City & Guilds
Believe you can

Impact Report

2024

The impact of skills on lives

Holding ourselves accountable for meaningful change

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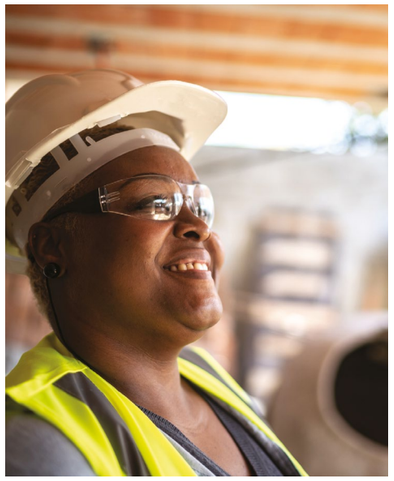

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Introduction

Kirstie Donnelly MBE, CEO, City & Guilds

City & Guilds purpose has remained steadfast for almost 150 years – to make a meaningful difference to society through skills that are high quality and meet the demands of our time.

"This year, I am delighted that we can report that in the UK alone we, together with our partners, colleges and learners, have delivered £15.3bn worth of social and economic value generated through skills."

At the absolute centre of this is how we power individuals to gain the competencies required to get into a job, upskill in the job and move onto the next one. It is in this way, that we change lives, industries and achieve greater levels of productivity for all.

Supporting learners into secure and sustained employment is a critical outcome measure for us at City & Guilds. To understand progression for learners after they complete a course or qualification is the greatest testament to delivering our purpose. It is heartening that City & Guilds courses, qualifications and assessments are making a substantial difference to job outcomes and prospects at scale. The latest independent* data shows that 76% of City & Guilds learners have progressed into further education or work. And with access to new insights* directly from our learners, we can see that they are more confident, with greater employment prospects and looking forward to brighter futures.

Those learners go on to enrich organisations and contribute to industry growth. Employers tell us again and again of the skills shortages they face and the difference that accessing skills can make. We work with many employers to help them gain the skills they need and in turn they help more people to change their lives through skills, accessing new opportunities and changing their future prospects.

Yet as I write this, I am humbled by the challenge to achieve more for all those learners who do not get the experience they deserve. The findings of our recently published research report Making Skills Work: The Path to Solving the Productivity Crisis explores the UK's own learning journey in cracking the productivity crisis and puts forward solutions where skills can be the lever for greater change. The report discovered a major divergence between several of the UK economy's key sectors in how workers are being trained to meet the needs of the future, and that fewer than half of working age adults* felt that they left education with the right skills to embark on their chosen career. Yet, an investment in skills is both an investment in people but also the economy, ultimately benefiting wider society. This year, I am delighted that we can report that in the UK alone we, together with our partners, colleges and learners have delivered £15.3bn worth of social and economic value generated through skills.

As CEO, I have always known that it is only by understanding where City & Guilds learners go next and understanding their experience, that we are better able to recognise along with our partners how best to fulfil our purpose and where we need to improve, developing the solutions needed in an increasingly complex world.

Kirstie Donnelly MBE, CEO, City & Guilds

"I am immensely proud that our 2024 Impact Report captures not only the depth of impact but the breadth of change made possible for people, organisations and wider society. This is grounded in our Theory of Change, which evolves every year as we learn from and track the difference being made. In doing so, we are enabling better outcomes for all whom we support and work alongside through access to skills.

Whether it's a young learner taking their first steps into vocational training, a professional technician expanding their capabilities, or an experienced sector leader, we can see how City & Guilds skills solutions are transforming lives. And what's more, there is demonstrable ripple effect of the efforts made by our teams, partners, learners; a staggering £15.3bn worth of benefit to communities and society.

Dame Ann Limb DBE DL, Chair, City & Guilds

Measuring our Impact

Our Social Impact Framework, designed in partnership with Cranfield University, provides us with a tool for consistent understanding and reporting of social and economic impact. Our first Impact Report was published in 2020 and set out our commitment to continue to evolve our Theory of Change and report annually on the difference City & Guilds is making for individuals, organisations and society. Every year we push ourselves to get a deeper and richer understanding of our impact, and our 2024 report focuses on how we are changing lives through skills.

Our purpose is:

To help people, organisations and economies develop their skills for growth.

Delivered by:

- Awards & Qualifications
- Leadership & Management
- Training Businesses

With a focus on Responsible Business that supports:

- Tackling Skills Inequality
- Transitioning to Net Zero
- Developing high quality skills to meet the needs of tomorrow

Our Theory of Change

Our Theory of Change has nine key indicators that input to achievement of three key outcomes. Progress against these gives us evidence that we are supporting access to skills. As you read this report track the icons to see which outcome our impact supports. See more about our Theory of Change in the methodology on page 48.

Creating an impact for:

Learners

Secure and Sustained Employment

- Learner reach & completion
- Improved wellbeing
- Progression & sustained employment

Organisations

Strengthened Organisations

- Reach amongst employers & learning providers
- Embedded skills
- Organisational performance

Wider Society

Skilled and Productive Society

- Changing nature of learning
- Addressing skills in need
- Championing vocational learning

Summary of Impact in 2024*

City & Guilds skills solutions, together with our partners, colleges and learners, have delivered

£15.3bn

worth of social and economic value generated through skills

UK Government data shows that

76%

of City & Guilds learners progress into employment within six months, compared to 67% of learners who study with other providers

Learners

Our Learner Outcomes survey, which sampled 965 learners three months after achieving a City & Guilds qualification, found that

75%

felt more confident about the future as a result

1.6 million

people have completed City & Guilds learning programmes and assessments in the last year

52

employers received a Princess Royal Training Award in 2024, which has now recognised 414 best in class employer training programmes, part of a wider alumni of 700

Leadership, Management & Coaching training delivered to

27,524

people from 101 employers

Organisations

432,817

completed online learning through City & Guilds, with 300 courses now available

The City & Guilds Foundation Fund for Displaced People has directly supported 445 refugees, working with five charity partners to provide training and qualifications – facilitating £2.6 million of social value, the equivalent of

£11.27

for every £1 invested

Wider Society

5.1 million

learners have access to City & Guilds courses globally

83%

of apprentices surveyed in our Learner Outcomes survey self-declared as employed in a relevant sector within three months

- Impact of Skills
- Impact for Learners
- Impact for Organisations
- Impact for Wider Society

*For data sources and methodology see page 48

Responsible Business

In 2024 we released our Global Reporting Initiative* aligned Responsible Business report, as part of our commitment to operating in a socially and environmentally responsible way and taking accountability for the real and potential impacts we make in pursuit of our purpose.

As part of the report we asked our key stakeholders including learners, customers, employees, policymakers and sector influencers what they considered the most materially important priority for City & Guilds, and the overwhelming response was that we should be 'delivering impact for people through skills education'. So we know that being able to communicate our impact is critical.

Our focus on three crucial areas is what enables us to create such impact on learners, organisations and wider society.

Planet

Reducing the negative impact of our operations, and understanding the positive impact of our products and services.

One of our key objectives is to play an active role in the transition to a net zero economy and we are committed to reducing the negative impacts of our own operations with a commitment to achieving net zero by 2040.

- We publish an annual carbon reduction plan to meet this challenge. So far have reduced emissions by 10% against our baseline year of 2019.
- We are monitoring and servicing demand for green skills and have seen an increase of 38% for these skills in the last year.

Product

Developing high quality skills to meet the needs of tomorrow.

We are dedicated to embedding Responsible Business practices in product design, development, and approval processes, and over the past few years have built the infrastructure to support this, including:

- Development of skills for a more sustainable future and mandating that our products and services further social impact as a responsible business.
- An 'Inclusive Curriculum Framework', to shape a common commitment to representation, social justice and equality of opportunity.
- Reinforced our Quality Assurance Model to ensure standards are applied accurately and consistently.

***GRI Standards are the first and most widely adopted global standards for consistent sustainability reporting.*

People

An organisation committed to inclusivity, equity and fairness.

Our employees are the defining feature of our organisation; if our employees thrive then our organisation will be able to deliver greater impact.

