

IMPACT REPORT 21-22



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A MESSAGE FROM OUR CEO

Today, as I'm writing this, the global population is facing a crisis. We are witnessing record-high temperatures due to climate change, extreme poverty, systemic racism and misogyny, and extortionate increases in the cost of living. Our schools are underfunded, and small businesses are trying to compete with large conglomerates, who are now employing people anywhere in the world, all while we are still dealing with the persistent effects of the pandemic.

I apologise for opening this report so negatively, especially when the InnovateHer team have worked so hard to do good this year, but we have to accept the reality that people are struggling. And who is going to pay the price? Our young people. We are already seeing a huge rise in teens affected by negative mental health, with the main causes being social media, household circumstances and the impact of the novel coronavirus, all of which will and have affected their aspirations, social lives and future opportunities.

I'm a hopeful and optimistic person, yet when I write this, I feel sad, knowing that our communities are struggling and need support. The team have been having many discussions about how we leverage our influence to help young people, not just with skills to help them get into a STEM career, but in raising their self-belief, their confidence and their resilience too, whilst supporting our partners to become more inclusive places to work, so that the next generation are happier and healthier when they get there.

Collectively we need to do more, and I urge anyone reading this to do something; reach out to your local government and ask what they are doing to support young people in their area with mental health. Sign up to be an enterprise advisor for your local school. Become an InnovateHer ambassador or partner. Encourage discussions around sustainability in your business. Ask what you can do better so that life is better for the next generation.

I hope you enjoy reading this report as much as the team and I have enjoyed putting it together. The last 12 months have been challenging to say the least, but each and every one of us has grown in ways we couldn't have imagined, and it shines through our work.

Thanks for joining us on this journey,

Chelsea Stater





2021-2022 Highlights



692k people interacted with us this year

4089 students took part in our programmes

50% of students said they feel more confident about working in tech after completing our courses

600 tech employees came to our community EDI events

24 industry role models inspired our students

THE PROBLEM WE FACE

This year Tech Nation reported that the **tech workforce is now 26% female**, which is a significant rise from the 19% we reported on in 2020 and we are hopeful we contributed to this positive uptick for women in tech. However, **that's not enough for us.**

Women are underrepresented in senior leadership roles in tech and the data for non-binary individuals is almost non-existent. With so few female decision-makers, tech products continue to reflect the gender biases of the industry, discouraging the next generation from entering the room. We're also still yet to see a significant rise in females taking tech-related subjects at GCSE, A-level and Higher Education, **so our job is not done.**

This year we have seen **continued disruption in schools because of Covid.** McKinsey estimates students to be about **4 months behind on learning**, which is augmented by staff absences and teachers are constantly playing catch up, which impacts enrichment activities like ours. Data shows that **free school meal eligibility has continued to rise** from 20.8% to 22.5% in just one year.



45%

more women than men leave jobs in the tech sector.

61%

of girls say they have been put off a career in tech.

50%

of women who take on a tech job role drop it before the age of 35.

3%

is the total of female students who say a career in tech is their first choice.

8%

of women progress to a level 4+ STEM qualification.

20%

of students taking Computer Science GCSE are female.

A recent report by Coding Black Females found that just 0.7% of the Tech industry is made up of Black Women.

OUR MISSION

To get girls ready for the tech industry, and the tech industry ready for girls.

OUR VALUES

COLLABORATION	INTEGRITY
PASSION	ENTREPRENEURSHIP
COURAGE	CURIOSITY

OUR SOLUTION

Educational PROGRAMMES



Campaigning & raising awareness



PARTNER PROGRAMMES



THE INNOVATEHER LEARNER

We're passionate about giving **less advantaged individuals** the confidence and opportunities to access a career in STEM and prioritise schools and learners most in need of our programmes. We're also working on a new set of **accessibility guidelines to ensure** that any and all learners who register for our platform can learn with us.

