



THE PUBLIC VALUE OF EAST BERKSHIRE COLLEGE

East Berkshire College is an exempt charity under the terms of the Charities Act 2006. In return the college adds significant positive value to its main stakeholders: students, local communities, local businesses and the taxpayer.

Our Mission is:

To provide opportunities for all our learners to thrive and achieve in life and work

Our Values are:

- We will make respect our Golden Rule
- We will try to stand out in everything we do
- We will not be afraid to innovate even if we risk failure
- We will learn something new every day
- We will persevere until we get it right
- We will celebrate our achievements
- We will champion our students
- We will always have high expectations
- We will be responsive and enterprising
- We will work together and in partnership with our communities and businesses
- We will never forget that we are accountable to the students, communities and businesses that we serve
- We will be responsible stewards of public money

THROUGH LEARNING, EAST BERKSHIRE COLLEGE ADDS VALUE TO PEOPLE'S LIVES

Participating in College courses helps students improve their self-confidence and develop the tools they need to approach life's challenges. While at East Berkshire College, students can establish good habits that will make their lives easier and improve the overall health and well-being for themselves and their families.

The skills and qualifications that students achieve at East Berkshire College will put them on the path to fulfilling and prosperous careers.

High numbers of students move on to further or higher education or employment- 83% in 2013/14.

On average, an East Berkshire College student will receive a cumulative £4.10 in higher future earnings for every £1 spent (in fees and forgone time and earnings): a return on investment of 14.7%.

The College has a thriving Alumni Association (www.alumni.eastberks.ac.uk).

EAST BERKSHIRE COLLEGE ADDS VALUE TO LOCAL BUSINESS

Every year students leave the College and enter the workforce. The skills they have gained support a wide range of employment sectors in the local area.

The close relationships that EBC maintains with local employers through vocational learning and apprenticeship programmes provide employers with a workforce specifically developed for their business needs and growth strategies.

The availability of a skilled workforce and the training opportunities provided to local employers boosts business outputs through reduced hiring and training costs and, most importantly, higher worker productivity.

Altogether, the economic impact of EBC to the local business community in the East Berkshire and Functional Economic Area is £173.7 million each year.

EAST BERKSHIRE COLLEGE IS A GOOD PARTNER

The College is a lead organisation for skills, social and economic development, valued as a partner by stakeholders, such as the Local Authority and the Local Enterprise Partnership.

EAST BERKSHIRE COLLEGE ADDS VALUE TO LOCAL PROSPERITY

Students earn more because of the skills and qualifications they acquired at East Berkshire College. Further, employers earn more because the added skills of learners make their businesses more productive.

The net impact of staff and College expenditure in the East Berkshire and Functional Economic Area comes to approximately £14.6 million in added income in the regional economy each year.

EAST BERKSHIRE COLLEGE IS A SOLID INVESTMENT

Every £1 that learners pay for their education at EBC yields £4.10 in higher future wages. This translates to a 14.7% annual rate of return on their investment.

In return, society in the UK will receive a present value of £208.7 million over the course of the learners' working lives, in the form of an expanded tax base and a variety of social benefits related to reduced crime, lower unemployment, and increased health and well-being.

Society will receive £2.00 in return for every £1 invested in EBC. The average annual rate of return on their investment is 10.0%.

ASSESSING THE PUBLIC VALUE OF EAST BERKSHIRE COLLEGE

The Board of Governors will review and update the Public Value Statement as part of the review cycle of the Strategic Plan every three years.

The value added by East Berkshire College is measured by the following:

- The College's latest Ofsted report
- The College's Student Destination Survey (independently assessed by J2Profit for 2013/14)
- The College's Economic Impact Study (independently assessed by EMSI for 2014/15)
- The College's Learner Voice Strategy including annual Student Satisfaction Survey
- The College's annual Employer Satisfaction Survey
- The College's Reputation Survey