



TEACH THE NATION

Impact Report 2023





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About QA

QA exists to help business and learners win in the digital revolution. Through our unique combination of world-class digital and live skills development capabilities we deliver proven workplace outcomes.

We are technology and digital specialists – providing a comprehensive suite of talent and training services which support businesses and government organisations to tackle the global skills shortage.

More than **439,000 people learnt with QA last year**. We deliver services to over 4,500 corporate clients, including a significant portion of FTSE100 firms. We have leading practices in Agile, Cyber Security, Cloud and DevOps – as well as many other technology domains and soft skills development. We partner with the world's largest tech companies, with accreditations including being a Microsoft Gold Delivery Partner. Our deep-rooted vendor partnerships mean that we deliver a significant portion of the UK's cloud training.

QA founded Teach The Nation in 2019 as a not-for-profit initiative.





What is Teach the Nation?

Teach The Nation is a not-for-profit initiative that provides an on-ramp to developing tech skills for those who haven't been able to pursue traditional further education or higher education routes for a number of reasons - but have the attitude and aptitude to succeed. This includes academic and financial barriers or personal challenges and commitments.

We currently offer workshops in **Python Programming, Data Management** and **Web Development**.

All our workshops are free for learners to attend.





Why is it important?

Teach The Nation solves two key challenges facing the United Kingdom – the digital skills gap and improving social mobility.

Digital skills are more in demand than ever before but there just aren't enough ready-skilled people to fill them. As technology continues to permeate every industry Teach The Nation is just one sustainable way to help close the digital skills gap, nurturing interest in technology and digital skills to support more people into related employment. By doing this we can ensure businesses are getting the skills they need to be more productive and improve competitiveness to drive economic growth.

At the same time, we must widen the talent pool for technology jobs. There is a huge opportunity to bust the myths that you must be degree-educated to work in tech, that people working in technology have a certain 'look' and that it is a 'male' sector. These artificial barriers are continuing to suppress social mobility, subconsciously excluding people from realising their potential and having successful careers across digital and technology. Teach The Nation focuses on attitude and aptitude to supercharge social mobility, empowering everyone to try their hand at tech and support people from all walks of life into employment. If we get this right, it isn't just individuals and business that win, but the whole UK economy.



Our aims are simple:

To inspire people

from all ages and backgrounds into tech and create the foundations for individual success.

To support

the desperate need for greater tech and digital skills across businesses and the UK economy.

We work to support people from all walks of life but have a specific focus on **discovering hidden talent** in underrepresented communities.



Why we do TTN: Digital Skills Gap and Perceptions of Tech

Teach the Nation also exists to **shatter misconceptions** about what it takes to have a successful career in tech. According to QA research:

42%

Over two fifths (42%) of young people believe that you need to be a 'straight A student' to work in technology

60%

60% of respondents believe that a university education is required

32%

Almost a third (32%) of young people don't think they are clever enough to work in the technology sector

77%

Nearly three-quarters (77%) of young people mistakenly believe that being good at maths and science is essential for a career in technology

40%

40% think that not studying computing at school or college is a barrier to working in technology



What we've achieved in 2023

- Reached **5732 Sign-Ups** through **53 workshops**
- **1091 learners attended** a virtual session in 2023 (Total cumulative 10000 at Sep 2022 plus Sep 22-Dec 23)
- We streamed over **200+ hours** of learning content on Twitch
- Launched **online campaigns** via social media to promote TTN to select audiences **.Tik Tok; Instagram**
- **Forged new partnerships** and ran sessions for various organisations, including Schools, Job Centre Plus, local and central government, including a pilot in-person session with the Ministry of Justice inside a prison
- Provided workshops in **Python Programming, Database Management, Introduction to Blockchain** and **Web Development**



QA Why we do TTN: Digital Skills Gap and Perceptions of Tech

Financial restraints are also a concern:

1 in 5 **22%**

1 in 5 respondents do not think they can afford the training required for a career in technology

22% would be interested if they knew they could upskill without going into debt

While a lack of diversity is **creating barriers** to entry:

1 in 5

1 in 5 young people would consider a role in tech if they could hear from more diverse role models