- City & Guilds employs around 1600 employees in the UK & overseas across 124 countries.
- This year we have seen an increase in both female (+3%) and ethnic minority (+7%) employees in senior positions in City & Guilds.
- An increase in employee engagement surveys against our targets for respect (+3%), belonging (+2%) and care (+2%).
- In 2024, 86% of employees completed the social impact module on our central learning system, helping us meet our target and upskill our own community in the benefits of social impact.
- We have continued to embed Diversity, Equity and Inclusion as a critical part of our business, with renewed commitment and strategy to guide 'how we work, think and act' to strengthen our individual and collective performances and capabilities.

Ampersand Awards

The Ampersand Awards, City & Guilds internal recognition awards, are a chance for our employees' work to be truly understood and appreciated. In 2024, 142 employees were nominated, bringing the total since the awards launched in 2017 to 1,114 nominations.

96% of Ampersand Award winners report that this recognition made them more visible internally, 70% feel that winning increased their confidence in their own abilities, and 83% felt greater pride in working for City & Guilds.

Ampersand Awards

> "I find myself living up to the award and want to encourage other people to feel that they can be recognised for the difference they make. Winning the Ampersand Award is not just recognition of my day-to-day work; it is a celebration of my life at City & Guilds and the drive to make a difference to the individuals, teams and customers I work with."
>
> **Amanda Kelly, Industry Manager, 2023 Awardee**

96% **of Ampersand Award winners report that it made them more visible internally.**

70% **feel that winning increased their confidence in their own abilities.**

83% **felt greater pride in working for City & Guilds.**

For more details of our Responsible Business Approach, please scan here for our Responsible Business Report 2023.

Learners:

Into Secure & Sustained employment in 2024*

1.1 million

people took our awards & assessments in 2024

Approximately

28,000

certifications in Maths & English awarded across the HMP Prison Estate

755

people directly supported by the City & Guilds Foundation in the past year, contributing to a total of 14,609 directly and indirectly supported over the past five years

Learner reach & completion

Progression & sustained employment

31,873

have competed City & Guilds Apprenticeship End Point Assessments

89%

of participants in skills bootcamps delivered by City & Guilds training, qualified into employment

115,000

learners in England completed a functional skills qualification at Entry Level 1 - Level 2 (English, Mathematics, Digital)

Improved wellbeing

283

bursaries awarded through the City & Guilds Foundation; 81% of recipients felt more in control of their futures as a result

72%

of qualified apprentices sampled in our Learner Outcomes survey feel more confident in the future

89%

of participants who completed 'Ready to Run' training for managers through The Oxford Group felt more confident to deliver as leaders by the end of the programme (up from 65% beforehand)

73%

of 771 coaches reported an improvement in their wellbeing as a result of the Job Coaching Programme we supported with BITC

Impact for Learners

For data sources and methodology see page 48

The Impact of skills at every stage

City & Guilds solutions are delivering real impact for people whatever stage they are at in their working and learning lives. That includes everything from training or retraining, taking those first steps as leaders, entering new sectors, or gaining prominence as an expert in their field. As the demands of learning and industries change, City & Guilds is adapting our offer to keep delivering the impact required for people, organisations and society to thrive.

Health & Social Care

Comfort arrived in the UK from Nigeria with her daughter. With the support of the Foundation and Breaking Barriers, she gained her City & Guilds qualification in Health & Social Care and is now a Support Worker helping autistic children.

"When you are working you are independent, you have freedom, stability and security."

Health & Social Care Learner, 2023

Hospitality & Catering

Harry completed a City & Guilds hospitality and catering programme with The Right Course at HMP Wormwood Scrubs, securing three job offers upon leaving prison. He now works at a Park Lane Hotel as a Commis Chef.

"They guided me through the most difficult period of my life, provided incredible training and employment opportunities."

Hospitality & Catering Learner

Engineering

Lynden applied for bursary funding for the Domestic Appliance Repair Foundation. He has since been able to secure full-time employment as an Appliance Engineer.

"Receiving the City & Guilds bursary has been invaluable to me, as it enabled me to take the first step of a new career path, which I would not have been able to do otherwise."

Bursary Recipient

Foundation Level - English & Maths

"I participated in functional skills in Mathematics and English. After passing this level, I felt confident communicating with my colleagues in the work environment, which was my main challenge. I was shy, and joining the class helped me overcome my weaknesses and easily communicate with people."

Foundation Skills Learner

T Levels

"This has been a good course and a good experience for me. The Industry Placement has allowed me to take what I learned in college into the workplace and further improve my skills. Completing this course has also developed my communication skills and improved my confidence."

T Level Learner

Apprenticeship

Melissa completed a degree apprenticeship at Cisco in Digital Technology Solutions while studying at the University of Roehampton. She now leads Cisco's social value projects across the UK and Ireland and is also part of the City & Guilds Young Learner Advisory Team.

"The skills I learnt on my apprenticeship have helped me, not only professionally, but also in my day-to-day life and hobbies. There were many soft skills I developed while studying."

Apprentice, University of Roehampton

Skills Bootcamp

"The Skilled Track Operative Bootcamp really helped give me a smooth transition out of the military and then secure regular full-time work because of the skills and competency gained from the course.

I'm now full-time with Vital, doing at least 40 – 60 hours a week most weeks. I told my friend about it, who was also leaving the military. Now, he's completed bootcamp and is working full-time with Vital as well."

Bootcamp Trainee

Employee-based learning

"A fantastic guided learning journey, it was great to see the microlearning and practical resources in order to view how you put the theory into practice and focus on real workplace issues and challenges"

Kineo Courses Learner

"I completed the Armed Robbery Safety course. It was one of the best online courses I've taken. The information was punchy, quick, and easy to access and follow. It explained everything in very clear detail, thus making me far more confident if something like a robbery were to happen."

Kineo Courses Learner

Leadership Development Solutions

"The material presented and the perspectives given were very useful and contributed to better performance at work (and in personal life). I never received the tools and perspectives offered in this training during my work experience."

Leadership & Management Learner

"The leaders were very effective, engaging and knowledgeable. I have learned several methodologies that will help me to lead more effectively."

Leadership & Management Learner

Fellowship

Since 1892, City & Guilds Fellowship has honoured leaders and innovators who have had an impact on their industry or in education, who exemplify excellence and embody the core values of inspire, improve, achieve and trust. This year, Annie Warburton became a Fellow, and in January 2024, Annie became the first Clerk and CEO of The Goldsmiths Company.

"I feel passionately about equity of access, and that requires equipping people with essential skills. My own guiding light is thinking about the combination of being kind, curious and bold. If you are just one or two of those things, it's not enough."

Annie Warburton, CEO, The Goldsmiths Company

*All quotes provided by learners who completed training or joined the City & Guilds network in the financial year 23/24

Learner wellbeing and confidence

Skills development and wellbeing are intrinsically linked and translate into better employment prospects. That's why City & Guilds is designing key activities to support long term wellbeing.

Employment, enrichment and time to advance wellbeing are built into our programmes for 16 - 19 year olds, and many of our learning providers offer this to their older learners too. This approach to a rounded learner experience includes the opportunity to gain essential skills such as communication, problem-solving and managing finances. Gaining all of these competencies has a significant impact on confidence and we know that employers value these skills, and so learners are better empowered to gain work as a result.

In our Learner Outcomes Survey, renewed confidence was identified as a key benefit of achieving a City & Guilds qualification, with 75%* of learners and 72%* of apprentices feeling more confident as a result. This was particularly the case for those who completed training in Hospitality & Catering, Health & Social Care, and Building Services Engineering.

Furthermore, 80%* of those with qualifications and 90%* of apprentices felt that the work experience component of the qualification or apprenticeship prepared them well for work.

75%

of learners who achieved a qualification felt more confident about the future

"I landed a very good job earning very good money, and because of passing my apprenticeship in the same industry (aerospace), I was able to join and instantly begin producing to the level they wanted." *

The Prince's Responsible Business Network

Working with Business in the Community (BITC), we launched a Job Coaching programme that trains volunteers to support job seekers back into work. Since October 2022, 771 volunteers from 73 BITC members companies have been recruited, with 900 referrals from 55 community partners. A survey of the 600 participants who received the coaching found that 95% of clients reported an improvement in confidence to find a job, 99% reported an improvement in coping with rejection and 83% reported an improvement in their wellbeing rating after the programme. In addition, 73% of coaches reported an improvement in their wellbeing.

