

Career & Salary Journey of Generation UK Alumni

GENERATION UK

OCTOBER 2025

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Executive Summary

This report examines the career and salary trajectory of Generation UK alumni, assessing how participating in a Generation UK programme contributes to sustained career success for people completing the programme. Our findings, drawn from 511 survey responses (from 2019-2023 beneficiaries), and eight case study interviews, highlight the ongoing impact of taking part in a Generation UK programme for programme alumni.

-  **Generation UK programmes lead to significant career and salary progression.** Alumni experienced a positive average year-to-year salary increase of 17% for IT related programmes, 16% for the Healthcare Assistant programme, and 10% for the Sustainability Project Officer programme.
-  **Alumni annual salary growth rates often match or even exceed national industry benchmarks, indicating career progression.** While initial salaries varied, with alumni from programmes like Google Cloud and Data Engineering reporting the highest starting points, alumni from other programmes like Software Engineering and Cloud Operations Engineering demonstrated the fastest salary growth post-graduation.
-  **Alumni widely identified Generation UK's holistic support as the crucial “first-step” in their career journeys.** Alumni consistently praised programmes' unique combination of comprehensive technical and soft skills training, dedicated mentorship, and job search assistance as the primary enabler of their career success.



Generation really helped me in my job search, but also in succeeding in my role.”

Our evidence indicates that Generation UK programmes prepare beneficiaries for their desired careers, providing foundational tools and initial job opportunities that lead to sustained salary growth and progression. To further demonstrate long-term impact, we recommend continued and expanded data collection on alumni salaries and career progression.

Generation UK Alumni Career Journeys

Generation UK aims to prepare, place and support people facing barriers to employment into careers that would not be accessible to them otherwise. Generation delivers different programmes or “bootcamps” of approximately 1 to 3 months in the areas of technology and healthcare aiming to place beneficiaries in entry-level roles. Programmes are practice-based, teaching technical skills as well as soft and employability skills, such as CV writing, interview preparation, and are accompanied by mentoring support adapted to the beneficiary context.

This report presents findings on the career and salary trajectories of Generation UK alumni after completing their respective programme. The research seeks to answer the following questions:

- ▶ What is the salary evolution of Generation alumni over time, and how does this compare to national and industry benchmarks?
- ▶ Do Generation alumni experience different levels of success when comparing across different programmes?
- ▶ What does success look like for a select number of individual alumni?
- ▶ What were the key enablers and barriers in their career journey, and what role did Generation play in these?

To address these questions, 511 Generation UK alumni who completed a programme between 2019 and 2023 participated in a survey sharing information on their employment status and salary from their completion year to present. Additionally, eight alumni from diverse programmes and graduation years were interviewed to provide deeper insights into their experience and career journeys post-Generation UK. You can read a more detailed explanation of the methodology on page 18.

Key Findings

Salary Growth & Industry Comparison

Salaries by Programme

Survey responses revealed varied salary outcomes across different Generation UK programmes. Alumni with the highest reported average salary the year they completed their respective course were from the Google Cloud programme, while Software Engineering alumni had the lowest reported salaries during this time. **Three years post-programme completion, this gap closes as alumni from Software Engineering earn similar salaries to Google Cloud alumni (£43k).** Conversely, alumni from the Hospitality programme reported the lowest average salary (£23k) three years post-programme completion.

