

Impact Academy Social Impact Report 2022



SUSTAINABLE
DEVELOPMENT
GOALS

IMPACT!
ACADEMY

2017 - 2022 – ACHIEVEMENTS TO DATE

Industry leading
100%
employee
engagement



97%
Achievement
rates for
apprenticeship
delivery *



Over **98%** of learners
engaged through our
Adult Learning courses
are unemployed



Donated over
£5,000 to various
homeless charities
since 2017



1st Apprenticeship
Training Provider in
England to deliver
Energy Management
Apprenticeships

100% of our digital
learning content is
produced following the
Albert sustainable
production guidelines



Our Women in STEM
campaign resulted in
53% female starts on
our JEM Apprenticeships



92% first time
test pass for
Maths, English and
ICT Functional
Skills engagement



1st Education
establishment in the
UK to gain The Impact
Mark - Social Impact
accreditation



Social Impact and
Sustainability are
included in all **12** of
our Apprenticeship
programmes offered



100% of learners
rate their experience
ad good or above with
70% rating it as
excellent



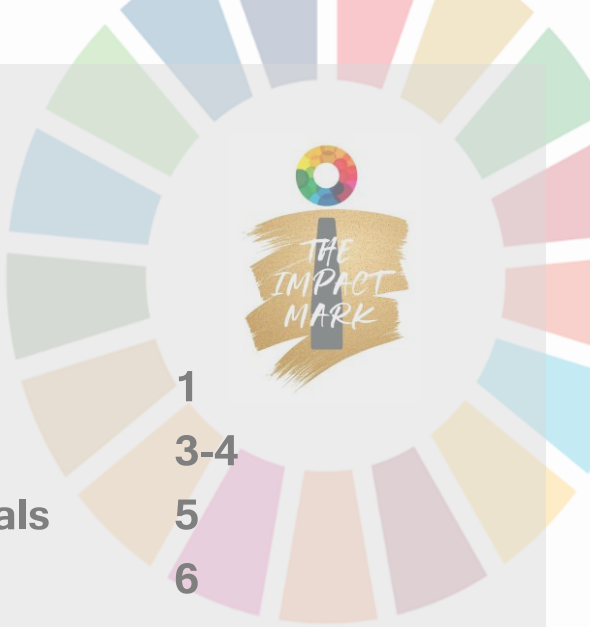
Increased accessibility
to over **3,000**
learners covering travel
costs and providing
meals, refreshments
and equipment



*For Apprentices who are retained and enter gateway

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FOREWORD

PAUL CONROY

‘Our vision is to develop the most sustainable, energy efficient, carbon positive society possible.’

INSPIRING
SUSTAINABLE
FUTURES
SINCE 2012



Since 2012 we have been providing education and training to individuals as well as public, private and third sector organisations. We pride ourselves on the reputation we have built and the commitment we continue to follow which is to deliver high quality programmes that contribute to a sustainable future for everyone.

At the beginning of 2020 we set out our sustainability strategy with the aim of becoming the first true Net Zero education provider in the country. We aim to achieve this by 2025.

We signed off our mission statement; our vision is to develop the most sustainable, energy efficient, carbon negative society possible.

We aim to do this by becoming the leading training provider of choice, continuing to support individuals and organisations with all things green.

In becoming the first true net zero training provider in the country we want to help

change the shape of how education and training is delivered so that it too supports a more sustainable future for all of us and the generations to come.

We recognise that just because we deliver training related to sustainability it doesn't mean we've got sustainability nailed. We know that we have a lot of work to do if we are to achieve our goals.

We have aligned our strategy to and prioritised which of the 17 United Nations Sustainable Development Goals we are focusing on.

In October 2020 we took a huge step forward in realising some of those goals when we merged with Impact Group. Collectively we have a much stronger proposition, larger customer base and greater resources available.

Since the merger we have already engaged with organisations like Community Energy England, End Fuel Poverty Coalition, Local

Enterprise Partnerships and a number of high profile employers nationally.

I'm really proud of what we have achieved thus far... ..Since we won our first government funded contract back in 2014 we've helped over 3,000 individuals achieve a qualification and create opportunities. What sets us apart is most of those learners are from harder to reach, disadvantaged groups.