Learning & Investment for Transformation

The Ministry of Education and the HEART/NSTA Trust developed the Learning & Investment for Transformation (LIFT) Programme to empower young people in Jamaica, through which 30,000 students completed and gained City & Guilds qualifications in 2023. Students reported improved knowledge of the world of work and communication skills, with 73% believing the course helped them adopt the right mindset for work. 87% of trainers shared positive feedback, noting benefits including improved student abilities and knowledge, and that the course provided them with their own learning experiences.

94

of the 214 students that participated in the City & Guilds LIFT employability programme in Jamaica are more confident about progressing into work (66% very confident).

"My apprenticeship brought out the confidence in me that I needed to progress in my career." *

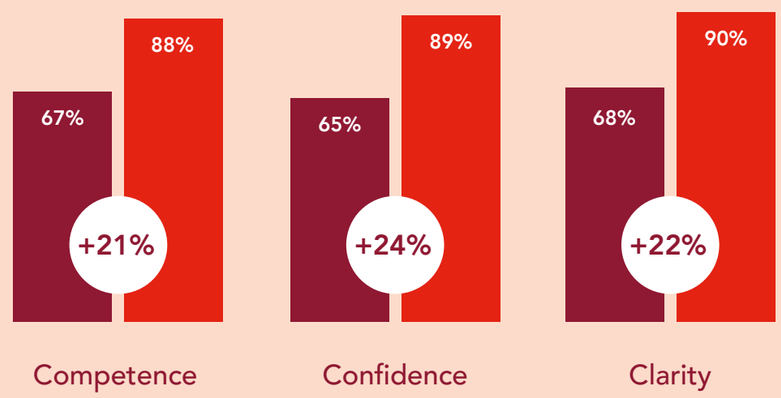
Leadership & Management

Our Leadership Development offering at City & Guilds is designed to build key management capability, with confidence acting as a catalyst for meaningful growth and long-term success. Training is set up to encourage experimentation, practice and reflection within managers' own environment and invites participants to tune into their feelings and beliefs about the work they do and the impact they wish to have.

27,524 people have received Leadership Development training & coaching this year, with 89% of those on the 'Ready to Run' programme feeling confident by the end of the programme.

"It was very helpful and has given me a lot of knowledge within the industry and I would definitely recommend it to others." *

Outcomes from 'Ready to Run' leadership development



"My confidence, self-development, networking opportunities and career prospects all greatly improved as a result of this training." *

All quotes from City & Guilds Learner Outcomes progression survey, July 2024.

SECURE & SUSTAINED EMPLOYMENT: WELLBEING AND CONFIDENCE IN LEARNERS

Wellbeing for those with barriers to work

City & Guilds Foundation supports people with barriers to work through its bursary scheme and grant-giving programmes. These awards go a long way to helping people who need it the most gain the confidence they need for the future.

City & Guilds bursary recipients also report increased confidence, with 72% more optimistic about their future and

81%

more in control of their futures

"The course allowed me to develop skills, increasing my confidence and allowing me to hit the ground running in my new job." *

"I am so grateful for the bursary. The qualifications have made me more employable and given me the confidence and control to achieve my goals." *

Foundation partner client

Learners from our refugee partner programmes

*Quotes from Bursary recipients 2023-2024

SECURE & SUSTAINED EMPLOYMENT: WELLBEING AND CONFIDENCE IN LEARNERS

Positive Youth Foundation Career Boost Programme graduates

88%

of displaced people supported through City & Guilds Foundation grants reported an increase in their wellbeing and confidence

The City & Guilds Foundation acts as a catalyst for providing opportunities for people with barriers to gain the skills needed to get into work. Of the 755 people supported in the past year, 7 in 10 report an increase in confidence and wellbeing. Wherever our learners start, developing their skills often results in increased confidence and wellbeing, improving their ability to stay well or recover more quickly from adversity.

95%

of those with experience of the criminal justice system, report increased confidence and wellbeing due to completing Foundation funded programmes

"My confidence grows every day because of the Green Start course. I think it's a good, positive course for anybody who wants to achieve something great in the future."

Graduate from the Green Start programme delivered by Groundwork

Data and insights on this page gathered from Foundation partners including:

Coleg Gwyr Abertawe Gower College Swansea · St Giles · catch 22 · Groundwork · Heritage Crafts

Progression into employment

Completing training with City & Guilds opens up options and opportunities for all of our learners. This is core to our purpose. This year we undertook more research to understand the difference our qualifications and assessments make on learners' progression. This confirms what we know from government data evaluating longitudinal progression.

UK Government data shows that

76%

of City & Guilds learners are in employment six months later, compared to 67% of learners using other providers

83%

of a sample of City & Guilds trained apprentices are working in a job related to their qualifications within 3 months of completion

The achievement rate is significantly larger for land-based (+9%) and employability (+7%) qualifications, as well as in the East Midlands (+6%), East of England (+7%) South East (+5%), South West (+10%) and Wales (+10%).

Between 1 September 2023 and the end of August 2024, we saw over 115,000 individuals achieve a Functional Skills qualification in English, Mathematics or Digital Skills at levels ranging from Entry Level 1 to Level 2, in England. These qualifications will support progression into further study or into employment, and for apprentices, it will meet the gateway requirement for their End Point Assessment.

A further 58,600 learners were successful in passing an ESOL Skills for Life qualification, demonstrating the language skills they need to live and work in the UK.

In addition, 27,500 learners achieved an Employability or Personal & Social Development qualification to enable them to progress with their studies or enter the employment market.

Positive progression outcomes are highest for learners with a qualification or apprenticeship in Health & Social Care (93%), Teaching & Learning (85%) and Building Services Engineering (72%)

63%
of apprentices were able to earn more money after completing their apprenticeship, rising to 72% for Building Services Engineering.

38%
of learners with qualifications and 44% of apprentices have already received a pay rise in their current role, with half receiving an additional £1,000 or more three months after completion.

28%
of learners with qualifications and 33% of apprentices have received promotions at work.

SECURE & SUSTAINED EMPLOYMENT: WELLBEING AND CONFIDENCE IN LEARNERS

The quality that enables progression

Progression is not incidental; it is built into the way we operate and our sharp focus on quality. We regularly seek to improve our products and the experience of learning, whether that's through tracking employer requirements through market and jobs data or ensuring we are mapping to external standards, so that on completion our learners are equipped with the skills they need to unlock the opportunities they deserve.

This year we have put an increasing emphasis on helping more people access City & Guilds with our recognition services, assessing and testing the quality of employer-led training programmes and empowering them to deliver the specific training they need for their organisations to succeed.

City & Guilds ASSURED ilm RECOGNISED

In the year to August 2024, our Recognitions team enabled the following:

100
new customers open for registration

200+
renewals to existing customer programmes

140+
programmes recognised

Over 65,000
learner registrations

Progression through Skills Bootcamps

Bootcamps give people the opportunity to build up sector-specific skills through a flexible course of up to 16 weeks. This year, 93% of learners who completed rail bootcamps progressed into employment, with 94% of all rail bootcamp learners trained by City & Guilds since 2022 in employment after 12 months.

94%

of learners are employed 12 months after completing the Rail Track Operative Skills Bootcamp with City & Guilds Training

"Bootcamp went well for me and since completing it I have been working in the rail industry. My first employer was McGinley where I gained track experience and from there I moved on to Safeway Infrastructure, whom I'm with now working as a machine operator."

Bootcamp Learner, Track Operative

Progression through barriers

City & Guilds bursaries have been awarded to people seeking a City & Guilds qualification but have barriers to work or are financially unable to fund the training themselves. This year, City & Guilds funded 117 bursaries for individuals, plus an additional 166 bursaries through match-funding with partners.

A 2024 survey of bursary recipients that had completed their course at least six months previously, found that 84% were in employment.

"The support was priceless; someone cared and wanted to help me when others didn't. It helped me feel useful again, introduced me to interesting people and opportunities, and got my life back on track. I am so very grateful for the bursary and the kindness of the bursary staff. Thank you. It helped me build my confidence, self-esteem and self-worth, facilitating me in getting back out into full-time employment again."

