



# UNIVERSITY CENTRE THE STRATEGY TO 2030



**JON RIDLEY**  
DEPUTY PRINCIPAL AND  
EXECUTIVE LEAD HE (NCG)

**The NCG Higher Education Strategy sets out the priorities for Newcastle College University Centre and our NCG Colleges.**

We will work as One NCG, bringing together our staff, students, alumni and partners to provide life-changing opportunities for individuals that strengthen and shape the places they live and work.

The NCG HE Strategy is aligned to NCG's Strategy to 2030 and is connected to the ambitions of the respective strategic plans of NCG's colleges, building on the strength of our educational group's community and collaborating to create a bright future through excellent learning and teaching.

NCG's Higher Education strategic objectives are rooted in inclusivity and widening access to, and success in, higher education. Our eight guiding principles will anchor and test our decision making as we strive to be the leading provider of higher technical education recognised for our inclusive approach, local impact, national influence and reach.

We strongly believe in student empowerment through education and the positive impact higher education has on an individual's choice and prosperity. All of our activities are committed to creating a transformative environment for our students to develop, flourish and succeed.

I hope that you find this strategy inspiring and in the spirit of our educational group, and it inspires you to think about joining us, whether as a student or as an educator dedicated to realising your own potential and that of others.

Whatever year between 2022 and 2030 you are reading these words and the pages that follow, I do very much hope that it describes what is instantly recognisable as NCG HE.



# THE STRATEGY WITHIN CONTEXT

**NCG's purpose is to deliver exceptional education in order to create life-changing opportunities for individuals that strengthen the prosperity of their local communities. In turn this enables us to realise a vision to lead the education sector through our national reach and our local impact. We are committed to creating inclusive communities of excellent learning and teaching which benefit from sharing best practice developed across the seven learning organisations which are NCG.**

## VISION

To be the UK's leading college group recognised for our local impact, national influence and reach.

★ QUALITY	★ CURRICULUM	★ PEOPLE	★ FACILITIES	★ FINANCE	★ REACH
Exceptional teaching, learner experience and outcomes	Innovative, relevant courses and qualifications	Ambitious and responsible educators and leaders	Outstanding digital and physical learning environments	Financial sustainability powering reinvestment	Impactful external engagement and civic commitment

## MISSION

Enabling social mobility and economic prosperity through exceptional education.

# OUR HE VISION

To be the UK's leading provider of higher technical education, recognised for our inclusive approach, local impact, national influence and reach. We will, by doing so, develop the talent for the regions our colleges serve and enable NCG to become the UK's leading college group for HE.

# OUR HE MISSION

Enabling social mobility and economic prosperity through exceptional higher education.

## OUR GUIDING PRINCIPLES ARE:

- Widening access to, and success in, higher study
- ★
- Coherent offer aligned to NCG and local college curriculum
- ★
- Value for money
- ★
- Collaboration and partnership
- ★
- An attentive, purposeful, student-centred pedagogy
- ★
- Local economic impact
- ★
- Enterprise and entrepreneurship
- ★
- Civic institution



**GEORGE HEADLY**  
ENGINEERING STUDENT

My engineering degree allows for theoretical learning of industry methods that are really important when applying them in my role at ORE Catapult. My degree is supporting my knowledge and ability to solve industry problems, and I think it is really important in addressing skills gaps.



# HE STRATEGIC OBJECTIVES

- 1 TRANSFORMATIVE STUDENT EXPERIENCE AND OUTCOMES

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- 2 STAY AND SUCCEED

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- 3 SHAPING THE PLACES WE LIVE AND WORK, THROUGH AN ALIGNED AND INCLUSIVE CURRICULUM

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- 4 A CULTURE OF COMMUNITY, INCLUSION AND RESILIENCE

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- 5 OUTSTANDING DIGITAL AND PHYSICAL LEARNING ENVIRONMENTS

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- 6 INVESTING IN A BRIGHT FUTURE

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## OBJECTIVE 1

Transformative student experience and outcomes.

### What are we striving for?

A student focused experience, which all colleagues are proud to recommend and employers fully endorse.

### Why?

The people and places we serve deserve the highest quality teaching and learning experience that is rooted in inclusivity and accessibility, which cultivates student growth, wellbeing and employability.

### 2023

- TEF Silver – over 90% Internal Survey and top quartile NSS student satisfaction for Quality of Teaching on My Course.

### 2025

- TEF Silver – over 93% Internal Survey and top quartile NSS student satisfaction for Quality of Teaching on My Course.

