DEVELOP TALENT.
TRANSFORM LIVES.
CREATE CAREERS.



Young people making a powerful impact in the creative industries

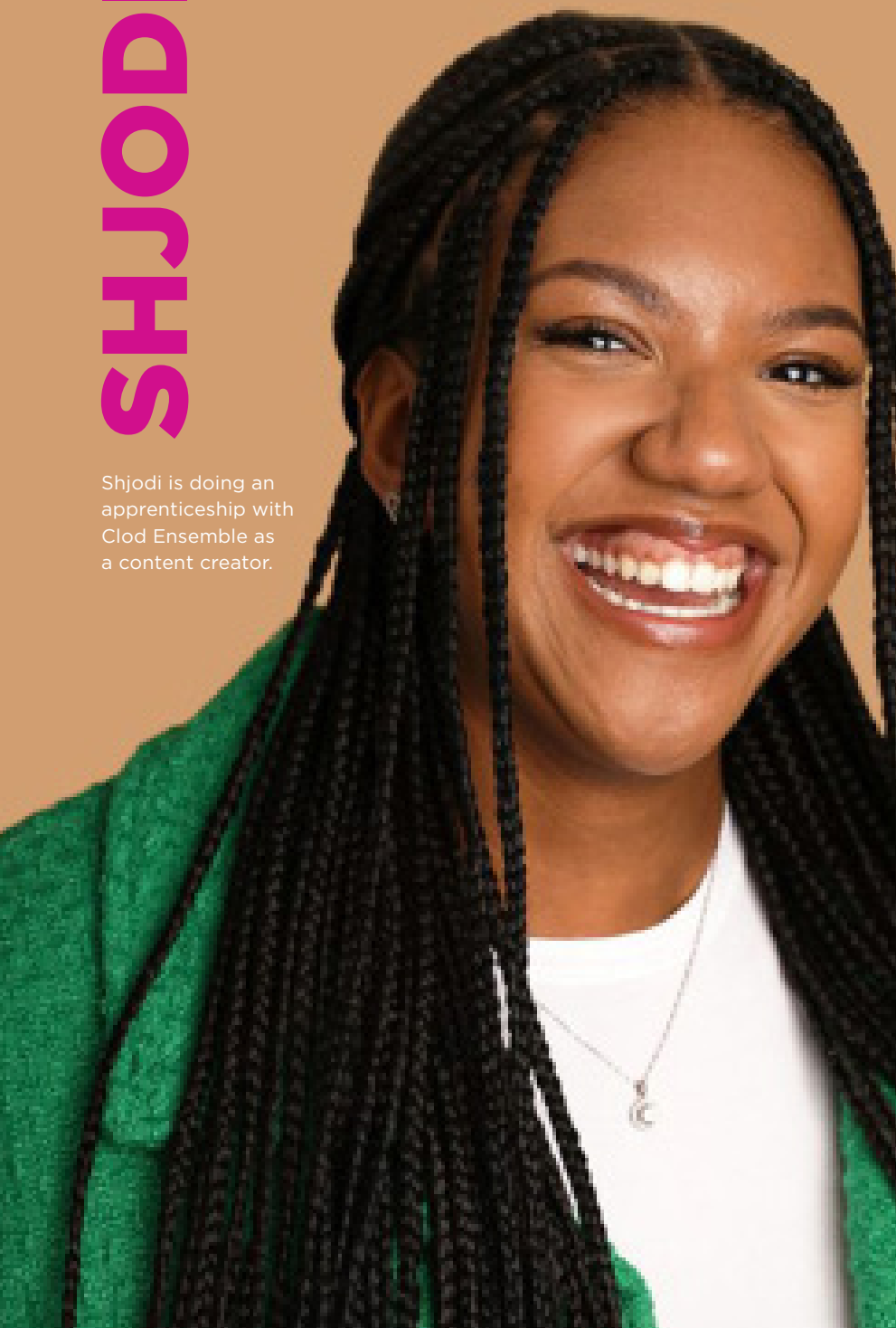
Strategic Plan 2025-2030



Lexxus is now working in the West End as an audio engineer on Frozen.