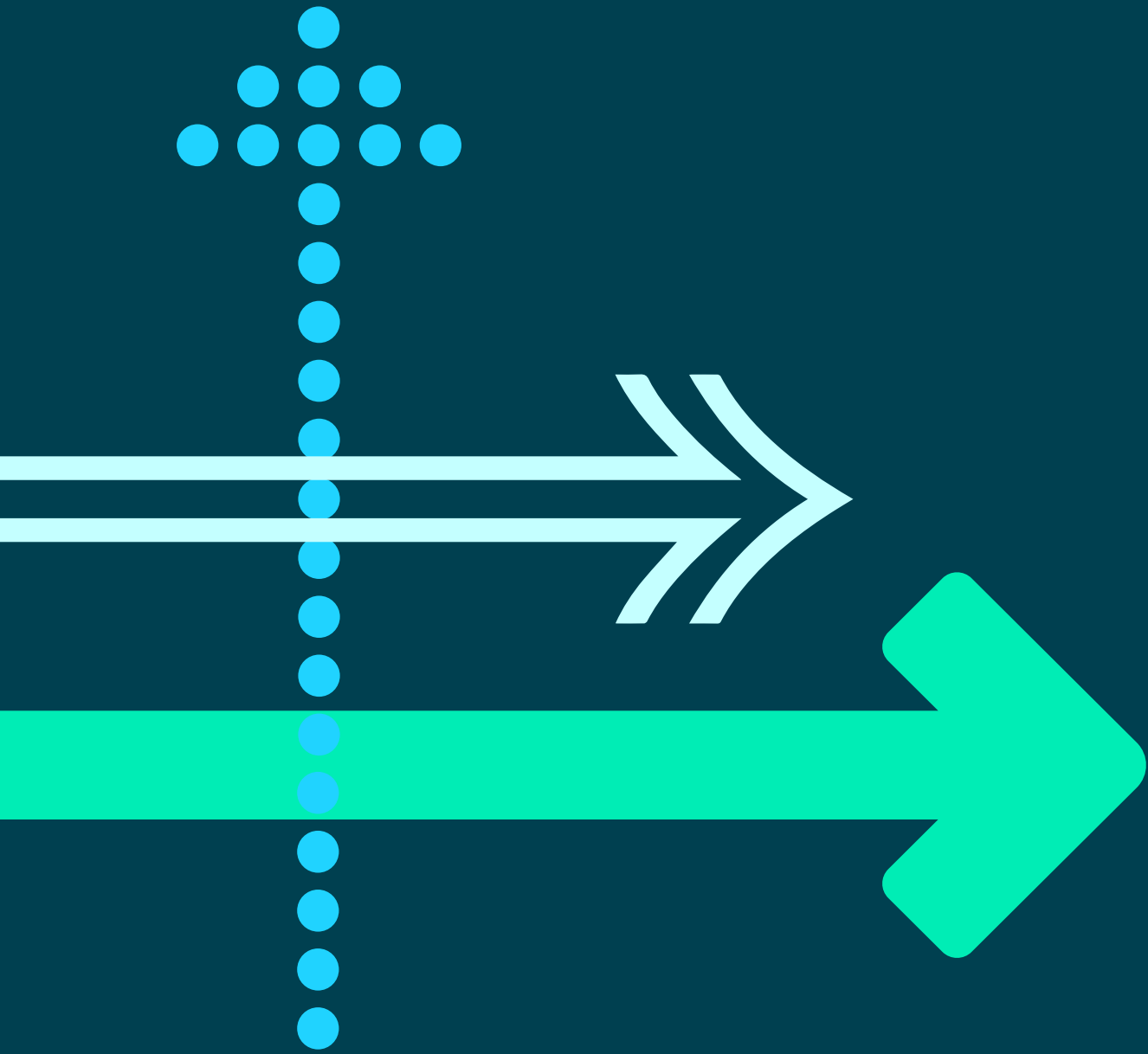


Teach the Nation: Driving Diverse Talent*



- **47%** of sign-ups identified as Female and **48%** identified as Male
- **85%** felt they had little to no experience of coding before attending a session
- Over **56%** were from an Ethnic minority and **23%** identified as White
- **42%** of those who provided their postcode live in IMD 1-3
- **48%** of learners were employed whilst **24%** were unemployed and **28%** students

* Based on anonymous demographic information provided by 3,737 sign-ups



THANK YOU