Bursary recipient 2023-24

Strengthened Organisations:

a summary of Impact in 2024*

Reach amongst employers & learning providers

52
employer training programmes awarded the Princess Royal Training Award in 2024, bringing the total to 414 since 2016

200+
organisations attended our Skills Share event for Princess Royal Training Award alumni at the Guildhall, London in May 2024

1,500
organisations across 80 countries supported by City & Guilds

232
training programmes Assured and Recognised through City & Guilds recognitions services

Embedded Skills

101
employers developed leadership and management skills via The Oxford Group (up 39% from last year)

432,817
employees completed a digital learning programme from the 300+ Kineo courses portfolio

32
organisations received City & Guilds Skills Discovery sessions to help accelerate their Learning & Development strategies

Organisational Performance

88%
Princess Royal Training Awards alumni report clearer progression pathways for their workforce

27%
increase in registrations for employer training programmes recognised by City & Guilds

*For data sources and methodology see page 48

Impact for Organisations

STRENGTHENED ORGANISATIONS: EMBEDDED SKILLS

Embedded skills

Sulzer, a global leader in fluid engineering, partnered with City & Guilds to develop the Impact programme, a leadership development solution to enhance managerial capabilities and drive strategic growth. The programme has successfully upskilled over 14 cohorts of Sulzer leaders, with participants reporting increased adaptability, trust-building, and effective communication, contributing to a more collaborative and high-performing organisation.

We worked with **SafetyOn** in partnership with the Energy Institute, an award-winning project raising awareness of safety issues. Thousands are employed in the UK's onshore wind industry, and SafetyOn is playing a part in making sure they go home safe. An innovative series of videos and animations were designed to connect with a diverse workforce through storytelling, and raise awareness about the need for taking care in health & safety. The campaign won the Positive Improvement Award at the Scottish Green Energy Awards.

City & Guilds is a certified educational partner to the **NHS**, supporting several trusts as part of the Talent for Care programme. This year 36 graduates have been awarded for participation in City & Guilds Assured Aspire Academy training with NHS Tameside & Glossop, as well as 50 graduates from NHS South London and Maudsley (the Estia centre) which delivers training on a range of learning disabilities to many people from around the UK.

In Mexico, **Banorte** wanted to enhance digital banking through employee upskilling but struggled with managing multiple e-learning platforms. City & Guilds partner Totara consolidated 56,000+ courses into a single platform, driving 77,000+ new enrollments and empowering over 14,300 users. This centralised approach streamlined L&D operations, enabling data-driven insights and fostering a culture of self-development.

STRENGTHENED ORGANISATIONS: ORGANISATIONAL PERFORMANCE

Organisational performance

We have supported **Technit** with the Roberto Rocca Technical School Campus, a comprehensive platform designed to uplift underserved communities through education and skills development. By providing essential training, scholarships, and infrastructure improvements, the partnership has empowered over 55,000 individuals and supported 3,600 students in their educational journeys.

Nordic Pharma needed to unify its geographically dispersed workforce behind its sustainable growth plan, so they engaged City & Guilds to create a leadership development programme. The Leadership Essentials support received a Net Promoter Score of +53.85, with evaluation showing application of learning, demonstrated by improvements across all 14 learning objectives. In 2023, Nordic Pharma enjoyed its best financial performance to date.

"Having Assured, as an external certification, has enabled us to maintain strong confidence in the quality of our offer at **Icon Medical Group**. *This, in turn, has helped us successfully navigate the huge challenges created by the pandemic and sustain our pre- pandemic level year- on-year growth."* Kenny Lai, Head of Centre at Icon Medical Group.

STRENGTHENED ORGANISATIONS: CELEBRATING EXCELLENCE

The Princess Royal Training Awards

This year, 52 programmes were awarded the Princess Royal Training Award, honouring employers who have created outstanding training and skills development programmes that have resulted in exceptional benefits.

Since the Awards were established, 414 programmes have now been recognised from 274 different organisations. Recipients report a number of positive impacts as a result of receiving their award.

84%
report increased confidence in their approach to learning culture & training

93%
report an increase in engagement & wellbeing in the workplace due to investment in learning and development

91%
report an increased ability to demonstrate the value of skills to their organisation's social value

PRINCESS ROYAL TRAINING AWARDS

As a result of their learning & development programmmes, Princess Royal Training Awards alumni report organisational benefits – 84% have higher staff retention, 86% higher productivity and 88% report clearer progression pathways for their workforce.

Skills Share event, Guildhall May 2024

On 1 May, we hosted an invite-only event for our Princess Royal Training Award alumni. Joined by our President, HRH The Princess Royal, the event was a mix of sharing practice and networking for our growing alumni of employers. Organisations enjoyed the opportunity of learning from each other and hearing our President's own reflections on the importance of skills, education and learning for all.

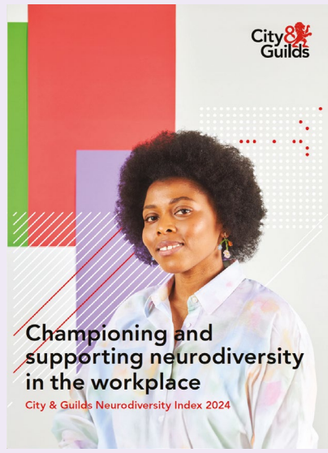
Princess Royal Training Awards ceremony, St James' Palace, November 2023

STRENGTHENED ORGANISATIONS: UNLOCKING TALENT

Supporting employers to reach new talent

In an era where inclusivity has become a cornerstone of organisational success, championing and supporting neurodiversity in the workplace is more important than ever.

This year has seen our second Neurodiversity Index Report, developed in partnership with Do-It Solutions. The report identifies the trends, improvements & challenges that remain in supporting better awareness and practice for neurodiversity in the workplace. This year's report sought to better understand challenges for parents and carers of neurodivergent children with a new question designed to uncover this aspect of working life. It was found that over half of the 93 employers surveyed have adapted their recruitment practices to better support neurodiverse employees.



52%

of organisations adapted their recruitment processes to support neurodiverse people in 2023, up from the 47% reported in our 2022 Index.

Skills Discovery Sessions

This year, City & Guilds advised 32 organisations through Skills Discovery Sessions, designed to allow Learning and Development leaders to surface the skills challenges facing their organisations. They worked in partnership with City & Guilds towards new approaches and solutions. This enabled them to accelerate their L&D strategies to create a greater impact for their teams and businesses.

As the partnerships evolve, we are focused on helping employers address their key challenges, which include developing more effective talent progression pathways, driving a learning culture, reinforcing organisational values and addressing challenges with leadership capability.

Our Impact across the UK

As part of our impact journey we have looked much deeper into how we are supporting people, organisations and society in each part of the UK to develop their skills for growth, gathering progression data from learners to see where they go next, and the social value of the skills, knowledge and capabilities they develop.

You can find a breakdown of the impact of City & Guilds skills solutions across the UK on our website or by scanning the QR code.

1. Aberdeen

Three colleges participated in a City & Guilds x Shell project to build skills capacity for Electric Vehicle Charging Installations. Nine trainers qualified, who then taught 27 apprentices, with 19 achieving the qualification and has helped raise the profile of the colleges as educators in green skills.

2. Ayrshire

The King's Foundation at Dumfries House delivers Introduction to Hospitality to young people with barriers to work. This year, 16 City & Guilds qualifications were awarded, with 75% expressing an increase in confidence and 75% progressing into employment.

3. Belfast

Belfast Met winning the Princess Royal Training Award has led to an increased budget for learning and development. As well as this, health and wellbeing was placed higher on the agenda leading to better support for staff and an increased uptake of Health and Wellbeing Week.

4. Cumbria

ECITB Work Ready programme: City & Guilds technical training supported 14 young people over a 16-week programme to gain a diploma in Performing Engineering Operations and employability skills, three weeks of work placements and a guaranteed job interview.

5. Swansea

Critical Transition grants have enabled Gower College to support 532 young people, 100% of which reported increased confidence and knowledge, and as a result continued their education.

