

SELEP EXECUTIVE SUMMARY

- 1.0 Executive Summary
- 2.0 Recruitment of Learners
 - 2.1 Barriers to Onboarding Learners
- 3.0 Lessons Learnt
- 4.0 Summary
- 5.0 Conclusion

1.0 EXECUTIVE SUMMARY

Tech Talent Academy won a contract with the South East Local Enterprise Partnership to deliver AWS learning across the SELEP geography of East Sussex, Essex, Kent, Southend, Medway, and Thurrock, targeting the unemployed and upskilling individuals based in these areas.

Our contract was to deliver 200 learners of which 70% of those enrolled to complete the course and 75% of those that complete into employment.

2.0 RECRUITMENT OF LEARNERS

Initially for the first couple of cohorts we struggled to recruit learners in the SELEP region despite extensive marketing in the area by both Tech Talent Academy and SELEP. We then decided to change our strategy and work with DWP and the local job centres, this along with our joint marketing with SELEP helped us to achieve better numbers on the SELEP funded academies.

2.1 Barriers to onboarding Learners

- Some areas were quite affluent, and they had low levels of unemployment so was a struggle to recruit in these. In the areas that had high deprivation we had different types of issues, primarily some of the learners had caring responsibilities either an elderly parent living with them or young children.
- A small portion of the unemployed learners we engaged with had digital poverty, either they had no internet at home or did not have access to a laptop. These learners were signposted to their local job centres who then arranged for the equipment to be either purchased or borrowed, this process took between 4-6 weeks.
- Some of the unemployed that were referred to us by JCPs did not take up the offer of the SELEP funded programme as they could not commit to both the timeframe and having to complete an exam at the end.

SELEP EXECUTIVE SUMMARY

3.0 LESSONS LEARNT

- Working with different partners in the areas we were recruiting in to maximise coverage of marketing
- Although we sent student engagement staff to the local JCPs, it would have also been worthwhile to attend job fairs to attract the unemployed learners attending onto the SELEP funded courses.

Below is a summary of the outcomes of our delivery:

4.0 SUMMARY

- 138 learners enrolled.
- 77% completed the course (106 learners).
- 44 job outcomes, including 6 further study (note, 2 of these are for learners who did not complete).
- 40% of completed learners have job outcomes.

5.0 CONCLUSION

We believe the SELEP funded AWS course was very well received by the learners that were onboarded to the programme. This is demonstrated from the 138 learners that we recruited, 106 learners completed (77%), which meant we achieved one of our two main KPIs. Although there have only been 44 job outcomes so far (40%), we believe more will get into work through the knowledge and qualifications they have gained, and this will gradually happen over the next 6 months.