85% of our students are aged between 13 and 15

37% of students are in receipt of pupil premium

55% of schools we work with 'Require Improvement'

Our learners live in **44 different towns and cities**, mostly across the **Northwest of the U.K.**

100% likes pizza.



IMPACT ON OUR LEARNERS

We've never had a busier year of school activities. We started in January by launching our **Inspiring Assemblies**, which introduce students to the world of tech, what it looks like now and where they might fit into it. These have been extremely popular.

Since the Easter holidays, our students have also had **Role Models join their classrooms** virtually or in-person to talk about their careers and how they got there.

Our Role Models are a mix of individuals from our ambassador network or employees from our partner community. Students **can ask questions** and understand more about an industry they may never have had personal exposure to, making the **reality of tech careers** more tangible.



IN ONE YEAR
4089

students took part in our activities

1830

students
attended our
Inspiring
Assemblies

648

students had a
Role Model Talk

223

students took
part in field trips,
career days and
workshops

INNOVATEHER ONLINE

50%

of students felt **more confident** about having a career in tech after taking our courses

78%

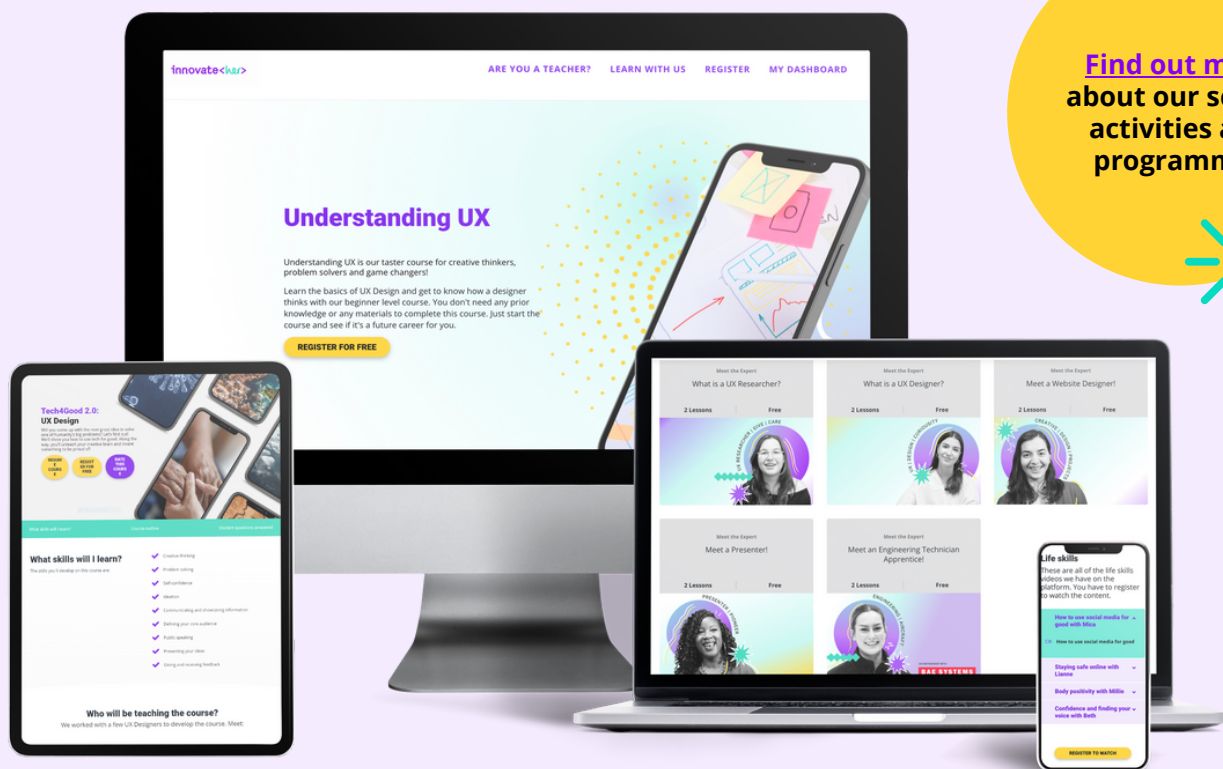
of students **want to study with us again**

324

students registered for courses with InnovateHer Online

93%

the **rating** our students gave our new Tech4Good course



[Find out more](#) about our school activities and programmes

Over at InnovateHer Online, we've been working with partners and ambassadors to create content for classrooms and individual learners.

This past year, based on student feedback, we relaunched our **Tech4Good** course introducing a downloadable activities workbook to support students through the course and a guide to help teachers facilitate this in their classes.

Following teachers' requests for quicker courses, we've started to develop introductory courses to give students a chance to try subjects before they start a full course. We started with '**Understanding UX**' and you'll soon see a growing number of short courses on our platform. We are building a bank of content to help students get a taste for a wider variety of tech roles and activities and understand the careers they could have one day.

WHAT OUR STUDENTS SAY



My fave part was speaking out loud and interacting with my classmates. This is because **I built my confidence.**



I liked when we were coming up with our ideas because it gave me a chance to **let out all of my creativity.**



My least fave part was the public speaking **but it helped me.**

WHAT OUR TEACHERS SAY ABOUT OUR ACTIVITIES

We want to help teachers upskill their students, so we asked them what they thought of our assemblies, role model talks and e-Learning courses. Our programmes are designed to support and enrich the classroom experience.

Here's what they thought in one word:



A SCHOOL CASE STUDY

SOUTH SHORE ACADEMY, BLACKPOOL

One of our priority regions this year has been Lancashire and specifically the town of Blackpool.

South Shore Academy joined us at the start of this academic year hoping to **increase the number of girls taking the Computer Science GCSE**. They currently sit above the national average of 21%, with 28% of girls taking the subject.

We introduced the students to our TechForGood programme, where they got to learn about the UN Sustainable Development Goals and pick one for which to create a technological solution.

Jo, who you see in this video, tells us that since doing the course, her students have **developed their skills** around ideation, research, design and problem-solving and worked on **their confidence and self-esteem** when presenting their ideas.



[Find out more](#) about what we can offer your school.



PROJECT HIGHLIGHT

#INSPIRINGLANCASHIRE

In September 2021, **InnovateHer & BAE Systems** partnered on an 18-month project, Inspiring Lancashire, to get girls aged 13-17 learning tech skills, raising their aspirations and showcasing roles within the STEM industries.

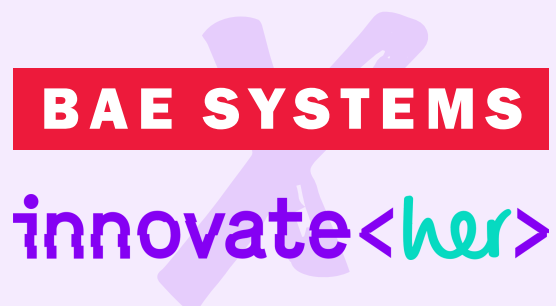


“

"BAE Systems are committed to providing fantastic career opportunities for young people across Lancashire through our wide-ranging early careers schemes, and we want to stimulate young people's interest in STEM related careers. Seeing the impact that working with InnovateHer has had over the last 12 months has been extraordinary. I am certain that the engagement will have sparked a long-lasting interest in STEM and potential STEM careers."

Over 12 months, we have:

- Launched the project with an online event in 2021 with **7 Lancashire schools**.
- Reached **2000 teens** through our school programmes and events across Lancashire so far.
- Worked with **14 schools** across the region.
- Designed a brand new Inspiring Assembly for schools.
- Collaborated with **24 ambassadors** to create and deliver inspiring content.



