Benefits of being a Learning City

Learning can transform lives as well as provide social and economic benefits. Below is an outline of just some of the reasons why learning is important for Bristol.

Benefits for Individuals

- Gain new skills
- Gain better jobs
- Increase income
- Meet new people
- Encourage greater ambition
- Match our work to our interests
- Keeps the brain and body active
- Brings self-confidence and a sense of achievement
- Can provide further opportunities
- Helps find a way to greater happiness

Benefits for Organisations

- Ensures local people are work-ready
- Increases skills
- Develops careers
- Brings greater diversity in the workplace
- Encourages innovation
- Brings new possibilities
- Creates a happier workforce
- Greater productivity
- A reputation of success is good for business

Benefits for Bristol

- Brings communities together
- Brings greater equity to communities
- Improves the reputation of the city
- Attracts inward investment
- Encourages entrepreneurs to set up business
- Highlights the city internationally, opening up opportunities due to a global interest
- Widens Bristol’s economy
- Strengthens tender and funding applications
- Encourages organisations to work together
- The city becomes a great place to live, work and play