



# Strategic Plan 24/27

Reaseheath College & University Centre

ENVIRONMENT

ANIMAL MANAGEMENT

Collaboration

RESILIENCE

digital

BUSINESS

CONSTRUCTION

data

HORTICULTURE



AGRICULTURE



SUSTAINABILITY

SPORT

APPRENTICESHIPS

Innovation  
knowledge

ENGINEERING

FOOD

VETERINARY  
NURSING

communication



EQUINE



Transferrable skills

MOTOR VEHICLE


FOUNDATION

BUS & COACH

FORESTRY & ARBORICULTURE

Industry Focused, Career Ready



A drone with a camera is flying over a vast field of yellow flowers, likely rapeseed, during a sunset. The sky is a mix of orange, pink, and blue. The field is filled with rows of flowers stretching towards the horizon. A large white circle is overlaid on the right side of the image, containing text.

“At Reaseheath, we don’t just teach; we **Excite** and **Enrich** young minds to **Engage** and lead the way to a sustainable future.”

‘I had the privilege of representing the Royal Horticultural Society (RHS) at a Horticulture Skills Board. It was an enriching experience delving into discussions aimed at addressing the evolving needs of our industry.

Reaseheath’s commitment to ensuring their courses align with industry demands and emerging trends was evident throughout the meeting. From a comprehensive overview of current offering to insightful discussions on labour market insights and skills gaps.”

Leif Mann, Royal Horticultural Society





**“The “Reaseheath Experience” offers a supportive culture whilst bringing to life the colleges core mission of Industry Focused and Career Ready.”**

## Preface

Reaseheath College and University Centre is a specialist land-based and technical college with over 100 years of leading technical education and training. Our influence and reach are local, regional and national, offering high quality provision in Further Education, Higher Education and Apprenticeships.

With over four thousand students and six hundred staff we contribute significantly to the regional and national economic prosperity. Our student profile is split evenly between those from Cheshire and Warrington and those accessing from the rest of the UK.

The college has invested significantly in the campus infrastructure and increasingly leading- edge specialist equipment to ensure our students have a high- quality experience and are immersed in the latest technologies developing transferable skills that are recognised and valued by employers.

In support of our national profile, we can offer up to one thousand accommodation places which are supported by a nationally recognised

range of student services ensuring the welfare and wellbeing of our student body. In addition, twenty- four bus routes transporting over a thousand students from around the region.

The “Reaseheath Experience” offers a supportive culture whilst bringing to life the colleges core mission of Industry Focused and Career Ready. Working closely with employers and ensuring our students develop Career Ready Behaviours is at the heart of our work and intent.

In further support of industry, it is important that we integrate our specialist facilities, staff expertise, industry and students to progress scholarly activity and research across key national missions such as Food Security and Sustainability. Our collaborative approach is further underpinned by the new Institutes of Technology and Sustainability and Food Innovation with partner colleges and the University of Chester.

The college is committed to ensuring our offer is current and an ambitious curriculum best placed to deliver on our core mission of Industry

Focused and Career Ready. The roll out of T-Levels, our Career Ready programme and Personal Development is at the heart of our plan to ensure our intent is dynamically realised. Developing our higher level and lifelong learning offer to be as accessible and relevant as possible is also a high priority. This ensures we are an Anchor Institution supporting our community and industry.

Post pandemic it is clear expectations, behaviours and needs have changed in the workforce and in our students. Evolving accordingly is thus important to ensure we can best recruit, retain and support our staff and students.

It is clear from our Industry Skills Boards, Local skills Improvement Plans and National Strategies (Food, Sustainability, Agriculture, Industrial, Skills) that key areas across the college and University Centre should be:-

