

Capel Manor College

The Strategic Ambitions

Capel Manor seeks to be the best at everything it does

- the best and biggest provider of landbased and related courses in London and the Home Counties with Ofsted outstanding status
- a must visit attraction at Enfield (Gardens), Crystal Palace Park (Farm) and Forty Hall (Farm).

The College also has ambitious plans to develop each of its sites across London to meet demand for its services. These will progress as and when funding allows, but the following headlines have been agreed:

Capel Manor at Newham College

The partnership with Newham College is in its infancy but Capel Manor is planning to develop this rapidly in partnership with West Ham Park to ensure the full landbased and related curriculum is delivered in East London

Crystal Palace Park Centre

The initial focus will be to fully utilise existing resources, expand horticulture and identify partnerships so the full landbased range can be delivered across south London.

Enfield Centre (includes Edmonton Green)

Instigate master plan which involves a new teaching building for Animal Care (£3-4m), enhanced facilities for Arboriculture (£450k) and further developments of the Gardens as a visitor attraction.

Forty Hall Farm

This is being developed to maximise its use to support the College's educational objectives and as a commercial visitor attraction and community facility demonstrating food production.

Gunnersbury Park Centre

The main focus is to make sure the College is an integral part of plans to develop the Park. Also there are ambitions to expand involvement at Horsenden Farm.

Regent's Park Centre

The future of Regent's Park is guaranteed until September 2015 but The Royal Parks have not yet committed beyond that date. The centre needs to continue its garden design horticultural focus.



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Growing your potential in the Natural World

A strategic overview for staff



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C A P E L
Caring Achieving Professional Excellence in the Landbased sector

Capel Manor has clear guiding principles which both underpin and drive all strategic development.

Capel Manor seeks to:

- **Be a Beacon of Excellence in everything we do**
 - seeking to achieve outstanding Ofsted status by 2014-15
 - underpinned by quality systems which enable everyone to participate in driving up excellence.
- **Be Captain of our own Fate – Masters of our own Destiny**
 - need to remain independent and strong
 - need everyone to realise we are a team and we can achieve our ambitions if we work together
- **Attract, retain, empower and reward the best staff**
 - our staff are our greatest asset
 - empower staff to make Capel Manor successful to maximise their own job satisfaction and security
 - establish a reasonable work life balance in a challenging and demanding profession
- **Be bold and seize opportunity, confront challenges to drive up quality and expand activities**
 - need to identify and back success and be brave enough to do things differently or not at all if we cannot be the best
 - be flexible and receptive to new ideas and working practices so as to be innovative and responsive to a dynamically changing environment
- **Value and recognise excellence**
 - every member of staff should be aware of how their role contributes to the College's success
- **Be Customer Focused – know our customers and strive to be the best and most cost effective at meeting their needs**
 - need to consult with, listen to and respond to customers, students and each other to drive up quality and improve effective use of resources
- **Provide a safe and secure environment which promotes opportunity and equality, encourages and celebrates diversity and is valued by staff, students, customers and partners**
 - strive to create an environment which staff, students and customers look forward to