SHJODI

Shjodi is doing an apprenticeship with Clod Ensemble as a content creator.



JAYE

Jaye is now an actor, whom you will have seen as leads in BBC and Paramount shows.





JASMINE

Jasmine is now studying in the USA, having secured a football scholarship.

Our ambition is for Big Creative Academy to be the number one college for young people entering the creative industries, and for employers looking for talent.

We provide the best progression opportunities into the creative industries for the most diverse students. Those with the best stories to tell.





Big Creative Academy supports a force of talented young people to make a powerful impact in the creative industries.

I am privileged to witness our students' exciting creative journeys, to see their talent grow and their success.

Our students make a choice at age 16 to follow their creative passion. It's a brave decision to specialise and I am fiercely proud of our students' courage in showing the world their talent. Our young people are committed individuals and I am thrilled to lead a diverse team equally committed to nurturing their personal and creative development.

Together, we are changing the face of the creative industries.

Sacha Corcoran MBE, Principal



STUDENT DEMOGRAPHICS AND DISTANCE TRAVELLED

60% **of students are from diverse backgrounds**

50% **of students access a hardship bursary and free school meals**

10% **of students have a SEND need, and 5% a safeguarding need**

Students GCSE entry scores are 4.1

(bottom 7% nationally) and 32% achieve a distinction, the top grade you can achieve in a course with us



OUR STUDENTS MEETING LOCAL SKILLS NEEDS

Waltham Forest and CEZ

Waltham Forest is London's cultural quarter, with a history of creative arts and making.

Big Creative Academy is strategically placed within a creative enterprise zone (CEZ), where there is an expansion of creative businesses and regeneration.

Waltham Forest has the greatest employment growth in London, with digital and creative being the fastest growing sector in the borough over the last five years.

London's growth plan

Creative and digital is a priority sector for development in London. The GLA identify skills gaps in the creative industries our students can fill, in both performance and production roles.

Advanced digital skills are also required for future jobs which we provide for learners to take into employment.



DEVELOPING TALENT

TEACHING AND LEARNING

We will drive innovation in teaching and learning through a curriculum designed with industry.

Our young people will have the knowledge and creative practice ready for employment.



Vocational courses provide the backbone to student life with students supported to explore their creative practice through experimentation and evaluation. Teaching staff are industry professionals.

Pearson

ual: awarding body

DEVELOPING TALENT

TEACHING AND LEARNING OBJECTIVES FOR 2025-30

Objective	How we're going to do it	Success measures
To provide world-class teaching and learning in vocational creative arts for all learners	1. Develop and implement innovative teaching strategies to improve engagement in vocational creative arts programmes	• Achievement rates to be at or above national benchmarks • All learners to achieve irrespective of barriers to entry
To deliver an intentional, industry-responsive curriculum that develops essential skills, knowledge, and behaviours, ensuring learners thrive in life and the creative sector	1. Develop learners with effective skills to thrive in the creative sector 2. Further embed industry and community collaboration within the curriculum 3. Provide students with regular opportunities to practice and develop skills inside and outside the classroom	• Positive learner feedback • Positive employer feedback • Positive destination data
To integrate AI tools and systems into everyday working practice and ensure learners are prepared for future careers	1. Develop staff confidence and use of appropriate AI tools to maximise efficiency and productivity 2. Develop students' creative practice to incorporate industry use of AI tools	• Staff feedback • Learner feedback • Employer feedback



TRANSFORM LIVES

STUDENT SERVICES AND WELLBEING

We will build on our world-class wellbeing curriculum and support for students celebrating our community.

Our young people will have the resilience and confidence ready for employment.



Students have a safe environment for self-discovery and development. They are supported to explore their own wellbeing to build confidence in themselves as people, citizens and employees.