Generation UK programmes were divided in two groups: those leading to roles in the Information & Communication sector, and those related to other sectors. The two figures below display the average annual salaries for alumni from each group:

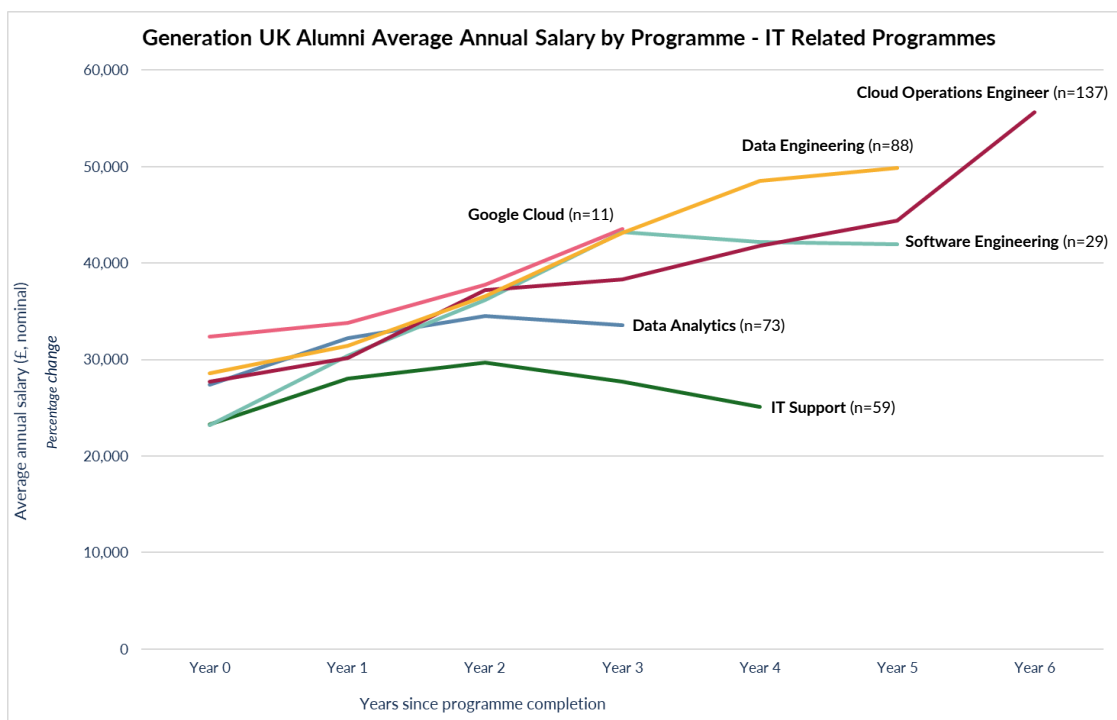


Figure 1: Average annual salary of Generation UK alumni from IT related programmes, where "Year 0" indicates the graduation year. Subsequent years (e.g. "Year 1", "Year 2") denote the number of years after graduation. Salary Change (%) = $\frac{(\text{Salary Year 1} - \text{Salary Year 0})}{\text{Salary Year 0}} \times 100$

We see that, unsurprisingly, participating in **programmes that lead to roles in the Information & Communication industry resulted in higher nominal salaries** for participants¹. The exception is the IT Support programme, which shows a drop in salary four years after programme completion. The decline could be due to the small sample size, as only two people reported their salaries four years after completing the programme. As sample sizes varied depending on how many years alumni had been working in their chosen profession post-graduation, it could be that small or inconsistent sample sizes might also explain the drop in salaries for other programmes in Year 4 and Year 6 (see figure 2). For example, the Hospitality and Healthcare Assistant programmes had sample sizes of n=6 and n=5, respectively, in their latest reported year.²

¹ONS figures also show that Information and Communication salaries are higher on average than those from other industries.

² Although sample sizes varied considerably across programmes, all data has been included on the basis that each finding still offers valuable insight. Results from smaller samples should, however, be interpreted with caution.