6. South Derbyshire

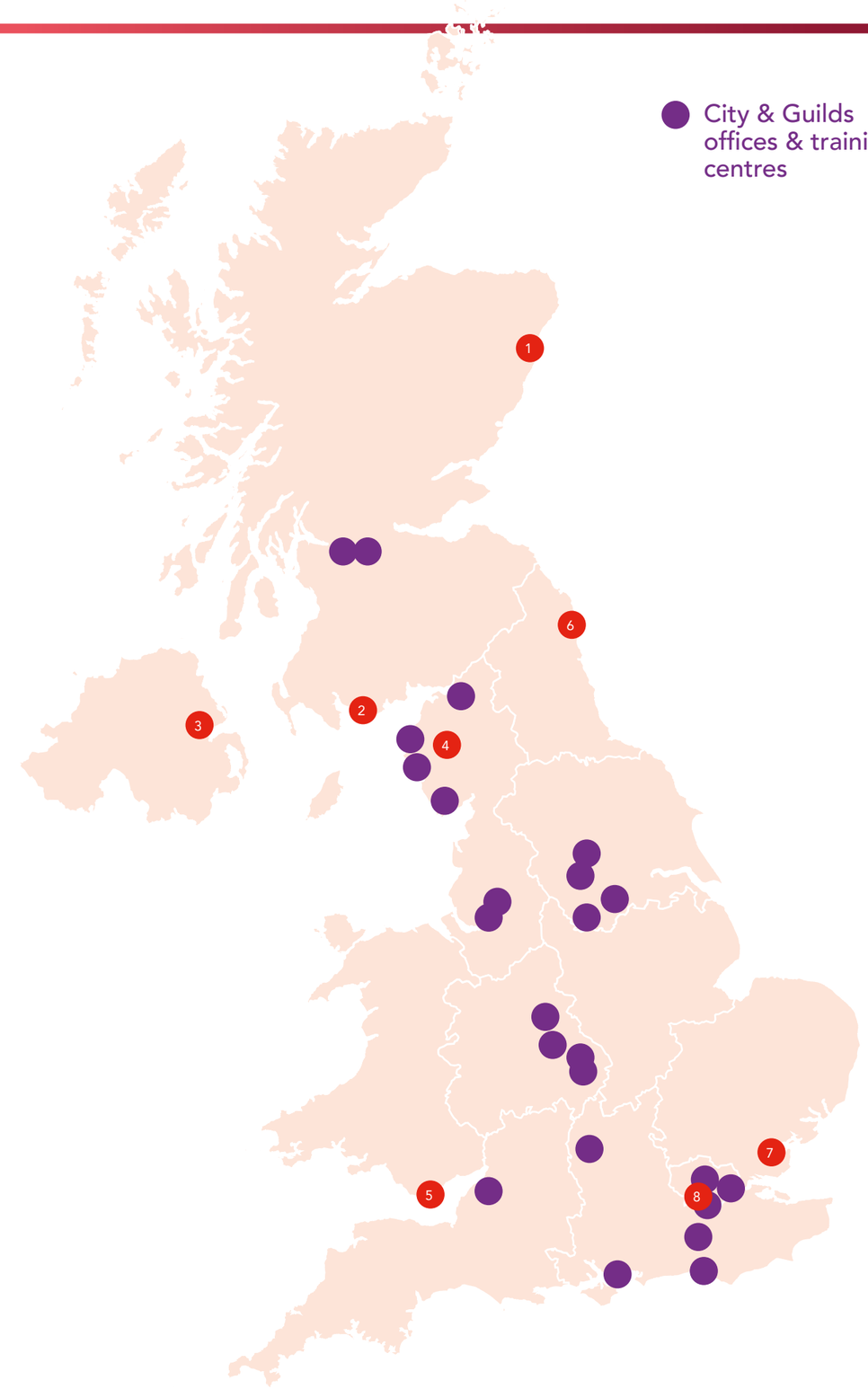
Burton and South Derbyshire College is pioneering the offering of hydrogen qualifications to develop the new Level 3 Award in Knowledge of Hydrogen Fuel Cell Electric Vehicles and Components.

7. Suffolk

HMP Highpoint, rail training programme with City & Guilds training for 144 prisoners, 81% in employment 6 months post release.

8. London

Barts Hospital Trust are one of the biggest NHS Trusts delivering City & Guilds leadership & teaching programmes, with 234 people completing ILM Level 2 - 4 Leadership and Management courses in the past 12 months (799 in the last 5 years).

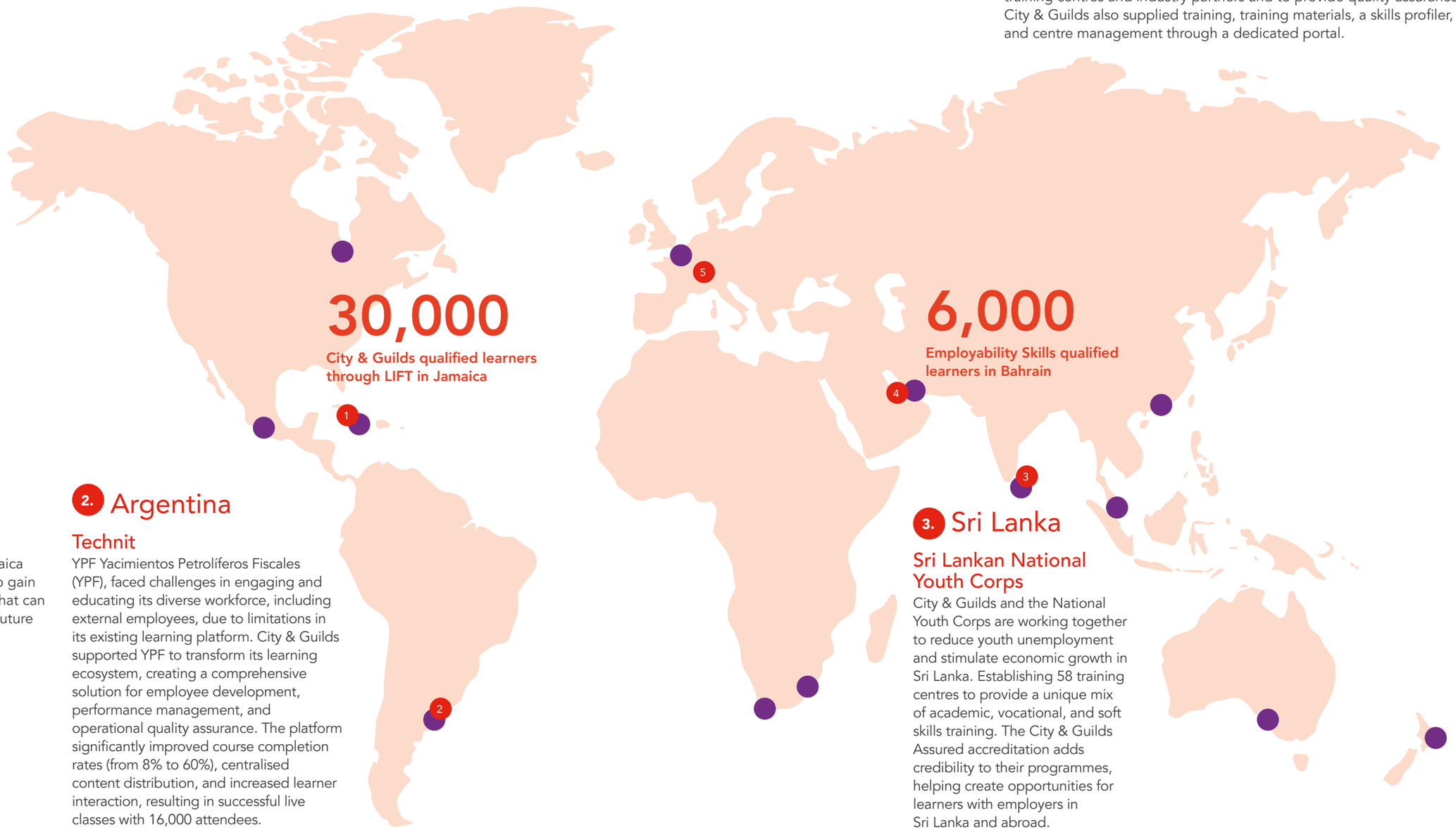


Our Global Impact

We operate in 124 countries, with 20 offices and 12 training centres around the world. We have featured here some examples of our work and the impact it has delivered in 2024. You can find more examples of our global impact on our website or by scanning the QR code.

City & Guilds Global offices

For more examples of our global reach scan the QR code.



1. Jamaica

Jamaican LIFT

The LIFT programme in Jamaica supported 30,000 learners to gain City & Guilds qualifications that can support them through their future careers (see page 17).

2. Argentina

Technit

YPF Yacimientos Petrolíferos Fiscales (YPF), faced challenges in engaging and educating its diverse workforce, including external employees, due to limitations in its existing learning platform. City & Guilds supported YPF to transform its learning ecosystem, creating a comprehensive solution for employee development, performance management, and operational quality assurance. The platform significantly improved course completion rates (from 8% to 60%), centralised content distribution, and increased learner interaction, resulting in successful live classes with 16,000 attendees.

