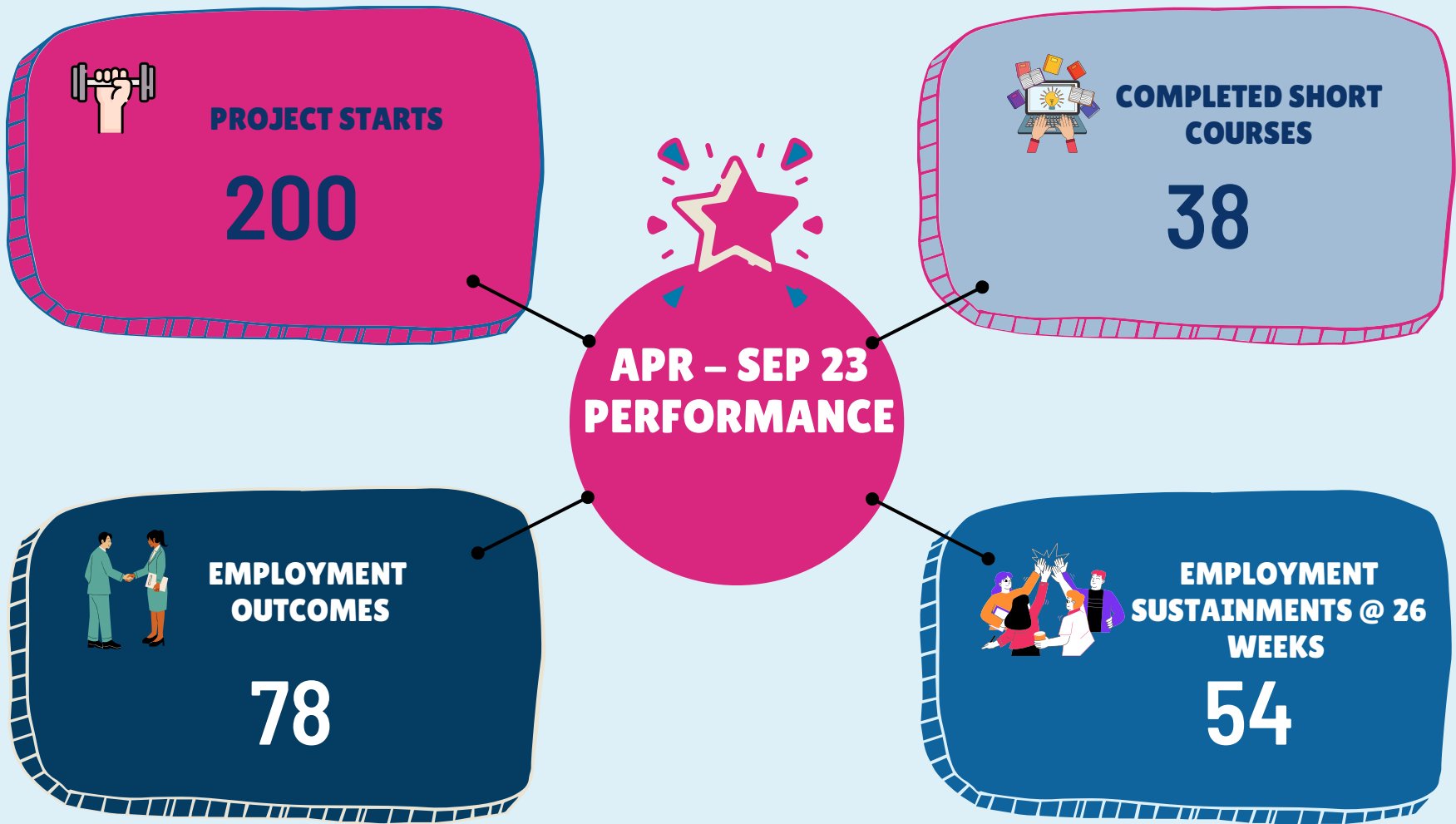


APRIL – SEPTEMBER 2023 ANALYTIC OVERVIEW



Vocational Courses Delivered include CSCS Course, Customer Service, SIA Courses
NB-Sustainments Tracked only on the following programmes, ABLE2 - YES - PTA



