

CORPORATE STRATEGY



We Improve Lives
Through Learning



HEART OF
WORCESTERSHIRE
COLLEGE

HOWCOLLEGE.AC.UK

WELCOME

HoW College is a leading educational institution and the largest provider of post 16 education in Worcestershire. The College is dedicated to providing high-quality learning experiences that empower individuals to reach their full potential. Located over 4 campuses in Worcester, Malvern, Redditch and Bromsgrove, we offer a diverse range of courses designed to meet the needs of our students and employers. The College attracts students from every area of Worcestershire and further afield in the West Midlands.

At HoW College, we transform lives through learning. Our vision is to improve lives by delivering innovative education that nurtures the brilliance of every student and meets the skills needs of local and regional employers.

We envision being recognised for our commitment to excellence, where every learner thrives, and our community prospers through strong partnerships.

Our strategy is guided by our core values—**#HoWCARES**—which emphasize honesty, optimism, welcoming, collaboration, ambition, respect, empowerment, and support. We aim to inspire excellence, enhance employability, and foster innovation. We are ambitious for our learners and passionate about making a positive impact on the Worcestershire region.

At HoW College, we focus not just on qualifications but on the skills needed to ensure that our learners whether school leavers or adults are life, work, career and opportunity ready.

Michelle Dowse

Principal and Chief Executive



OFFER BY LOCATION

Alliance House

- Construction

Redditch

- Access to Higher Education
- Business
- Early Years
- Hair & Beauty
- Health & Social Care
- Inclusive & Foundation Learning
- Hospitality & Catering
- Management & Professional Qualifications
- Public Services
- Science
- Social Work
- Sport
- Travel & Tourism

Bromsgrove

- Accountancy
- Business (HE)
- Art & Design
- Automotive
- Computing & IT
- Engineering
- Electrical Installation
- Games Design & Creative Media
- Media Production

Malvern

- Construction

Duckworth Centre of Engineering

- Motor Vehicle
- Plumbing

Worcester

- Access to Higher Education
- Art & Design
- Business
- Computing & IT
- Early Years
- Engineering
- Electrical Installation
- Games Design
- Hair & Beauty
- Health & Social Care
- Inclusive & Foundation Learning
- Hospitality & Catering
- Management & Professional Qualifications
- Public Services
- Sport
- Travel & Tourism



OVER
550
STAFF

£30M
TURNOVER

ABOUT US

Largest provider in
Worcestershire of
16 – 18, adult and
apprenticeship provision.

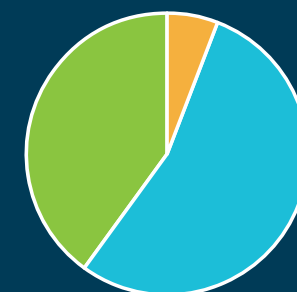
WORKING
WITH **1384**
EMPLOYERS



6028 Students

- 16-19 - 2689
- Adult Skills - 1409
- Apprenticeships - 603
- Community Learning - 433
- Higher Education - 756
- Loans - 138

HoW College Apprentices by level



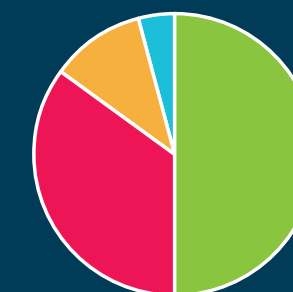
- Intermediate - 54%
- Advanced - 40%
- Higher - 6%

HoW College Learners by level



- Entry Level - 8%
- Level 1 - 21%
- Level 2 - 32%
- Level 3 - 24%
- Level 4+ - 15%

% Students by site



- Worcester - 50%
- Redditch - 35%
- Bromsgrove - 11%
- Malvern - 4%

4 Locations

Bromsgrove Campus

Redditch Campus

Worcester Campus

Malvern Campus

MISSION

Improve lives through learning.



VISION

To be recognised for nurturing the brilliance of every student and addressing the skills needs of local and regional employers, through innovative and impactful education.

OUR STRATEGIC THEMES

- Purpose
- People
- Place
- Prosper
- Potential
- Partnership
- Planet



ACHIEVING OUR VISION

STRATEGIC THEMES

PURPOSE	PLACE	PEOPLE	PROSPER
Providing a high-quality curriculum, focussed on careers and the delivery of excellent outcomes for all.	Delivering from inspirational and safe learning environments.	Offering a culture of support, kindness and engagement for staff and students with high expectations of ourselves and others.	Focussing on appropriate growth opportunities and efficient and effective delivery.

PARTNERSHIP

Being an anchor institution for Worcestershire employers and our communities.

POTENTIAL

Preserve and innovate today to thrive tomorrow, ensuring we meet skills needs and have a reputation for technological advancement.

PLANET

Raising awareness of, and delivering on, our sustainability commitment.

We will have achieved this when...

OUR AMBITION

Top quartile results.	Estates strategy implemented.	Recognised in Times Best Companies.	Achieve FE Commissioner EBITDA recommendations.
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Extensive list of employers engaged in every curriculum area for design, development and delivery. Stakeholder feedback.

Recognised as STRONG for skills and industry leaders in technology.

Reduce carbon footprint by 50% by 2030.

VALUES

#HoWCARES

Honest

Optimistic

Welcoming

Collaborative

Ambitious

Respectful

Empowering

Supportive



Honest

We are open and transparent and recognise, accept and take action when things aren't working or would benefit from change. We are confident to respectfully challenge others.

Optimistic

We see opportunities in challenge. We are positive and passionate about our College and the communities we serve, and are aspirational for our students.

Welcoming

We create positive first impressions and foster loyalty.

Collaborative

We work as a team and leverage diverse skills and perspectives. We pursue partnerships to benefit the communities we serve.

Ambitious

We seek to improve, build on our strengths and expand. We are innovative and consistently encourage and inspire our colleagues and students to achieve their best.

Respectful

We value all contributors, acknowledge diverse opinions and foster inclusion.

Empowering

We delegate authority and encourage decision-making and initiative, to increase engagement and productivity. Through fostering a culture of accountability, we promote resilience in a no-blame culture.

Supportive

We help others with empathy and kindness at our core. We are responsive, enabling colleagues, students and stakeholders to find solutions and achieve.

OUR VISION IS DELIVERED BY...

550 DEDICATED MEMBERS OF STAFF WITH CONSIDERABLE INDUSTRY EXPERTISE.

Alex Bethell first joined HoW College as an Engineering apprentice before completing a BTEC Level 3 in Manufacturing. He then worked his way up and gained a HND in Mechanical Engineering. Alex then progressed onto Aston University to top up his existing qualification to a BEng degree, alongside working at Worcester Bosch.

“

The support from tutors has been exceptional and has gone beyond expectations. I attended after-college workshops to help me with modules I was struggling with. Without this option provided by the tutors, I would have definitely struggled.

Alex
Bethell

Level 3 Public Services student, Shanice Bates, laid down the law as she successfully passed the Army Reserves entry selection and gained a place at University of Worcester Law School.

“

HoW College has helped me grow massively academically and as an individual. I thoroughly enjoyed the course content because it involved both theory and practical work and this enabled myself and my peers to gain a better perspective of a career within a public sector.

Shanice
Bates



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