Anna Freud

TRANSFORM LIVES

STUDENT SERVICES OBJECTIVES FOR 2025-30

Objective	How we're going to do it	Success measures
To deliver an outstanding and comprehensive package of student support. Implementing a tailored system of support through teaching and learning, arts therapy and bespoke mental health advice and guidance	1. Continue to promote a culture of bespoke support for students 2. Further develop mental health strategy through trauma-informed practice 3. Develop an arts therapy offer	1. All learners achieve at the same rate, regardless of need; Ofsted recognition 2. Achieve trauma-informed support kitemark 3. Arts therapy offer will be in place
To be recognised as a leader in wellbeing curriculum design, through the tailored delivery of the wellbeing 8 dimensions to all students. Developing students' resilience, understanding of values and attitudes	1. Improve marketing of wellbeing offer to current and prospective students 2. Extend research into wellbeing through action research projects 3. Promote wellbeing practice at external events	1. Increased social media presence of wellbeing 2. Wellbeing team working on research projects 3. Attendance at conferences and events
To be recognised as an organisation that champions inclusion for all, empowering students to create a culture that challenges discrimination and celebrates diversity	1. Further engage the community in EDI projects 2. Improve the marketing of inclusion projects 3. Explore internal recognition of inclusion and diversity	1. Community partnerships for projects 2. Increased social media presence of inclusion work 3. Implement internal inclusion and diversity awards



CREATE CAREERS

CAREERS EDUCATION

We will strengthen our links with the creative industries to provide the best progression opportunities for learners.

Our young people will have the employability and self-management skills, ready for employment.



Student collaboration across disciplines replicates the professional world and creates a ready-made network for young people to draw on throughout their careers. Students experience all aspects of industry to make well-informed choices and manage a career throughout life.

BUSINESS LDN

Creative UK

The Quality in Careers Standard

CREATING CAREERS

CAREERS OBJECTIVES FOR 2025-30

Objective	How we're going to do it	Success measures
To empower students with lifelong career management skills. Students are not only confident in their next steps after the Academy, but also have the core capabilities to define and achieve career goals throughout life	1. Continue to promote careers education throughout the Academy 2. Further embed recognition of essential skills via Morrisby and SkillsBuilder 3. Further develop careers and financial literacy curriculum	1. Learners have positive progression, tracked over time; Ofsted recognition 2. Learner feedback that they understand their skills and experience 3. Learner feedback on financial confidence
To fill skills gaps within the creative sector, including advanced digital skills. Students leave the Academy as talented and skilful future employees	1. Work with regional and national bodies to address skills shortages 2. Further embed IAG around skills shortages to staff and students 3. Promote strategy for advanced digital skills amongst staff and students	1. Purposeful relationships with trade bodies 2. Learner progression into skills shortage careers 3. Positive learner feedback and employer feedback on digital skills
To be recognised as an industry leader in training young people for careers in the creative arts. Establishing partnerships with employers for student recruitment into entry level jobs and apprenticeships	1. Champion arts education 2. Further embed industry and community collaboration within Academy life 3. Promote careers practice at external events	1. Advocacy pieces to external stakeholders 2. An increase in industry partnerships and opportunities for students 3. Attendance at conferences and events



THE FULL TEAM, FACILITIES AND FINANCE

We will support and challenge all staff in a caring environment built on our values.

KINDNESS
AUTHENTICITY
RESPECT
INTEGRITY
INCLUSIVITY



FINANCES

RESOURCING OBJECTIVES FOR 2025-30

Objective	How we're going to do it	Success measures
Attract, through a values led leadership team, staff that are innovative, creative and retain them through an investment in wellbeing. Provide an environment built on a strong moral purpose that recognises staff who contribute positively to the Academy as a creative community	1. Ensure organisation values are reinforced throughout staff practice 2. Provide an industry-leading wellbeing package for staff 3. Listen to the team through staff forums and respond	• Staff culture survey results • Staff profile • Staff turnover • Staff sickness absence
Provide first-class facilities, industry standard equipment and an advanced IT infrastructure that support excellent teaching and learning and efficient and innovative business operation	1. Collaborate with students and staff to understand the needs of the curriculum 2. Work with all teams to integrate AI into every day working practice 3. Develop an estates and IT strategy to ensure sustainability	• Student and staff survey data • Network up time statistics • Response time statistics
Create diverse income streams, governed by sound financial management and control, meeting funding targets and obligations	1. Increase donations and grant funding through Big Creative Education Foundation 2. Develop facilities hire and marketing 3. Work with auditors and peers to develop industry-leading practice	• Student number data • Income and income diversification • Financial objectives • Clean audits