We have many successes of helping individuals change their lives for the better and we can evidence supporting businesses start and achieve goals aligned to their sustainability plans.

We still have much work to do and I know that every colleague is as motivated and committed as I am in meeting the challenge of making us the best we can be.

Paul Conroy
CEO, Impact Academy

SUSTAINABLE DEVELOPMENT GOALS

In September 2015, the leaders of all 193 member states of the United Nations introduced 17 Global Goals for Sustainable Development that aim to transform our world by 2030.

Governments, the private sector, civil society and individuals are mobilising their efforts on an international scale to support the goals, which include ending all forms of poverty, fighting inequality and tackling climate change. This report highlights how Impact Academy aims to contribute to this important agenda.

Impact Academy



OUR PRIORITY GOALS

In 2019, we undertook a series of consultations to identify which of the 17 Global Goals are most relevant to Impact Academy. We examined each one, considered its importance to our learners, employers, stakeholders and staff, its relevance to our business and our ability to contribute to it. Then we identified four goals we can most positively contribute towards. These four goals are:



OUR COMMITMENT:
We will provide the highest possible quality education to everyone.

Our mission is to change the way in which training and education is delivered. We aim to provide the most informative, engaging programmes in the most sustainable way possible. We want to lead on innovation in the delivery of education and training.



OUR COMMITMENT:
We will ensure gender equality is promoted at every opportunity.

We want to make sure everyone regardless of how they identify themselves has access to education and training. We are committed to ensuring our workforce reflect our ideals and values and promotes gender equality throughout our organisation.



OUR COMMITMENT:
We will help people & businesses to become more sustainable.

We will continue to use education and training as a conduit to engage more individuals and organisations with the aim of promoting sustainability, raising the skills level of workforces and increasing the number of sustainability projects undertaken nationally.



OUR COMMITMENT:
We will put climate change at the centre of everything we do.

We are passionate about making sure we limit the impact of what we do on the planet. Our aim is to become the first Net Zero education and training provider in the country and our mission is to bring the rest of the sector with us on the same journey.

Impact Academy is the first education establishment to gain the Impact Mark for social impact, an accreditation recognising organisations supporting the Sustainable Development Goals.

This report highlights some of our activity from 2017 and shows how we are already contributing to the Sustainable Development Goals, as well as sharing our plans and targets for 2021 and beyond.

WE WILL PUBLISH MORE ABOUT OUR GOALS, THE STRETCHING TARGETS WE HAVE SET AND HOW WE PERFORM AGAINST THEM .

ACCESS FOR ALL

One of the key aspects of providing quality education is ensuring everyone has access to it.

At Impact Academy we work with a number of long standing partners providing their service users with access to our programmes.

We engage with the long term employed, the homeless, young people not in employment, education or training, ex-offenders, and other disadvantaged, harder to reach groups.

To date we have delivered our programmes to over **3,000** people.

In 2021 we have launched a new campaign to remove the barrier of digital poverty by providing tablets to those that cannot access on-line learning and to open new opportunities digitally.



Keith Pugsley, our Lead Energy Tutor said:

"I have a passion for and I take pleasure in helping to build skills for future leaders of environmental sustainability. I also take great delight in seeing the energy and dedication of our students, eager to make a positive impact on our society and protect our common resources and future heritage."

"As the only national provider of Energy management apprenticeships it is important that we hold the torch in promoting sustainability within education for others to follow."

Impact Academy delivers the following:

Apprenticeships – to anyone aged 16+, employed, on a minimum 12 month programme starting at Level 2 through to Level 7.

Maths & English – to anyone aged 16+ needing to improve their numeracy and literacy skills from Entry Level to Level 2.

Sustainability Programmes – to anyone looking to minimise their carbon footprint, reduce their energy bills and energy consumption.

FUTURE FOCUS SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY
EDUCATION



GOAL 4 – QUALITY EDUCATION

OUR COMMITMENT:

We will deliver the highest possible quality education.

Our vision is to become the provider of choice for all sustainability related training and apprenticeships and introduce sustainability as a core component in all of our programmes. We aim to do this by working with government departments, awarding organisations and employers to better understand what is achievable.

We plan to:

Use technology to deliver as aspects of our programmes as possible, reducing our carbon footprint.

