

# EMPLOYABILITY PROGRAMME - IMPACT REPORT

Feb'23 - July'23



Women in Travel CIC x Google

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# NOTHING BUT THE BEST

Women in Travel CIC is a social enterprise that leverages the transformative power of travel for positive social impact. In collaboration with Google, we launched an employability programme from February 2023 to July 2023.

**Overview:** The six-month programme aimed to empower underserved women through a comprehensive range of activities, including in-person masterclasses, virtual group mentoring sessions, individualized training with expert trainers, and ongoing personalized support.

**Needs:** As of 2023, the UK has around 587,000 unemployed women (Statista, 2023). Among these, a significant number belong to ethnic minority communities (GOV UK, 2023). Moreover, there is often an intersection between unemployed women and those who are refugees, survivors of domestic abuse, or survivors of human trafficking. These women have faced daunting

challenges

in their journey to the UK and are now striving to rebuild their lives. However, they encounter various barriers such as CV gaps resulting from relocation or past experiences, lack of confidence, language obstacles, and the difficulties of adapting to a new country (Breaking Barriers, 2023). While the government offers support schemes, lengthy waiting lists, sometimes up to two years, can impede their enrollment (Breaking Barriers, 2023).

According to the Edelman Trust Barometer, the private sector is highly trusted by the public when it comes to driving social impact (Edelman, 2023). The tourism industry, in particular, presents abundant employment opportunities that often require easily teachable skills and offer numerous entry-level positions. This sector has the potential to provide accessible employment opportunities, especially for individuals from diverse backgrounds. Women in Travel CIC aims to bridge the gap between the needs of these women and the requirements of the tourism sector.

**Candidate Profile:** Women in Travel CIC focuses on serving the most marginalized and underrepresented groups in society. As a result, our programme attracts candidates who are refugees, asylum seekers, survivors of domestic abuse, and human trafficking. Within our cohort of 10 women, 5 are asylum seekers who recently arrived in the country, while 3 are survivors of domestic abuse and human trafficking. The remaining 2 have been disconnected from the workforce and are refugees seeking a fresh start.

**Aim:** Our programme's primary objective was to provide opportunities for underserved talent to reintegrate into the workforce, regain their confidence, and inspire financial independence. To achieve this, our masterclasses focused on developing essential soft skills, including building confidence, effective communication, storytelling, and customer service. Additionally, we provided training in practical skills such as digital marketing and delivered vital employment skills, including interview preparation and CV writing, equipping the women with the necessary tools to succeed in their job search. Each woman received a minimum of 50 hours of support.

This report will now measure the KPIs and the overall impact of the programme. **02**

# METHODOLOGY

This report utilized a mixed methods approach to assess the impact of the programme. Quantitative metrics such as retention and attendance were used to measure programme effectiveness. Additionally, qualitative interviews were conducted to capture the overall impact on the participants.

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## Data Collection:

1. **Attendance and Retention:** Tracked the attendance of participants in the programme, recording the number of sessions and workshops attended by each individual.
2. **Milestones completed:** Monitored the completion rates of key milestones or achievements within the programme, such as the Digital Garage training or CV writing.
3. **In-depth Interviews:** Conducted individual interviews with 9 programme participants to gather in-depth insights into their experiences, challenges, and successes throughout the programme.
4. **Progress:** Collected data on the number of participants who secured paid work experience or engaged in further training opportunities after completing the programme.

## Data Analysis:

**Quantitative Analysis:** Analyzed the quantitative data collected, such as

- attendance rates, milestone completion rates, and job placement figures, to identify patterns, trends, and overall programme outcomes.

**Qualitative Analysis:** Thoroughly examined the qualitative data obtained from

- interviews, extracting key themes, perspectives, and testimonials that highlight the impact of the programme on participants' lives.

