



Preparation for Work

GOAL GO-WOMAN!
ALLIANCE CIC

Work Ready

Supporting women to become 'Work Ready' through practical hands-on, wrap around support



Overview

The 'Work Ready' programme, funded by the Serco Foundation, is designed to address the unique challenges faced by BAME women who are farthest from the labour market. These challenges, stemming from poverty, racial inequalities, limited English proficiency, isolation, low self-esteem, and skills/knowledge gaps, create barriers to financial independence. The programme aims to empower these women by developing their confidence and resilience, providing support to identify positive paths toward economic

Recognising that these women may have prioritised their low wellbeing and have not explored opportunities for improvement, the programme takes an intensive approach. Through one-to-one and group coaching and mentoring, it seeks to raise their aspirations, build confidence, and broaden their vision of possibilities.



Overview

The holistic nature of the programme ensures that participants receive targeted support comprehensively, consolidating various forms of assistance under one roof.

This approach contrasts with the traditional model of individuals being passed from one agency to another, providing a more streamlined and effective support system for the participants. Ultimately, the 'Work Ready' programme strives to make a substantial and positive impact on the lives and well-being of these BAME women by empowering them to overcome barriers and achieve financial independence.



- **IT Support:** Given the importance of digital literacy in today's job market, the project included IT support. This aspect aimed to equip participants with essential digital skills, enhancing their overall employability and enabling them to navigate contemporary workplaces.
- **Volunteering Opportunities:** Recognising the value of practical experience and community engagement, the project provided volunteering opportunities. This component allowed participants to apply their skills in real-world scenarios, gain valuable experience, and contribute to their local community.

The comprehensive approach encompassing language development, wellness, IT support, and volunteering opportunities reflects a commitment to addressing multiple dimensions of the participants' needs. By combining these elements, the project aimed to create a well-rounded and empowering experience, supporting the women in their journey towards economic independence and improved well-being.

Participant profile

The participants in the 'Work Ready' program represented a diverse profile with specific characteristics:

- **Ethnicity:** The program focused on women from Pakistani and Sudanese ethnic backgrounds, acknowledging the unique challenges and opportunities within these communities.
- **Age Range:** Participants fell within the age range of 21 to 47 years, highlighting a diverse group of women at different stages of their lives and careers.





- **Education Level:** The educational background of the participants was characterised by basic proficiency in English. This emphasises the program's commitment to addressing language barriers and enhancing participants' language skills to improve employability.
- **Employment Status:** The target demographic consisted of unemployed women actively seeking employment opportunities. This aligns with the program's goal of supporting individuals who face challenges in entering or re-entering the job market.

By tailoring the program to the specific needs and characteristics of these women, the 'Work Ready' initiative aimed to provide targeted support that addressed the multifaceted challenges they encountered in their pursuit of meaningful and sustainable employment.

Challenges



The women participating in the program faced a multitude of barriers, including language barriers, childcare responsibilities, and family commitments. These challenges made it difficult for them to commit to lengthy training sessions. Additionally, the immediate need for employment was hindered by the extended journey required to achieve this, particularly for those with limited language skills and no prior work experience. These barriers highlight the complex and interconnected issues that many women in the program were grappling with, emphasizing the importance of tailored and flexible support to address their unique circumstances.



Tailored Programme

To address the specific needs of the participants, the program was designed with the following features:

- **Short Learning Sessions:** Recognising the challenges faced by participants, the program incorporated short learning sessions. This approach acknowledges the constraints on participants' time and aims to make the learning process more accessible and manageable.
- **One-to-One Mentored Support:** Understanding the diverse and individualised needs of the participants, the program included one-to-one mentored support. This personalised assistance helps address specific challenges faced by each participant, ensuring tailored guidance and mentorship.

- **Extended Course Length:** To allow participants to derive maximum benefit from the program, the course length was extended. This approach recognises the importance of providing sufficient time for participants to grasp and apply the knowledge and skills gained during the program.
- **Flexibility:** Acknowledging the varied circumstances of participants, the program was designed with flexibility in mind. This flexibility enables participants to progress through the program at their own pace, accommodating individual schedules and commitments.

By incorporating these elements, the program aimed to create a supportive and adaptive learning environment that addresses the unique circumstances and challenges faced by each participant, ultimately enhancing the effectiveness of the initiative.





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The 'Work Ready' program achieved a high success rate, with all five participants successfully completing the 39-week program. Outcomes varied based on individualised goals:

- One participant secured employment.
- Two participants are actively volunteering in their desired employment sector.
- One participant is continuing her learning journey, awaiting employment after giving birth.
- One participant, due to health challenges, is awaiting recovery to resume her learning and pursue employment.