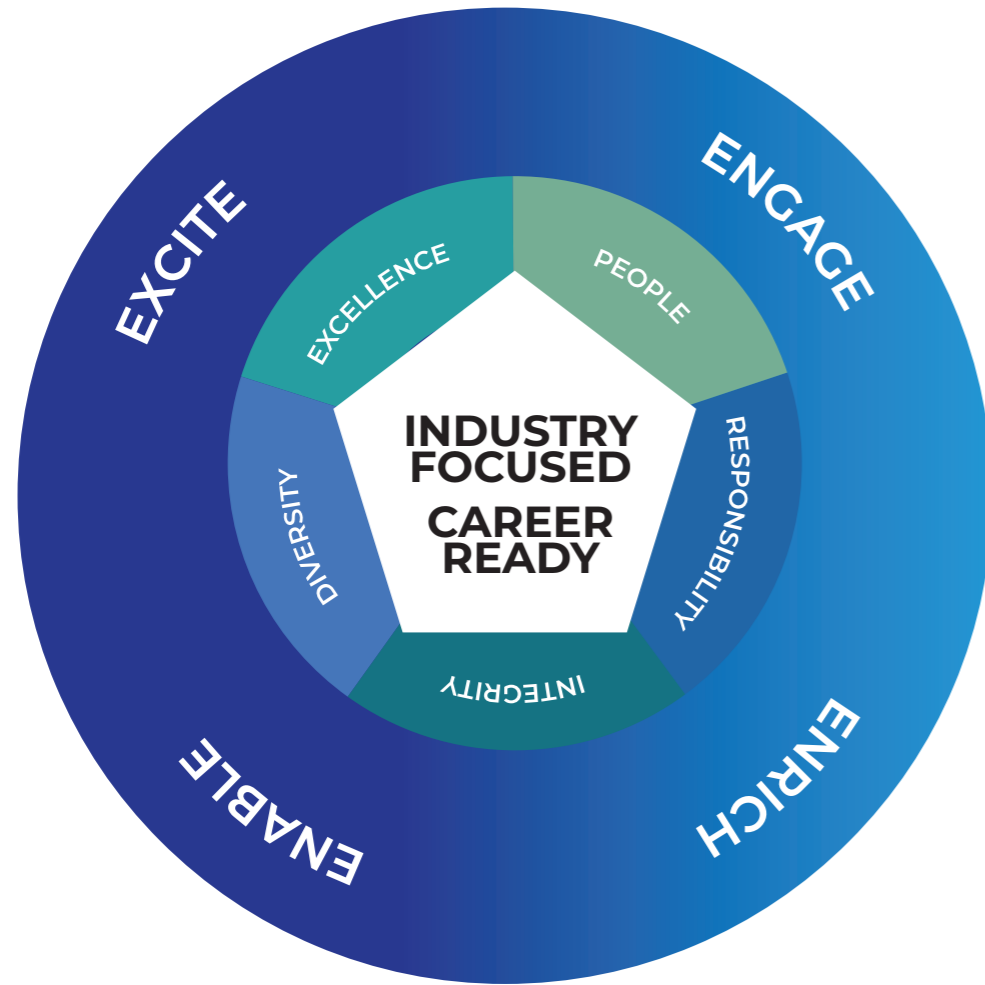
- **Digital Skills**
- **Career Ready Behaviours and Resilience**
- **Sustainability and Environment**
- **Food Security - The future of growing, processing and packaging of food**
- **STEM**

Ensuring young people and those looking to re-skill are well informed and sighted to the career pathways, technologies and innovations that jobs within our sectors can offer is also recognised as important. Stereotypical views and poor information, advice and guidance can often mask the STEM nature and career opportunities our sectors offer, and we must work collaboratively to help improve this and secure a sustainable pipeline of new talent into our vital sectors for the UK and Worldwide.

This plan also focuses on ensuring that both staff and student experiences continue to evolve, focusing especially on campus life and community which supports personal development, industry engagement, experiences, friendships and memories for life



Intent



**We will do this by:**

- Developing Career Ready learners who have the technical skills, transferable skills and aptitudes to thrive and progress in the work place or to higher levels of education.
- Aligning our offer to address industry skills gaps by working in partnership to drive sustainability and productivity.
- Delivering a Reaseheath Experience for our staff and learners that is centered on personal development, community, inclusivity and has high aspirations.
- Telling the Story to enthuse and attract the workforce of tomorrow to the career paths and opportunities that exist.
- Delivering an outstanding quality of education.
- Addressing key national priorities such as food security and protection of the environment.

Strategic Priority 1  
**Excite**

Challenge perceptions, promote and showcase the student, industry and staff experiences we deliver that launch, broaden and enhance careers.

Highlight the college’s USPs, leading edge opportunities and facilities, and celebrate our student, industry and college successes.

- Develop a highly effective marketing and communication approach, built on understanding student, stakeholder, and industry needs, to promote Reaseheath, ensuring the experience, industry partnerships, innovation, technologies, applied research and reputation for quality are known, understood and lived.
- Encourage opportunities and foster collaborations and partnerships with the primary and secondary schools to provide strong and effective careers education, advice and guidance, developing strong pathways for students into careers that meet current and future industry skills gaps.
- Celebrate and champion the personal, academic and career achievements of our students, alumni and staff to challenge perceptions and highlight the opportunities for highly valued and sustainable careers and progression within the land-based sector.
- Strengthen and promote industry and sector partnerships that we continue to develop, ensuring that industry practice and innovation is at the heart of our provision, providing outstanding opportunities for our students to develop their career ready skills, and ensure our staff continue to develop their industry expertise with sector leading organisations.