Provide our tutors with the tools and skills to create current, relevant engaging content to our learners in innovative ways that embrace the use of technology throughout the learner journey. This forms part of our continuous Tutor Development programme.

We aim to use technology to plan, deliver and review programmes so learners and employers have full, current, up-to-date access to content, and resources. We also provide real-time progress reports to motivate learners and enable employers to measure Return on Investment..

Promote the positive influence our programmes are having on individuals and organisations using qualitative data

With the aid of the latest technology we aim to create a higher quality, more engaging, increased results based delivery model for each of our training programmes. We will utilise the latest data to inform our quality assurance approach and consult with all stakeholders as part of our self-assessment and continuous improvement processes.

TACKLING GENDER INEQUALITY

At Impact academy we are passionate about tackling gender inequality head on. Raising awareness of the current issues we face in our society today plays a big part in educating everyone about this.

Today only 7% of the UK FTSE 100 and 250 companies have a female CEO and only 6% of board members are female.

As a society we need to create more opportunities to empower women to have greater and equal representation at all levels within every organisation.

Within Impact Group 53% of our staff are female. At Senior Management level 50% of our team are female.

In 2021 we have started our partnership with STEM Women to promote STEM opportunities to women. This is a paid for service which we offer free to all employers to encourage them to attract more women to STEM roles.



PROMOTING WOMEN IN STEM

In 2019 we launched our first campaign to promote women in STEM alongside our launch of the Junior Energy Manager Apprenticeship programme.

As a result 53% of our apprentices on STEM related subjects identify as female with 64% across all programmes. Since then we continue to work with employers to promote opportunities to underrepresented groups across all of our programmes enabling everyone to maximise their potential.

Celebrating International Women's Day

Communication – Feature IWD through internal communications to staff, employers and learners and our social media channels .

Awareness – Highlight current position with huge underrepresentation of women in senior positions across all sectors

Promotion – Use case studies of women working in Impact Group at all levels and the success of our ongoing Women in STEM campaign and use this as a template to create more opportunities for women across all sectors we deliver in.

FUTURE FOCUS SUSTAINABLE DEVELOPMENT GOALS

5 GENDER
EQUALITY



GOAL 5 – GENDER EQUALITY

OUR COMMITMENT:

To empower everyone to make the most of their potential

Our aim is to break barriers, change perceptions and create opportunities to tackle gender inequality.

We plan to:

Inform employers about the current gender imbalance across various sectors and at all levels of the UK workforce.

Become a leading advocate in promoting Gender Equality by ensuring we provide fair and equal opportunities in our recruitment, development and succession planning of our own staff.

Raise awareness of the need to identify and acknowledge gender inequality in our society. Helping employers to focus on solutions and highlight the benefits a gender balanced workforce brings both internally and externally.

Continue to promote gender equality to all of our learners through the delivery of our programmes embedding Equality, Diversity and Inclusion as a mandatory element with regular updates.

Promote the successes we experience as an employer and as a training provider through the sharing of best practice and success stories, in the hope that we will inspire current and future generations to maximise their potential regardless of gender.

Work with partner organisations like STEM Women to continue to raise awareness, create opportunities and tackle inequality where necessary.

We will celebrate events like International Women's Day and use these opportunities to promote gender equality.

Raise your hand to
#ChooseToChallenge!

#IWD2023



RAISING AWARENESS

Our aim is to support every organisation we partner with to raise awareness of the importance of a sustainability strategy and aid them in achieving all related goals.

We will target our stakeholders, employers, suppliers and partners to ensure sustainability is high on their agenda.

We will continue to put sustainability at the core of everything we deliver.

In 2021 we have launched our latest Apprenticeship standard; Community Energy Specialist Apprenticeship programme supporting the development of sustainable communities.



CREATING SUSTAINABLE FUTURES

A recent report confirmed the fourth largest risk to UK businesses is continuous energy supply. As we migrate to more renewable and cleaner energy sources we need to ensure the ever increasing demand for electricity is met, particularly with the growth in electric vehicle usage and technology advancements. One way in which we help to combat this is to raise awareness and change behaviours creating more energy efficient workforces. To day we have delivered over 3,000 Introduction to Energy courses through over 400 different employers with the aim of hitting 10,000 learners and 1,000 employers by 2025.