3. Sri Lanka

Sri Lankan National Youth Corps

City & Guilds and the National Youth Corps are working together to reduce youth unemployment and stimulate economic growth in Sri Lanka. Establishing 58 training centres to provide a unique mix of academic, vocational, and soft skills training. The City & Guilds Assured accreditation adds credibility to their programmes, helping create opportunities for learners with employers in Sri Lanka and abroad.

4. Bahrain

Bahrain Employability Skills Project

The collaborative efforts of Tamkeen, the Ministry of Labour in Bahrain, and City & Guilds have made significant strides in addressing Bahraini citizen unemployment, bridging the skills gap, and enhancing youth employability in the country. Since 2020, over 6,000 people have participated in City & Guilds Employability Skills qualification, receiving up to three months of training and support to enhance their employment prospects. City & Guilds provided comprehensive support for the project, including a dedicated account manager to work with training centres and industry partners and to provide quality assurance. City & Guilds also supplied training, training materials, a skills profiler, and centre management through a dedicated portal.

5. Switzerland

Sulzer in Switzerland

A leadership development programme to help frontline managers build strength in the behaviours, skills, and mindsets required to accomplish the organisation's strategic ambitions (see page 24).

Wider Society:
a summary of Impact in 2024*

Changing nature of learning

124
refugees supported into work with funding through the City & Guilds Foundation

This year
590
people completed Department of Education supported Bootcamps with City & Guilds Technical Training, with 89% securing employment as a result

56
organisations received a credential for 'Supporting Refugees into Employment', supported by the City & Guilds Foundation

Addressing skills in need

571
people increased in confidence and knowledge about their futures from Critical Transition grants

Championing vocational learning

£15.3bn
generated by City & Guilds partners, colleges and learners, to UK society

Launched
15
new courses to help people gain Environmental, Social & Governance skills, with 340 completions

71%
of our customers feel that City & Guilds demonstrates a commitment to championing vocational learning

This year, City & Guilds provided
13,545
certifications in Green Skills in 363 centres (38% increase since last year)

125
prisoners directly supported through the Big Idea Fund in 2024, a total of 587 since 2020 delivering £10m social value, the equivalent of £18.62 for every £1 invested

*For data sources and methodology see page 48

Impact for Wider Society

Skilled & Productive society

City & Guilds is uniquely placed to deliver social and economic value through skills development. We recognise that it is our responsibility to make sure our products and services are supporting the access to skills that individuals, organisations and wider societies need. We have been changing the way skills can be accessed, certified and put to use since 1878.

City & Guilds skills solutions, together with our partners, colleges and learners, have delivered

£15.3bn

worth of social and economic value generated through skills

This year, we have updated our modelling to get the most accurate understanding of how City & Guilds contributes to furthering skills in society and creates wider social and economic value.

1

DfE's Net Present Value framework which captures adult learners' expected annual earnings uplift, increased wellbeing and productivity spillovers.

2

The number of learners City & Guilds have supported this year in the UK, from awards & assessments, to apprenticeships and employer-based learning.

3

The calculations are then weighted to ensure social value is proportionate to City & Guilds guided learning hours of training.

SKILLED & PRODUCTIVE SOCIETY: ADDRESSING SKILLS IN NEED

Addressing skills in need

During the Covid-19 pandemic, City & Guilds Foundation established a grant-giving scheme specifically designed to counteract the impact of the adverse conditions for people that were especially at risk.

Projects included helping children living in areas facing high levels of deprivation to make the transition between school and college, supporting women fleeing domestic violence to live and work independently, and providing employability support to young people struggling to get into sustainable jobs.

So far, Critical Transition grants have supported 571 people, with all reporting an increase in knowledge and confidence in their future, and many now in work.

Coleg Gŵyr Abertawe
Gower College Swansea

City & Guilds Foundation's partnership with Gower College supported 532 young people, with Gower College engaging 145 schools to build stronger relationships and show that College is a fantastic route for young people.

106 have already achieved a qualification and 44 are progressing into education, employment, or training six months after the programme. Nine learners are going to university, five have secured level 3 apprenticeships, and 14 are employed.

catch 22 Green Spark

Catch22 launched the Green Spark training programme in May 2023 to help individuals with barriers learn about green jobs and gain employability support. 41 individuals enrolled onto the programme with the cohort including a high number of BAME participants, individuals with convictions and services veterans. 26 individuals completed the training and 15 of these went on to become accredited by City & Guilds. Eight learners are now in full time employment or self-employed.

St Giles

St Giles' Women Rising Enabling Neighbourhoods (WREN) programme was funded through the Government's Tampon Tax Fund, aims to empower women in King's Lynn, Margate and Great Yarmouth by training them as Community Champions to support women facing adversity.

118 women started the WREN journey, with 78 completing City & Guilds Assured Learning to Advise training. 101 additional training certificates were awarded, and 25 women secured paid employment with many others now returning or seeking employment and reporting improvements in their mental health. In total, WREN Community Champions supported 1,463 additional women in their local communities.

Net Zero transition

The transition to a low carbon, green economy is essential for the future of our society. We've worked with industry specialists to develop cross-sector training and qualifications that support individuals to gain the vital skills that employers and communities need to support this agenda.

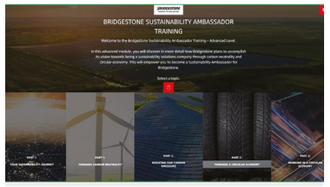
Our learners have an edge in the sector and are valued by employers. Increasingly, we are seeing the value in City & Guilds digital credentials for individuals seeking to demonstrate their commitment to ongoing learning and gaining skills and knowledge that contribute to the net zero transition. This year, City & Guilds provided 13,545 certifications in Green Skills in 363 centres, a 38% increase in learner numbers on last year, showing the pace of growth and demand for these skills.

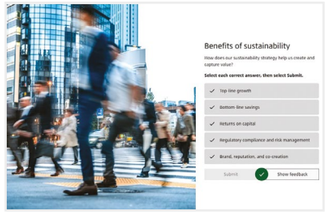
In April 2024, Kineo launched 15 new ESG courses, designed to empower businesses and their people to thrive in a sustainable future. From foundation to advanced levels, our courses cover a wide array of topics including climate change, environmental impacts, social responsibility, and ethical governance. To date, 340 have completed these courses.

This year, City & Guilds provided 13, 545 certifications in Green Skills in 363 centres.

Bridgestone Asia Pacific

In a collaborative effort with Bridgestone Asia Pacific, we developed an elearning programme dedicated to sustainability - a cornerstone of Bridgestone's 2030 strategic vision. These award-winning courses, available in seven languages, have significantly elevated Bridgestone employees' understanding of the company's sustainability initiatives, empowering them to actively contribute to its ambitious goals. This project won Silver at the Brandon Hall Awards.





"The positive reception of our educational programme is particularly gratifying, as it affirms our commitment to delivering information in an accessible and easily understandable manner. This is paramount for us, given our aspiration to be a Sustainable Solutions Company, where fostering awareness of sustainability is of utmost significance."

Sreepadaraj Karanam, Vice President, Sustainability & CSR, Bridgestone China Asia Pacific

SKILLED & PRODUCTIVE SOCIETY: ADDRESSING SKILLS IN NEED

38%

increase in Green Skills qualified learners year-on-year.

Capacity Building for EV Charging Qualifications

City & Guilds and Shell partnered to deliver a pilot programme for capacity building and training for the Electric Vehicle Charging Installations Qualification. Three colleges took part in the pilot at the South Bank College in London, the University of the Highlands and Islands Inverness College (UHI) in Inverness and North East Scotland College in Aberdeen. All were enthusiastic about the course development and delivery. Nine trainers were trained and qualified, who then trained 27 apprentices, with 19 achieving the qualification.

"Working with employers has really fuelled us to embrace new technologies to educate young people into the workplace."

Lisa Taylor, Strategic Development Fund Manager, Burton and South Derbyshire College

Burton and South Derbyshire College image

Hydrogen qualifications

Burton and South Derbyshire College is now running a Level 3 Award in Knowledge of Hydrogen Fuel Cell Electric Vehicles and Components, leading the way in offering hydrogen qualifications. This is valuable for learners in the local area, mainly where Toyota is a significant employer, as it gives them a direct understanding of the technology they will be working with now and in the future, improving their career prospects.