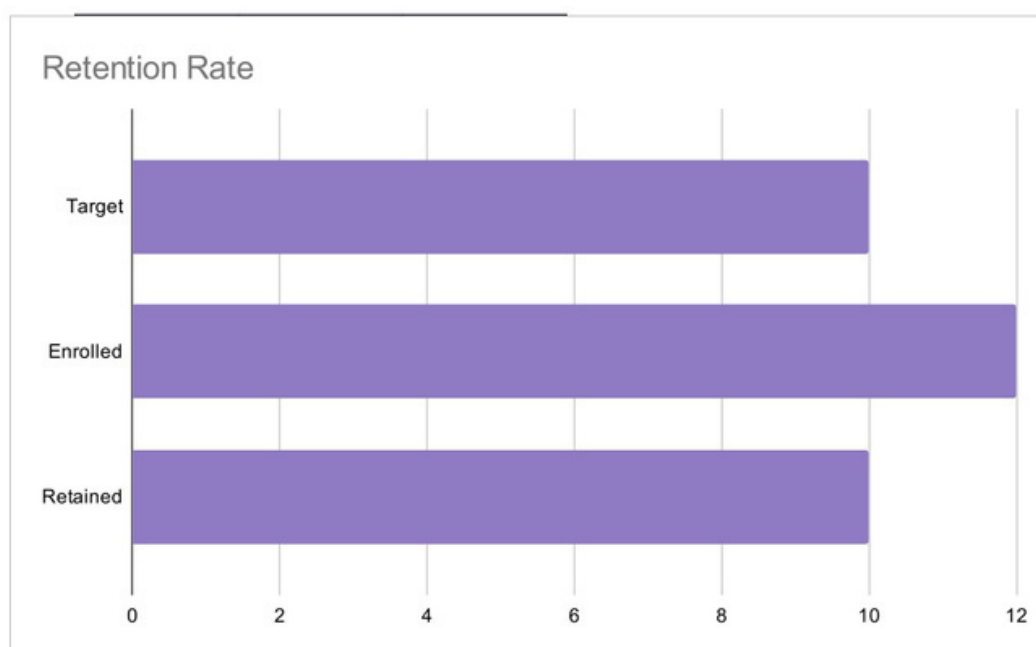
*\*The tenth participant couldn't be a part of the analysis, as she was unavailable due to health reasons.*

# RESULTS - ATTENDANCE, RETENTION & MILESTONES

01

## RETENTION

- **Retention Target:** The initial target of the programme was to retain 10 women.
- **Enrollment:** The programme initially enrolled 12 women who were selected to participate based on their background and circumstances.
- **Dropout Rate:** Two participants dropped out of the programme due to health reasons. However, the programme successfully retained 10 women.



02

## ATTENDANCE

**INDIVIDUAL ATTENDANCE:** Each woman was supported for at least 50 hours (including group workshops, online mentoring sessions, 1-to-1 sessions, and bi-weekly progress monitoring sessions).

**Median Attendance (5 group workshops and 3 group mentoring sessions):**

- Participants achieved a median attendance rate of 78.9%, attending at least 6 out of 8 group workshops and mentoring sessions.

**Variation in Attendance:**

- 3 participants had a perfect attendance rate of 100%. One participant joined the programme after 3 classes.

**Overall attendance (all 11 classes):**

- Aggregate attendance would be 84% per participant if all 11 classes (including one-to-ones) are considered, which is above average based on WIT CIC's experience with employability programmes.