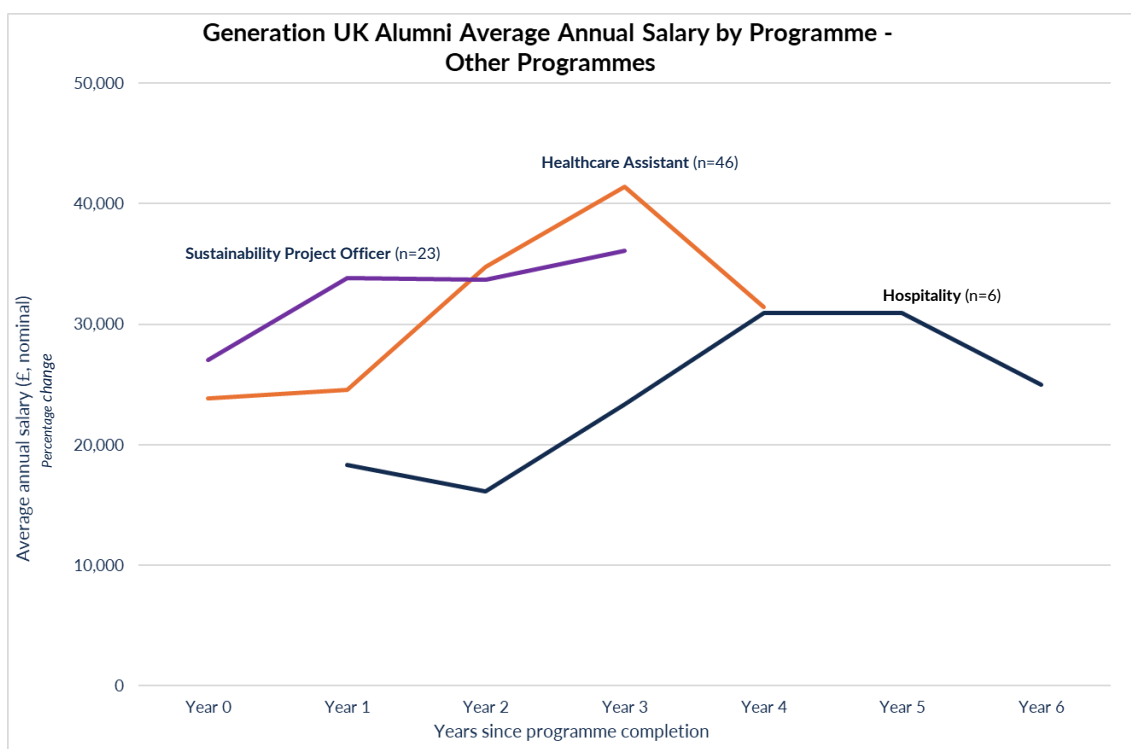


Figure 2: Average annual salary of Generation UK alumni from other programmes, where “Year 0” indicates the graduation year. Subsequent years (e.g. “Year 1”, “Year 2”) denote the number of years after graduation. Salary Change (%) = $\frac{(\text{Salary Year 1} - \text{Salary Year 0})}{\text{Salary Year 0}} \times 100$

Salary growth

Generation alumni experienced salary growth from as early as one year after they completed their programme. Figure 3 below³ shows the initial growth rate of their salary from the year they completed the programme to the following year. As all salaries have been indexed by years after graduation rather than by calendar year, these changes reflect the career trajectories of individual alumni and capture growth beyond broader trends in salary inflation.

³ The Hospitality programme is not shown in this graph due to lack of salary data from Hospitality alumni from the year they completed the programme.