These diverse outcomes reflect the tailored approach and flexibility of the program.

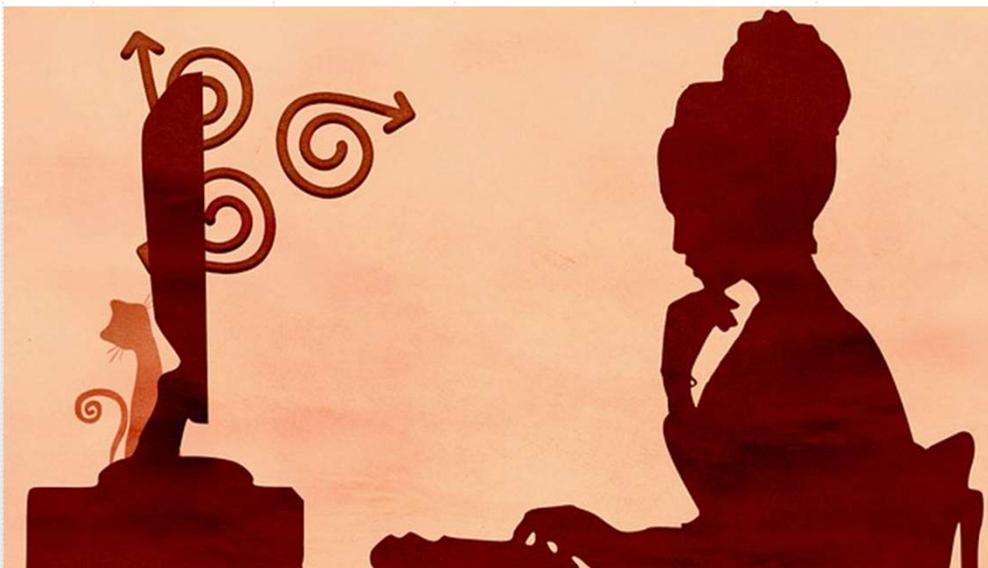
Case Study 1

Zara's journey is a testament to the impact of the 'Work Ready' program on her personal and professional development. With aspirations of entrepreneurship, Zara was already engaged in selling cushion covers on Etsy. Through the program, she not only gained valuable insights into work ethics but also secured a housekeeping job while pursuing her English studies at Entry Level 2.

Zara acknowledges the program's role in enhancing her professionalism, teamwork, and adaptability to the work environment. Her commitment to furthering her education, progressing to Entry Level 3, and seeking opportunities for increased work hours reflects the program's positive influence on her aspirations and career trajectory. Zara's story exemplifies the transformative impact of tailored support and skill development in empowering individuals to pursue their goals.



Case Study 2



Huma's dedication and resilience shine through as she navigates the challenges of adapting to a new country while pursuing her goal of employment. Despite facing language barriers, Huma actively engaged in the 'Work Ready' program, where she not only learned practical skills like CV writing and composing official letters but also made significant strides in improving her English language proficiency.

Her positive outlook is evident as she looks ahead to the future, expressing confidence in having a CV ready for employment opportunities. Huma's commitment to continuing her language development, aiming to pass the Life in the UK test and achieve English Level 2, reflects her determination to overcome obstacles and create a brighter future for herself in her new home.



Today's lesson

Zahira's journey reflects a commendable transformation, from struggling with confidence and English language skills to actively contributing to her community. Engaging in the 'Work Ready' program provided Zahira with valuable insights into her personality and preferences, confirming her affinity for roles involving interpersonal interactions.

Case Study 3

Her commitment to personal development is evident as she continues to enhance her English proficiency, not only for her benefit but also to support other learners in the community. Zahira's voluntary work with GOAL, assisting basic learners with English, serves as a dual opportunity for skill improvement and community contribution. Expressing aspirations to explore management roles and pursue ongoing learning showcases Zahira's positive outlook and determination to carve a fulfilling path in the future.

Case Study 4

Aamira's journey showcases the transformative impact of the 'Work Ready' program on individuals facing isolation and barriers to employment. Despite having qualifications in childcare from her home country, Aamira encountered challenges in navigating the UK system.

Participation in the program not only equipped Aamira with insights into the interview process but also significantly boosted her confidence and improved her English language skills. Her continued commitment to volunteering with GOAL, supporting the Early Years team, demonstrates the practical application of her qualifications and the acquisition of new skills.

Aamira's aspirations to seek paid work in a nursery, alongside a determination to further enhance her English and pursue a childcare course, reflect her proactive approach to overcoming challenges and building a pathway towards meaningful employment in her field. Her story exemplifies the positive impact of holistic programs that address language barriers and empower individuals to navigate the complexities of the job market.