IMPACT ON LEARNERS

ACTIONS AND LEARNINGS

Since transitioning to a digital learning environment in 2020, we continue to see the **positive impact** on our learners who access our programmes online. While we are still testing the framework of courses in collaboration with students (length, content mediums and design), we are **committed to prioritising the digital-first approach**. We're continuously listening to our community so in the next academic year we will be focusing on:

- 1** **Building more short courses** to add to our platform for career days or as quick taster courses, like coding and cybersecurity.
- 2** Working with partners to create a **bank of videos on their career journeys**, relevant skills and about their day-to-day experiences.
- 3** **Strengthening our data capture** across our platform, to better understand what our students like and build content to suit them.
- 4** **Diversifying the type of content we develop** to give students broader learnings, from self-development videos to skills sessions.



IMPACT ON OUR PARTNERS

In 20/21, **our focus with partners was to utilise their support in our transition to an e-Learning platform.** In the past 12 months, we've worked with them to build a bank of content, whilst showcasing their employees as role models within the classroom.

Our partners, **like the Co-op**, have been essential in helping us **develop our platform content**, giving us the support and flexibility needed to develop exciting experiences for students, inspiring them to consider careers in tech at the organisations we work with.

LAUREN FORBES, HEAD OF PARTNERSHIPS

A TOTAL OF

22

PARTNERS FUND OUR WORK.
A 5% INCREASE OVER THE YEAR.

5

ImpactHer
partners

8

InspireHer
partners

8

IncludeHer
partners

83%

Partner
satisfaction

9 out of 10 partners
would recommend
us to a someone
else!

OUR 21-22 INDUSTRY RESEARCH

This year, our partners supported us in better understanding the sector's needs to help us tailor our e-Learning platform content to focus on the skills and jobs that employers covet both now and in the future.

The insights told us that **in-demand jobs include Cloud, Coding, Data Analysis and Design (animation, UI/UX)**. Whilst 80% of them stated that they were looking for "soft skills" over "hard skills" when interviewing candidates, showcasing a need for all-round business skills as a requirement. Next year, you'll see us building up our courses as well as our Be The Best You content.

The time and shared knowledge will hugely impact our students and allow our team to make sure we support young girls and non-binary students to meet the demands of the tech industry's competitive job market.



Our **ImpactHer** partners

PARTNER CASE STUDY

AVALANCHE STUDIOS

Avalanche Studios Group (ASG) approached us in 2020, aiming to increase their knowledge and awareness of EDI across their workforce. They acknowledged this was a total organisational commitment to learning and felt InnovateHer would be the perfect partner in this mission.



“

We really benefited from doing the InnovateHer Health Check. It was nice to talk through what we did and didn't have in place, without being judged. It's definitely helped us define our objectives.

”

Over the past two years, we worked closely with ASG and have seen some fantastic progress. They have **developed and embedded an EDI strategy** across the organisation, which they will regularly report against. All hiring managers now receive **Unconscious Bias training** with plans to roll this out to all employees. All job descriptions go through a **gender-neutral language tool**, ensuring ASG are inclusive across their recruitment communications, leading to a **31% increase in new hires identifying as women**.



Avalanche Studios improved their EDI efforts by 40% in one year!

WHAT OUR PARTNERS SAY



"InnovateHer have been the partnership we've needed to really start building meaningful, valuable community relationships. **They're a great fit for us, matching our style and way of working. There's no cynicism or lazy lip service;** they're genuinely excited to see what they can do to help us make as much real change as possible, and share the rewards as part of a wider social movement."

Don't Be Shy



"InnovateHer have also been pivotal in our community delivery programme where we curate exciting, fresh and relevant activities to engage with our customers across all buildings. **InnovateHer have now successfully delivered a variety of panel discussions, workshops, lunch and learn events within our community.**"

Bruntwood



"Having previously worked with InnovateHer, when thinking of who we wanted to partner with when looking at the global issue of the lack of women in tech, **it had to be InnovateHer!** Their passion, knowledge and approach is not only unique but inspiring!"

IAG Loyalty

IMPACT ON PARTNERS, ACTIONS AND LEARNINGS

In April, we brought on **a new Head of Partnerships**, Lauren, to focus on giving our partners the best possible service, challenge them on their **EDI commitments**, gather data on what **skills are in demand** and to continue to connect their employees with our mission, bringing along all teams on our journey towards more gender equity in the workplace.

