

THE WEST MIDLANDS

At Generation we're proud to be growing our work and impact in The West Midlands

The opportunity is clear with well documented skills gaps across the tech, health and green sectors and a need to provide pathways for people in The West Midlands region facing significant, multiple and diverse barriers to employment.

Since launch in The West Midlands in 2020, we've delivered impact across our programme portfolio that is...

BROAD

Supporting a rapidly growing number of beneficiaries



422 Learners enrolled - 100 in 2024



162 Hiring employers - 17 new in 2024

DEEP

facing barriers to employment, for whom we achieve life-changing employment outcomes



193 job placements* - 36 in 2024



£22.9k average starting salary - 26.6 in 2024

DURABLE

with ongoing benefits to their wellbeing and economic mobility



82% retention at one year



£20k increased income over 5 years

*for those that have completed bootcamps

We've worked across The West Midlands including supporting learners from across Birmingham, Coventry, Solihull, Sandwell, Walsall, Dudley and Wolverhampton

We look forward to expanding our work in The West Midlands in 2025.



This impact has been achieved through a model rated **'Outstanding' in all areas** by Ofsted, delivering the highest uplift in employment outcomes of any provision analysed to date by the **DWP Employment Data Lab team**.



THIS HAS BEEN MADE POSSIBLE BY OUR VALUED PARTNERS

Key community organisations referring learners to course - including jobcentres across the region and **Walsall Works and Shaw Trust and National Careers Service**.

Important regional employers - including **Groundwork Trust, Reapit and Version 1**.

Regionally focussed partners - including **The Rigby Foundation** providing an anchor grant to drive our impact in the region.

Local government - including **the West Midlands Combined Authority**, with whom we've run programmes under the Adult Education Budget.

Beyond the stats our impact in **The West Midlands** is brought to life by **Michael's story** which you can read more about [here](#).



"After 12 months and 450 unsuccessful applications, I decided to try a Generation bootcamp.

Gaining employment immediately doubled our household income and allowed us to take life off pause."

Michael, Data Engineering