**Actions:**

- 1.1 Highly effective schools, careers and industry strategies that secure and build on local, regional and national partnerships to attract sought after opportunities for our learners.
- 1.2 Powerful marketing and communication strategy, driving regional and national call to action campaigns, supported by an engaging website promoting and showcasing careers and impressive learner, college and university centre successes.
- 1.3 Industry leading conferences and seminars promoting scholarly activity and highlighting our deep-rooted work within the Agri-Food industry.

**Underpinning strategies**

- Marketing & Communications Strategy
- Schools Engagement Strategy
- Careers Strategy
- Industry Engagement Strategy
- Sustainability Strategy

**“Tell me and I forget.  
Teach me and I  
remember. Involve me  
and I learn.”**

**Benjamin Franklin**



## Strategic Priority 2 Enrich

Deliver an experience that inspires people to be their best self, launching and shaping careers for both learners and staff

### Personal Development

1. Learners will benefit from an enriched experience that will prepare them to excel, succeed and navigate their future challenges. By building their character and resilience, learners will be ready for the world of work, shaped by clear values and behaviours for success.

2. Staff will be encouraged to develop, progress and succeed within a supportive culture shaped by clear values and behaviours. Staff will have opportunities to develop professionally, acquire new skillsets, plan their career progression and enhance their skills to support the delivery of an outstanding learner experience.

### Industry Excellence

3. Learners will have opportunities to engage with industry experts and learn about each facet of their industry and engage in relevant work placements, which go beyond the qualification and create high aspirations and a lifelong passion for their sector.

4. We will recruit and retain staff with industry relevant experience and behaviours, aligned to our college values. Staff will have opportunities to engage with industry and sector experts to enhance their skills, experience, and pedagogical development through CPD, industry placements, expert mentors, research and application of new technologies.

### College Life

5. Learners will have opportunities to engage in student life activities, building their social skills and confidence and creating lifelong memories. Learners will experience a safe, supportive and welcoming campus with clear social, learning and wellbeing spaces to enhance their experience. A clear and strong learner voice will be integral to shaping the Reaseheath experience for both current and future learners, joining an established alumni when they progress, so they can remain part of the Reaseheath family.

6. We will continue to actively engage with staff to shape a Reaseheath community and campus which celebrates good practice, has fun, works collaboratively, and is a place where staff feel valued, recognised, their wellbeing is supported, and they can be their best self.

**“By building their character and resilience, learners will be ready for the world of work, shaped by clear values and behaviours for success.**

### Actions:

2.1 Implement an enhanced career ready programme and approach to personal development, informed by employers and the local skills improvement plan (LSIP) to ensure learners are engaged and equipped with career ready skills.

2.2 Implement a dynamic Continuous Professional Development (CPD) programme and approach to pedagogical teaching, informed by our internal Skills Matrix process, to develop and strengthen our workforce.

2.3 Create and embed industry insight events into the College's staff CPD programme, equipping them with the latest and relevant knowledge and skills, which will enable them to enhance and enrich the student experience.

2.4 Embed a new approach to staff recruitment, which is values driven and focuses on the skills and knowledge needed in the next 10 years.

2.5 Embed a new internal stakeholder engagement strategy, with new mechanisms for engagement with staff and student voice, ensuring that they help shape all aspects of college life.

2.6 Develop a staff and student wellbeing strategy, educating all on the meaning of mental health and focussing on strengthening people's toolbox of preventative strategies to help manage their mental health and support others, building their resilience to future challenges.

2.7 Improve the learner journey from pre-enrolment to destinations, utilising a process review approach, to identify actions which strengthen the student experience and assist with growth.

2.8 Develop and deliver an enhanced student life offer, with a clear programme of enrichment activities, giving students more experiences to build their Career Ready Skills

2.9 Through the Be More campaign, foster a high aspirational mindset throughout the college

### Underpinning strategies

- Teaching & Learning strategy
- People strategy
- Wellbeing and Mental Health strategy
- Career Ready Offer
- Student Voice Approach

**“The partnership between Reaseheath College and Lely brings immense value as it allows both parties the opportunity to showcase and educate the future of the agricultural industry in new farming practices and technology.”**

**Stewart McAlister**  
Customer Solutions Manager, Lely Atlantic Limited





## Strategic Priority 3 Engage

Provide a high quality, robust and responsive curriculum to meet the needs and interests of our students, employers, community, and national skills priorities, supporting people to develop transformational personal, social, and technical skills.