# RESULTS - ATTENDANCE, RETENTION & MILESTONES

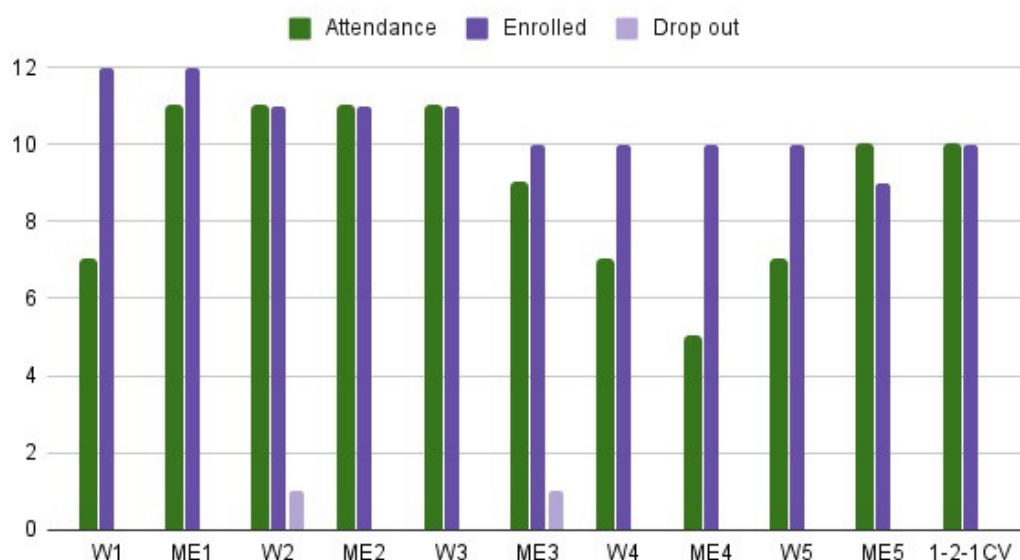
02

## ATTENDANCE

### ATTENDANCE PER SESSION

- **Overall attendance:** 100% attendance was observed in 4 sessions, Workshop 2 (Fundamentals of Digital Marketing), Mentoring 2 (Digital Garage), Workshop 3 (Customer Service), and the one-to-one CV writing session. Lowest attendance was observed in Mentoring 4 (Virtual Storytelling session), where only 50% of the women attended.
- **Dropouts:** There were 2 dropouts as previously discussed. One was after the first mentoring session, and the second was after the third workshop. No other dropouts were there after this.
- **Survey results:** After every masterclass, there was a survey conducted, and surveys achieved a 100% satisfaction rate.

### Attendance by Sessions



\*W=In-person Workshop / ME: Online mentoring session

\*ME3 & ME5 were 1-2-1 mentoring sessions.

03

## Milestones completed

- **Digital Garage:** 70% of the women enrolled (that is 7 out of 10), have finished digital garage. The remaining 20% are finishing it, and 10% (that is 1 woman) is not interested in digital marketing and thus has chosen not to finish it.
- **CV Writing:** 100% of the women have professional CVs after the programme.
- **Passport to the World:** No one has finished the programme yet. This could be because this was introduced later on in the programme (Workshop 3).



