



**BLUEBOW
RESEARCH
CONSULTANCY**

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Quality Assurance Statement

Quality at BlueBow is built on defined outcomes and evidence. Every programme begins by agreeing the capability gains it is meant to produce, and delivery is measured against them rather than against activity completed.

Standards are maintained through a consistent cycle. Content is tested with real learners, including people with access needs, before it goes live. Engagement and completion data from our delivery platforms show where learners struggle or disengage, and structured feedback from learners and buyers informs revisions. Where the evidence points to a weakness, the relevant content or delivery approach is redesigned.

Improvement is continuous. Minor updates are made as feedback arrives, with fuller reviews at the end of each cohort or programme cycle. Platform-delivered content can be updated quickly, so improvements reach learners without waiting for a new edition.

Accessibility and inclusion are assured by designing to recognised standards, including the Web Content Accessibility Guidelines (WCAG), and by testing with a range of users.

Information governance sits alongside delivery quality. BlueBow holds Cyber Essentials certification, is registered with the Information Commissioner's Office (registration CSN7297723), and operates in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Value is demonstrated through reporting against the outcomes set at the outset: completion and engagement data, evidenced capability gains, and progression or employment outcomes where relevant.



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