

# 5 MISSIONS FOR A BETTER BRITAIN

## Mission Accepted

Heart of Worcestershire College

## Campuses and Contacts

### Bromsgrove Campus

Slideslow Drive  
Bromsgrove  
B60 1PQ  
t. 01527 570020

### Redditch Campus

Peakman Street  
Redditch  
B98 8DW  
t. 01527 572522

### Malvern Campus

Spring Lane  
Malvern  
WR14 1AL  
t. 01905 725526

### Worcester Campus

Deansway  
Worcester  
WR1 2JF  
t. 01905 725555



# 5 MISSIONS FOR A BETTER BRITAIN

## Mission Accepted

Heart of Worcestershire College

HOWCOLLEGE.AC.UK

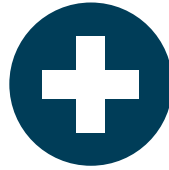
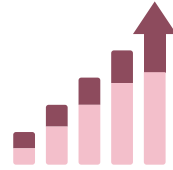


HEART OF  
WORCESTERSHIRE  
COLLEGE

HOWCOLLEGE.AC.UK



HEART OF  
WORCESTERSHIRE  
COLLEGE



As an anchor institution in our community, Heart of Worcestershire College (HoW) plays a vital role in delivering the Government's five key missions; kickstarting economic growth, becoming a clean energy superpower, taking back our streets, breaking down barriers to opportunity and building an NHS fit for the future. We are committed to ensuring that education and training are at the heart of achieving these ambitions, equipping individuals and businesses with the skills they need to thrive.

Further Education colleges are uniquely placed to respond to local and national priorities. We work closely with employers, local authorities, and community partners to align our provision with workforce needs, ensuring our students gain the skills that lead to meaningful careers and contribute to economic prosperity. Through innovation, collaboration, and a deep-rooted commitment to lifelong learning, we are helping to shape a stronger, fairer, and more resilient society.

Here, we highlight how the College is actively supporting the Government's five missions, demonstrating the critical role colleges play in delivering real change. We look forward to working with policymakers to maximise our impact and drive forward shared ambitions for the future.

**Michelle Dowse**

Principal and Chief Executive

## Mission 1 HoW COLLEGE

**“Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.”**

**Our response:** Colleges play a pivotal role in driving productivity and economic growth. By equipping learners with the skills needed for high-value industries, fostering innovation, and supporting local businesses, colleges empower individuals and communities to thrive in a dynamic economy.

Through tailored training and employer partnerships, colleges ensure that learners are ready to meet the demands of the modern workforce. This commitment to lifelong learning and skills development not only enhances career prospects but also strengthens local and regional economies—contributing directly to the nation's productivity and prosperity.

As the largest provider in Worcestershire of 16 - 18, adult and apprenticeship provision, we work with over 1,300 employers and employ over 550 staff.

- We work alongside stakeholder partners such as, Chamber of Commerce, LSIP, Worcestershire County Council, local Councils, and employers to deliver what is right for the community we serve.
- We provide higher education programmes to support skills development across the County and are proud of our collaboration with the University of Worcester.
- Using all of our knowledge from our networks, we develop the latest curriculum to respond to employer needs. For example, our AI Centre of Excellence researches and cascades information to support businesses adapting to new technologies to improve efficiency and productivity.

**WE WORK WITH OVER 1,300 EMPLOYERS**



## Mission 2



**“Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero carbon electricity by 2030, accelerating to net zero.”**

**Our response:** Colleges play a crucial role in making Britain a clean energy superpower by equipping the workforce with the skills needed for a sustainable future. We ensure that students and businesses are prepared to drive the transition to net zero.

- Curriculum leaders ensure that green skills and sustainability are woven through the curriculum delivery. From sustainable product usage in the hair dressing salons, to minimising food wastage in the kitchen, students learn the importance of green skills and the impact we have on the environment.




**WE HAVE A COMMITMENT TO ACHIEVING NET ZERO CARBON EMISSIONS BY 2050.**



- We are working in partnership with Act on Energy, seeking opportunities for more Energy Advisors for our region.
- We have a commitment to achieving Net Zero carbon emissions by 2050, with an ambitious interim target of reducing emissions by 50% by 2030. We are well on track to achieve, having already reached 46% in 2024.
- Our commitment to sustainability extends beyond energy conservation. From creating eco-friendly merchandise and reducing single-use plastics to establishing a Tiny Forest at our Bromsgrove campus.
- We integrate green initiatives into daily operations.
- Our Eco Group, a team of dedicated staff and students, ensures that campuses remain eco-friendly and aligned with the ongoing sustainability goals.



**HEDGEHOG FRIENDLY CAMPUS**

**SILVER AWARD**  **2023/24**



## Mission 3



**“Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels.”**

**Our response:** Colleges are more than places of learning—they are central to fostering community cohesion and ensuring safer streets. By providing education, skills, and opportunities, we help prevent crime, reduce antisocial behaviour, and create pathways to positive futures. Through partnerships with local authorities, employers, and the police, we equip young people with the confidence, resilience, and aspirations needed to contribute to a safer, more connected society.