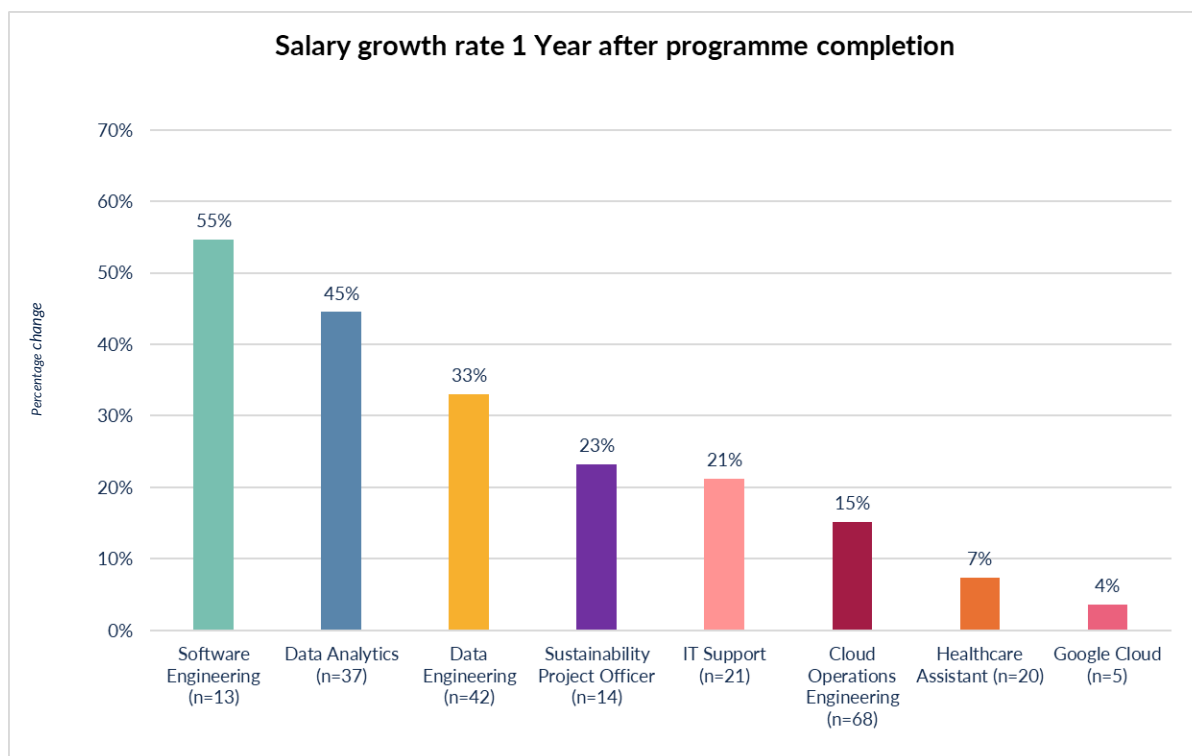


Figure 3: Generation UK alumni salary growth rate 1 year after graduation, separated by programme.

This salary growth is sustained over the years post-graduation, as highlighted below in Figure 4. **Alumni from all Generation UK programmes demonstrated a positive annual average salary growth after graduation.** Furthermore, alumni from all programmes show an annual average salary growth rate that is the same or higher than the industry annual average growth rate⁴, according to ONS figures. This suggests that the salary increases for most alumni are a result of career progression, and not simply a reflection of industry-wide wage adjustments due to inflation, for example.

⁴ The industry's annual average growth rate is a reflection of sector-wide changes, such as inflation and general wage adjustments, and not an indicator of an individual's career progression. Please also note that some industries showed a growth of 5%, but all have been shown as 6% for ease of viewing.

