

## Learning Curve Group

### Mission, Vision and Values

Learning Curve Group is a national training and education specialist. We work with further education providers, employers and learners to help them achieve success. Since 2004, Learning Curve Group (LCG) has grown both organically and through acquisition to become one of the largest and most diverse providers in the country. We have strong values which are all centred around our learners – and that's how we believe it should be, as we impact on over 100,000 of them every year. Our 'Purple People', the dedicated and passionate people of LCG, help us to deliver success no matter what, to achieve our vision to 'transform lives through learning'.

All companies within the LCG family uphold the same company Vision, Mission and Core Values and follow our group policies and procedures.

Company	UKPRN	Registration Number
<b>Learning Curve Group Limited</b>	10008935	05233487
<b>Profound Services Limited</b>	10022358	5969610
<b>Northern Care Training Limited</b>	10013515	05256533
<b>Acorn Training Consultants Limited</b>	10000108	03182459
<b>London Hairdressing Apprenticeship Academy Limited</b>	10035171	07710651
<b>Antrec Limited</b>	10043333	07873541
<b>APCYMRU Limited</b>	10000311	04376890
<b>PGL Training Limited</b>	10008426	07287585

#### **Mission**

Learning Curve Group provides vocational education and training programmes to a wide range of learners and employers. Our aim is to engage actively with learners and employers to identify their training needs, and then to provide cost effective, flexible and high-quality training programmes that enable learners to achieve and progress.

## Vision

Our Vision is 'Transforming lives through learning.'

## Values

Our core Values are:

- **Passionate** – We are passionate about inspiring young people, adults and our Purple People to be their best and we take pride in creating a positive learning environment to fulfil their potential.
- **Unstoppable** - We are unstoppable in our quest for the pursuit of excellence, We are dedicated and resilient to develop ourselves and our learners.
- **Right** – We treat each other with respect and strive to do the right thing through insight, inclusion, honesty, growth and trustworthiness.
- **Partnerships** - We support the people surrounding us in our everyday lives, building effective partnerships with businesses, learners and stakeholders where we can pass on our knowledge and skills to help them meet their goals.
- **Learners** - Learners are at the centre of everything we do and we are driven to provide life-changing and life-long learning for them.
- **Empowered** - We encourage our Purple People to be independent and autonomous to maximise our goals surpassing their barriers and targets. Feel it, believe it, live it.

Effective: January 2026  
Signed off by: Rachel Butt  
Chief Learning Officer

Next Review Date: January 2027

A handwritten signature in black ink, appearing to read 'R Butt', with a long horizontal line extending to the right.

Signed: