

**NSCG**

NEWCASTLE  
AND STAFFORD  
COLLEGES GROUP

# Strategic Plan



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# Fore

At Newcastle and Stafford  
Colleges Group, we believe  
in people and their potential  
– **without limits.**

# word



**Every day, our campuses are alive with ambition, curiosity and the determination to grow.**

Whether it's students setting out on their journey, staff striving to deliver the very best education, or partners working alongside us to shape opportunities across our region, that shared commitment to progress is what makes NSCG unique.

This Strategic Plan sets out our vision for the years ahead. At its heart is a clear and powerful ambition: **to create an outstanding community where every learner can thrive, fulfil their potential and leave ready to shape the world around them.**

To deliver on that promise, we will focus on three core pillars: empowering **people**, forging purposeful **partnerships** and investing in inspiring **places**.

Together, these priorities underpin everything we do – driving excellence, innovation and the high-quality support that transforms lives. As Staffordshire's leading college and one of the highest performing in the country, we are proud of the impact we've made.

But our ambition doesn't stop here.

The world is changing, and so must we – championing inclusivity, adapting with purpose and holding ourselves to the highest standards.

I am proud of everything our students, staff and partners have accomplished so far. And I am excited about what comes next. Thank you for being part of this journey. With a clear vision and shared purpose, there is no limit to what we can achieve together.

A handwritten signature in black ink, reading "Craig Hodgson".

**Craig Hodgson, Principal  
& Chief Executive, NSCG**



**Every day, our students walk through our doors determined to do their very best.**

They come from all walks of life, bringing with them boundless energy, ambition, and hunger to grow. And our staff are constantly rising to meet that ambition — guiding, challenging, and supporting each learner to go further than they ever thought possible.

We are more than a further education college. We are a community of achievers and enablers, innovators and encouragers, partnerships and pathways. A place where success isn't measured only in academic results, but in confidence built, opportunities opened, futures shaped and dreams realised.

This Strategic Plan sets out our shared aims and ambitions — rooted in excellence, inclusivity, opportunity, and care. It captures what we stand for, how we'll keep improving, and why we'll always put our students' futures first.

# Futures - Without Limits



Newcastle Campus



Stafford Campus



Leek Campus



From our campuses in Newcastle-under-Lyme, Stafford and Leek, we support thousands of learners each year to build skills that drive progress, prosperity and pride in our region.

We work hand in hand with over 900 employers and key partners to shape a curriculum that meets the needs of a rapidly evolving economy. From advanced manufacturing and green technologies to digital innovation and health, our courses are

designed to equip students with the expertise and confidence to excel in priority sectors.

With the local 16-18 population set to grow by more than 20% in the coming years, and major investments like the Stoke-on-Trent and Staffordshire Institute of Technology, demand for high-quality education and technical skills has never been greater.

NSCG stands at the forefront of this opportunity, ready to empower the next generation to thrive and help our communities flourish.

**This strategic plan is our bold commitment to our students' future. A vision of continued ambition, impact, and progress.**

# Welcome to our world

NSCG is the leading further education institution in Staffordshire, a place where students come first and excellence is the standard.

The NSCG Family:

**NSCG** | NEWCASTLE AND STAFFORD COLLEGES GROUP

**NSCG** | NEWCASTLE COLLEGE



**NSCG** | STAFFORD COLLEGE



**NSCG** | LEEK COLLEGE



Since 2019

We are proud to be rated Outstanding by Ofsted, with results among the best nationally. Our students thrive, our staff inspire, and our impact reaches far and wide.

High achievement rates.

# Top 5%

of GfE colleges for learners aged 16-18.



## Our Learners

Over **11,000** learners on full-time, part-time and apprenticeship programmes.



**7,000**  
16-18 learners



**1,600**  
apprentices



**2,100**  
adult learners



**300**  
HE learners

**10%**  
Level 1

**17.8%**  
Level 2

**72.2%**  
Level 3



**2,388** students study to retake maths & English GCSEs.

**Almost 1 in 5** learners at our Newcastle campus come from the 10% most deprived areas in the UK.



**£62m**  
turnover



**900+**  
employer partners



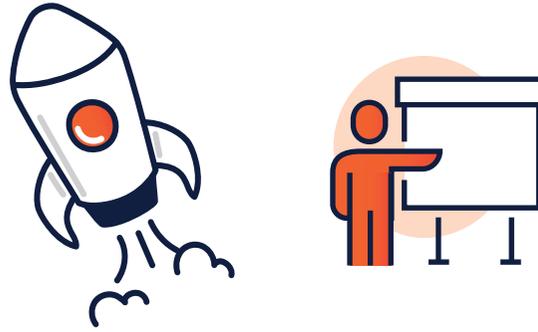
# Our Impact

At NSCG, we are proud to serve the thriving communities of Staffordshire and Stoke-on-Trent, areas rich in heritage and alive with ambition.





