

# DEBUT INTENT STATEMENT

Debut's intent is to provide **outstanding service** with a commitment to delivering top-quality training and education to support individuals, either embarking or advancing on their **career paths** which **excites and stimulate passion** and curiosity unlocking **motivation and inspiration**.

Since 2011, our **highly ambitious and dynamic curriculum has been** instrumental in addressing the needs of learners, employers, and industry by providing a comprehensive and current education programme that prepares learners for the industry. This is achieved through regular reviews and updates of course content to align with current industry trends and standards, incorporating hands-on learning opportunities, and on-the-job tasks, and fostering strong partnerships with employers to stay informed about the skills and knowledge to match the demands of the **ever-growing £2.5 billion** beauty industry. Our professionals are the **backbone** of most, if not all, high streets and the sector is outperforming many others with a growth of **5.9%** in beauty/hair start-up businesses since 2020.

Stakeholders are at the forefront of our **curriculum design**, as the competition between salons is increasing which has influenced a rise in learner demand for qualifications and the **next trends**. We ensure that individuals are **career-ready** and equipped to navigate the diversity of our industry.

We are continuously preparing and planning ahead of the market in order to meet the aspirations of our learners, we endeavour to educate them to **broaden their minds** and be receptive to learning. We provide all our learners with key opportunities to enhance their **transferable skills** as we strive to ensure we attain and **accomplish creditably, valuable and competitive progression opportunities** for our learners to allow them to be successful in their current and future careers. The curriculum is designed to naturally develop both English and mathematics skills, providing students with a **solid foundation** in these core subjects. It aims at **nurturing proficiency and fluency in English and mathematics** which are crucial for success in any field. As well as the acquisition of knowledge, skills, and behaviours, the curriculum is designed to provide students with the underpinning of these core subjects, to encourage them to have the ability to **analyse information, evaluate evidence and shape independent and informed opinions or perspectives**. Additionally, the curriculum provides opportunities for students to apply their knowledge and skills through hands-on learning experiences and real experiences, which help to develop practical skills and behaviours that are highly valued by employers. Furthermore, our curriculum encourages students to **take ownership** of their own learning, learners will **develop the self-motivation, self-discipline and self-reliance** that are essential for success in their chosen careers.

The **mutual respect** among our **valued staff** who are **highly qualified** with copious years of experience in their profession, **furnish a unique and effective team** of tutors and staff, that work together, shares ideas and **contributes value** to accomplish the goals of the company. Our **company ethos** is championed by all staff, who are fully supported and encouraged to advance their own individual career goals and development.

Collectively we pride ourselves in offering excellent standards of **support, cultivate and nurture** career development and compliment with challenging knowledge and skills delivery designed to excel and exceed each individual's potential within lifelong learning. We support their **ambitious careers** and provide the opportunities to master the tools in order to **navigate the wider world**, alongside boosting the ever-growing industry so that it continues to flourish.