JULY 23 – SEPTEMBER 23

ANALYTIC OVERVIEW

PROJECT STARTS

127

COMPLETED SHORT COURSE

8

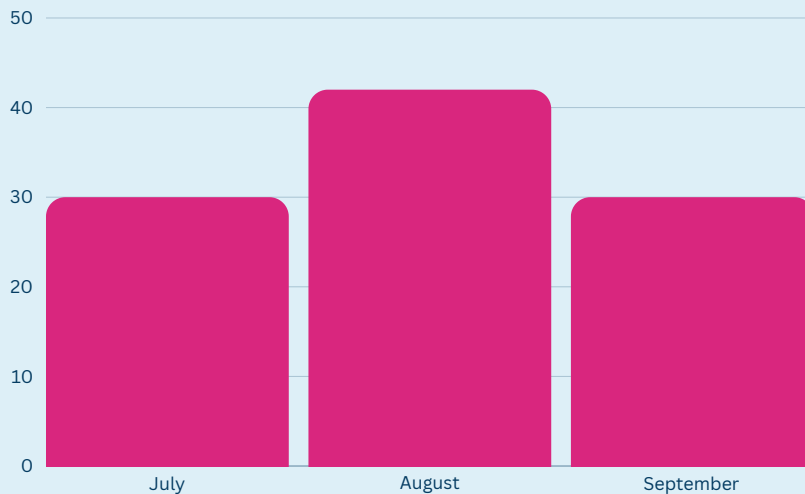
EMPLOYMENT

49

SUSTAINMENT

32

NO. CLIENTS ENGAGED PER MONTH

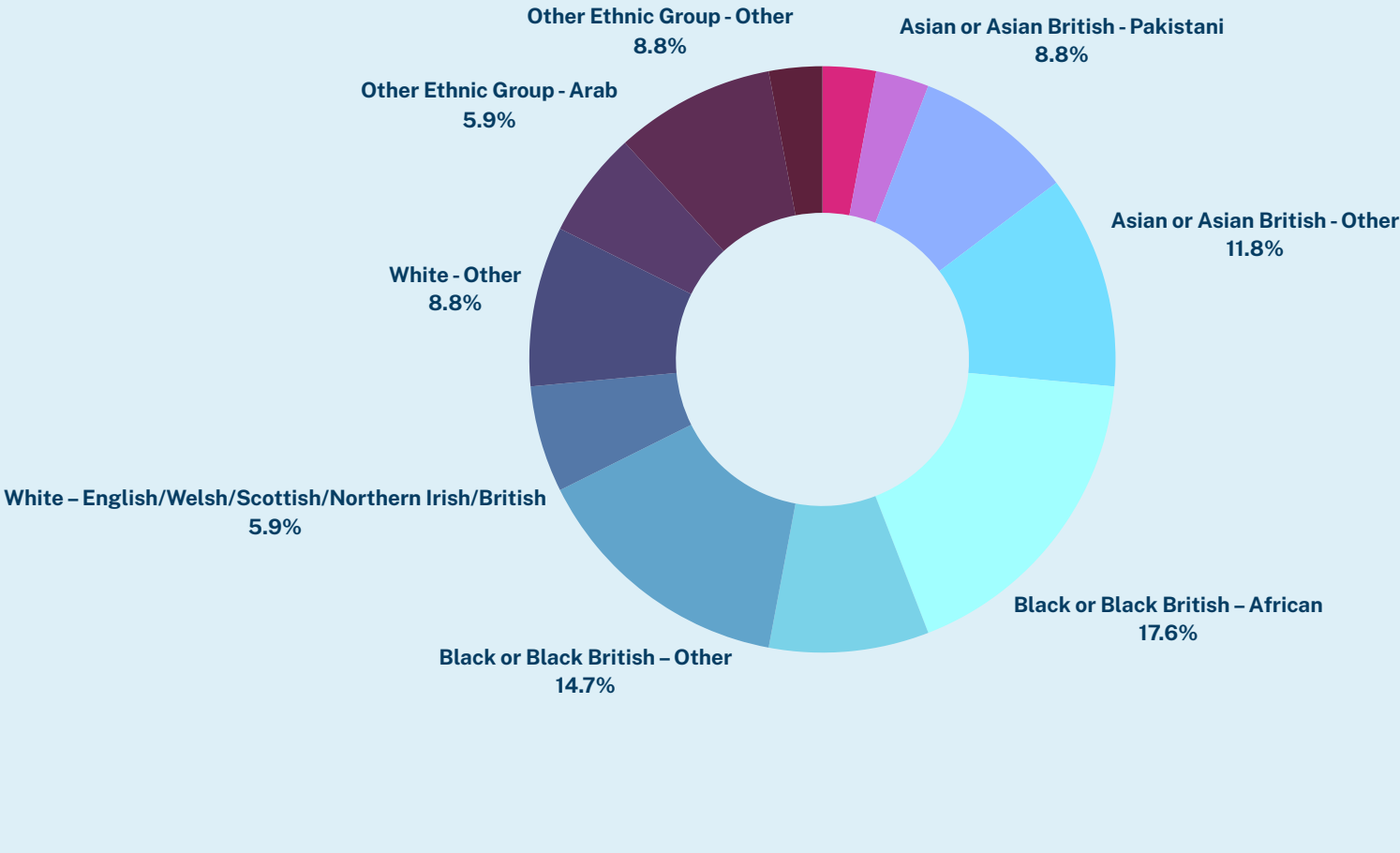


NO. CLIENTS INTO EMPLOYMENT PER MONTH



Other Vocational Courses Delivered include, Customer Service, SIA Courses
NB-Sustainment Tracked only on the following programs, ABLE2-YES-PTA

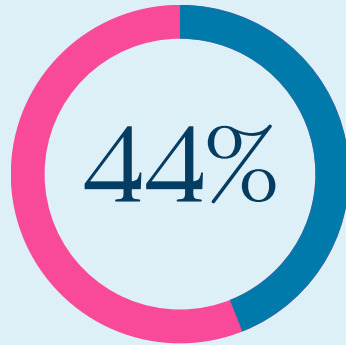
Demographics of AWL Beneficiaries



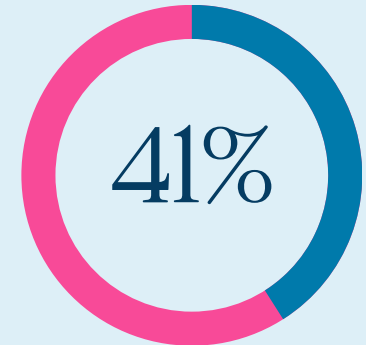
Data analysed from APTEM and project profiles submitted at time of publication

