

Imagine Everything. Imagine **BOA**

Strategic Plan

2026 to 2031





imagine

everything

- 2026 to 2031

Introduction & Vision Statement



The BOA Group is a dynamic and ambitious multi-academy trust dedicated to nurturing the next generation of creative, digital and performing arts professionals. Rooted in the heart of Birmingham, our organisation brings together specialist academies that blend creativity, technology and industry expertise —empowering young people to Imagine Everything and to shape the future with confidence and originality.

Our story began in 2011 with the opening of Birmingham Ormiston Academy (BOA Creative, Digital & Performing Arts), an innovative institution founded in partnership with the Ormiston Trust, creative industrial partners and Birmingham City University. A centre of excellence for 14–19-year-olds pursuing performance, production and digital arts. Its strong industry links, state-of-the-art facilities and exceptional outcomes formed the foundation of what has since grown into the BOA Group.

BOA Stage & Screen Production, based in Birmingham’s historic Jewellery Quarter, offers 16–19-year-olds a unique, industry-led curriculum in film, television, theatre, broadcast and live events. Students train with professionals, gaining the practical experience and technical confidence required for careers in rapidly evolving creative sectors.

BOA Digital Technologies, a cutting-edge academy for 11–18-year-olds focused on digital innovation, gaming, cyber security and emerging technologies. Opened in 2022, it reflects Birmingham’s growing status as a hub for digital and tech industries and ensures our learners are prepared for the jobs of tomorrow.

The BOA Group will empower young people to Imagine Everything by prioritising the three key themes of **educational excellence**, **skills** and **employability**, and **inclusion** and **opportunity**, all underpinned by the BOA Advantage which is our promise to learners and staff about exactly what being part of the BOA Group means.

Over the next five years and beyond, The BOA Group will be a leading catalyst for creative talent in the UK, empowering young people to Imagine Everything and to shape the future with confidence, ingenuity and purpose.