### 2030

- TEF Gold – over 95% Internal Survey and top quartile +2% NSS student satisfaction for Quality of Teaching on My Course.



**HELEN NOBLE**  
BUSINESS STUDENT

The flexibility of the course was the biggest selling point for me, as this meant I could work while I studied. The support provided by staff at the University Centre really helped as well, as it was important to have someone to relate to and communicate with throughout my studies.



## OBJECTIVE 2

Stay and succeed.

### What are we striving for?

To widen access to those who can progress to higher education but don't. Once on programme NCG students thrive and grow.

### Why?

Higher education is life changing. It presents new opportunities to seek and seize, challenge existing beliefs, broadening horizons and networks. These are qualities and skills that play a crucial part of success in life and in work.

### 2023

- 30% of our eligible FE students progress to an HE award.
- 10% increase in the number of part-time or short courses offered.
- Meet access and participation plan targets.

### 2025

- 40% of our eligible FE students progress to an HE award.
- 20% increase in the number of part-time or short courses offered.
- Meet access and participation plan targets.

### 2030

- 50% of our eligible FE students progress to an HE award.
- 50% increase in the number of part-time or short courses offered.
- Meet access and participation plan targets.



## OBJECTIVE 3

Shaping the places we live and work through an aligned and inclusive environment.

### What are we striving for?

An exceptional, enterprising and entrepreneurial curriculum that prepares individuals to meet skills challenges, and nurtures civic pride of the places we serve.

### Why?

Retraining, reskilling and upskilling will dominate local and national priorities as the UK and its regions' economies recover and reinvent from the events of 2020/21. Our University Centre will help the regions in which our colleges are based to retain a skilled workforce that will meet the needs of employers today and the future specialist skills that will be needed.

### 2023

- 50% of curriculum areas co-create, design and construct their offer with Regional Advisory Boards.
- Three Entrepreneurs / Artists in residence.
- Synergy Hub provides 10 final year students or graduates incubator / accelerator opportunities.

### 2025

- 70% of curriculum areas co-create, design and construct their offer with Regional Advisory Boards.
- Six Entrepreneurs / Artists in residence.
- Synergy Hub provides 30 final year students or graduates incubator / accelerator opportunities.

### 2030

- 100% of curriculum areas co-create, design and construct their offer with Regional Advisory Boards.
- Twelve entrepreneurs / artists in residence.
- Synergy Hub provides 60 final year students or graduates incubator / accelerator opportunities.



## OBJECTIVE 4

A culture of community, inclusion and resilience.

### What are we striving for?

A space, environment and voice where students of technical Higher Education thrive as an undergraduate and as a graduate. University Centre graduates are shining ambassadors of the NCG experience.

### Why?

The qualities of empathy and resilience will be in high demand in a society and workplace shaped by automation and digitisation. Celebrating the success and nurturing an ecology of University Centre graduates strengthens the reputation and influence of NCG to widen access of opportunity.