Demographics of AWL Beneficiaries

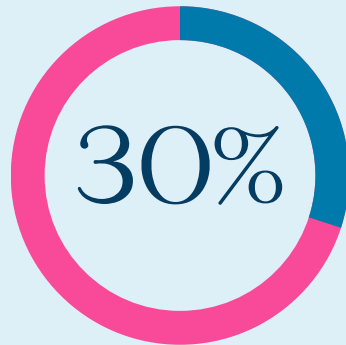
Under 21 Years Old



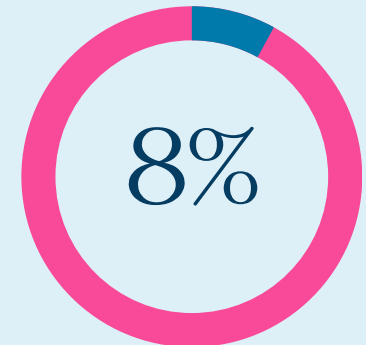
21 to 35 Years Old



36 to 49 Years Old

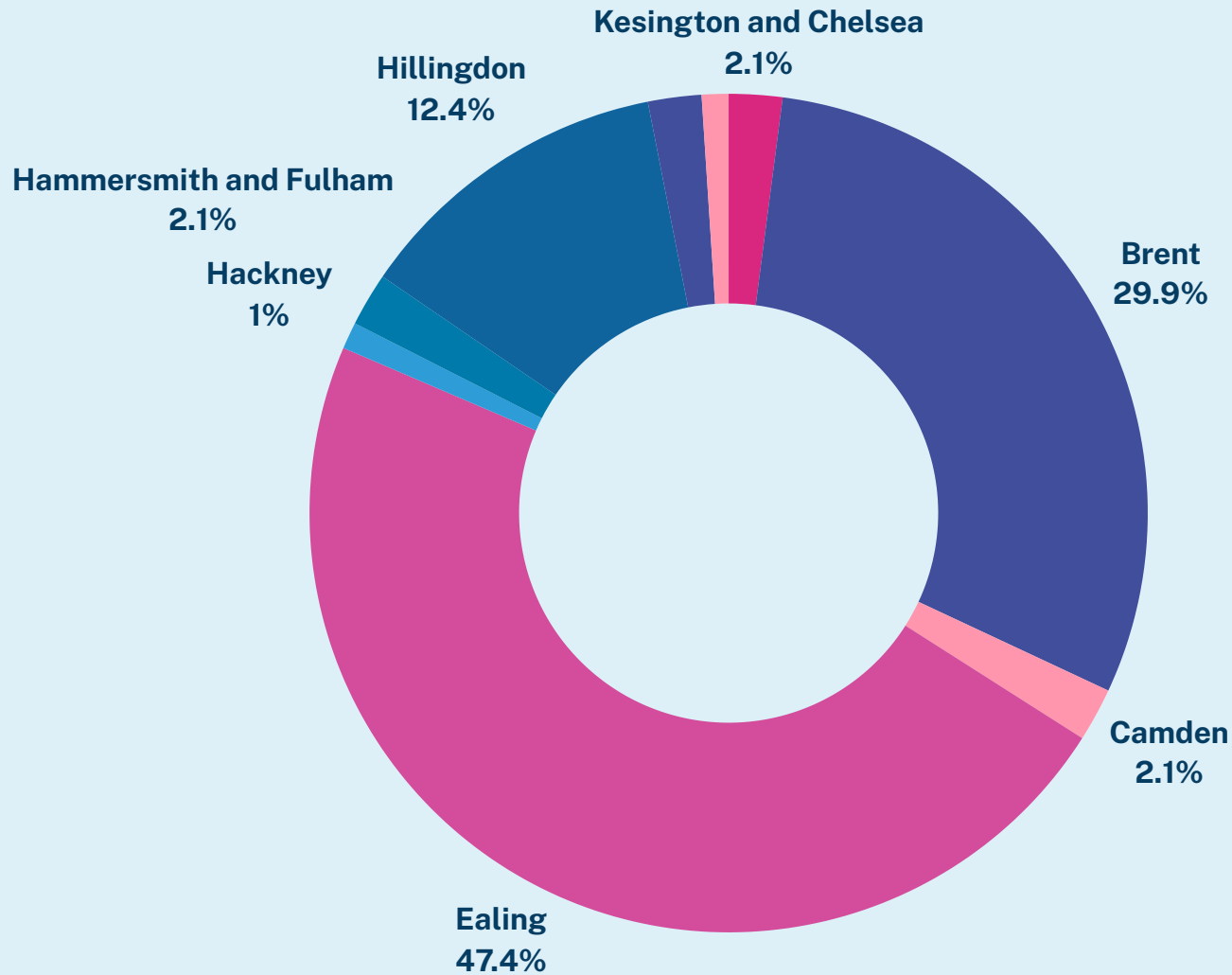


Over 50 Years Old



Data analysed from APTM and project profiles submitted at time of publication

Boroughs Social Impact Breakdown



Data analysed from APTEM and project profiles submitted at time of publication



GOOD NEWS STORIES



Case Study Reflections



Lionel

Was out of work for two years, suffering from depression and with limited educational support. He said, about AWL:

“It’s good; you give people the opportunity to move on to better things. I’m happy I signed up for the programme; I never thought I could be this person I am today. You’ve given me a more positive attitude on life. I now have experience and a better future ahead of me.”



