

The background of the slide is a purple-tinted photograph of a modern building's glass facade. In the upper right corner, the 'Ayrshire College' logo is visible, rendered in a 3D, metallic style. The logo consists of the word 'Ayrshire' in a bold, sans-serif font above the word 'College' in a similar font, with a stylized graphic element below it.

# **Ayrshire College**

# **Statement of Ambition 2030**



Ayrshire College will be an inspirational place of learning where individuals can excel and realise their full potential. A place where businesses and communities can access skills, expertise and innovation that supports local and national economic development and inclusive growth.

We will achieve this through strong collaboration and partnership working and by investing in and valuing our staff and students.

## Regional Context

Ayrshire College is a large, regional college in Scotland, serving a population of more than 367,000 people, with 13,000 students enrolling in college courses every year. Of these, approximately 5,000 enrol on full-time programmes. Our students are at the heart of everything we do and it is our role to support them to achieve their education and career goals, whether that is going into employment, progressing through their career, reskilling, or moving on to further and/or higher study.

The College is recognised locally, regionally and nationally as an organisation that makes a positive difference to the lives of our students, to our community, to Ayrshire's economy and to Scotland.

**“ Partnership and collaboration are at the heart of what we do. The College recognises its unique position as a regional college and the responsibility it has to the communities across the region.”**

Partnership and collaboration are at the heart of what we do. The College recognises its unique position as a regional college and the responsibility it has to the communities across the region. Working with our community and business partners, the College is focused on improving employability, supporting economic development and widening access to education, skills and training. The College will work with universities, employers, other providers and partners to ensure our students have the appropriate knowledge, skills and attributes to succeed. This includes identifying where we can improve how we do things and improve the outcomes for our students, create new capacity and expertise, or make better use of our resources.

We will play a central role in building a strong, vibrant and inclusive Ayrshire through being ambitious for the region’s people, communities and economy, and innovative in the solutions we provide, The Ayrshire Growth Deal has the potential to be a game changer for inclusive growth in Ayrshire’s economy. This presents an exciting future for our students and the employers we work with. We will continue to meet the skills requirements of existing, new, and growing companies and business sectors in Ayrshire and beyond.

Regionalisation is likely to remain high on the political agenda, particularly in relation to economic development and education. Partnership and collaboration will be key to our success and we will work with national and local partners to ensure that people, communities, and the economy in Ayrshire grow and develop through the delivery of professional, technical, and vocational education and skills and the expertise and innovation of our staff.

Our work with schools, local authorities, employers, universities, and national agencies will help to achieve the Scottish Government’s ambitions on youth employment, attainment, and access to higher education; improved productivity of the workforce; and the creation

of more sustainable businesses. We will support individuals and businesses to develop a green economy focussing on reducing carbon footprint. Developments in digital technology will affect all sectors of the economy, requiring employers, as well as current and future employees, to adapt how they work. The College will play a critical role in supporting Ayrshire's digital future by ensuring that all students develop the skills to take advantage of opportunities.

As the World, UK and Scotland emerges from the COVID pandemic and the impact of BREXIT becomes clearer there will be significant challenges for the individuals, communities, and employers we serve. The College will be agile and responsive to these challenges and will position itself at the centre of economic recovery and inclusive growth.



**“ It is through the excellent and dedicated efforts of staff and students that Ayrshire College is a multi-award-winning institution.”**

## **Our College**

Ayrshire College is located in the beautiful West of Scotland and comprises three campuses in Ayr, Kilmarnock and Kilwinning.

Ayrshire College is a key partner within the community planning partnerships of East, North and South Ayrshire. The Board of Management is keen that we build on and grow our reputation as a trusted partner and align our strategic and operational activity with the three Local Outcome Improvement plans across the region.

In addition, Ayrshire College is proud of and greatly values its partnerships with businesses from across the region and beyond. We have increased employer engagement activity and many curriculum areas involve employers in their course design and curriculum planning. This ensures that the curriculum is fit for purpose, meets the needs of the business community in Ayrshire (and beyond) and enhances the employability skills of our learners. It is through the excellent and dedicated efforts of staff and students that Ayrshire College is a multi-award-winning institution.