ESSENTIAL EMPLOYABILITY SKILLS

Big Creative Academy students will be ready for industry having learned cognitive skills, socio-emotional skills and self-management skills.

We want to truly embed these essential employability skills into the structure of Big Creative Academy with everyone working towards making our young people ready for jobs in the creative industries.



GOOD VIBES

Our students tell us the best thing about the college is being around like-minded creatives where they can bounce off each others' ideas.

Just chilling and rapping in the common room sparks friendships and collaboration.

Students work together on cross-Academy projects within their courses, for example a performance piece for Black History Month, and other events such as Culture Day and PRIDE. These are days students tell us are their most memorable.

We want our young people to create internal networks they can take out into industry.

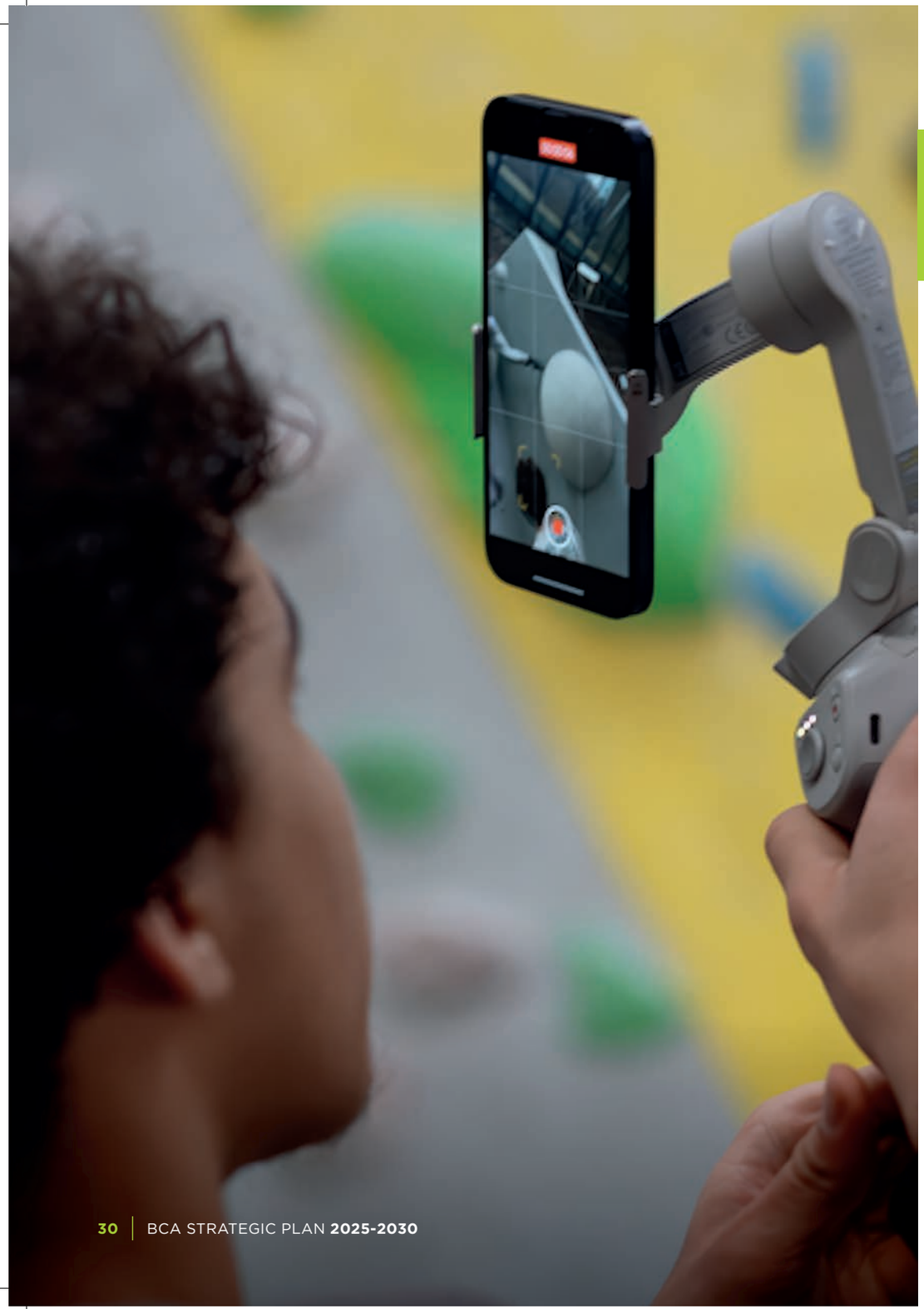


EQUALITY, DIVERSITY AND INCLUSION

EDI is a cornerstone of college life at Big Creative Academy, creating a positive learning environment where all students and staff feel valued, respected and can thrive.

We promote a culture of belonging, understanding and acceptance.

We want our young people to change the face of the creative industries.



HARNESSING THE POTENTIAL OF AI

Big Creative Academy is preparing learners for employment and the creative industries have wholeheartedly embraced AI. From image tools to music production and screen writing, staff and students are experimenting and learning.

Our young people learn how to use AI ethically and, importantly, understand intellectual property rights.

We want our students to harness the potential of AI and be pioneers of creative technology.



EMPLOYER PARTNERSHIPS

Big Creative Academy is a creative college bridging the gap between education and employment. We do so in collaboration with industry and are proud to work in partnership with some incredible companies who assist in curriculum design and provide opportunities for learners.

We want to work with more employers looking for young people from diverse and disadvantaged backgrounds for their talent pipeline.