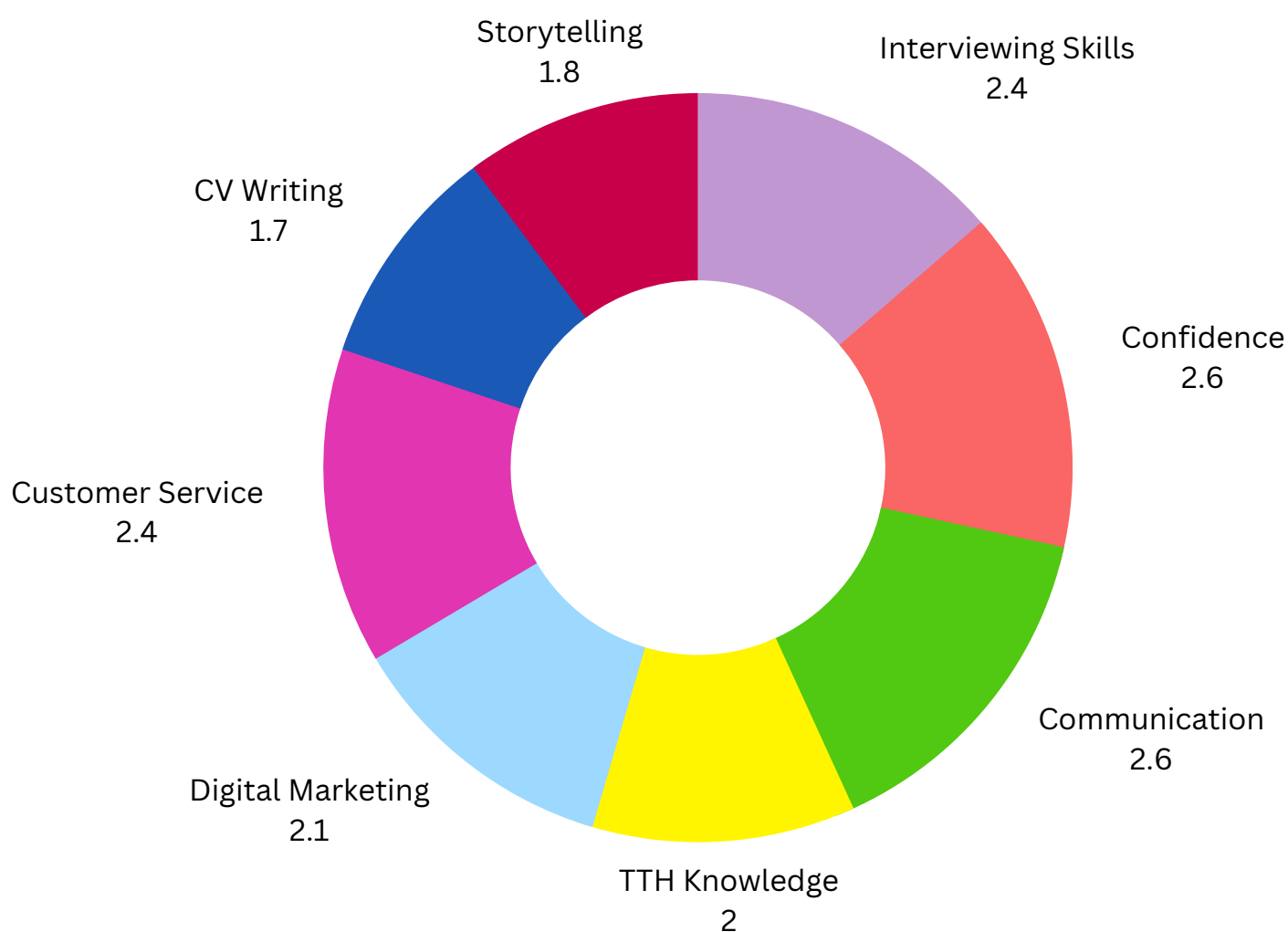
# MEASURING EMPLOYABILITY SKILLS

## Assessment of Employability Skills:

- **Identified Employability Skills:** The programme focused on developing 8 essential employability skills: confidence, communication skills, knowledge about travel, tourism, and hospitality, digital marketing, customer service, CV writing, storytelling, and interview skills.
- **Self-Assessment Scale:** Candidates were interviewed and asked to assess their skill levels on a scale of 1-5, indicating how they felt about each skill before and after the programme.
- **Pre-programme and Post-programme Assessment:** Participants evaluated their skill levels before and after the programme, providing insights into their personal growth and development in each employability skill.
- **Results:** The following results represent the average aggregate score on a scale of 1 to 5 obtained from 9 interviews.

