



WMC Camden College



**LEARN**

**DO**

**SOMETHING**

**DIFFERENT**

**NEW**

**STRATEGIC PLAN**  
2019 – 2022

The strategic plan sets the direction of travel for WMC and identifies our aims and ambitions that we plan to achieve over the next three years. This strategic plan has been written against a complex, and challenging educational environment that includes major changes to funding requirements as the Adult Education budget is devolved to the GLA from September 2019.

WMC, formally known as Working Men's College, was founded in 1854 and is the oldest surviving adult education institute in Europe. The College was associated with the Cooperative Movement and the Christian Socialists, stemming from the same tradition that later led to the establishment of the Worker's Educational Association. The Working Women's College, founded 10 years later in 1864, finally merged with WMC in 1967. Early supporters of both organisations included F D Maurice, John Stuart Mill, Tom Hughes, Dante Gabriel Rossetti, John Ruskin, Ford Maddox Brown, Walter de la Mare and Octavia Hill.

Originally based in Red Lion Square, the College has been in its current home, a listed building in Camden Town, since 1905. The tradition of liberal education and lifelong learning has been continued and today the College serves the whole community, with women, unemployed and disadvantaged students forming the majority of the student body.

WMC is a learner centred college which is dedicated to widening access to education for all, providing opportunities for lifelong learning and improving employment prospects for the diverse range of London adults who are unable to study full time and who need to fit their studies in alongside work and family commitments.

The diversity of ethnic groups and languages spoken reflects the varying backgrounds of local residents. WMC promotes and encourages an inclusive and stimulating ethos which values cultural diversity and social inclusion amongst all learners. WMC is a local college with Camden residents accounting for 50% of all learners, whilst 52% of all learners live in disadvantaged areas, as identified by their postcode.

WMC aims to ensure a balance of provision that meets the needs of all learners, whether they are learners engaging with first steps foundation level provision, those who are seeking to develop and improve their skills for employment or those who are looking for personal development and an opportunity to engage with and enjoy learning.

The mission statement and strategic objectives have been revised and updated to ensure that they continue to be fit for purpose. These strategic objectives underpin all areas of work within WMC as they provide the focus for continuous development and improvement of the whole service.

There is a clear understanding that all areas of the college need to work together to ensure that each individual learner is enabled to develop and achieve their personal and academic goals. The whole college approach is brought together and monitored within the annual Self-Assessment Report and the Quality Improvement Plan which are mapped against these strategic objectives.

WMC will continue to champion and respond to the needs of learners to ensure that they are all enabled to continue to access the widest possible range of learning whatever their background or previous educational experiences.

This Strategic Plan celebrates and builds upon our proud heritage and history, develops our achievements and firmly focuses on creating our future.



# OFSTED INSPECTION NOVEMBER 2018

WMC was assessed as Good in all areas of inspection. The Ofsted report states:

“Governors, leaders, managers and staff retain the harmonious culture and ethos of WMC as a welcoming place to study. Managers and staff reflect closely the local community of learners and their diverse range of cultural backgrounds. Teachers and staff celebrate the cultural heritage of learners through a broad range of events. This enables learners to develop a good understanding of, and appreciation for, people of different faiths, sexual orientation, age, gender and ability. Learners of all ages and backgrounds enjoy sharing their learning experience.”

AND:

“Learners benefit from a broad choice of programmes that enable them to return to learning. Their studies enrich their lives and those of their family and community. Learners relish the opportunity to work within a community of learning that attracts people from culturally and socially diverse backgrounds.”



## OUR VISION

Enriching and enjoyable lifelong learning



## OUR MISSION

To provide diverse, enriching and enjoyable lifelong learning including skills for work, in a supportive environment, for adults in Camden and the local area.



## OUR VALUES

### WMC is learner Centred

we strive to enable all learners to achieve their potential and to enjoy their learning with us. We listen to our learners and are adaptable, flexible and responsive to learner needs.

### WMC is committed to Continuous Improvement and Excellence

we constantly review what we do and how it could be improved to ensure that we get better.

### WMC is Respectful

we promote equality and celebrate diversity. We respect differences and treat people as individuals. We are understanding of each other's values, cultures and beliefs and observe these in our interactions with each other.

### WMC is Collaborative

we work to meet our common goals, valuing other's contribution. We share and celebrate the talent, skills, knowledge and experience of every person at WMC.



1

## EXCELLENCE FOR ALL

### STRATEGIC OBJECTIVES:

#### WE WILL:

- Provide an enriching learning experience that raises aspirations, celebrates success and promotes inclusion and diversity
- Ensure all learners are supported and inspired to meet and exceed their individual aims and objectives and progress towards long term goals
- Enable learning that leads to improved physical and mental health and social and emotional well-being as well as improved employment prospects.
- Support learners to become 'expert learners' through teaching and learning that takes place beyond the classroom and develops their digital skills.