Reshaping prisoner education

City & Guilds is working in partnership to reshape prisoner education and learning.

Re-offending costs the UK approximately £18 billion every year, and engagement with education and training has been shown to reduce re-offending considerably. However, there remains a gap in terms of high-quality in prison skills and education programmes. At a time when employers are facing critical skills shortages and prisons are over-crowded, the economic and moral imperative to effectively and systematically strengthen that link has never been more urgent.

One way in which City & Guilds has responded to this pressing challenge is through our specialist Technical Training provision, which together with HMP Highpoint, established a new model for prison education.

Recognising the significant skills shortages faced by the rail industry, the team secured funding to support the installation of a track facility within the prison grounds and facilitate the delivery of high quality, intensive skills bootcamps. This enabled learners to gain the industry-standard, practical skills mandatory to secure employment. Backed by leading employers from across the rail sector, every successful participant is guaranteed a job on release.

"When the inmates know they are getting employment on the outside, they take it more seriously. It gives them a sense of pride - they're proud they've done the course, they're going out to work and they are providing for their family."

Lisa Wheeler, a land-based Activities Manager at HMP Highpoint who interviews the inmates for the programme.

Stay on Track to Train your mind

HM Prison & Probation Service

SKILLED & PRODUCTIVE SOCIETY: CHANGING THE NATURE OF LEARNING

This innovative use of DfE bootcamps funding was the first of its kind in prisons and has been successful in supporting the rehabilitation of offenders, while also addressing skills shortages. Since August 2022, 144 prisoners started the training. Of those who completed the training and have been released, 81% were in employment after six months (the national average is 30%).

The initiative has now expanded to a Rail Centre of Excellence, with state-of-the-art facilities and bootcamps offered in a number of core sectors across Building Services Engineering and Construction. City & Guilds teams work closely with prisons to identify prisoners across the prison estate that can be transferred to Highpoint to access the high quality training that will set them up for success after their sentence has been served.

To date, of those who have completed the training and have been released from prison

81%

are now in employment

"In 14 years of imprisonment, this is perhaps the most fruitful opportunity that I have witnessed be rolled out within the prison system."

Programme participant

"When you live a certain lifestyle for so long it's hard to break the cycle. This course offered me a different route away from that."

Ryan Hull, previous HMP Highpoint learner, Labour Manager at Vital and member of the City & Guilds Young Learner Advisory Team

In partnership with:

The Clothworkers' Company · keltbray · TES · CRS Rail & Construction Recruitment Specialists · Balfour Beatty · 2vital

A Voice for Skills

City & Guilds continues to champion and celebrate the power of skills to change lives.

The level of impact we generate demonstrates that power in practice. Our work continues to inspire and create real change in people's lives, which is why Championing Vocational Learning is a core metric within our Theory of Change. Our insight is shaped through primary research with staff, customers, trustees, members of the City & Guilds council, employers, learners and of course our fellows.

We also look to wider sources such as the OECD, UN and leading organisations in understanding impact. We continuously improve our social impact frameworks, refining methodologies and introducing greater rigour based on well-established benchmarks and work with independent evaluators. This year, we have deliberately focused on demonstrating the value of work-based learning and training for our learners, their employers and the economy.

We will continue to build and refine our ways of working with our networks to generate and track our impact around the world.

71%

of our customers feel that City & Guilds demonstrates a commitment to championing vocational learning

SUSTAINABLE DEVELOPMENT GOALS

UN Sustainable Development Goal 4.4: to increase access to quality vocational and technical training globally.

Navigating UK skills challenges

We bring together voices from across the skills and education workforce to discuss vital issues in work readiness, skills development, inclusivity, and economic growth. From upskilling the energy sector to empowering the next generation, our podcasts offer valuable insights and recommendations for advancing various industries and communities.

SKILLED & PRODUCTIVE SOCIETY: ADDRESSING SKILLS IN NEED

Inspiring and celebrating the power of skills

City & Guilds has taken a lead in convening the sector and employers to champion skills at Party Conference. The Skills Hub has proved a popular shared space for interested organisations coming together to put skills on the political map at an important time. It has also generated a unified voice for skills with shared calls for the difference access to skills can make for people, productivity and place based solutions.

Our Young Learner Advisory Team has been involved in a range of impactful activities, amplifying important issues that affect young people in relation to skills and jobs. They are committed to making a meaningful difference and influencing positive change.

Industry Skills Board Manifesto: A vision for a Future Skills Development System – serving People, Places and Productivity.

This year we produced 10 reports to raise awareness of the power of skills to solve major social and economic challenges.

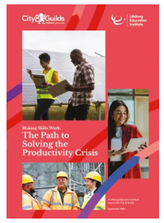
Connecting partners with policy

We review and analyse funding rules and regulations, and present it to colleges, providers, local authorities and industry bodies in a digestible and understandable way. By clarifying the intention and scope of funding available, we make sure that the funding available is used as intended by government and agencies.

We also cover policy developments to support stakeholders to plan their strategy so they can deliver more effectively.

600+

registrations for monthly funding & policy updates



Making Skills Work: The Path to Solving the Productivity Crisis, released in partnership with the Lifelong Education Institute

Scan the QR code to read the report

Foundation & Friends
Conversations Podcast

City & Guilds Report Library

Spotlight: Displaced People Fund

Refugees arriving into the UK can often struggle to demonstrate their skills or find new work, making it difficult to settle and support themselves. The City & Guilds Foundation established its Displaced People Fund in 2022 to help newly arrived individuals gain the necessary skills to integrate and progress in the UK. To date, the Fund has delivered an estimated social value of £2.6m.

Impact on refugee learners

The Displaced People Fund has supported 445 refugees with education and training, working with five charity and educational partners, with 124 people achieving City & Guilds Qualifications in English or Access to Health & Social Care, and 28% already securing additional training or employment.

The Positive Youth Foundation (PYF) helps newly arrived young people develop vital employability skills, with 59% now employed or attending local colleges. There were many challenges faced by these young people, including the initial language barrier. All 100 participants in the Boost programme funded by the City & Guilds Foundation have improved their English proficiency, and 53 participants completed the qualifications and received certificates.

Funding for Breaking Barriers has supported 24 refugees directly by participating in a bespoke training pathway, and 1,446 refugees have been indirectly supported by Breaking Barriers across five cities during the grant period. 87% of clients improved their understanding of UK workplace culture.

Funding for a work coach to support displaced people through Cardiff and Vale College has helped over 70 refugees, asylum seekers, and ethnic minorities find employment through workshops, interview preparation, and clothing assistance. The work coach focuses specifically on understanding the needs of Cardiff's refugee, asylum seeker and ethnic minority community.

"It is an honour to support, and work with, frontline charities working so tirelessly to help refugees gain skills and employment, and in doing so playing a vital role in enabling displaced people to integrate into society.

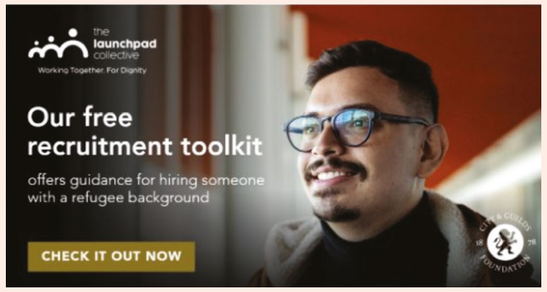
I am amazed by the degree of change that quality training and recognition, leading to meaningful work, has on those who desperately need it and often in the most traumatic of circumstances.

Thank you to our all our City & Guilds community - the substantial social return on investment, and the inspiring stories that it represents, are a collective achievement and one I am sure will only continue to grow under the stewardship of such wonderful people."

Dick Palmer, Chair, City & Guilds Foundation & Trustee, City & Guilds

Impact on organisations

- The Launchpad Collective worked with Kineo and the City & Guilds Foundation to develop an employer toolkit which is designed to help businesses successfully hire and integrate people with refugee backgrounds into their workforce and tap into the potential of a diverse and inclusive waiting workforce. Steered by refugees, The Launchpad Collective works side-by-side with both job seekers and employers so that roles are filled, and refugees are empowered to contribute positively to society.
- The partnership with City & Guilds Foundation has allowed Breaking Barriers to offer nationwide opportunities to all their clients, confidently expand into new cities and build credibility with local stakeholders. For example, findings from the sector-specific pathways for Health & Social Care influenced the development of the Unlocking Refugee Talent initiative in partnership with Microsoft, LinkedIn, and Barclays LifeSkills to support refugee employment and digital inclusion in the UK.



Impact on wider society

PYF identified a significant barrier for young people arriving in the UK: missed college enrollment periods. Due to arriving in the country outside of a certain timeframe, many were unable to start college until the following academic year, leading to potential isolation and disengagement. PYF worked closely with Coventry City College to advocate for additional admission periods. By providing evidence of the need and support offered through their City & Guilds Boost Programme, PYF successfully convinced the College to open up two additional enrollment periods: October and January. This change has enabled newly arrived young people to access formal education more promptly, reducing the risk of negative consequences.

56

organisations received a digital credential demonstrating their commitment to supporting refugees to gain skills and get into work.

● Impact of Skills

Programme partners

Breaking Barriers – Meaningful employment for refugees
Cardiff and Vale College – Coleg Caerdydd a'r Fro
the launchpad collective – Working together. For dignity
positive youth foundation
Routes

SPOTLIGHT: DISPLACED PEOPLE

The Ripple Effect - supporting displaced people

New independent research shows that the City & Guilds Foundation Displaced People Fund has created £2.6 million of social value over two years - the equivalent of £11.27 for every £1 invested. This has been generated through improving skills, qualifications, and employment outcomes, enabling people to feel more connected and have confidence in the future.

445
individuals directly supported

City & Guilds grants
£260K
to support refugees through skills development

3,081
people from refugee and asylum seeking communities supported through partners

SPOTLIGHT: DISPLACED PEOPLE

Social Value estimate of
£2.6m
over two years

£11.27
delivered back to society in social and economic value for every £1 invested

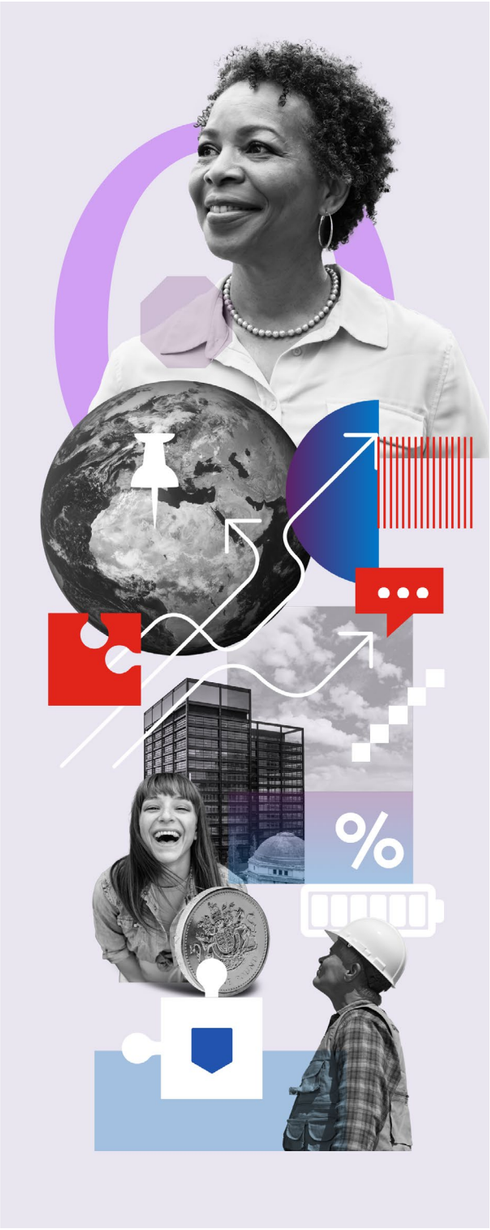
124
individuals progressed into training or employment

"Before coming to the UK I was living in Kabul, Afghanistan, with a great job and a strong educational background. While I expected challenges when seeking a job in the UK, there were barriers that I didn't anticipate, which slowed me down in terms of getting my life back on track.

Supporting people with skills is more than employment, it's about giving them the tools to reclaim their dignity, restore their confidence and fully participate in society. I believe that everyone should have the same opportunities in the UK, regardless of where they come from, or their background."

Meelad, Tailored Support Co-ordinator, The Launchpad Collective

Commitments for the next year



"We have always been a purpose-led organisation passionate about the potential of skills. But there is nothing like being able to prove the transformative impact of quality skills solutions. I am proud to see the hard work of my colleagues and the learners we support reflected in the data and stories contained in this year's Impact Report.

Whilst it is important we pause to celebrate the great strides made and the many lives changed, we know our purpose is to continue to do even better – drive more positive change, enable sustainability and widen access to our learning products and pathways.

We are at a moment in time when skills are needed more than ever to drive productivity and equity. Through investing in skills for growth and opportunity, we can get skills where they belong; right at the heart of a society that works for everyone, and at the centre of a global push for productivity.

Our commitments for the future recognise our duty to our customers, partners and supporters to take this evidence and use it well."

Faiza Khan MBE,
Executive Director,
Corporate Affairs &
Foundation,
City & Guilds

We continue to renew our commitment to measuring and learning from the impact we have on learners, organisations and wider society. As a learning organisation we always want to be better and have eight new commitments to help us go even further.

As we have since 2020, we will continue to report on City & Guilds impact on learners, organisations and wider society

Evaluate the real world impacts of what matters most to our stakeholders; delivering impact for people through skills education

Having met our commitment to better track progression, we will embed the learnings into the development of City & Guilds skills solutions

Designing key activities to address relevant systemic problems or challenges that affect or promote long-term environmental, social and economic wellbeing, including poverty, social justice, social inequity, or climate change

People

Towards secure & sustained employment

Maximise the 10 year anniversary of the Princess Royal Training Awards to reflect on achievements, and understand how we can increase the value they deliver to organisations

Develop a series of toolkits to better help employers unlock talent

Organisations

Towards strengthened organisations

We will continue to champion and celebrate vocational learning, working with Governments, industries and learners to support skills for wider society

We will continue to expand our offer to learners wherever they are, helping to broaden our impact, and support communities and economies to thrive across the world

Wider Society

Towards a skilled & productive society

Methodology & source notes

Where not explicitly referenced, data throughout the report comes from the following sources and calculations.

Learner Outcomes Progression Survey

City & Guilds surveyed 965 learners in July 2024, who have completed their apprenticeship or qualification three months prior. Following internal review of the data, we will run this survey on a monthly basis to ensure we are reporting on the most up-to-date results with the greatest sample of learners.

Longitudinal Educational Outcome data

Progression data based on the Further Education Longitudinal Educational Outcomes (FE LEO) database compiled by the National Audit Office.

Social & Economic Value

Calculated using national datasets.

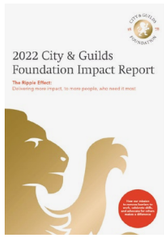
SROI Methodology for Displaced People Fund

Social Return on Investment (SROI) measures the value an activity creates beyond just profit. It assigns monetary worth to social, environmental, and economic benefits. By comparing these benefits to the costs, SROI provides a ratio that shows the social impact per amount invested (in this case £260,000). The outcomes are based on the self-reporting from the organisations funded, based on outcomes for 445 people. The monetary valuation have come from academic sources, and independent experts conducted the calculations. The research was conducted by Bean Research, accredited Social Value International practitioners.

We have also used City & Guilds owned data such as registrations, certifications issued, and sample surveys to gather the insights to inform our impact measurement against our framework.

Our Theory of Change

Our Theory of Change was developed in partnership with Cranfield University and designed to demonstrate the difference we know skills can make. This focuses on key indicators for learner success, which in turn contribute to the development of organisations and wider society. These are tracked across our programmes and offers of learning to ensure we are delivering the greatest results. For individuals, this is through providing quality training that enables progression. For organisations, the extent to which they embed skills and therefore improve performance; and ultimately how a commitment to lifelong learning and addressing skills gaps can create more productive and thriving communities across society. We first applied our Theory of Change in 2017 to capture the difference made through a programme of social investments to advance access to skills, and the framework has since evolved to track the impact of everything we do across City & Guilds.



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