### 2023

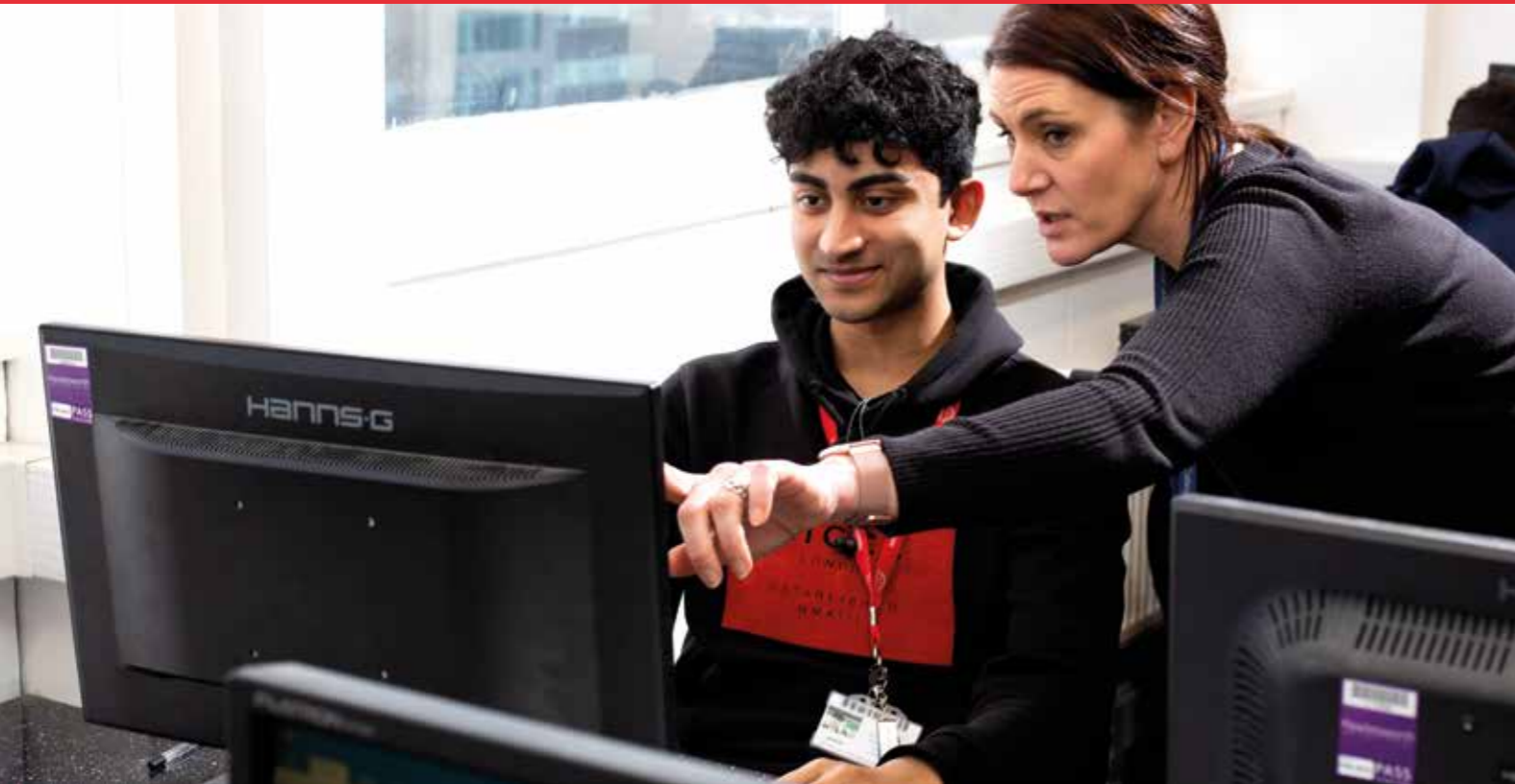
- 50% HE staff trained in and exhibit attentive, purposeful teaching and learning practice.
- >40 staff and students present at regional / national event(s).
- University Centre Alumni Network established.

### 2025

- 70% HE staff trained in and exhibit attentive, purposeful teaching and learning practice.
- >60 staff and students present at regional / national event(s).
- University Centre Alumni Network extends to two NCG Colleges and one franchise provider.

### 2030

- 100% HE staff trained in and exhibit attentive, purposeful teaching and learning practice.
- >80 staff and students present at regional / national event(s).
- University Centre Alumni Network extends to all NCG Colleges.



## OBJECTIVE 5

Outstanding digital and physical learning environments.

### What are we striving for?

The University Centre and its campuses will be equipped with the resources to supply and sustain a highly skilled, talented workforce for the places it serves.

### Why?

Higher technical education is central to a thriving national economy, building back better from Covid-19 and the growth and societal ambitions of our regions.

### 2023

- >75% NSS student satisfaction for learning resources.
- 15% reduction in carbon footprint across our estate and activity.

### 2025

- >80% NSS student satisfaction for learning resources.
- 30% reduction in carbon footprint across our estate and activity.

### 2030

- >85% NSS student satisfaction for learning resources.
- 50% reduction in carbon footprint across our estate and activity.



**ELLIE STURROCK**  
PERFORMING ARTS STUDENT

The facilities for the Musical Theatre course are really, really good. The dance studios are really modern and there's loads of space. There's also a dedicated HE study space where any HE student can go to do written work.



## OBJECTIVE 6

Investing in a bright future.

### What are we striving for?

A healthy surplus to reinvest in the creation of an outstanding student experience and high attainment.

### Why?

To create the UK's best technical higher education requires continual investment. In a changing and challenging world, we will need to maintain and improve financial resilience and sustainability through income growth and diversification, effective and efficient planning and responsiveness and prioritisation.

### 2023

- A 2% improvement on 2021 annual contribution as a % turnover.
- £100K commercial or funding bid income.
- 300 students studying on collaborative and international provision.

### 2025

- Top quartile in college sector for contribution as a % turnover.
- £200K commercial or funding bid income.
- 500 students studying on collaborative and international provision.

### 2030

- Top quintile in college sector for contribution as a % of turnover.
- £400K commercial or funding bid income.
- 900 students studying on collaborative and international provision.

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