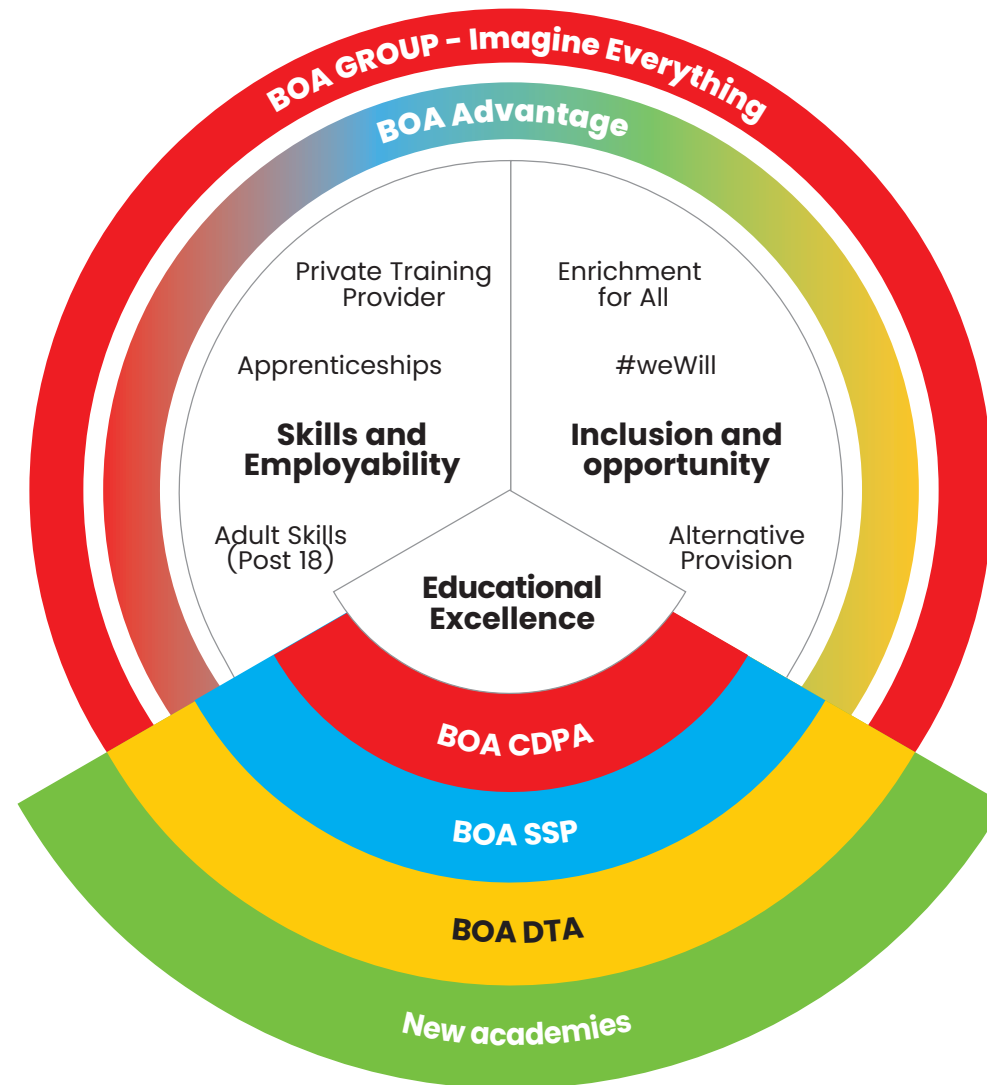
Vision Statement

Over the next five years, the BOA Group will amplify its impact: driving educational excellence across our academies, powering a new pipeline of talent with the skills and employability the creative and digital sectors demand, and opening doors through greater inclusion and opportunity.

**Together, we will Imagine Everything
— and make it possible.**



Our framework



The BOA Advantage

Empowering learners
and supporting staff

BOA Advantage for Students

- ★ Outstanding Teaching and Learning
- Industry-Connected Education
- Future-Ready Skills
- Guaranteed Enrichment and Cultural Capital
- Meaningful Work Experience
- Personalised Support and Inclusion
- ★ Clear Pathways to Progression
- ★ High Expectations and Belonging
- Leadership, Voice and Opportunity
- ★ A Network for Life



BOA Advantage for Staff

- ★ High-Quality Professional Development
- Strong Industry and Sector Connections
- Expert Communities of Practice
- Opportunities Beyond Your Role
- Strong Industry and Sector Connections
- Inclusive and Respectful Culture
- ★ Clear Career Progression Pathways
- ★ Purpose-Driven Work
- Leadership That Listens
- ★ Stability, Trust and Long-Term Opportunity

5 Year Strategy

Educational Excellence

2026

Overview: Across the BOA Group, we will secure a consistently exceptional educational experience that reflects our ambition to be the national leader in creative, digital and performing arts education.

We will strengthen the quality of teaching, learning, leadership and curriculum across all academies ensuring that every academy is high-performing, financially sustainable, and delivering outcomes that exceed national benchmarks. By uniting specialist expertise, industry partnerships and evidence-informed practice, we will build a culture of continuous improvement where every learner thrives academically, creatively and professionally.

2031

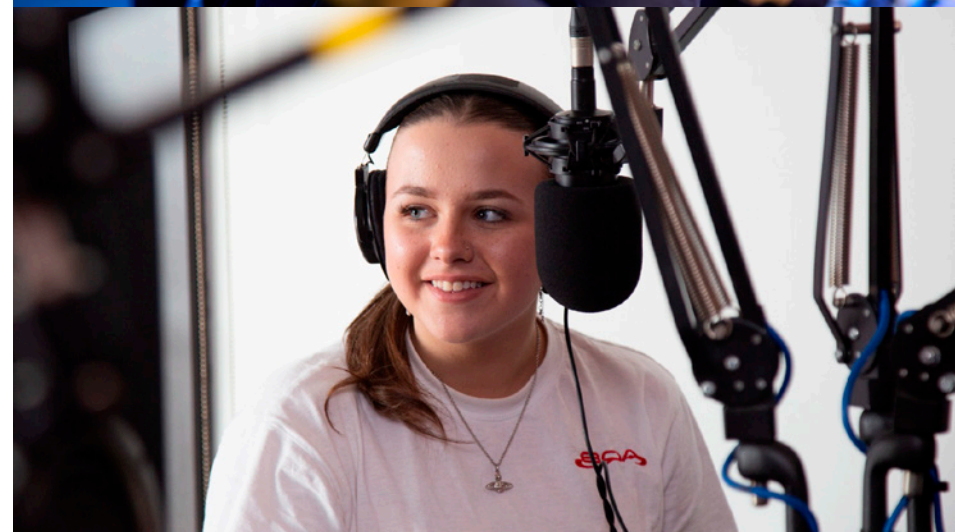
By 2031, all BOA academies will be recognised as strong and exceptional providers of world-class specialist education.

