- Staffordshire Chamber of Commerce Patron and Board Membership
- Staffordshire Principals' Group convened by Staffordshire County Council
- Partner of the IoT for Stoke on Trent and Staffordshire
- We Are Staffordshire
- Association of Colleges (AoC)
- Member of the Chartered Institution for Further Education (CIFE)
- Future 100 Board

CORPORATION STATEMENT

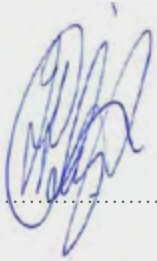
On behalf of Stoke on Trent College Corporation, it is hereby confirmed that the plan as set out above reflects and agreed statement of purpose, aims and objectives as approved by the Corporation at their meeting of July 2026

The Accountability Agreement will be published on the College website within three months of the start of the academic year.

Corporation statement signed by Chair of Board and CEO/Principal and Accounting Officer.

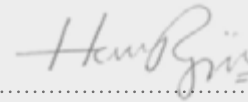
Chair

Date:



CEO/Accounting Officer

Date:



The following supporting documents have been used in this document:

Stoke on Trent College Strategic Plan

Stoke and Staffordshire LSIP

Stoke-on-Trent and Staffordshire Industrial Strategy

Stoke-on-Trent City Strategy Our City Our Wellbeing 2024

Stoke-on-Trent City 14–25 Strategy 2023

Staffordshire Employment and Skills Strategy 2023–2030

Staffordshire Investment Plan A Place to Prosper 2024

Annual Accounts

Ofsted Report

Accountability Statement

MIDES DATA

Government's Five Missions to Rebuild Britain

Stoke-on-Trent Council – Future 100

Stoke on Trent College
stokecollege.ac.uk



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Burslem Campus

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