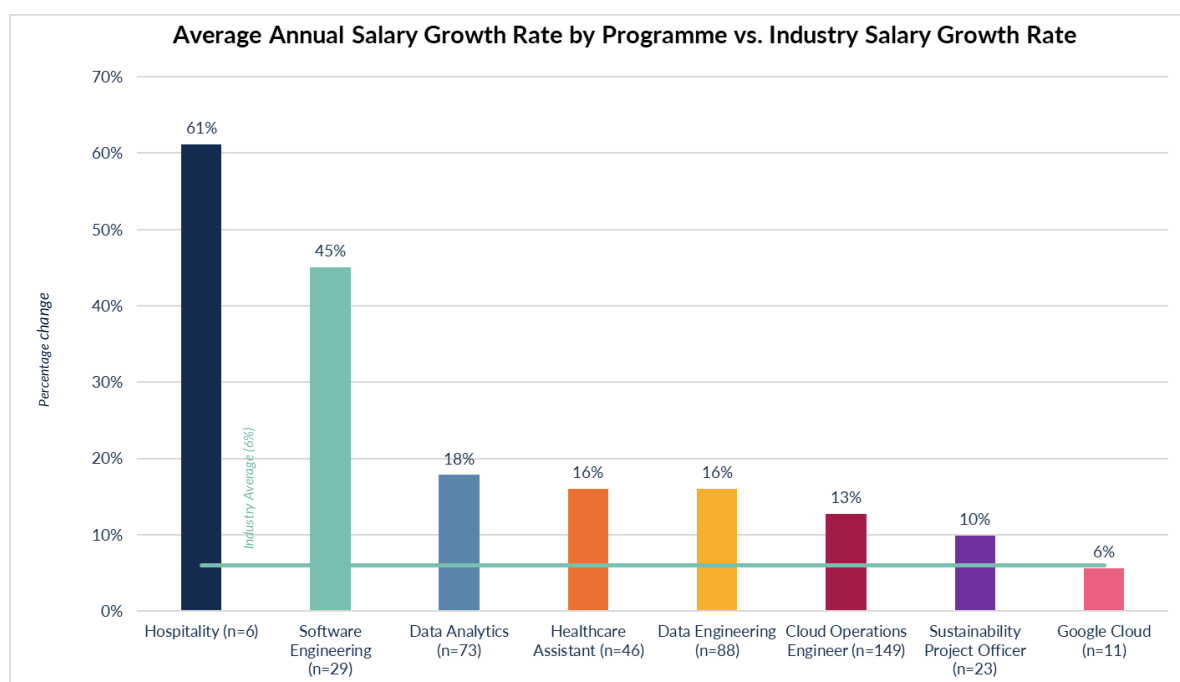


Figure 4: Generation UK alumni average year-to-year salary growth by programme, shown alongside the **industry average (ONS data, 2015-2019, national data)**. Average Salary Change (%) = Average [Salary Change Year 6-5, Salary Change Year 5-4, Salary Change Year 4-3, Salary Change Year 3-2, Salary Change Year 2-1, Salary Change Year 1-0].

The chart above presents the average year-to-year salary growth of alumni, using data provided by alumni for up to six years post their programme completion.⁵ This is compared with the industry average annual salary growth rate, as reported by the Office for National Statistics (ONS).⁶ From the survey responses, **beneficiaries from the Software Engineering and Data Analytics programmes showed the highest average annual salary growth rates,**⁷ at 45% and 18%, respectively. Alumni salaries from the Google Cloud programme grew at the same rate as the industry average.

When grouping the programmes, **alumni from Information & Communication programmes had an average year-to-year salary growth rate of 17%.** The same metric for alumni from the other programmes was 12%, with Healthcare Assistance alumni experiencing a 16% average year-to-year salary growth and beneficiaries from the Sustainability Project Officer programme experiencing a 10% growth rate.

⁵ Note that for some programmes alumni could only provide data for up to three years post programme completion. We have included all available data; however, please see appendix for a breakdown of the specific years and programmes where data is missing.

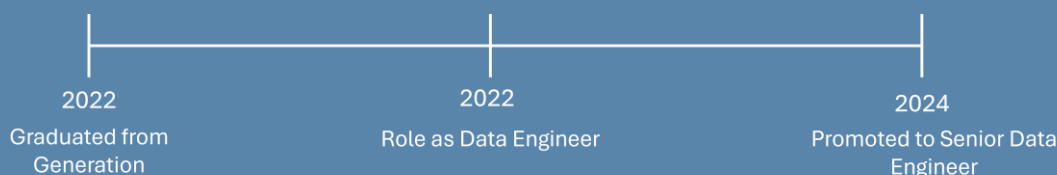
⁶ We use ONS data as it provides the most recent and reliable benchmark for industry-wide salary growth. See appendix for more information on ONS data and why we use it.