We will...

Achieve at least 'Expected' ratings in all academies by 2026 and 'Strong' across the trust by 2031

Develop trust-wide specialist curriculum pathways aligned to industry needs; creative, digital and performance. Implemented fully by 2027, reviewed annually with industry partners.

Enhance industry engagement across all academies, securing a minimum of ten strategic industry partnerships per academy by 2028 to inform curriculum, placements, and professional learning.



5 Year Strategy

Skills and employability

Overview: The BOA Group will become a nationally recognised leader in skills development, employability and industry-led education for the creative, digital and technical sectors.

Building on our specialist academies and deep employer connections, we will expand beyond statutory education to create a sustainable skills ecosystem that serves young people, adults, employers and the wider economy.

Over the next five years, we will establish BOA Group as a trusted training provider, delivering high-quality adult provision, short courses, apprenticeships and professional development aligned to labour market demand. Through a dedicated skills and employability division and a commercial trading arm, we will strengthen pathways into employment, support workforce development across our sectors, and generate income to reinvest into educational excellence and inclusion. By 2031, BOA Group will be powering a diverse pipeline of talent equipped with the skills, confidence and adaptability required for the future of work.

We will...



Secure approved training provider status by July 2028, ensuring compliance with all regulatory, quality assurance and funding requirements to deliver post-16 and adult provision.