**94%** positive progression to Higher Education, employment or apprenticeships.



We work with over **75** schools and engage **20,000** school pupils annually to raise aspiration to study at college.



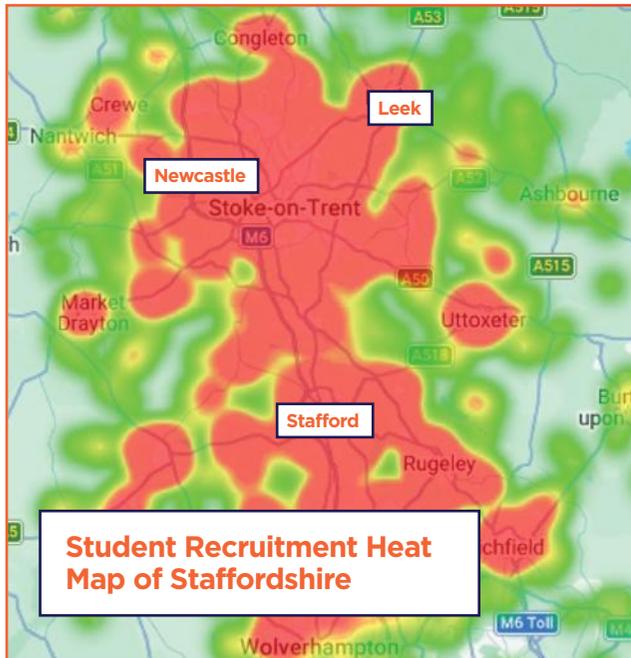
We contribute over **£10K** each year to Staffordshire charities through staff and student fundraising.



**£68.5M** spent on capital projects over the last 5 years.



In 2024/5 we spent **£23M** with suppliers in Staffordshire and the West Midlands.



**c. 1,000** staff employed across our estate - **84%** of whom live in the Staffordshire region.



Compared to operational expenses of around **£51.7M** the benefit to cost ratio is approximately **8:1**.



Over **2,000** learners annually study in the local priority sectors of Engineering and Advanced Manufacturing, Advanced Logistics, Health & Social Care, Construction & Digital.





# Our values

**These values shape our culture, guide our actions, and inspire our community:**

## ↪ Empowerment

We challenge and support students and staff to grow, fostering confidence, independence, and lifelong success

## ↪ Inclusivity

We create a welcoming and diverse environment, ensuring opportunities and meaningful connections for all

## ↪ Determination

We push boundaries, continuously improve, and strive for the highest standards in education and for life

## ↪ Integrity

We act with honesty and purpose, making ethical, sustainable decisions for our communities and our college.



# Our Vision

To be recognised nationally as the college where people come to thrive, achieve, and fulfil their potential - **without limits.**

- Be **nationally recognised** for teaching excellence and innovation
- Retain our **Ofsted Outstanding** status
- Be consistently ranked in the **top 5 FE colleges** in England for student results
- **Expand our student intake** and adult learner participation
- Be **the college of first choice** for students, staff, and employers in Staffordshire
- Deliver **exceptional outcomes** and progression for every learner
- Continue our journey to Net Zero and **lead on sustainability** in FE

Our Strategic Pillars:

# The Three Ps



 **People**

**+**

 **Partnerships**

**+**

 **Place**

Everything we do is focused on preparing students for their future. Through empowering **People**, forging strong **Partnerships**, and investing in our **Place**, we ensure that every student has the knowledge, skills, and confidence to succeed in life and work.

**These pillars work together to elevate student outcomes and create lasting impact.**

**Our people are our foundation.  
Every staff member plays a  
vital role in supporting student  
progress and achievement.**

# People

## **Strategic goal**

We will continue to build a thriving, high-performing culture that attracts, develops and retains talented, diverse teams. Through investment in professional growth, a commitment to wellbeing and a focus on high expectations, we will empower our staff to deliver exceptional outcomes for students and contribute fully to college life.



## We will achieve this by:

### Championing a student-first approach

across all services, so every colleague understands their role in delivering exceptional outcomes and supporting each learner to progress.



**Attracting, developing and retaining the very best talent**, offering clear pathways for professional growth, career progression and recognition.

**Building a culture of trust and collaboration**, where colleagues are respected, supported and encouraged to contribute their best.