⁷ It is important to note that the sample sizes for the Customer Support and Hospitality programmes are smaller than desired, as they did not meet the targeted number of survey responses. However, the sample sizes for all other programmes reached their desired targets.

For beneficiaries who have reached the four or six-year milestone after completing a programme, we still see **significant salary growth**. This growth is either in line with or faster than the average growth observed within their respective industries, which reinforces the conclusion that alumni are experiencing both salary growth and career progression.

Case study: Maxwell

Google Cloud programme
2022



Maxwell's biggest challenge was his long-term struggle with mental health, which caused him to drop out of university various times and battle impostor syndrome. This lack of confidence was a huge barrier to applying to jobs and progressing his career.

“I think Generation did a lot to combat that [impostor syndrome] so it made the job search this time really easy.”

Securing his first job after Generation UK allowed him to afford professional help, removing a major barrier he faced for years. The ability to manage his mental health has been crucial for his career progression and overall wellbeing.

This job also had other important factors for him, which was a flexible work arrangement that allowed him to work from home with his dog and newborn son. His career path after Generation UK led him to work in a position that provided this essential flexibility.

His pastoral mentor helped him with his CV, his applications, and with reassurance and confidence. The programme's curriculum, taught by an instructor who worked in the industry, gave him valuable insight into day-to-day work.

“I don't think I would have been able to secure such a high paying starting role in the industry had it not been for Generation and the connections that allowed me to form.”

Maxwell began his career as a Data Engineer, and has experienced four salary increases since then: one from his promotion to Senior Data Engineer and the other three from merit-based pay review. Starting from £37k, and experiencing an average salary increase of 11.8%, Maxwell salary is now £58k with his recent promotion.

Maxwell's ultimate goal is not a specific job title or salary, but rather a stable home life that allows him to be the dad and husband he wants to be. His current financial stability has allowed his family to have a good life quality. He also stated his goal is for his wife to have the choice of whether to go back to work after maternity leave, a goal he feels he is on his way to achieving.

Career Barriers and Enablers

Barriers

The key barriers and challenges alumni have faced in their careers vary, reflecting their unique contexts.

For instance, Priscilla, an IT Support programme alumna, noted after a year and a half that her company lacked a “**clear progression structure**” for IT Support roles, hindering her ability to advance to second-line, third-line technical, or administrative/management positions.

Similarly, Harry’s (who completed the Data Engineering programme in 2020) first promising job opportunity was impacted by the second wave of **COVID-19 lockdowns**, as the employer preferred someone who could work in the office, highlighting external barriers to job searching during that period.

Margarita (who completed the Healthcare programme in 2022) is facing significant hurdles with **English language proficiency requirements and slow bureaucratic processes** for qualification recognition. Hospitals demand “functional skills” English assessments, and higher roles like nursing require the IELTS test, which she has not yet passed. She feels this system overly prioritises language proficiency over her existing medical knowledge and practical skills, while the lengthy process of obtaining UK-recognized qualifications like GCSEs or functional skills through colleges (e.g., “two years to get GCSEs”) further prolongs her entry into the medical field.

Enablers

Despite their diverse backgrounds, programmes, personal lives and perspectives, all interviewed alumni highlighted the same major enabler: **Generation UK’s comprehensive training**. They consistently praised both the technical and soft skills aspects, as a primary enabler in their careers. Interviewees specifically emphasised the importance of the technical training in securing their first role after graduation:

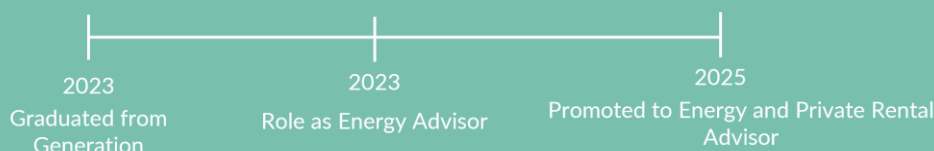
“ If I didn’t do the Generation course, I don’t think I would have been able to do my job because it gave me the grounding basics and the fundamentals of retrofit. I still benefit today from it.”

