**Principles Mission and Vision 2022**

Davidson Training UK Ltd was incorporated in 1999 and have been delivering apprenticeships throughout the past 20 years.

Davidson Training UK Limited are passionate about delivering quality apprenticeships and training to support employers, current and potential apprentices and the economy as a whole.

Davidson Training UK Ltd is a provider of apprenticeships within several sectors across London and the South East of England.

The training opportunities that we offer and deliver allow apprentices to both meet and raise their own aspirations as well as fulfilling the needs of employers. Since May 2017 apprenticeships have gone through major reform and continue to do so.

Our Principles/Missions and Vision are subject to annual review and may change in response to both internal and external factors.

The purpose of this plan is to illustrate how Davidson Training will continue to raise expectations of apprentices and employers, operating in an outstanding way within operations and within the community. The plan will also show how Davidson Training will adapt to and take advantage of new challenges.

Delivering outstanding apprenticeship results is our most strategic aim and will enable the organisation to maintain and outstanding Ofsted Grade. We will aim to enable the provision of the best possible training and experiences for both its apprentices and employers.

To build on these achievements Davidson Training has embraced a culture of continuous improvement meaning that both quality and resources have improved. Examples of these improvements include:

* Transition in May 2017 to the new Apprenticeship Standards with full delivery implemented by December 2017.

Davidson Training will continue to work closely with employers, businesses, schools, community groups and other FE providers.

We will continue to be employer facing and see long-term partnerships providing bespoke high quality training.

The as yet unknown impact of Brexit will provide great challenges and opportunity. We have invested in staff and resources and, as a result, is ready to continue its mission in “Delivering excellent training and skills for work and life”

COVID Pandemic created an unprecedented impact on the delivery of apprenticeships between March 2020 and March 2021. Davidson Training implemented its business continuity plan successfully and avoided any necessary disruption to training.

On 17 March 2020, all routine inspections were suspended due to the COVID-19 (coronavirus) pandemic. As part of our phased return to routine inspections, Ofsted carried out ‘interim visits’ to further education and skills providers. Interim visits are to help learners, parents, employers and government understand how providers are meeting the needs of learners and apprentices in this period, including learners with high needs and those with special educational needs and/or disabilities.

We had an interim inspection from Ofsted in October 2020, and it was recognised that the standards-based curriculum enabled us to be flexible and adapt the learning to meet individual apprentices’ circumstances.

**Mission Statement**

**“To deliver excellent training and skills for work and life”**

Underpinned by the following aims:

* To power the economic development and welfare of the communities we work within by providing the skills employers and individuals need.
* To build apprentices’ confidence and skills, including English and maths, through excellent information, advice and guidance advice and apprenticeship training resulting in progression to further study or sustainable employment.
* To ensure successful training and personal, social, moral, cultural and spiritual development and welfare for each individual ensuring that they are well prepared for life in Britain today.
* To achieve very high customer satisfaction from apprentices, employers and stakeholders.
* To inspire and challenge apprentices, our staff and managers to excel in a supportive culture of high expectations, enterprise and innovation.
* To provide excellent industry standard resources for apprentices and staff motivating high performance and innovation in the teaching and learning process.
* To lead in Employer – training provider partnerships for the benefit of all partners and the local community.
* To be an inclusive training provider where fundamental British values are promoted and each individual is respected, valued and safeguarded.
* To provide an enjoyable, safe, supportive and caring learning environment.
* To provide outstanding value for money ensuring high quality education and training.

**Our Values**

* The individual.
* Equality, diversity and inclusiveness.
* Integrity, honesty and transparency.
* Excellence and achievement.
* Partnership.
* Innovation and enterprise.

**Vision Statement**

***“Davidson Training UK Ltd will excel as an inclusive, engaged training provider of life-long learning that empowers learners intellectually, culturally, economically and socially.”***

**Public Value Statement (PVS)**

Davidson Training seeks to add value to the social, economic and physical wellbeing of the communities that we serve by:

1. Providing training in accordance with our mission statement of aims and values which maximise the life and job prospects of the individuals and meet the needs of the employers and the communities in general.
2. Raising aspirations of individuals and the communities by promoting prospects and celebrating success.
3. Ensuring a broad apprenticeship standard offer with good progression routes.
4. Promoting healthy lifestyles and good citizenship skills to all apprentices, employers and colleagues.
5. Being responsive to the changing needs and circumstances.
6. Actively listening to and engaging with stakeholders aiming to provide the best possible service.
7. Being a respectful and responsible employer.
8. Acting with integrity in partnerships and in general.

**Where are we going?**

Davidson Training UK Ltd aim to ensure that we have a sustainable competitive advantage.

**How will we get there?**

In executing the plan, we have identified those team members that are responsible for managing and monitoring the plan

The plan is communicated and supported by the directors with staff taking an active role in its implementation.

We are committed to implementing the plan to move our organisation forward in line with the reforms that have taken place and those that are still talking place and being implemented.