**Prioritising mental health, wellbeing and work-life balance**, providing accessible support, promoting healthy working practices and creating an environment where colleagues can flourish.



**Celebrating excellent practice in teaching, leadership and support**, sharing examples that inspire progress and continuous improvement.

**Promoting innovation, teamwork and professional curiosity**, giving staff the tools, confidence and freedom to explore new ideas.

**Ensuring contributions are visible and valued**, with achievements acknowledged in ways that motivate and build pride.



**Embracing digital transformation through strategic collaborations** that actively integrate technology and innovation into the curriculum, ensuring learners gain hands-on experience with the tools and techniques that define future workforce skills.

**Equipping students for future success through a nurturing, high-expectation environment**, where staff model the professionalism, resilience and determination we want to inspire.



**Mutually beneficial partnerships expand our impact and connect us to the wider world. We work hand-in-hand with employers, schools, universities, and communities to create meaningful opportunities.**

# Partnerships



## **Strategic goal**

We will build strong, collaborative partnerships that enrich our college community, open up high-quality opportunities and shape an ambitious, future-focused curriculum.

By working closely with employers, schools, universities and civic organisations, we will bridge skills gaps, raise aspirations and ensure every learner is equipped to progress confidently into higher education, employment or self-employment.

**We will achieve this by:**

**Building and sustaining outstanding employer and civic partnerships,** creating opportunities for students to gain real-world experience, develop essential skills and access high-quality jobs.

**Collaborating to bridge skills gaps and drive economic development,** aligning our curriculum with local, regional and national priorities to meet current and future workforce needs.

**Co-designing curriculum with industry,** capturing real-world employer insight to ensure our courses are aligned with evolving workforce needs.

**Working with schools to create seamless learner journeys,** raising aspirations and supporting smooth transitions to advanced and higher-level study.

**Leading the West Midlands in higher education progression from further education,** providing clear routes for learners to progress and succeed at university and beyond.

**Developing strategic collaborations that boost participation and social mobility,** ensuring education is accessible and inclusive for all communities we serve.

**Positioning NSCG as the partner of choice across sectors,** known for innovation, responsiveness and our commitment to delivering positive outcomes for students, stakeholders and partners.



**Our campuses are vibrant hubs of learning and community engagement. They reflect our values, ambition and investment in the future.**

# Place

## **Strategic goal**

We will create inspiring, inclusive and sustainable spaces that support exceptional learning, strengthen community connections and demonstrate our commitment to environmental responsibility. By building on our financial strength through careful planning, smart investment and finding new ways to grow our income, we will continue to invest in facilities and infrastructure that help every student thrive and ensure our campuses reflect our ambition to be Staffordshire's leading hub for skills, innovation and opportunity.



## We will achieve this by:

**Being a welcoming, inclusive space where everyone belongs,** celebrating diversity and ensuring all learners feel safe, respected and supported.

**Providing world-class facilities that inspire success,** with modern flexible learning spaces and industry-standard resources designed around our students.

**Strengthening our finances** so we can keep investing in spaces that inspire learning and adapt to what our students need.



**Investing strategically in cutting-edge digital infrastructure** and smart campus technologies to create a future-ready, adaptive learning ecosystem that supports flexible delivery, advanced technical training, and efficient, sustainable operations.

