

Business Code of Ethics

Rotunda is a not-for-profit Community College based in Kirkdale, North Liverpool. Specialising in Adult Education, but offering a wider range of high-quality, personalised experiences and services, we have been empowering people living in North Liverpool to overcome barriers and achieve their potential for the last 35 years. Our onsite services include a comprehensive choice of accredited courses for adults and young people, as well as our enabling services; a Nursery, Welfare Advice and a Counselling Service, all provided to remove barriers to education and create resilience within our community.

Rotunda will:

1. Be a leading education provider, supporting 1000's of adults and young people living in the Liverpool City Region each year to secure meaningful employment, to feel connected to and involved with community and to live happier, healthier lives.
2. Be a sustainable, financially secure organisation, safeguarding Rotunda's long-term impact.
3. Secure funds to redevelop our capital assets, ensuring we are best placed to meet the needs of our community and maximising the opportunities we have to develop our services.
4. Be an effective 'Community Anchor' organisation that unites and empowers 1000's of local people each year, offering a programme of events and activities that address local needs and build a strong network of partners that serve the local community.

These aims build on everything we have learnt over recent years and will support Rotunda to become a community-led, centre of excellence for education and training and an inspirational force for cultural engagement, social justice and regeneration.

Organisational Overview and Context

We are based in Kirkdale, one of the most deprived communities in the UK. Kirkdale residents are disproportionately impacted by hardship and deprivation. Current data shows that

- 40.4% of the Kirkdale population have no qualifications, almost double the national average and significantly higher than Liverpool 28.7%.
- Only 37% of Kirkdale residents have the equivalent of Key Stage 2 Writing and Maths, compared to 86% in other parts of the city
- 36% households are living with disabilities or long-term health problems.
- Over 38% of our young people are living in poverty

According to the latest ward profile, Kirkdale performs worse than the Liverpool and UK averages in every area that is measured aside from house price: our community is faced with challenges in every area of life, from health, housing, unemployment and education, to crime, deprivation, child poverty, even car ownership.

Rotunda was first conceived as a community education provider, delivering courses accredited by local colleges and FE institutions to meet the needs of the Kirkdale community, on their doorstep. We continue to deliver a wide range of courses within our community base, but over the past decade, we have increasingly broadened the range of Rotunda services to meet the varied needs of our learners and to make the organisation more sustainable. Over the past 10 years of austerity, the community has lost several key, local support organisations and for many Rotunda is the last accessible organisation to turn to for support. We have seen a marked increase in people making calls upon Rotunda for support beyond our educational offer: it is vital that we offer a warm and welcoming place to learn, recharge and find help. Current services include:

- Adult Education Provision for people aged 16+
- Alternative Education Provision for young people under 16
- A Free Counselling Service
- Nursery Provision
- An Enterprise Centre
- A Bistro
- A Community Garden

- The H.E.L.P. Hub: our Welfare Advice Service
- A Well Being Centre, supporting all generations in our community.
- Registered Provider Status – Rotunda Housing Development Offer
- Rotunda Enterprises CIC

We are deeply committed to Kirkdale and supporting people living in our local neighbourhoods. We work in partnership statutory and non-statutory organisations across the area to ensure that as many people as possible can participate in our education and training opportunities, now and into the future. However, recent developments in our educational contracts mean that we can increasingly support and engage adults and young people living across the city region: we are delighted that Rotunda is a leading light for adults and young people wanting educational and employment support across the region, sat at the heart of Kirkdale.

Our vision is to be recognised nationally and internationally as a community-led centre of excellence for innovative education and training and an inspirational force for cultural engagement, social justice and regeneration.

Our mission to provide high-quality, personalised education and development experiences that empower people living in the Liverpool City Region to achieve their potential, to meet their own needs and to support each other well.

Rotunda's Values

At Rotunda, we have a culture where difference is not only valued but actively encouraged. We understand that the diverse voices that make up our community are our heritage and our future. Different ideas, perspectives and backgrounds create a stronger, more inclusive, inspiring work environment that enables us to deliver better results and drive innovation. We want to be a powerful platform for social change and our ultimate purpose is to drive equality for all and overcome disadvantage. We have a strong sense of individual responsibility because we know the value of the work we do and how the transformative power of education can change lives for the better. Above all, we are a family whose passion is our people.