2

## EFFECTIVE AND SUSTAINABLE



### STRATEGIC OBJECTIVES:

#### WE WILL:

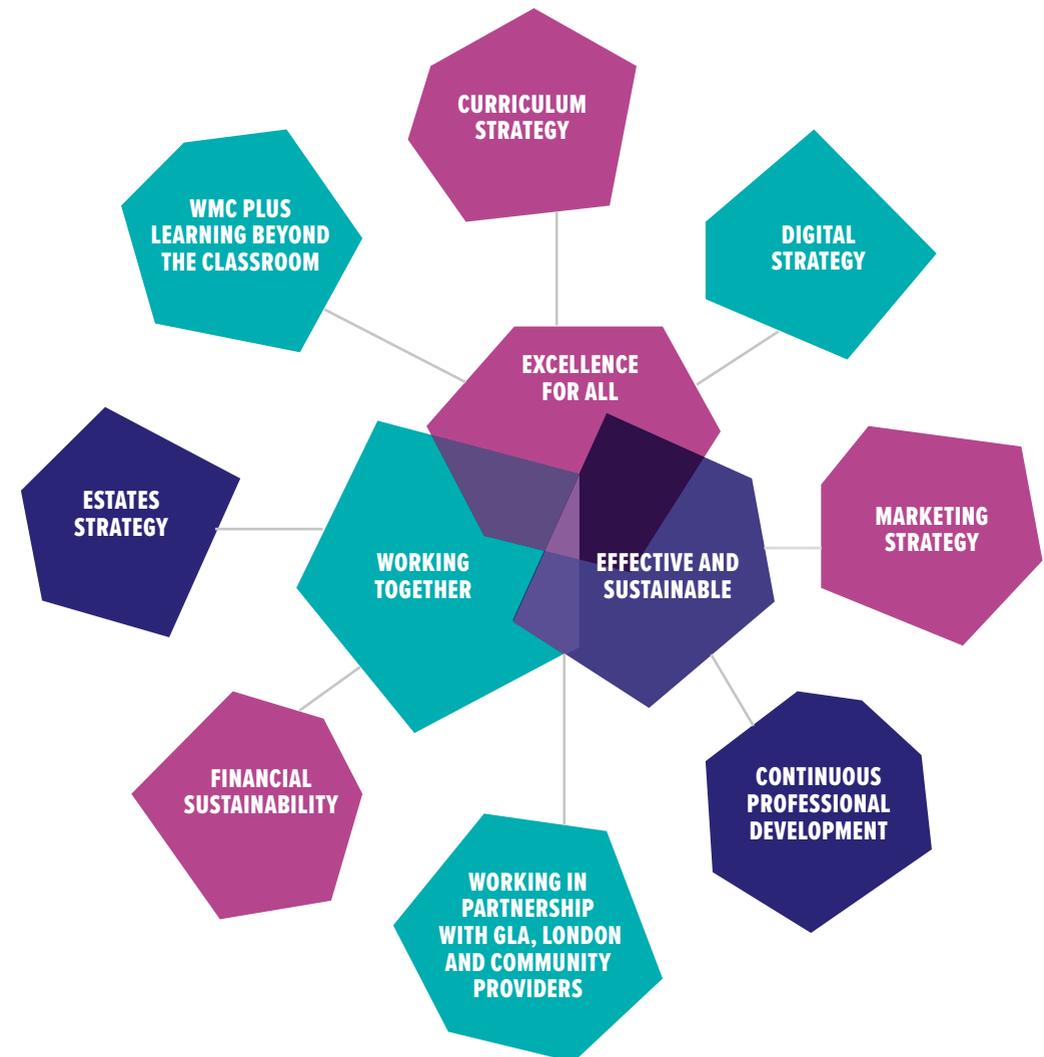
- Optimise learning opportunities by deploying the college's physical, human and virtual resources to provide greater efficiency for the college
- Provide IT infrastructure and learning materials to facilitate and enhance both classroom and digital learning experiences.
- Develop systems, processes and resources to eliminate unnecessary bureaucracy and provide online access to core information on a timely basis
- Identify relevant new funding and commercial income opportunities, pursuing those that will support sustainable new activities or expand existing provision

**STRATEGIC OBJECTIVES:****WE WILL:**

- work in partnership with GLA and London IAL's for the benefit of all adult learners
- Take learning into the local community to ensure that there are no barriers to access learning opportunities
- Develop partnerships with other providers to provide opportunities for learning that complement or extend WMC studies.