- We support important community initiatives and work closely with the local Police to address key issues affecting young people. Our collaboration includes; campaigns focused on anti-spiking, drug awareness, county lines, sexual harassment, and knife crime. The Police regularly engage with our students by providing educational materials, hosting drop-in sessions, and sharing vital information about these critical topics.
- During Freshers Week, we ensure that the Safer Neighbourhood Teams and PCSOs are present, offering students the opportunity to ask questions and engage directly with law enforcement. Additionally, the Police Crime Commissioner’s team attends to encourage students to vote and provide feedback on the crime issues they feel should be prioritised.



- We host a series of ‘Green Light’ sessions to engage students on road safety, further strengthening our partnership with the Police to ensure the safety and well-being of our college community.
- We identify risks and those who are most vulnerable, and work with stakeholders and partners to address these, support our learners and collectively create safer communities.
- We provide enrichment opportunities to engage our students in impactful social action and volunteering projects, helping them to understand the importance of being good citizens.
- Our Thrive Tutorial Programme supports our students to become life, work, career and opportunity ready, ensuring they understand how to keep themselves safe.
- We work with partners to deliver a NEET prevention strategy including hosting the Youth Hub at our campus in Redditch and expanding our Level 1 provision to support even more young people.
- Our Principal Chairs the Association of Colleges, Student Strategy Group, which is a collective of colleges working together to support the Safer Streets Mission.



## Mission 4



**“Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain.”**

**Our response:** Colleges are central to ensuring that every young person can achieve their ambitions, regardless of background. By providing high-quality education, technical training, and support services, we help break down barriers to opportunity. Working closely with schools, employers, and communities, we create clear pathways into further study and employment, ensuring that no one is held back by circumstance. Through flexible learning, inclusive support, and a focus on skills for the future, we are driving social mobility and giving every learner the chance to succeed.

- We provide pathways for everyone in our communities, including the disadvantaged and underrepresented groups, ensuring access to learning and career opportunities.
- We deliver outstanding support to our learners to enable them to remain in education. This includes financial support, support with mental health, supporting looked after children and care leavers so that they can thrive and supporting those with their personal challenges.
- We remain committed to fostering inclusivity and removing barriers to success. Our groundbreaking partnership with National Star, has further enhanced our offer of specialist education, supporting young adults with disabilities in building independence and life skills.



- We believe that education should go beyond technical training and academic achievements, and support employers who value a combination of technical expertise and employability skills. That is why we have developed the 5Cs, an initiative to prepare students for the realities of the modern workplace. This is focused on; creativity, communication, collaboration, critical thinking and company behaviours. This initiative has been endorsed by the Hereford and Worcestershire Chamber of Commerce.
- We support local schools, offering opportunities for their students from the age of 14, to study part-time at the College, ensuring they are engaged and ready for their next steps.
- We deliver an outstanding ESOL programme, developing English skills to enable everyone to engage in society and gain employment.

## Mission 5



**“Build an NHS fit for the future that is there when people need it, with fewer lives lost to the biggest killers, in a fairer Britain, where everyone lives well for longer.”**

**Our response:** Colleges play a vital role in supporting the NHS and improving public health by training the next generation of healthcare professionals. Through high-quality education in nursing, social care, and medical technologies, we equip students with the skills to meet growing workforce demands. By working in partnership with the NHS and local healthcare providers, we help ensure that communities have access to skilled professionals who can deliver high-quality care. Through innovation and collaboration, colleges are helping to build a healthier, fairer Britain where everyone can live well for longer.

- Through our health and social care courses, we are training the next generation of healthcare professionals to meet the challenges of an ageing population and a rapidly evolving healthcare landscape.
- We sit on various integrated care system working groups, supporting them in the development of their workforce strategies.
- We are working in collaboration with the Worcestershire Acute Hospital Trust to provide industry placements, work encounters and opportunities of students to learn more about their career opportunities as well as prepare them for the world of work.



## WE ARE TRAINING THE NEXT GENERATION OF HEALTHCARE PROFESSIONALS.

- We are working in collaboration with the Royal College of Nursing (RCN) and Worcestershire Acute Hospital Trust, providing a fantastic opportunity for 20 cadets, to experience a career in nursing with a 20-hour work experience within the NHS.
- The launch of the **‘Smart Living’** apartments demonstrates the potential of technology enabled care, highlighting the intersection of technology, care and education. Both apartments are fully furnished, have working kitchens and are equipped with a range of assistive technology support aids meaning they can be used for teaching, training and demonstration purposes and will provide an immersive learning experience for both students and professionals.
- Our T Level Health students experience a mock hospital ward at our Redditch and Worcester campuses, so that they experience real life equipment and scenarios.