

Public Value Statement

College Statement

Cleveland College of Art & Design is a statutory corporation by virtue of the Further and Higher Education Act 1992. It is also an exempt charity under the terms of Schedule 3 of the Charities Act 2011. Consequently the College had as a commitment to deliver a significant public benefit to the wider community that it serves.

In considering its vision, mission and values and in setting its objectives Cleveland College of Art and Design Corporation has had due regard to the Charity Commission's guidance on the advancement of education.

College Wider Community

As a specialist provider the College is committed to making a major contribution to the communities and stakeholders that it serves locally, regionally and nationally. The College's wider community includes:

- Learners
- Parents / guardians / carers and families of learners
- Alumni
- Educational partners including schools, colleges and higher education institutions
- Creative sector employers regionally and nationally
- Local residents and community groups
- Local authorities
- The Local Enterprise Partnership (Tees Valley Unlimited)
- Funding bodies and relevant Government departments and agencies
- Staff.

The primary means by which the College seeks to add value to the social, economic and physical well-being of the wider community that it serves is by attracting students and educating them successfully in accordance with its core values. By providing exceptional education the College aims to add significant value in terms of its students' educational attainment so that students are able to progress to higher education or employment. Consequently they themselves, by virtue of that successful progression, are in turn able to benefit themselves and the College's wider community as well as contributing to the local and regional economy.

College Vision

As one of the few specialist art and design institutions in the country the College has a strong reputation, but one that is known to a narrow group of educators and practitioners in the creative sector. The College's vision is therefore:

“To gain wider recognition as a leading provider of creative education”

College Mission

The College's essential mission concerns the quality of students' learning experience and outcomes. Its mission statement reflects this:

“Exceptional education for creative careers.”

College Values

Creativity

Placing creative practice by students and staff at the centre of what we do.

Excellence

Excellence should be the ambition of all of our endeavours.

Employability and Enterprise

Developing students' skills for employment and enterprise through curricula informed by staff and student engagement with the creative industries.

Equality, Opportunity and Achievement

Inclusivity and equal opportunities for all in a supportive environment where students and staff are encouraged to recognise and fulfil their true potential.

Student Engagement

Student engagement within learning environment as a partnership with staff to aid delivery of a high quality student experience.

Professional Practice

The encouragement of professional practice in students and the continuing professional development of staff, improving their performance and the contribution that they make to the education sector and creative industries.

Collaboration

Developing complementary areas of study that support interdisciplinary collaboration and learning and engagement with external partners.

Community

Promoting understanding and appreciation of art and design with participation extending to CCAD's wider community.

Measuring our Contribution

The College is confident that through the implementation of its Strategic Plan in accordance with its vision, mission and core values it will continue to operate as a dynamic and creative specialist college within the region. Members of the public can assess the value added to the College's wider community through:

- Performance Tables published nationally (showing value added and student performance).
- Published financial statements (available on request)
- The public records of College Corporation meetings
- Equality and Diversity reports
- College Self-Assessment Report
- Ofsted reports
- QAA reports
- Student surveys (including the National Student Survey (NSS) and the Destination of Leavers in Higher Education (DLHE) surveys).

The College Corporation will review and update its public value statement as part of its regular review of the College's Strategic Plan.