In addition to technical preparation, alumni expressed gratitude for the **job search support** provided at the end of their programmes:

“ I gained knowledge, I learned how to improve my CV and my interview skills. I got all the help that I needed.”

Case study: Gustavo

Sustainability Project Officer programme
 2023



Gustavo is a journalist with a master's degree in art who found himself working in hospitality. He wanted to make a career change driven by a desire to work in a field that addressed climate change and helped his community.

“I wanted to change industries and work in something that would help not only myself but other people. I was thinking about the community”.

This resulted in an initial post-Generation UK salary significantly lower than his previous job, starting over in a new industry (£28,000). But that didn't stop him. This was a conscious decision and one he was prepared for, as he saw this new position as a crucial “base level” step toward a more fulfilling career. Advancing in the retrofit world, he realised his previous experience in hospitality gave him transferable skills and a “managerial mindset”, which helped him evolve and grow in this new industry.

Generation UK provided him with essential support, including CV and interview preparation, and connected him with job opportunities. He believes the course would benefit from a specific module on energy saving advice. His current job was shared with his cohort through Generation UK's network. The programme's tutors were also a significant source of support, with one of them referring Gustavo to the Retrofit Academy, where he was awarded a free scholarship for a course.

“I joined Generation because they have a good reputation. It was the best decision I could have ever made. I came [to the course] like a seed and left like a sunflower”.

Today, Gustavo is happy in his new career. He received a promotion with a 13.5% salary increase to £31,777, and has a clear plan for his future, with aspirations of becoming a Retrofit Coordinator and eventually moving into a management or consultancy role. He believes he is well on his way to achieving his goals, continuing to engage in professional development, with several new courses lined up, and credits Generation UK for giving him the trampoline to build his desired career with a lasting impact.

“I got all the help that I needed. I'm very, very, very thankful [to Generation UK].”

The **mentoring** aspect of the programmes was also highlighted, with some alumni recalling mentors who positively impacted their professional and personal lives:

“ I think **Generation** helped me a lot to combat my imposter syndrome. I don't know if I would have had the confidence to send that initial application for that open role. That role eventually led to promotions, so I would say the support I received while doing the programme influenced on that.”

Another significant enabler for some alumni was the **professional network** they built during their course. From peers to instructors and mentors, some maintain contact via social media or even engage in peer-to-peer mentorship, assisting each other in their careers. Others have discovered job opportunities through these connections, demonstrating the positive impact of this informal network fostered at Generation UK.

From all interviews with Generation UK alumni, it's clear that the programme served as the first step in their career journeys. Despite the different reasons for joining Generation UK, alumni viewed it as the most significant enabler for securing their initial job in their desired industry.

“ It just really gave me the tools to kind of hit the ground running.”

“ The programme has been great for me. It's literally the foundation of everything that I am doing today. The materials were very instrumental in helping at the first stage of when I started the job and going further into the job.”

Generally, alumni expressed profound gratitude for the opportunity to take part in a Generation UK programme. Many also expressed a desire for a formal alumni network, which Generation UK has not yet established, to keep in touch and continue fostering mutual support and help among peers.

Success & Career Progression

During the interviews, Generation UK alumni were asked about their definition of success, exploring key themes beyond salary progression. While success is deeply personal, we identified some common themes:

For all interviewed alumni, **success meant career progression**. For some, this translated to a specific role in their industry; for others, it was about continuous learning and professional growth, as one interviewee stated:

“ To keep going. Keep learning. I've done one or two courses every year since I graduated and I'd just like to keep that up because there's always something to learn. There's always something new.”