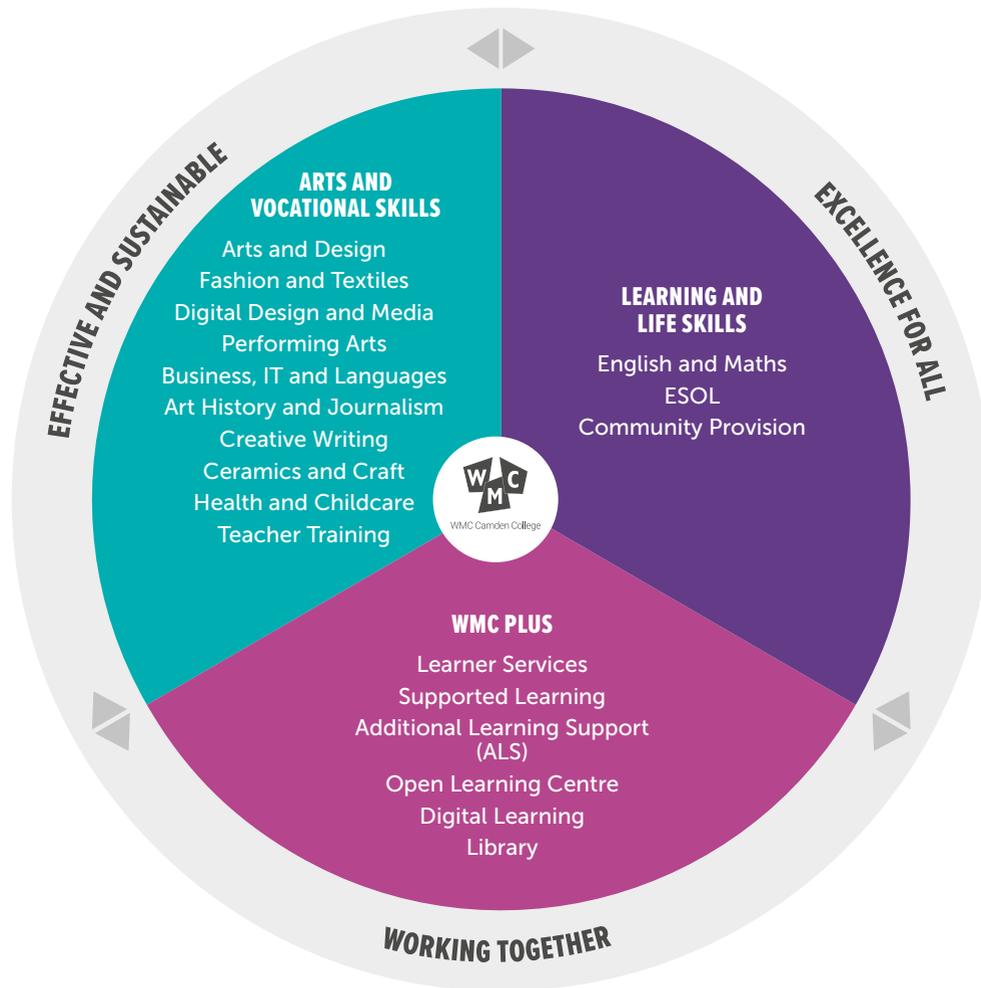
**WHOLE COLLEGE FRAMEWORK**

The strategic plan identifies the three strategic goals which underpin college development. The strategic plan will be delivered by ensuring that all areas of the college work collaboratively as demonstrated by the diagram.



# THE LEARNING WHEEL

The learning wheel illustrates the college structure. There are two curriculum areas: Arts and Vocational Skills and Learning and Life skills and all classes taught in these areas are supported by the services offered within WMC plus. WMC plus provides the underpinning support for all curriculum areas to enable all learners to achieve their individual goals.



# WE HAVE TWO SITES:

## EASY TO GET TO BY PUBLIC TRANSPORT



### CROWNDALE ROAD

44 Crowndale Road NW1 1TR

☎ 020 7255 4700

✉ enrol@wmcollege.ac.uk

**Tubes:** Mornington Crescent (Northern) 3 mins or Camden Town, Euston, King's Cross, 5–15 mins.

**Buses:** 24, 27, 29, 31, 46, 88, 134, 168, 214, 253, 274, C2

**Car Parking:** Nearby streets have parking meters or Pay & Display. Pratt Street has an underground car park. The College itself has no parking area.

**Bicycles:** WMC has an area designed for bike storage. Bicycles must not be brought into college or chained to its railings or the front steps handrail.

**Access:** The Crowndale Road entrance provides full disabled access to Learner Services and our main offices, with internal lifts giving access throughout.

### KENTISH TOWN

7 Leighton Place NW5 2QL

☎ 020 7241 8572

✉ enrol@wmcollege.ac.uk

**Tubes:** Kentish Town (Northern) 3 mins.

**Buses:** C2, 134, 214, 390, 393

**Car Parking:** Nearby streets offer parking. The College itself has no parking area.

**Bicycles:** There are areas available near the College to in which to secure your bike but there is no designated bike storage area on site. Bicycles must not be brought into the building.

**Access:** The site has level access to reception and ground floor classrooms. No lift is available but lessons can be timetabled to the ground floor where required.



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Camden, London NW1 1TR

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