Sourced from AWL Client Feedback-2023



Good News Story

ALICJA JOINED THE SEGRO EMPLOYABILITY PROGRAM THROUGH ACTION WEST LONDON, DESIGNED TO EQUIP INDIVIDUALS WITH THE NECESSARY SKILLS, KNOWLEDGE, AND CONFIDENCE TO SUCCEED IN THE JOB MARKET AND SECURE SUSTAINABLE EMPLOYMENT.

HER STRESS AND ANXIETY DUE TO BEING UNEMPLOYED WAS A BARRIER FOR HER TO SECURE A JOB. SHE WAS ALWAYS FEELING EXHAUSTED AND NOT MOTIVATED TO PROGRESS OR APPLY FOR ANY JOB. THROUGHOUT THE EMPLOYABILITY SEGRO PROGRAM, ALICJA WAS INTRODUCED TO VARIOUS PROFESSIONAL DEVELOPMENT WORKSHOPS, SUCH AS CV BUILDING, INTERVIEW TECHNIQUES, WORKING WITH OTHERS, SELF-CONFIDENCE, WORK ETHICS, AND SELF-AWARENESS. THE PROGRAM ALSO PROVIDED OPPORTUNITIES FOR ALICJA TO CONNECT WITH EMPLOYERS AND INDUSTRY EXPERTS THROUGH JOB FAIRS AND NETWORKING EVENTS, HELPING HER ESTABLISH VITAL CONNECTIONS WITHIN HER DESIRED FIELD.

MOTIVATED AND DETERMINED, ALICJA MADE THE MOST OF EVERY OPPORTUNITY THE PROGRAM OFFERED. SHE EAGERLY ABSORBED KNOWLEDGE, PRACTICED ALL SHE NEEDED TO KNOW REGARDING INTERVIEW SKILLS, AND PROFESSIONALLY UPDATED HER CV UNTIL IT TRULY SHOWCASED HER ABILITIES, SKILLS AND POTENTIAL. WITH EACH PASSING WEEK, HER CONFIDENCE GREW, AND SHE BECAME BETTER EQUIPPED TO FACE THE CHALLENGES OF THE JOB MARKET.

THE EMPLOYABILITY PROGRAM NOT ONLY HELPED ALICJA SECURE A JOB BUT ALSO PREPARED HER TO THRIVE IN HER NEW ROLE. HER COMMITMENT AND EAGERNESS TO LEARN IMPRESSED HER EMPLOYER, WHO RECOGNIZED HER POTENTIAL AND OFFERED HER OPPORTUNITIES FOR GROWTH WITHIN THE COMPANY. ALICJA QUICKLY BECAME AN INTEGRAL PART OF THE TEAM, CONTRIBUTING FRESH IDEAS WHICH WAS VERY IMPRESSIVE TO HER EMPLOYER.

ALICJA WAS ABLE TO SECURE A CUSTOMER SERVICE JOB IN SAMSUNG AND WAS VERY HAPPY WITH HER ACHIEVEMENT. SHE SAID SHE WANTS TO PROGRESS IN HER CURRENT JOB AND MOVE INTO HIGHER POSITIONS IN THE CUSTOMER SERVICE INDUSTRY. SHE FEELS MORE POSITIVE ABOUT HERSELF AND THE FUTURE.



Sourced from Client Case Study SEGRO Project September 2023

Case Study Reflections



H. ARRIVED IN THE UK FROM EL SALVADOR, WHERE HE HAD A CAREER IN VARIOUS LARGE ORGANIZATIONS, WORKING AS A PAYROLL SPECIALIST. HE ATTENDED UNIVERSITY IN EL SALVADOR, WHERE HE GRADUATED WITH A DEGREE IN INTERNATIONAL MARKETING. HE IS USED TO DELIVERING TRAINING TO LARGE GROUPS OF PEOPLE IN CORPORATE SETTINGS. HE IS IT LITERATE.

HE OBTAINED HIS LEAVE TO REMAIN IN THE UK IN AUGUST 2023 AND HE WAS LOOKING FOR WORK WHEN WE MET HIM.