Davidson Training UK Ltd have 4 main themes within our strategy and in addition to those we will be working towards the following priorities and targets for 2019 to 2022

**Priorities and Targets 2022**

1. Prepare the Davidson Training to maintain outstanding status.
2. Increase the amount of outstanding teaching, learning and assessment to an externally moderated observation profile where the observation grades are: 90% outstanding in 2021 with 0% inadequate grades.
3. Maintain and improve further strong consistency in performance with all Apprenticeship Standards well above national rate and above 85% qualification achievement rate by August 2020.
4. Maintain English and maths Skills overall provision qualification achievement rates.
5. Improve the apprenticeship overall qualification achievement rate to 80% by August 2021
6. Further develop Davidson Training employer engagement strategy to ensure that we
	1. Regularly contract with businesses to deliver apprenticeships.
	2. Develop a strategy to assist employers with the apprenticeship levy scheme. This applies to those that are large levy employers and those that do not pay the levy but will access their apprenticeship training via the data service.
	3. Develop a strategy to ensure that Davidson Training continues to grow apprenticeship numbers.
7. Continue the excellent apprentice/provider/employer partnership model and excellent customer services.
8. Maintain all teaching, learning and business resources to a minimum of ‘good’ standard.
9. Continue to develop our Contracts and Data Analysis Strategy including the implementation and development of new systems to improve efficiency.
10. Quality assure processes to achieve 100% compliance and accurate and timely returns.
11. Provide an excellent, holistic, effective and efficient apprentice support service for all ages assisting apprentices to successfully complete their apprenticeships and stay in employment and to include the promotion of Safeguarding, Health and Safety, Equality and Diversity, PREVENT, British Values and social mobility.
12. Further enhance Davidson Trainings’ reputation for achievement, progression or further study and responsiveness to employer needs through marketing of our achievements and involvement in the Local Enterprise Partnership.

**Local Accountability, Partnership Consultation and Strategic Planning Process**

Davidson Training believes that the local and wider communities are best served through effective and mutually beneficial partnerships.

Our targets are monitored at all management meetings. The targets are reviewed and updated annually. An annual Self-Assessment Report supported by a Quality Improvement Plan is produced giving stakeholders information about our performance.

Davidson Training uses many different methods to collect and respond to stakeholders’ views, examples are listed below:

* Employer links for all significant programmes offered.
* Regular apprentice consultation and feedback.
* Regular employer consultation and feedback.
* Regular meetings with End Point Assessment Organisations and Awarding Bodies.
* Careers Service.
* Extensive use of Learner Management Information to ensure that the programmes we offer meet current and future needs.
* Regular Partnership meetings.
* Extensive use of Labour Market Information to ensure that the programmes are closely tailored to the job opportunities.
* Qualification Achievement Rates and National Averages.

**Strategic Themes and priorities**

**Strategic Themes and priorities - Apprentices**

***Priority 1***

Engage and inspire all our apprentices with world-class learning and teaching.

***Priority 2***

Maximise apprentice attainment and employability by enabling individuals to achieve their full potential.

**Strategic Themes and priorities – Growth and Development**

***Priority 3***

Develop our staff, embed our values, promote further culture change, and extend our reputation. ***Priority 4***

Position Davidson Training as a prominent partner in the community.

**Strategic Themes and priorities – Processes and Performance**

***Priority 5***

With a high performance focus, be the best we can be in the way we operate and work together. ***Priority 6***

Achieve maximum effectiveness and efficiency through innovative practices and continuous improvement, and remain vigilant.

**Strategic Themes and priorities – Finance**

***Priority 7***

Maintain our long-term financial stability.

**Strategic Themes and priorities – Apprentices**

**Priority 1**

**Engage and inspire all our apprentices with world class learning and teaching**

* Implement Davidson Training Learning and teaching strategy to provide a world class learning experience.
* Work with apprentices as co-creators of their own learning, that is accessible, supportive, and representative to all.
* Deliver broad, industry relevant apprenticeship standards that enables apprentices to succeed and progress.
* Specific curriculum developments to include increasing our portfolio of the apprenticeship standards we currently offer. Further expand the apprenticeship programmes ensuring that all programmes give apprentices an employability or FE route.
* Continue to implement the changes of apprenticeship reforms including delivery of the new standards.
* Provide access and progression routes.
* Champion the apprentice voice in operational decision making.

**Priority 2**

**Maximise apprentice attainment and employability by enabling individuals to achieve their full potential.**

* Maximise apprentice enrolments.
* Increase apprentice attainment to achieve their full potential.
* Increase apprentice satisfaction.
* Respond to the diverse and evolving needs of all apprentices by providing effective systems of support and guidance.

**Strategic Themes and priorities – Growth and Development**

**Priority 3**

**Develop our staff, embed our values, promote further culture change, and extend our reputation.**

* Prioritise and promote personal development reviews and plans.
* Minimise staff turnover and absences.
* Achieve and retain recognition for a healthy working environment.
* Ensure actions and behaviours reflect Davidson Training values.
* Embed Davidson Training’s commitment to equality, diversity, inclusiveness, tolerance, and respect for the individual.

**Priority 4**

**Position Davidson Training as a prominent partner in the community.**

* Deliver community benefits.
* Grow the Davidson Training’s market share locally and regionally.
* Enhance employability through programme offer development, ensuring industry relevance.
* Enhance employability through investment in resources and equipment.

**Strategic Themes and priorities – Processes and Performance**

**Priority 5**

**With a high-performance focus, be the best we can be in the way we operate and work together.**

* Review our quality standards and be the best that we can be in the way we operate Customer Service Excellence and work together.
* Produce positive annual reports.
* Enhance employer engagement.
* Ensure delivery of integrated strategic and operational planning.

**Priority 6**

**Achieve maximum effectiveness and efficiency through innovative practices and continuous improvement and remain vigilant.**

* Achieve recognition for excellence.
* Encourage new ways of working to achieve high levels of effectiveness and efficiency.
* Ensure an apprentice-first culture is established and maintained across all our services.
* Embed a culture of ownership and best practice in relation to Health and Safety monitoring and management.
* Maintain an effective Risk Management.

***Strategic Themes and priorities – Finance***

***Priority 7***

**Maintain our long-term financial stability.**

* Maintain a level of investment where needed.
* Meet targets.
* Implement the Growth and Development Plan along with Self-Assessment Report and Quality Improvement Plan.
* Increase apprentice uptake by engaging with new SME employers.
* Retain good financial health.