



## Social Value and Community Impact Policy

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### 1. Purpose

This policy sets out Big Creative Training's (BCT) commitment to delivering measurable, meaningful, and sustainable social value and community impact through all its activities, programmes, partnerships, and environments.

It reflects our evolution towards the **Big Creative Village** model—an integrated ecosystem of education, industry, and community—ensuring that social value is embedded across all provision and operational activity.

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### 2. Our Mission, Vision and Values

#### Big Picture Vision

Big Creative Village: a connected, high-spec ecosystem integrating:

- Uplands House
- Digital Futures
- Big Creative Academy (BCA)
- Big Creative Training (BCT)
- Big Creative Education Foundation
- Creative Works (Community Interest Company workspace)

Together, these form a platform to serve our community and support our staff through education, employment, enterprise, and social impact.

#### Mission

**Develop Talent. Transform Lives. Create Careers.**

#### Intent

Driven by social justice and mobility, BCT provides an inclusive, high-quality offer rooted in engagement with the creative arts at the right level.

Learners progress through further education, higher education, employment, or training, leaving them empowered to lead purposeful lives with integrity.

#### Culture

A vibrant, collaborative, and industry-facing environment where:

- Students, staff, and employers work productively together
- Individuals feel empowered, engaged, and in control of their futures
- High expectations and high support coexist



## Values

- Kindness
- Respect
- Resilience
- Integrity
- Independence

These values shape behaviour, decision-making, and the learner and staff experience across the Village.

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### 3. Definition of Social Value

BCT defines social value as the broader economic, social, and environmental benefits created for individuals, communities, and society through our work, beyond direct educational outcomes.

This includes:

- Improved employment outcomes
  - Increased social mobility
  - Enhanced wellbeing and mental health
  - Stronger community cohesion
  - Reduced inequality and barriers to opportunity
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### 4. Strategic Objectives

BCT aligns its approach with **Ofsted's Education Inspection Framework (EIF): Intent – Implementation – Impact**

The **Big Creative Village acts as the delivery platform** through which these objectives are realised, with each provision area contributing distinct yet connected value.

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#### 4.1 Access and Inclusion (Intent)

- Design inclusive, tailored curricula for diverse learner groups
- Deliver provision across multiple pathways:
  - BCIS (Alternative Provision)
  - BCA/BCT Study Programmes
  - Apprenticeships, Bootcamps, Adult Education
- Increase participation from underrepresented groups
- Remove barriers to education and employment
- Promote equality, diversity, and inclusion
- Provide targeted support for learners with additional needs



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## 4.2 Skills and Employment (Implementation)

- Deliver high-quality teaching aligned with industry standards
- Sequence curriculum to build knowledge, skills, and behaviours over time
- Embed employer-led and real-world experiences
- Utilise **Creative Works** and industry partnerships to bridge education and employment
- Support progression into:
  - Employment
  - Apprenticeships
  - Further and higher education

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## 4.3 Community Impact

- Position the **Big Creative Village as a community hub**
- Strengthen partnerships with:
  - Employers
  - Local authorities
  - Community organisations
- Deliver programmes responsive to labour market needs
- Open facilities as shared spaces for:
  - Learning
  - Collaboration
  - Enterprise
- Foster meaningful connections between learners, industry, and community

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## 4.4 Wellbeing and Personal Development

- Promote mental health and wellbeing
- Develop confidence, resilience, and independence
- Embed enrichment and citizenship opportunities
- Support learners to take ownership of their futures
- Create a culture of belonging, aspiration, and personal growth

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## 4.5 Economic Contribution (Impact)

- Track learner destinations and progression
  - Support access to sustained, meaningful careers
  - Increase earning potential and productivity
  - Contribute to local and regional economic growth
  - Demonstrate long-term, measurable impact
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## 5. Measurement and Evaluation

BCT is committed to robust, transparent, and credible measurement of social value.

### 5.1 Measurement Principles

- Alignment with national frameworks (e.g., HM Treasury Green Book)
- Evidence-based metrics
- Consistency and comparability
- Transparency and accountability

### 5.2 Measurement Tools

Primary:

- HACT Social Value Bank (monetised outcomes)

Supplementary:

- Employment and progression data
- Education outcomes
- Wellbeing indicators
- Engagement and completion rates

Digital dashboards will support real-time tracking across the Village.

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## 6. Implementation

### 6.1 Governance

- Senior Leadership Team (SLT) oversight
  - Designated Social Value Lead
  - Programme managers embedding delivery
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### 6.2 Integration into Delivery

Social value is embedded across the **Big Creative Village model**:

Each provision area acts as a **delivery vehicle for specific learner demographics**, including:

- BCIS (Alternative Provision)
- Study Programmes
- Apprenticeships and Adult Learning
- Creative Works enterprise activity

Each programme will have:



- A clearly defined **Intent** (learner need and purpose)
- A structured **curriculum and experience**
- A focus on **impact and progression**

This ensures:

- Tailored, high-impact learning experiences
  - Alignment with community and industry needs
  - A distinctive “sparkle” in learner experience
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### 6.3 Partnerships

- Strong collaboration with employers and stakeholders
  - Social value embedded into agreements
  - Industry integrated into curriculum and delivery
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### 7. Reporting and Accountability

- Annual Social Value Report
  - Regular stakeholder and funder reporting
  - Clear tracking of learner journeys and outcomes
  - Continuous improvement driven by data
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### 8. Continuous Improvement

BCT will:

- Review the policy annually
  - Benchmark against sector standards
  - Incorporate stakeholder feedback
  - Pilot innovative delivery and measurement approaches
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### 9. Alignment with External Frameworks

- HM Treasury Green Book
  - UK Social Value Model
  - Ofsted EIF
  - Sector best practice in education and employment
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### 10. Commitment



Big Creative Education is committed to delivering high-quality education that creates lasting social and economic value.

Through the **Big Creative Village**, social value is not an add-on—it is a **core organising principle** shaping:

- Curriculum design
- Learner experience
- Community engagement
- Organisational strategy

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DateUpdated	ToReview	Responsibility
July 2025	July 2027	