

## 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