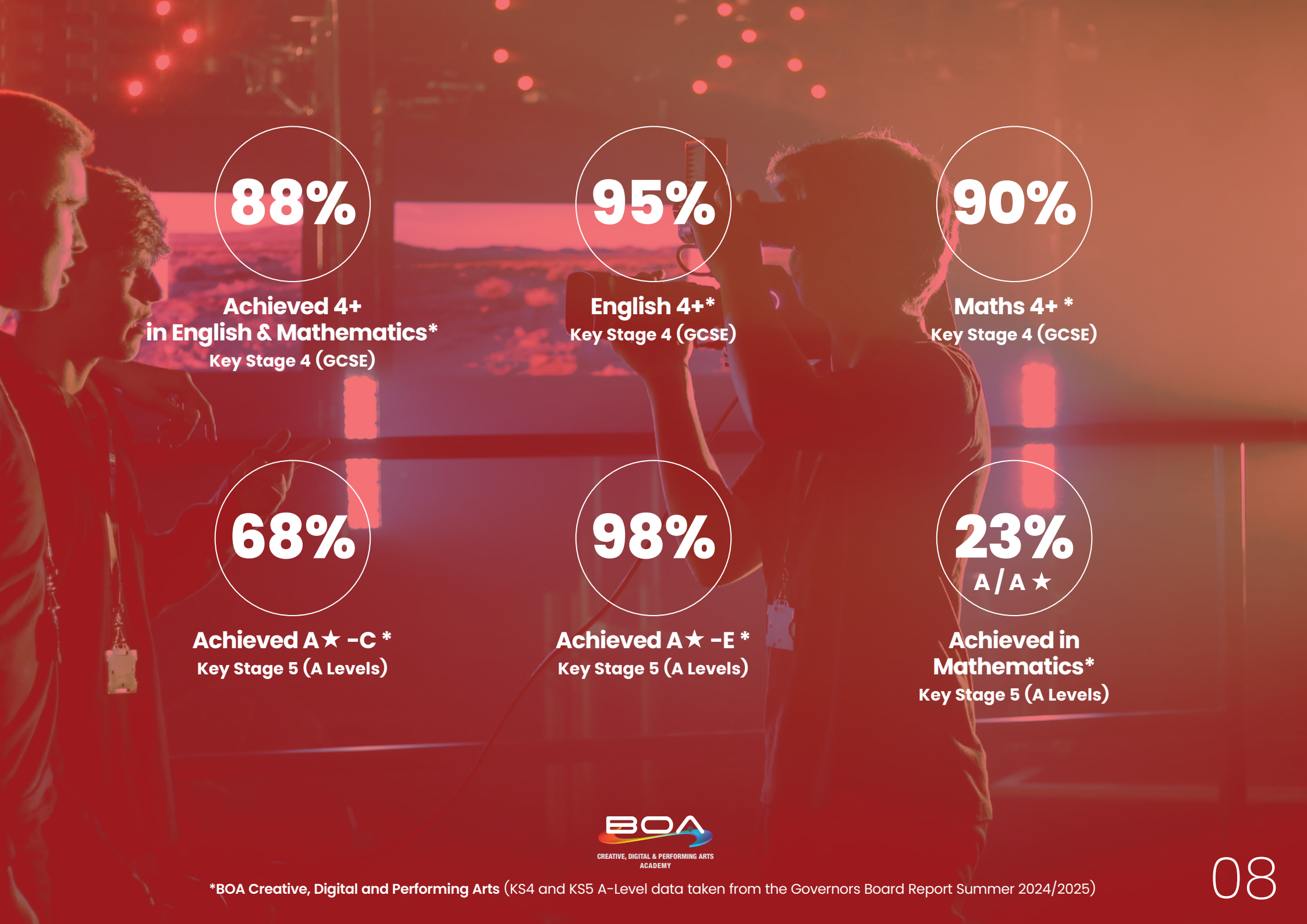


Launch a comprehensive adult CPD and short-course offer by September 2028, focused on creative, digital, production and emerging technologies, with a minimum of 100 adult learners by July 2029.



Establish a BOA Agency / Trading Body by July 2027, providing industry services, talent brokerage, production, digital and creative solutions, and paid opportunities for learners and alumni.





88%

**Achieved 4+
in English & Mathematics***
Key Stage 4 (GCSE)

95%

English 4+*
Key Stage 4 (GCSE)

90%

Maths 4+ *
Key Stage 4 (GCSE)

68%

Achieved A★ -C *
Key Stage 5 (A Levels)

98%

Achieved A★ -E *
Key Stage 5 (A Levels)

23%

A/A★

**Achieved in
Mathematics***
Key Stage 5 (A Levels)

100%

**Pass rate in Level 3 BTEC
qualifications****
Level 3 (BTEC)

96%

**Achieved DDD
(or equivalent high
grades)****
Level 3 (BTEC)

100%

A★ – C in AS Maths**
Level 3 (BTEC)

100%

Pass rate**
Level 4

77%

Distinction or Merit**
Level 4

★ ★ ★
DISTINCTION
★ ★ ★

Nearly half achieved**
Level 4



****BOA Stage and Screen Production Academy** (Data drawn from the Stage and Screen report section of the Governors Board Report Summer 2024/2025)

5 Year Strategy

Inclusion and Opportunity

Overview: #WeWill create an inclusive, equitable and opportunity-rich environment that reflects the diversity and creative spirit of Birmingham. Our ambition is that every learner and every member of staff regardless of background, need or starting point can access exceptional education, enrichment and support.

#WeWill expand our provision to ensure we meet the needs of the most vulnerable young people, including opening a new alternative provision specialising in creative and technical futures. We will enhance enrichment, wellbeing, belonging and cultural capital through partnerships, the Ormiston Trust's #WeWill programme, and targeted support systems. By 2031, inclusion will be a defining hallmark of the BOA Group: a trust where every individual can thrive, contribute and imagine everything.

#WeWill

Open the BOA Alternative Provision by September 2029, designed for up to 120 learners, specialising in creative, technical and digital pathways for vulnerable and disengaged young people.

Implement the #WeWill programme trust-wide from September 2027, ensuring every academy delivers its core pillars and reporting measurable outcomes annually.



Success looks like...



A fully established, high-performing Alternative Provision, recognised regionally for its creative and technical specialism and achieving strong reintegration and progression outcomes.



Imagine Everything. Imagine **BOA**



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