



2025-2030

Our Vision & Purpose

Bringing talent to life...

Our Vision

Transforming lives
and our communities
through learning.

Our Purpose

To deliver **excellent,**
inclusive learning which
empowers students with
skills and confidence to
thrive in work and in life.

Transforming lives and communities through learning

Throughout our 70-year history, Walsall College has dedicated itself to supporting our customers with the highest quality education, skills development and training programmes, tailored to the demands of a modern economy.

Vision and Purpose 2025-2030 builds on our history, mission, values, and strengths to ensure we continue to grow, thrive, and achieve a shared vision that meets the needs of the businesses and communities we serve.

Informed by extensive input from students, staff, governors, partners and senior management, Vision and Purpose 2025-2030 is insight-informed, bold, directional and future focussed. It reinforces our commitment to delivering excellent, inclusive learning which empowers students with skills and confidence to thrive in work and in life.



Jatinder Sharma CBE DL
Principal and Chief Executive



David Wheeler
Chair of Corporation

Our Values

Our 5 values drive our behaviours and set our culture.



Inclusive
Collaborative
Accountable
Resilient
Enterprising

Inclusive

We celebrate diversity, creating an environment where everyone feels they belong, are respected and valued



Resilient

We adapt and thrive in the face of change, ensuring sustained performance and continuous growth



Accountable

We own our actions and decisions, fostering trust and transparency throughout our organisation



Collaborative

We value teamwork and open communication, a catalyst for collaboration



Enterprising

We embrace proactivity and innovation, actively encouraging fresh thinking and initiative

Our 5 Priorities

We will realise our vision over the next 5 years through the achievement of our

5 Priorities.

Each of the 5 Priorities include key themes identified during the insights, interviews and research process.

Priority 1

Support our people to shine

We foster a culture of excellence based on our 5 values

[Find out more](#)

Priority 2

Empower students to thrive

We deliver excellence in teaching, learning and assessment

[Find out more](#)

Priority 3

Forge impactful, dynamic partnerships

We lead meaningful collaboration, maximising impact for our students and the communities we serve

[Find out more](#)

Priority 4

Secure a sustainable future

We ensure the positive impact of Walsall College in the future

[Find out more](#)

Priority 5

Lead with purpose and focus

We have an uncompromising commitment to evidence-based decision-making

[Find out more](#)

Priority 1

Support our people to shine

We foster a **culture of excellence** based on our 5 values



Priority 1

Strategic Objective:

Our staff are our greatest asset and are shaping not only the prospects and outcomes of our students, but our college culture. We will ensure that we deliver an inspirational working environment for all of our staff that cements the college's reputation as a great place to work and celebrate our students to inspire the next generation of Walsall Graduates.

The themes that informed Priority 1:

A culture of honest and open communication for all

- We ensure that all staff feel informed, involved and inspired by College activity and understand how the 5-year Plan is being delivered.
- We continue to communicate with our staff and students on all key decisions.
- We will provide a meaningful and effective way of sharing successes, addressing concerns, strengthening our sense of community and belonging within the college.

A commitment to learning and development

- We prioritise continuous learning and development for our staff, focusing on areas such as leadership, professional practice and the changing needs of our students
- We drive digital innovation to improve accessibility and to upskill our staff and students
- We encourage a mindset of adaptability and innovation to respond effectively to challenges and opportunities. We will support staff to explore new ideas and approaches to improve the college's offer and reputation

Empowerment and trust

- We empower our teams by trusting them to make decisions and take ownership of initiatives that impact the way they work
- We provide an ambitious programme for staff, to bring talent to life within the college and will actively succession plan
- We encourage and celebrate proactive contributions to college initiatives

Recognise our staff and students

- We inspire a culture of excellence
- We recognise and reward staff members who go above and beyond, implementing a structured programme for awards and acknowledgements, including peer nominations and public celebrations
- We celebrate our student success, raising their profile across our stakeholder networks

Raising aspiration by celebrating success

- We showcase the college's positive impact, instil pride in our students and staff, and raise aspirations
- We highlight the meaningful contributions our students and staff can make to society through sharing success stories within our local communities
- We engage students and alumni to provide role models for their peers

Priority 2

Empower students to thrive

We deliver **excellence**
in teaching, learning
and assessment



Priority 2

Strategic Objective:

To continue to foster a college environment that enables all students to thrive, acting as a lifelong resource for the region's training needs, welcoming all students in the community. This priority oversees the delivery of both qualifications and workplace experience to all students to equip them with the learning and life skills that drive successful outcomes.

The themes that informed Priority 2:

Information to empower

- We future-proof our students' prospects by regularly reviewing a stakeholder informed, cutting edge curriculum, meeting the needs of our employers and community
- We utilise an outcomes-based approach to information, advice and guidance to ensure our students are empowered to make informed choices throughout their lives

Ambition at our core

- We encourage ambition in our students and in the communities we serve
- We use clear frameworks of progression and careers for our students and communities to drive aspiration

Nurturing confidence

- We ensure the appropriate support is available to our students as their needs change over time, through regular review and consultation, empowering students to shape their future
- We provide development for our staff to ensure they feel confident in building the resilience and skills our students will need to be ready for work and life

Creating equity

- We have a culture where all feel safe to be their authentic selves, knowing they belong, and are respected and valued
- We collect data from both staff and students beyond basic requirements to better understand the experience of all with protected characteristics, enabling us to actively promote and celebrate allyship and role modelling
- We review data by intersectional characteristics to ensure that resource is deployed effectively to drive equity

Empowering our staff

- We drive excellence in teaching, learning and assessment, through an evidence-based approach
- We encourage curiosity and innovation through the development of learning communities, individual support and directed and elective CPD, informed by a range of evidence and feedback
- We encourage and support staff and students to step out of their comfort zone

Priority 3

Forge impactful

dynamic relationships

We lead meaningful
collaboration,
maximising impact
for our students and
the communities
we serve



Priority 3

Strategic Objective:

To take on a convening role within the community, establishing the college as a leader in working collaboratively with stakeholder partners, ensuring that the college proactively enhances employability, aligns with stakeholder needs and enriches the whole community.

The themes that informed Priority 3:

Industry relevant curriculum

- We engage with employers and other key stakeholders to ensure our staff and students are at the cutting edge of technical and broader skills
- We empower students with the confidence and resilience to advance their own career
- We align with business needs by proactively reaching out to industry to assess and meet their training requirements

A trusted partner

- We have a strong local identity in the wider stakeholder community through high levels of college visibility via events and outreach
- We maximise the college's presence as an anchor institution in the region
- We lead the partnership agenda for Walsall to drive prosperity for our communities

A driver for change

- We are a driver to improve the life chances of the communities we serve. We do this through an evidence-based approach to innovation with partners
- We clearly demonstrate the impact of collaborative work, particularly for those furthest from work or education

Priority 4

Secure a sustainable future

We ensure the
positive impact
of Walsall College
in the future



Priority 4

Strategic Objective:

Securing the financial future of the college and showcasing the college as a leader in environmental sustainability.

The themes that informed Priority 4:

Securing the future of the college

- We provide strong financial stewardship for the college, ensuring the security of the Walsall College legacy for the communities we serve
- We diversify our income where appropriate, in line with our Vision, Purpose and Values
- We drive efficient delivery models to secure the investment required to provide innovative curriculum
- We ensure the college is at the forefront of changes in government policy and initiatives, responding in the best interests of the communities we serve

Work smarter, not harder

- We continuously review systems, processes and delivery mechanisms to ensure bureaucracy is minimised
- We take advantage of new technologies and best practice to support staff in ways of working to enable innovative practice

A sustainable college, a sustainable community

- We collaborate with our stakeholders to ensure a sustainable future for the region
- We consider the impact on our carbon footprint in all our decisions
- We inspire our students to value sustainability, becoming green changemakers throughout their lives
- We pioneer the delivery of skills required to implement emerging green technologies

Priority 5

Lead with purpose and focus

We have an
**uncompromising
commitment**
to evidence-based
decision-making



Priority 5

Strategic Objective:

To enhance our operational sustainability, foster a culture of excellence, improve communication and decision-making processes, and adapt proactively to future challenges and opportunities.

The themes that informed Priority 5:

Robust processes

- We focus on well-executed initiatives with clear project ownership
- We continuously streamline operations and enhance overall impact

Measure effectively

- We establish and communicate clear metrics to gauge success and adapt strategies accordingly to enhance and improve all aspects of provision
- We acknowledge that the college fosters academic achievement and equips students with broader skills for enriching careers and expanding life opportunities
- We ensure our efforts have a lasting impact on students' holistic development

Champion excellence

- We set consistent standards for students and staff to aspire to. We negotiate key performance indicators which drive momentum for continuous improvement, monitor progress through appropriate committees and challenge underperformance
- Our commitment to excellence permeates every aspect of our college, nurturing a culture where continuous improvement and achievement are celebrated
- We connect each new generation with the achievements of our alumni

Embracing agility

- We drive innovation and future readiness
- We stay ahead in technology and adapt to emerging sectors
- We support innovative approaches to agile working and curriculum initiatives
- We are proactive in ensuring our educational offerings remain relevant and impactful in a rapidly changing world.



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