

What we'll do	How we'll do it	How we'll know if we've made a difference
<p><b>Vision:</b> Best personalised learning programmes for the most disadvantaged residents as a pipeline towards higher level courses, careers, independent living &amp; active community citizenship. Centres are community hubs open all-year with informal engagement and substantial resident-led activities</p>	<p><b>Learner Gateway and Personalisation:</b> We will offer timely and relevant <b>information, advice and guidance compliant with the Matrix Standards.</b> We will continue to assess each learner's academic needs, soft skills and life/career goals in devising a personal package of learning and support. Each learner will have an Individual Learning Plan on programme and an 'exit out' interview towards the end for internal/external progression to another programme or job in partnership. Each job seeker will have a 'route to work plan'.</p>	<p><b>Success Measures for BAES:</b></p> <ul style="list-style-type: none"> <li>• Rates of attendance and quality of participation in centres as 'safe places' and community hubs</li> <li>• Ofsted Inspections – working towards Outstanding (achieving at least 'GOOD')</li> <li>• Matrix Accreditation for Information, Advice and Guidance.</li> <li>• Achievements rates improving every year &amp; above national rates</li> <li>• Improving attendance/retention rates</li> <li>• Social metrics capturing soft outcomes, everyday living skills and social return on investment</li> <li>• Increased internal/external progression and job outcomes.</li> <li>• ESFA Learner and employer satisfaction ratings improving.</li> <li>• Increased Volunteers &amp; Community Learning Champions.</li> <li>• BAES financial position is strong and operating within budget.</li> <li>• Diversify income streams and increased growth within a financially viable service.</li> <li>• Highest levels of staff wellbeing and engagement, and improving staff retention and upskilling</li> <li>• Increased operational links with BCC colleagues in Education and Skills Directorate, &amp; greater locality working</li> </ul>
<p><b>Priorities:</b></p> <ol style="list-style-type: none"> <li>6. Improve everyday life and work skills of Birmingham residents – English, Language, maths, digital.</li> <li>7. Equip people for sustainable careers, enterprise, and increase workforce upskilling</li> <li>8. Reduce health/wellbeing inequalities</li> <li>9. Increase social mobility and reduce gaps in life chances between groups of the population</li> <li>10. Improve social inclusion and community engagement</li> <li>11. Develop residents' cultural/social capital as empowered &amp; enriched citizens</li> </ol>	<p><b>Non-accredited community learning:</b> We will improve <b>social mobility and inclusion through community learning.</b> We will work with public/voluntary sector partners to continue to reduce social isolation, grow our volunteer network and deliver localised responses through community outreach and the Citizens' Curriculum. We will target vulnerable groups and those furthest from education and employment. We will offer programs to improve <b>health and wellbeing</b> through course design and social prescribing. <b>We will use family learning to support prevention and early intervention in family life.</b> We will continue to provide subsidised PCDL provision for those in work but on low-income, and also introductory but time-limited programmes for residents with high levels of disposal income returning to learning after lengthy absence.</p>	
<p><b>Links to Portfolio, Directorate, BCC, WMCA &amp; DfE priorities.</b></p> <p><b>BCC 2022-26 Corporate Plan – Grand Challenges:</b></p> <ol style="list-style-type: none"> <li>1. <b>Employment, Skills and the Local Economy</b></li> <li>2. <b>Opportunities for Children and Young People</b></li> <li>3. <b>Community Resilience and Cohesion</b></li> <li>4. <b>Health and Wellbeing</b></li> <li>5. <b>Climate Emergency</b></li> </ol>	<p><b>Accredited Skills &amp; Qualifications:</b> We will <b>improve skills for everyday living and careers.</b> We will equip people for securing real jobs and improve skills for those in work. We will continue to deliver careers advice, employability workshops and the Job Shop. We will focus on delivering literacy, numeracy, ESOL and digital skills to target groups, and empower people with learning difficulties and/or disabilities to be independent and/or into sustained jobs. We will offer bespoke bite-size work-skills workshop, and offer vocational qualifications where needed based on engaging employers in skills need and curriculum design. We will provide post-course workshops and coaching/mentoring, including workplace health/wellbeing support.</p>	
	<p><b>Non-public provision and income generation:</b> We offer informal learning through the <b>LeisureStream</b> brand for residents and visitors, including children, with higher levels of disposal income seeking the benefits of informal learning. We will 'squeeze the 'Brasshouse'/'LoB' brands to increase income through 1-1 tuition, talks and exploiting visitor/tourist opportunities. We will invest in new technology to improve the range and ease of ease of our leisure stream offer. Increase our share of private income through expansion commercial activity such as corporate training and BTIS.</p>	
	<p><b>Learning quality, learner experience excellence and staff innovation:</b> We will continue to <b>champion excellent customer service across all aspects of the learner journey</b> and improve the standard of teaching, learning and assessment. This means a relentless focus on quality, customer feedback, staff development and staff performance management. We will use customer insights to plan a responsive curriculum, expanding technological tools to improve recruitment, learning experience and flexible learning.</p>	<p><b>BAES Values</b></p> <p><b>Customer Focus</b></p> <p><b>Collaborative with Clarity of Purpose</b></p> <p><b>Efficient, Value for Money and Accountable</b></p>