Our values run throughout our organisation and all its services:

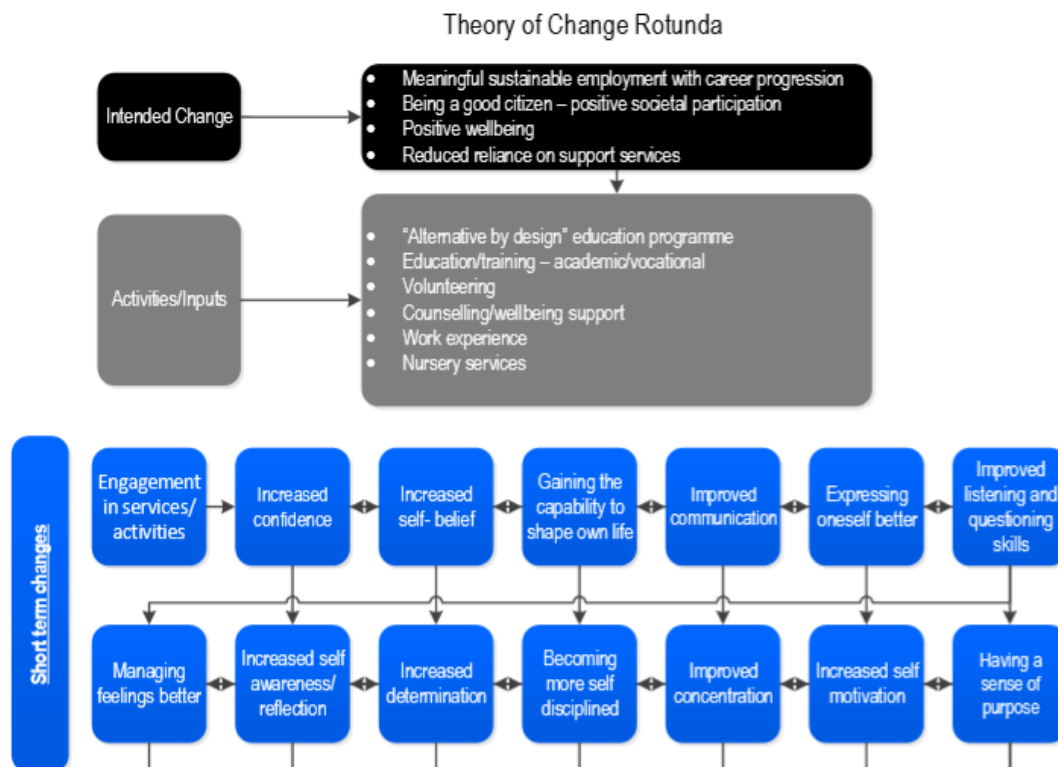
Respect for everyone who walks through the door shines through in all we do.
Opportunities for all. We are local people doing something positive for local people.
Trust. We are trusting and trusted community that wants to share opportunities to build a better life
Understanding. We are open, inviting and genuinely care about the welfare of others.
Non-judgemental. All are welcome, we provide all our visitors with a safe environment and a place to grow.
Diverse. We recognise that people have different needs and respond through a wide range of courses, and through our innovative activity and support programmes.
Always positive! We enjoy the buzz of people learning!