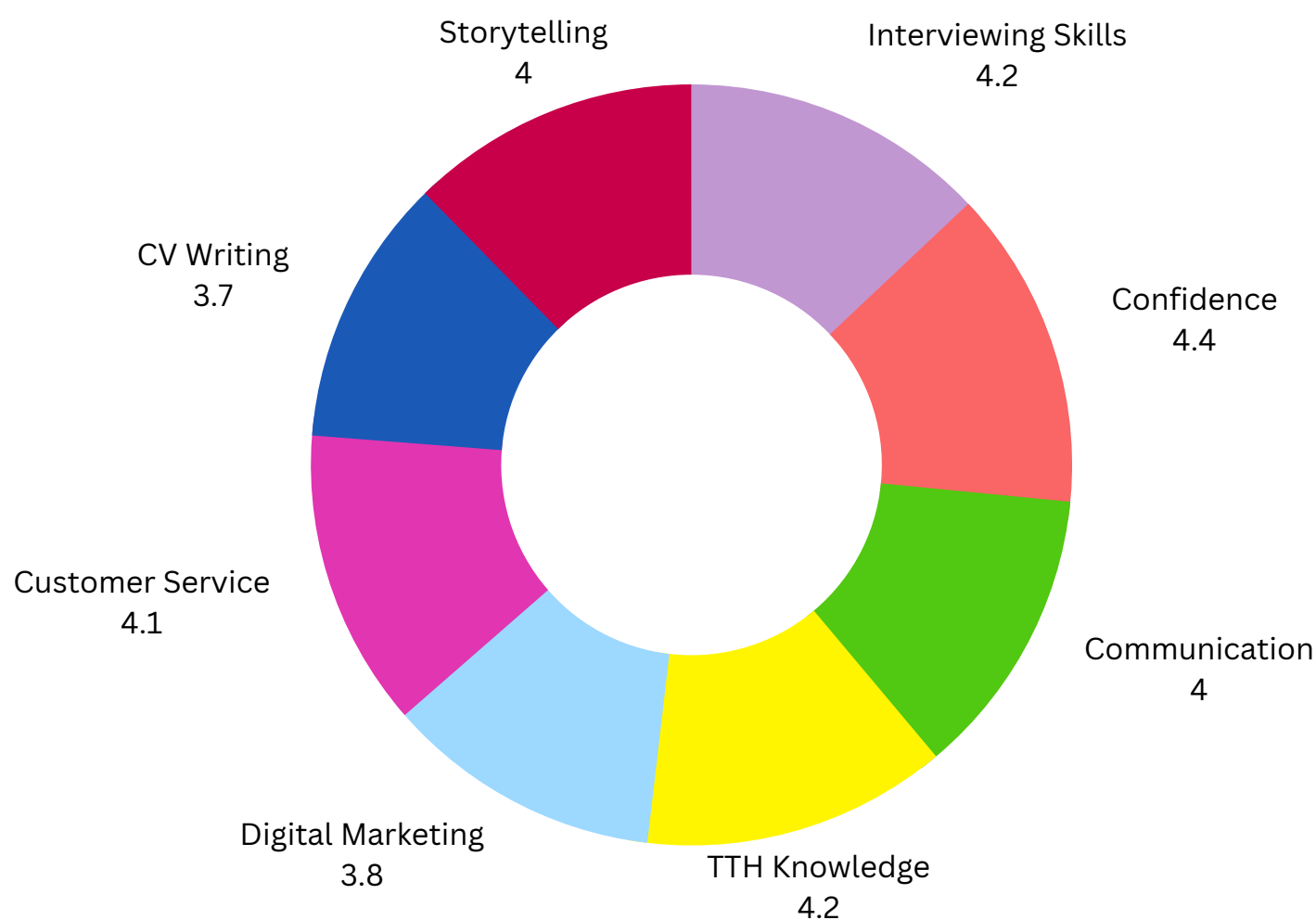
"When I came, I thought it was going to be like classes at uni. When I came, it was different – communication and focusing on confidence, and knowing a little bit about everything – about tourism, customer service, digital marketing. It's helped me to network more, support myself, and believe in myself."

# MEASURING EMPLOYABILITY SKILLS - BEFORE





# MEASURING EMPLOYABILITY SKILLS - AFTER



# GROWTH IN EMPLOYABILITY SKILLS

Every skill experienced an increase by a minimum of 53.8%. The largest increase was seen in storytelling by 122.22%, the lowest being communication at 53.8%.