EXTENDING OUR REACH

Creative and digital is the top industry choice for 14 year olds.

Yet there are skills gaps in the creative industries. We want to remove barriers to accessing the creative industries by working with schools to ensure all young people have tasters and experience of work which excites them.



We are proud to be members of Creative UK, UKFT, BusinessLDN and the SFCA to support their work.

BUSINESS LDN · Creative UK · Sixth Form Colleges Association THE VOICE OF SIXTH FORM EDUCATION · ukft

ADVOCACY AND ACTION

Ensuring our students have a powerful impact in the creative arts takes us knocking on doors in industry and government to take action.

We champion arts education, social mobility and diversity to make sure young people can access the creative industries.

Our advocacy pieces are:

- Arts education for all, removing barriers to access
- EDI in the creative arts
- No graduate policies for apprenticeships
- Wellbeing and mental health support
- Protect student choice

We are also passionate about climate education and will continue to deliver our climate action plan.



bca BIG CREATIVE ACADEMY

bct BIG CREATIVE TRAINING

bce BIG CREATIVE APPRENTICESHIPS

CREATIVE WORKS
A SPACE FOR WORK AND LIFE

bcis BIG CREATIVE INDEPENDENT SCHOOL

bce ADULT LEARNING

THE BIG CREATIVE EDUCATION GROUP

Big Creative Academy is part of something bigger – the Big Creative Education Group, which spans three campuses in Walthamstow.

Alongside our sister organisations Big Creative Training and Big Creative Independent School we educate 1,000 students every year, including apprenticeships, adult learning and alternative provision.

FUNDRAISING

For young people to make a powerful impact in the creative industries takes support beyond the government grants we receive.

We are building our fundraising capacity to support:

- young people and the community through a Saturday school
- current students with more extensive trips and visits to build cultural capital
- alumni with business start up grants and mentoring

Our new charity Big Creative Education Foundation will streamline all of our fundraising work.

BCEF