

BUSINESS PLAN 2012

This year we are keen to involve everyone in our plans for the immediate and long term future. Everyone will be an integral part of its implementation.

*Bringing business and education together
to shape the workforce of the future.*

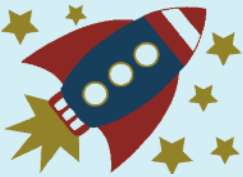
VISION



A society in which people are **work ready, mobile and equipped** to make a significant difference to the **economy, their lives and the London Borough of Hounslow.**



MISSION



We will work with education and business to prepare people for working life and enhance their employability through **practical, accredited and inspiring** work-related experiences.



VALUES: Integrity, diversity, openness, quality.

STRATEGY



Objectives

- Align our programmes to **local economic need** and produce baseline data on **local employability skills.**
- Develop a **fundraising strategy.**
- Work with partners to pilot the **IEBE Employability Hub.**
- Nurture our **existing and foster new business** relationships.



Objectives: Business Links Service

- **Maintain and increase** the level of service provision.
- Continue to develop **relevant and innovative opportunities.**

Objectives: Hounslow Learning Service / Hounslow Apprenticeship Training

- Deliver **100% achievement of qualifications** for existing learners.
- Sustain and **grow our Apprenticeship programme**, working in partnership where appropriate.
- Maintain our "The Wex Factor" level 0, 1 and 2 Employability Qualifications and pilot level 3.
- Review local **BTEC** offer.
- Support the development of **Project SEARCH** with GSK.

Objectives: Work Experience & Internship Service

- Maintain our **flexible Work Experience offer (KS4/5)** as well as **bespoke specialist placements.**
- Introduce **VeryAn WebView 2.0.**
- **Develop** clear pathways for schools around transition from **employability skills development to work based learning.**

Our vision, mission and objectives will be underpinned by:

- Clear **structures** for board and staff.
- Smooth running, quality systems and **processes.**
- **Reward systems**, as well as appropriate and clear **people policies**, for staff, contractors and volunteers.