## Our Campuses

The College has three large campuses in Ayr, Kilmarnock and Kilwinning. All campuses offer modern facilities with exciting learning and social spaces.

**Ayr** houses the College's Aeronautical and Engineering Centre as well as a Construction and Trades Centre where the vast majority of the College's Modern Apprenticeships in Trades are delivered from. Ayr Campus is also home to the College's Creative Hub which features recording, broadcasting and photography studios. One of the College's training restaurants, Westerly, is also sited on this campus.

The new campus in **Kilmarnock** opened to staff and students in October 2016. It is home to the College's other training restaurant, Salt and Barrel, and YOU hair and beauty salon. It has a large gym, games hall and outdoor multi-sport pitches as well as a large, state-of-the-art motor vehicle garage. Many of the College's Mechanical Engineering courses are delivered from Kilmarnock Campus.

**Kilwinning** Campus features a simulated hospital training environment, early learning and childcare experiential learning spaces and a simulated dental learning space. The new North Ayrshire Future Skills Hub will be sited on the grounds of the Kilwinning Campus. Opening for session 2022-23, this exciting facility will allow the College to deliver courses aligned to local, regional and national priorities in areas such as renewable energy, green technologies and smart homes.

A student in a high-visibility vest is looking through a Leica surveying instrument. The background is blurred, showing other students in a classroom or workshop setting. The image has a purple and pink color overlay.

## Outcome and Impact Framework

Our Statement of Ambition sits alongside the College's Outcome and Impact Framework which sets out how we will meet the Scottish Government's expectations and deliver value for money for the public investment we receive. The Regional Skills Assessment identifies the areas in which Ayrshire College should look to prioritise and develop the curriculum. The College responds to this through an Outcome and Impact Framework, a continuously refreshed curriculum and the development of new and innovative learning and teaching practices. Our Statement of Ambition complements and supports Local Outcome Improvement Plans across the region. In creating this Statement of Ambition, Ayrshire College has consulted with staff, students and stakeholders.



## Ambition 1

To be an accessible, inspirational,  
and inclusive place to work and learn

Our staff and students are at the heart of college life and Ayrshire College community. We will ensure that students continue to be engaged in their own learning and will be able to influence their learning experience. We will continue to work to increase flexibility in learning and other support services and remain committed to ensuring equality and choice for students in the way they learn. The College Board of Management and College Leadership Team remain strong supporters of Ayrshire College Students' Association and are proud of their achievements.

In addition, the College will continue to recognise staff and students as key stakeholders. Ayrshire College will deliver an expansive and progressive curriculum to meet the needs of industry and equip students to meet the demands of the modern workplace.





## Ambition 2

To support, empower and inspire our staff and students

The dedication, passion and professionalism of our staff is evident in all aspects of college life and the ambitions of Ayrshire College can only be achieved through their commitment, hard work and innovation. We aspire to be an employer of choice, committed to equality, and retaining and rewarding a motivated, effective workforce. Our people will feel valued, engaged and supported in all aspects of their professional roles.

Good, positive employee relations will be nurtured to ensure that the College will continue to be a great place to work. Most of all, Ayrshire College will continue to support and develop staff to foster excellence in innovation and deliver an excellent service for students, employers, wider partners, and communities.



## Ambition 3

To be a high-performing, environmentally responsible college recognised for excellence, equality, and integrity

Ayrshire College will promote a professional culture through adopting a college-wide approach to continuous improvement which recognises the best practices throughout the organisation. It will also include strong financial and corporate controls, continued commitment to tackling climate, and investment in information technology whilst achieving high standards of safety and governance.

We will continue to grow sustainable business development opportunities through our commercial activity. Finally, the College will work in partnership with the Ayrshire College Foundation as it supports innovation and student experience.

We will continue to operate as a highly effective and efficient organisation. The College will conduct its business with integrity and ensure our customer service is excellent, actively involving our customers in making the College better.