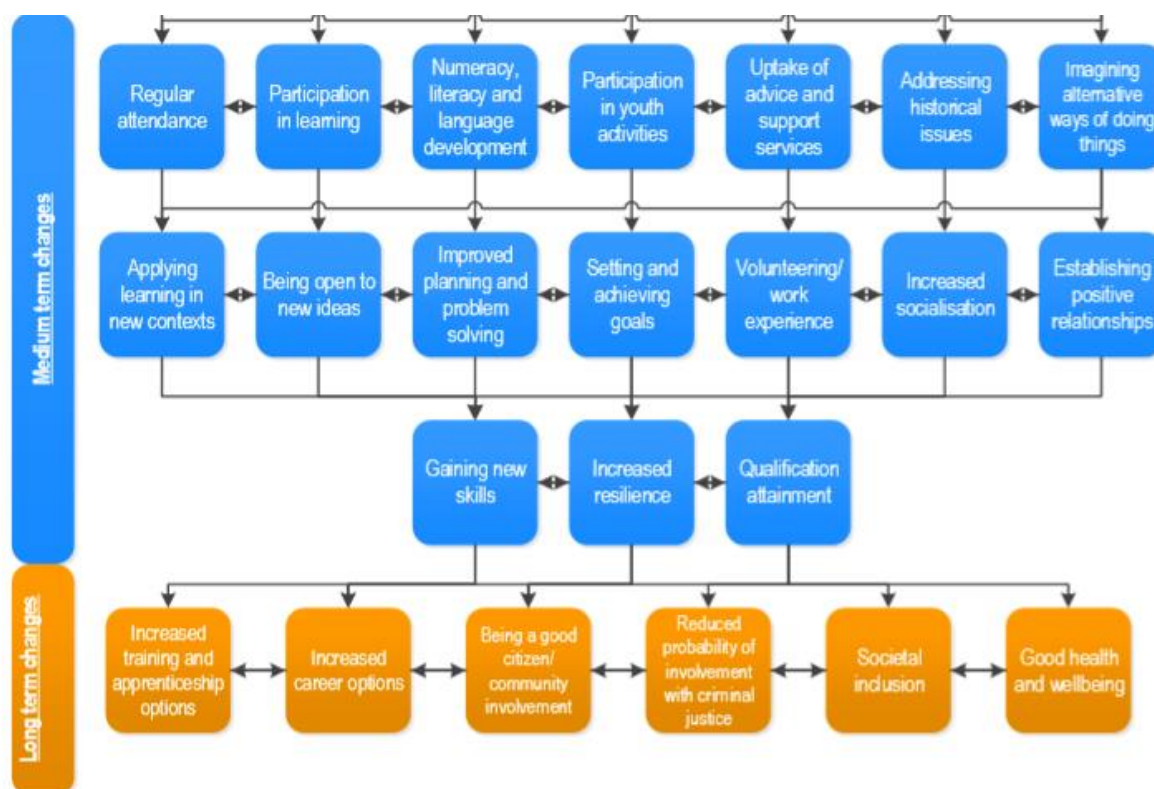
Develop our position as a ‘Community Anchor’ in Kirkdale in order to unite and empower as many people as possible from the local area, building a strong network of partners and offering a wide range of enterprise activities to address local need

- Produce a strategic funding matrix to ensure funding applications are focused and responsive to our business aims and objectives
- Develop Rotunda’s (Post Covid) Community Engagement Strategy that recognises the impact the global pandemic has had on our communities and how we meet those needs from the grassroots with key stakeholders and local/regional/national influencers.
- Safeguard our buildings through investment ensuring it is ‘safe warm and dry’ for our staff, volunteers and learners.
- Continue to play an active role in education and third-sector strategy and decision making across the North West
- Build strong relations with local Employers and Community Business partners to enhance and add value to all our educational programme through job outcomes.
- Deliver a range of community events and activities, designed and delivered in partnership with local people, including a Health and Wellbeing Offer.

Improving Service Monitoring and Evaluation

This Theory of Change diagram illustrates the aims, inputs and impact of Rotunda's services.





Whilst the foundations for how we measure and manage the impact of our services are established, we are committed to improving our Monitoring and Evaluation systems and processes over the coming 12 months. Having previously measured individual programmes against contracted outputs, we do not have a cohesive outcomes framework that captures the impact of Rotunda's services across the organisation. To ensure we strengthen our ability to monitor and improve the effectiveness of our programmes, we will:

- Develop an organisational Monitoring and Evaluation Strategy that sets a clear plan for how Rotunda will capture, monitor and learn from qualitative and quantitative data across its services
- Restructure existing SLT to ensure the Operations Manager has full oversight of Quality Assurance, who will work alongside other managers to ensure that existing contracts are monitored and managed effectively.
- Implement a quarterly Monitoring and Evaluation meeting that reviews and responds to attendance, outputs and outcomes data across Rotunda's services, ensuring we are aware of our strengths and weaknesses, accountable for making improvements and learning from challenge and success

- Implement a CRM system that enables staff working across the organisation to capture and record user data in a consistent and accessible manner
- Publish an annual impact report that evidences the value of our work to our Board, partners, funders and beneficiaries

Rotunda Policy Review Record

Reviewed by:	Approval date:	Review frequency:	Review date:	Signed:
Maxine Ennis	11 th May 2024	Annual	12 th May 2025	