“I WAS REFERRED TO ANA BY MY JOB CENTRE WORK COACH. SHE HELPED ME UPDATE MY CV, TO CREATE AN ONLINE ACCOUNT WITH CV LIBRARY, AND TO DO SOME JOB SEARCH. AWL MADE A DIFFERENCE IN MY CONFIDENCE AND HELPED ME TRUST MYSELF MORE. I FOUND A TEMPORARY JOB WITH AMAZON FOR THE MOMENT, AND I AM VERY HAPPY TO SEE MY POGRESS IN MY CAREER.”



Sourced from Client Testimonial SEGRO Project



CLIENT SATISFACTION SURVEYS INFORMATION

in the clients level of satisfaction with our services and their feedback continues to be very positive (98.4% rate their experience at AWL as good or very good and 100% found their advisor supportive and helpful). Clients continue to report feeling welcomed at AWL (100%) and there's a good level of satisfaction with the support they've received including agreeing the action plan which they have found informative, practical and helpful (99%).

98% felt that the advisor was able to help them with their problem. This is a drop of 1%; however, 3 responses have been reported as 'other' which reflects ongoing cases. The percentage of clients happy to recommend us is 98%.

There is a good range of additional information that we give to our clients with advice on courses taking the top spot (85), followed by employment, training opportunities (77) and advice on future plans in close third (74).

The 3 largest ethnic groups the clients who have responded so far belong to are: 1. Black African/Black African British n=24, 2. Arab n=19 and 3. White British and White other n=14 and n=14 respectively. There is still an ongoing gender imbalance between male and female responders (69%/31%) although the gap has narrowed by 2% since it was last reported in July 23.

We've had a lot of positive comments this month. Here's a selection of some of them:

- *I just finished one more session with Maria and the session was useful. Maria helped me with my personal issues, we compose CV, registered with college courses and we applied for a few jobs..*
- *My college registration went well, CV session, Housing and Council Tax Application went well and job search tips. I will be attending the session tomorrow.*
- *I got everything right and I am at work now.*
- *Everything [was good], a good teacher (Marcin) and advisers (Maria and Ana). They are nice people.*
- *I like your company because you always help people.*
- *Your service is fine and your adviser is always friendly and professional.*
- *You helped me to improve English skill and I thank you for that*
- *Your service is very good, my adviser Maria is nice, she helped my to find work.*

Suggestions include:

Clients have also made a number of requests, e.g.

- *more help with job applications.*
- *Other training courses such as SIA, CSCS, ESOL, etc*
- *Offer more courses,*
- *English classes*
- *More appointments*



It is also good to see that you have been using the shorter survey with your clients. 59 surveys have been completed this year. As a reminder, the purpose of this shorter survey is to gauge satisfaction on a session by session basis (a pulse taking exercise). This will allow us to respond more flexibly and rectify any issues flagged up by clients while they're still on the project. There's no need to complete this survey with every client that you see, a random sample will suffice.

I am pleased to report that as many as 99.7% of clients have had a positive experience at AWL and would recommend us to a friend. All (100%) have found their advisor supportive and helpful and in 95% of the cases the advisor has been able to help their clients with their problem.

Here too clients have left several positive comments...:

- *Thank you so much for your time and effort in supporting me. And I needed this and it motivated me to not lose hope. That's what I needed from you I appreciate your kindness. I will do just what you told me I hope I will find a job one day Thank you dear Ana, Jawahir*
- *I enjoyed the workshop. It was very helpful and informative.*

... and suggestions:

- *Maybe your location could be labelled and signposted from the main road so its easier to find.*
- *More English classes please*



Finally, I've completed a 'mid-course survey' with my ESOL learners which allows us to see how they feel about the courses and gives them the chance to make suggestions for improvement.

13 learners have completed and returned the survey. All learners have reported that they have enjoyed the course so far. They like coming to the class, like the atmosphere and the teacher, e.g.:

"On the whole I like to learn English because I need to improve my skills in English. I am very happy with my teacher. He is a great person. I love this class!"

The responses also show that learners feel that their English is improving and that they are becoming more confident and independent when dealing with appointments, making friends, etc.

The survey shows that they're also becoming more adept at using the Internet and know where to find websites to practise English. However, not all learners practise English online yet.

Most of the learners have reported practising English every day and spending more time using it.