### Engage - Actions

Provide a high-quality curriculum to meet the skills needs and interests of our students, employers, and community.

- 3.1 Deliver a technically focused curriculum offer, that widens opportunity for our learners, and develops essential skills and knowledge through application of theory to practical.
- 3.2 Implement a research-based approach to teaching, learning and assessment, which delivers high-quality outcomes linked to achievement, progress, satisfaction, and sustained destinations.

3.3 Provide outstanding careers and progression support that is individualised to student need, tackles barriers, encourages ambition and effort, and maximises success.

3.4 Actively respond to Government skills priorities and the needs of employers; increasing meaningful employer and partner engagement to benefit our staff and students.

3.5 A Career Ready offer developing Career Ready behaviours, resilience, digital and green skills

### Underpinning strategies

- Teaching & Learning strategy (FE/UCR)
- Digital Strategy
- Annual Accountability Statement
- People Strategy
- Curriculum Plan (FE/UCR)
- Career Ready offer
- Sustainability Strategy
- Industry Skills Boards report

**Engaging with business is critical to the development of technical education. The Skills Boards provide a fantastic opportunity to build even better relationships with employer stakeholders and to have open discussion about developing curriculum changes to meet employer needs. Having attended a number of these, I believe Reaseheath does this particularly well.**

**Sarah.Emes-Young**  
Project Manager for Local Skills Improvement Plan





## Strategic Priority 4 Enable

Actively drive completion of the Strategic Plan through clear operational actions and deliverables and enhance operational ways of working (processes and systems) to save time, improve efficiency and make life easier for staff.

- 4.1 Develop a communication strategy (including meetings) which defines communication channels and mechanisms throughout the organisation, both up and down, and gives clarity on the use of communication systems.
- 4.2 Adequately resource the project management of the Strategic Plan with a focus on driving, allocating, tracking, monitoring and reporting against objectives and milestones.
- 4.3 Identify and then LEAN key processes within the College to streamline resource and effort and focus on making life easier for staff and process users.

Utilise effective process mapping to ensure effort is directed at the cause rather than the effect.

- 4.4 Improve interconnectivity between core systems to reduce duplication, simplify processes, improve the user experience and generate current and accurate management information.
- 4.5 Develop and shape the leadership structure and capability within the College through structural review, coaching, mentoring and development programmes. Continue to support the growth of managers and leaders through development, accountability and trust.

### Linked strategies

- Internal stakeholder strategy
- Digital strategy
- People strategy

**“Our company shares very similar values to those of Reaseheath, such as the need to embed aspirational teaching and skills development alongside technological innovation within the training programme.”**

**Hansi Jackson**  
Head of Learning and Development, First Bus



## Curriculum Intent – Industry Focused, Career Ready

### Intent

### Implementation

#### Qualifications that are

- Relevant
- Challenging
- Meet employer/industry demand
- A range of accredited and skills based in order to provide individualised study programmes

- Specialist technical core qualifications that are recognised by employers
- Recognised short qualifications and college industry skills certificates

#### A curriculum that develops

- Technical expertise
- Career Ready Behaviours
- Long term knowledge and skill development
- Preparation for employment
- A comprehensive 'Reaseheath Experience' for all learners

- Extended & middle year work placements
- Learning technical skills through practical application in a range of settings
- The Reaseheath 'Career Ready' offer
- Be Ready Passport
- Be More mindset
- Enrichment, Employability and Personal Development -EEP
- Resilience Boot Camps & Transition to Work coaching
- Career & Progression Support

#### Resources and staff expertise that

- Offer industry specific learning
- Develop STEM and Transferable Skills
- Are at the 'leading edge' of the sectors we serve

- Over £90m invested in specialist teaching resource and equipment
- Learning that takes place in a range of commercial & STEM environments
- Work with a range of industry leaders and employers to further embed exposure to technologies and leading practice

#### A nurturing model of support that

- Fosters inclusive recruitment, progression and employment
- Removes barriers to learning
- Facilitates high expectations for all
- Welcomes learners to the Reaseheath family

- Multi- faceted support available through Tutors, Progress Coaches, Wellbeing, Resilience & Intervention, Attendance & Specialist support roles
- College PRIDE Values embedded
- Strong focus on citizenship and community including Student Life activities and support
- Subsidised transport & accommodation

**“Education’s purpose is to replace an empty mind with an open one.”**

**Malcolm Forbes**





Reaseheath  
College



University Centre  
Reaseheath



**Industry Focused, Career Ready**

**“It always seems  
impossible until  
it is done.”**

**Nelson Mandela**

**Reaseheath College and  
University Centre**

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