



MISSION STATEMENT

VISION

To be Thames Valley's specialist vocational college of choice, for students, parents and employers.

MISSION

To raise aspirations and career potential through high quality, inclusive, education and training; meeting the skills needs of business and the community.

TAGLINE

BCAThe College that knows its students

Strategic Aims

- To support all learners who come to BCA to realise their full potential.
- To recognise learners for their individuality and to provide a caring environment to support their needs.
- To maintain high standards in all we do and to focus on continuous quality improvement.
- To identify new opportunities for groups, individuals and businesses to access further and higher education.
- To enhance the reputation of the College and to develop its competitive advantage.
- To engage and support employers in creating a flexible and skilled workforce capable of responding to changing market demands.
- To provide resources to support the College to achieve its strategic aims.
- To facilitate and encourage continuous professional development for all staff.

Core Values

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| 1. We will put learning at the heart of everything that we do |
| 2. We value the individual |
| 3. We will act with integrity |
| 4. We will strive for excellence |