Our offer and Impact:

Apprenticeships – through our Junior Energy Manager programme we have helped many employers improve energy efficiency, reduce their carbon footprint and save money..

Adult Education – we have delivered over 3,000 Intro to Energy courses supporting individuals and families to avoid falling into fuel poverty through behaviour and budgeting advice.

Commercial – we continue to train Domestic Energy Assessors and Retrofit courses supporting sustainable homes.

FUTURE FOCUS SUSTAINABLE DEVELOPMENT GOALS

GOAL 11 – SUSTAINABLE CITIES AND COMMUNITIES

11 SUSTAINABLE CITIES AND COMMUNITIES



OUR COMMITMENT:

To improve awareness of energy efficiency and carbon reduction.

We want to play our part in providing every member of society with the information required to make strong, positive, sustainable decisions to improve our planet.

We plan to:

Raise awareness of the importance of training the workforce on sustainability and energy efficiency.

Become a leader in promoting sustainability within the Adult Education sector by writing, implementing and sharing a true Net Zero carbon strategy with the aim of achieving this by 2025.

Work with partners to reduce the number of households currently in or on the cusp of fuel poverty providing training on energy awareness, energy efficiency behaviour changes and budgeting.

Lobby government to make sustainability and energy efficiency a mandatory element of all training alongside other mandatory topics.

Promote the positive influence our programmes are having on individuals and organisations quantifying the economic and social impacts.

Work with government to ensure all funding and regulatory bodies fully embrace the use of technology in the delivery of education and training and challenge any negative perceptions related to the quality, cost and impact.

Position ourselves to be available, participate in and, where possible, lead on all government and sector led consultations and pilots relating to a more sustainable and energy efficient approach to the delivery of education.

OUR STRATEGY

Our aim is to become the first true Net Zero independent training provider in the country by 2025.

We plan on doing this by analysing every part of our operation and make adjustments to reduce our carbon footprint.

We have already started to introduce various schemes and use technology to drive carbon efficiencies and will report back annually.

In 2019 we became the first education establishment to register for the Albert Accreditation ensuring we minimise waste and carbon footprint for all of our content production .This means we will be able to monitor and report on the impact our curriculum development and delivery models is having on the environment and how we develop best practices to share with our partners.



Paul Conroy, our CEO said:

“We have been delivering low carbon, green energy, sustainability related courses since 2012. Despite the many changes over the last decade the message remains the same. We must act now if we are to reduce global warming and the negative impact it is having on our planet.”

“We take our responsibility very seriously. We want to become a forerunner in the education space for all things Sustainability related”

Impact Academy delivers the following:

Apprenticeships – to anyone aged 16+, employed, on a minimum 12 month programme starting at Level 2 through to Level 5.

Junior Energy Manager L3
Community Energy Manager L4

Under Development (launch early 2023)

Sustainability Practitioner L4
Building Energy Management Systems L4



FUTURE FOCUS
SUSTAINABLE DEVELOPMENT GOALS

13 CLIMATE ACTION



GOAL 13 – CLIMATE CHANGE

OUR COMMITMENT:

We aim to become Net Zero in all areas of our business by 2025.

Our vision is to develop the most sustainable, energy efficient, carbon positive society possible. We aim to do this by becoming the leading training provider, raising awareness and supporting everyone to become more sustainable. We want to help change the shape of how education and training is delivered iso that it too supports a more sustainable future for all of us and for future generations to come.

We plan to:

Raise awareness of the importance of training the workforce on sustainability and energy efficiency.

Become a leader in promoting sustainability within the Adult Education sector by writing, implementing and sharing a true Net Zero carbon strategy with the aim of achieving this by 2025

Lobby government to make sustainability and energy efficiency a mandatory element of all training alongside other mandatory topics.

Promote the positive influence our programmes are having quantifying the economic, environmental and social impacts for organisations.

Work with government to ensure all funding and regulatory bodies fully embrace the use of technology in the delivery of education and training and challenge any negative perceptions related to the quality, cost and impact.

Position ourselves to be available, participate in and, where possible, lead on all government and sector led consultations and pilots relating to a more sustainable and energy efficient approach to the delivery of education.