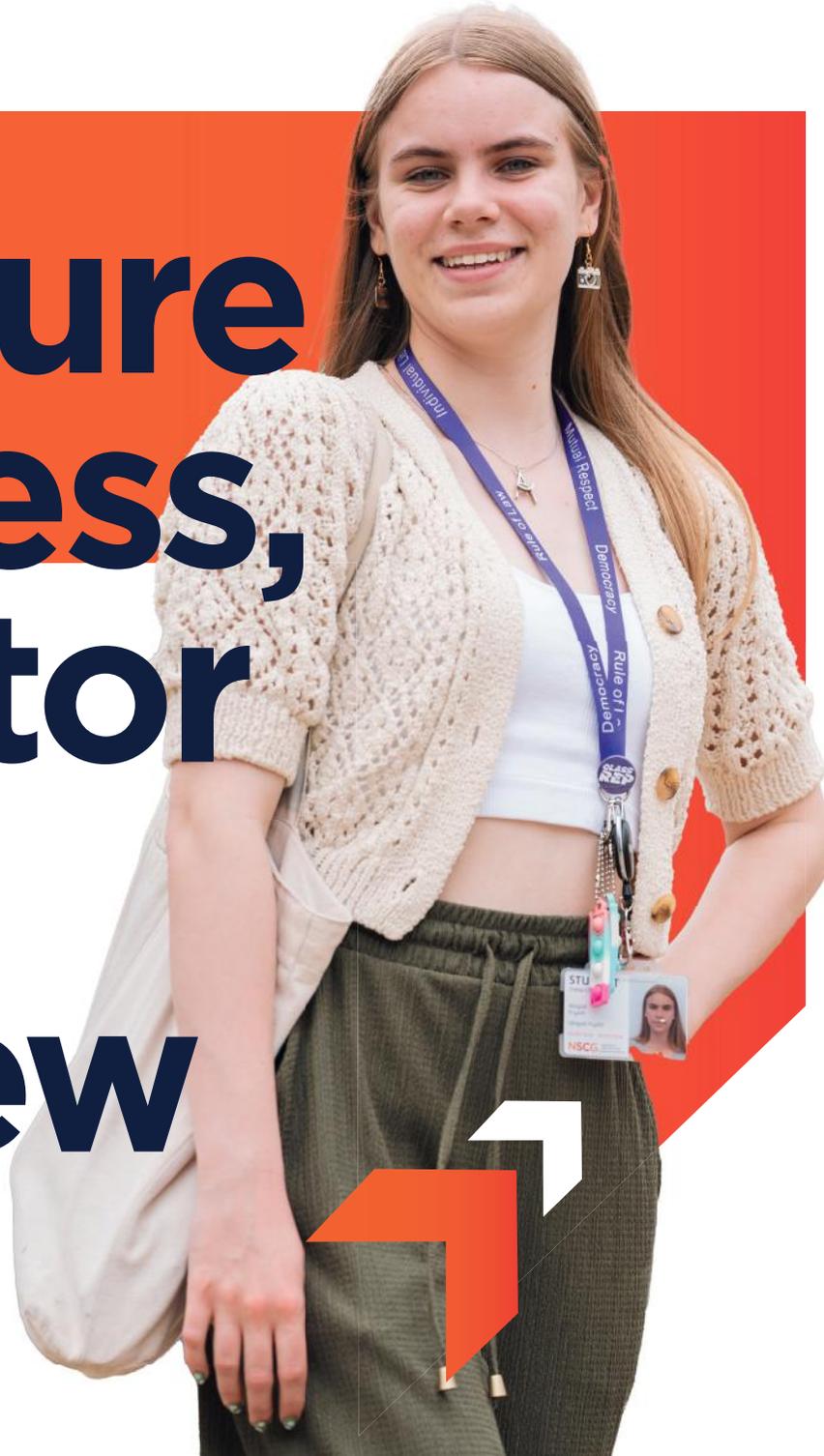
**Delivering safe, stimulating learning environments for all,** maintaining high standards of accessibility, security and wellbeing across our sites.

**Contributing economically and culturally to our region,** strengthening our role as a key community asset and supporting local regeneration.

**Leading in environmental sustainability,** reducing emissions, improving energy efficiency and progressing towards Net Zero by 2050, with clear milestones to measure our progress.



# Measure Success, Monitor and Review



We will hold ourselves to account with **clear, meaningful measures:**

- **Student achievement** and progression
- Student and staff **satisfaction scores**
- **Ofsted report outcomes** and league table positions
- Employer and partner **feedback**
- Growth in student numbers and **community impact**
- Financial performance and **sustainability**
- Environmental milestones toward **Net Zero**
- Recognition through **national awards** and endorsements

# “ A Commitment to Staffordshire’s Economic Future ”

*Chris Plant, Interim Chief Executive,  
Staffordshire Chambers of Commerce*



**Staffordshire  
Chambers of  
Commerce.**

**On behalf of the Staffordshire Chambers of Commerce and our business community, I am delighted to offer my wholehearted endorsement of this Strategic Plan.**

The document is more than a blueprint for educational excellence – it is a clear, actionable commitment to the economic prosperity and skills landscape of our region, directly confronting the skills gap that our members identify as an impediment to growth.

The strategic focus on purposeful **Partnerships** ensures the curriculum is co-designed with businesses and aligned with key economic priorities - from Advanced Engineering and Digital to Health - guaranteeing learners progress with the skills our employers urgently need for a resilient, future-proof workforce.

Coupled with the commitment to investing in inspiring **Places**, which provides modern, industry-standard training environments, NSCG is preparing learners to be

workplace ready, driving efficiency and boosting productivity across all sectors. By expanding participation and delivering exceptional outcomes, NSCG is a key engine for sustainable, long-term growth in Staffordshire. We look forward to collaborating closely with the College to realise this ambitious vision and ensure that the future of our workforce is, truly, **without limits.**

[nscg.ac.uk](https://nscg.ac.uk)

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