Skill	Increase	Testimonial
Confidence	69%	"I thought getting a job is very difficult - after the programme I am confident that I can get one"
Communication	53.80%	"Exercises were the most helpful- increased my confidence and communicating with others".
TTH Knowledge	110%	"I did not know that the industry is so big! There are so many careers and jobs - and I am so excited about it now."
Digital Marketing	80.95%	"This was fantastic. Digital marketing has helped me so much with my own business, has added so much to my business. "
Customer Service	70.83%	" really enjoyed and helpful - really good to hear stories and their career progression."
CV Writing	117.65%	"I did not know I had so many skills. My CV was completely blank before - now I know I have so much to offer."
Storytelling	122.22%	"This was the best workshop - I learned so much about myself - things that I had forgotten completely."
Interviewing Skills	75%	"I know now how to write about myself and talk about my experience."

# PROGRAMME ANALYSIS - THE GOOD

The below word cloud summarises the feedback given by the participants.



All the 9 participants said that the programme was "amazing". Some of the things they enjoyed the most were the google office, the environment, networking, making friends, the team and the support they received throughout the programme. The number one skill they spoke about that helped them the most was "confidence".

One participant said, "It gave me a purpose in life - just even coming to the Google office is so exciting and amazing. I still cant believe its free, I would have paid for it."

Another said, "I feel very nice about it—it was very helpful. As someone new to this country, it helped me gain a better understanding of the job industry, including the different roles available and the wages offered. I feel more informed and prepared."

# PROGRAMME ANALYSIS - WHAT CAN BE IMPROVED?

The below word cloud summarises the feedback given by the participants.



6 out of 9 participants mentioned that there was nothing to be improved, and that the programme was perfect. The 3 women who gave feedback stated the following:

1. "Have more in-person sessions, even once a month but longer duration like 10-4 would give us more value."
2. "Please provide childcare if you can - I had to spend a lot of money as I am a single mother to attend classes. This would have been very helpful to me."
3. "Have classes that can strengthen our presentation skills - how to talk professionally and give us more homework - also some extra networking sessions would be so helpful."

# PROGRESS & ASPIRATIONS

The number of women who have gained paid work experience and are continuing education/ further training are as follows:

01

## **Paid work experience**

6 out of 10 women got paid/ volunteering experience at the IWTTF, which had a significant boost in their confidence.

02

## **Further Training**

Based on the feedback given to them, 5 women are pursuing training in languages, and other areas like accounting.

03

## **Career Fair**

On July 4th, 9 out of 10 women from our programme had the opportunity to attend a career fair where they could showcase themselves and interview for job opportunities.

It would be imperative to revisit this after 6 months, as it takes some time even after graduating to gain fixed term or permanent employment.

# PROGRESS & ASPIRATIONS

The women's aspirations after completing the programme are as follows:

01

## Career pursuits in TTH

100% of the participants want to pursue careers in TTH.

02

## Aspirations

4 women want to pursue careers in Digital Marketing, 3 in Customer Service, and 2 in finance.

03

## Preferred arrangements

50% of the women prefer full-time roles, whilst the other 50% prefer part-time due to studies, or family commitments.

# CONCLUSION

In conclusion, there are some highlights enlisted below:



84%  
attendance  
rate

The programme achieved a well above average attendance rate and retained 10 women enrolled.

100%  
satisfaction  
rate

Overall, the programme had a 100% satisfaction rate, with some additional feedback that can help.



110% growth  
in  
knowledge  
about TTH.

There was a big jump in knowledge around TTH which promulgated them to pursue careers in the industry.



# APPENDIX

## Progression routes as at October 2023

At the time of writing this report, 3 months after the programme ended:

- Six women have progressed to part / full-time study.
- Four are working full/part-time in travel, tourism and hospitality.
- Two are finalising their own walking travel tours.
- One gained a paid internship in travel.
- One is studying while awaiting a work permit.



We would like to thank the wonderful team at Google, and our volunteers for supporting this project and being heavily involved.

Special thanks to the team at Google:

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EDWARD LINES

FERIA KAZEMI

KATARINA KLJAJIC

NAWAR NAJEEB

& everyone else who volunteered for the masterclasses.

Big thanks to our volunteer trainers:

SARAH FROST (Roadchef)

CLAIRE STEINER

REET WISEMAN

SMARTWORKS

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