Our partners are essential to our mission, allowing us to keep our school programmes free. However, we don't believe in sponsorship and instead want a partnership focused on making a step-change in EDI and improving the industry for the future.

Over the next 12 months, we want to:

- 1** Utilise our health check measures to ensure our partners are **taking relevant action to be more inclusive and diverse**, giving them an EDI score.
- 2** Encourage more of our partners' employees to attend our bi-monthly community workshops, to **learn more about EDI progress and see developments** across organisations.
- 3** **Refine our offering to the highest quality standard** so that we see an uplift of our Net Promoter Score from 40 to 60.
- 4** Continue with our partner research to ensure we address **gaps in the market**.
- 5** Bring on new partners, specifically in the Cybersecurity and Gaming space to allow us to **support more schools** in areas that are new to InnovateHer.



IMPACT ON OUR WIDER COMMUNITY

In addition to our programme of schools and partner activities in the last 12 months, we reached over **274,725 people** through additional events, speaking engagements and promotional activity delivered to young people, wider industry members and the general public.

You might have spotted our team members speaking at a panel at the Mental Health and Work Summit in Liverpool, talking to the Havas Group's D&I group, at your local careers fair or even on BBC News!

This year, collaborating with KPMG, InnovateHer was invited to their It's Her Future event series, delivering three confidence and future mapping workshops to **64 students in Glasgow and Manchester**. We love collaborating on projects outside our usual delivery, and we'll be seeking out more of these opportunities next year!



EAR TO THE GROUND

HAVAS



[Sign up](#) as an
InnovateHer Ambassador



OUR TEAM GROWTH

As you can see, this year has been the biggest for InnovateHer to date, and we're so proud of our achievements through such a time of change.

Our wonderful co-founder Jo moved on in December 2021 to a new journey with Catalyst, which paved the way for two new senior leaders to enter the business: **Sabrina** and **Lauren**. We also welcomed **Sarah, Rhiannon, Libby and Nyasha** to the team, growing us to a mighty ten people strong.

Our extended family is pretty strong too! The board remains chaired by Ronda, now Program Director for the Capacity Accelerator Network at data.org and our non-executive directors Tony and Nicki remain in constant support.

We've grown our wider network of support through our **new Teacher Advisory Group**, where we get thoughts and feedback from a group of educators to understand better what products and services would help them to help their students.

RHIANNON
DIGITAL CONTENT MANAGER

NYASHA
UX DESIGN AND RESEARCHER

SARAH
E-LEARNING DESIGNER

SABRINA
HEAD OF OPERATIONS

LIBBY
COMMUNICATIONS ASSISTANT

LAUREN
HEAD OF PARTNERSHIPS



LOOKING AHEAD

WE'RE NOT DONE.

The InnovateHer team have always been ambitious. We want to change as many lives as possible, not just here in the U.K. As we've seen, our reach is expanding, and our delivery is becoming more accessible as we develop new ways to engage our communities online.

As a team this year, we have been working on a 10-year ambition. We want to reach

1 million young people by 2032

and contribute to an increasing number of young people choosing to have a career in tech.

OUR 2023 GOALS:

- **Engage 18,000 students across the U.K.** within **50 schools** prioritising those that need it most.
- **Grow our ambassador community** to support our student programmes.
- Develop **10 new partnerships** with forward-thinking brands.
- Build up **2 new specialised subject categories** on our e-Learning platform.
- **Expand our offering** to West Yorkshire and Wales.





FROM ALL OF US AT TEAM INNOVATEHER, THANK YOU!

Without our proud partners, teachers, ambassadors, students, board, advisors and wider community this impact would not have been possible.

If you're a school and want some free STEM activities,
drop us an email at study@innovateher.co.uk

**If you're an organisation who wants support on EDI
and wants to support the next generation of Techies,**
drop us an email at partners@innovateher.co.uk

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<her>