Simultaneously, interviewees also reported that for them, success encompasses fulfilling **personal goals**, such as Maxwell achieving financial stability for his family, Priscilla having

work flexibility to spend more time with her children, Gustavo and Qasim changing their career paths into stable and fulfilling careers or securing jobs closer to family like an anonymous alumna from the Data Engineering programme.

“One of the reasons I wanted to migrate to IT was that I needed the flexibility of working from home. I’m a young mom, I have two little children, so I wanted to build a career having that flexibility. And my income increased because I’m now on a stable job.”

Regardless of their reasons, alumni wanted to start a career. For some, this meant entering a different sector where they had no prior experience or knowledge; for others, it was simply the chance to begin a career they hadn’t been able to before.

Upon completing their respective Generation UK programmes, alumni have experienced growth in various ways, such as through salary increases, promotions, and new roles at different companies. More than a typical career path, alumni gained the tools and skills that allowed them to enter their desired careers without prior experience, enabling them to pursue their professional goals, whatever they may be.

Alumni believe that taking part in a Generation UK programme was a crucial step toward achieving those goals. Their desire for an official alumni network or collective shows their commitment to sustained engagement and mentorship opportunities.

“If I take all the things that helped me progress, I think Generation provided it.”

Case Study: Priscilla

IT Support programme
2022



Priscilla's primary barrier was her lack of experience in the IT industry, battling with a fear of not being qualified for the roles she wanted.

“ I had the fear of not being good enough, because obviously this was going to be my first IT job.”

She was also driven by the need for a career that could accommodate her family life. As a mother of young children, she wanted a flexible job that would allow her to work from home and be an active, present parent. Her previous work situation was unstable, making the transition to a full-time steady job a major priority.

Generation UK was a pivotal enabler for Priscilla, providing the foundational knowledge and confidence she needed. She highlighted the programme's strong emphasis on both technical skills and communication as particularly useful, as she believes dealing with users' varied moods is a significant part of the job.

The support she received went beyond the classroom. Generation UK's network was instrumental in her job search, directly leading her to her current job. She also credits the programme's mentorship as a key factor in getting the job, preparing for interviews and conducting mock sessions:

“ I did one [mock interview] a day before my interviews, so I felt it put me in a very good and confident place when I was going to my interview.”

Priscilla feels Generation UK provided her with everything she needed to fulfil her career goals. Securing a stable, full-time job that offered the flexibility of working from home was a significant personal and professional achievement. She believes her company's lack of a clear career progression structure has made it difficult to advance, which is why now she's exploring transitioning to Delivery Management roles in her company, with the tools she gained at Generation UK.

“ The mentorship I needed to land the job, I got it at Generation. The job opportunity, I got it from Generation. So if I want to take all the things that helped me progress, I think Generation provided it.”

Conclusion & Recommendations

This report looks at the career and salary trajectories of Generation UK alumni, addressing four research questions through survey data from 511 alumni and interviews with eight beneficiaries.

In conclusion, Generation UK alumni experience positive salary growth post-graduation.

Programmes leading to Information & Communications sector roles show the highest average salaries overall, and alumni from the Hospitality programme reported the fastest average annual salary growth. Additionally, **alumni salaries generally grow at or above industry averages, indicating strong career progression post-program**, where significant salary increases are observed within just two years of graduation.

Success for alumni is multifaceted. Alumni consider career success to be salary growth, meaningful career progression, continuous learning, achieving specific roles in specific industries, and fulfilling personal goals (such as financial stability or work-life balance). Alumni view Generation UK as a critical “first-step” in achieving these definitions of success.

This research identified **key enablers of alumni’s career journeys, primarily Generation UK’s training** (technical, soft skills, job search support), mentorship and the professional networks fostered by the programmes. While alumni faced various external barriers like unclear career paths, bureaucracy, and personal circumstances, Generation UK consistently served as a catalyst for securing their initial jobs post-graduation.

Limitations

This research has the following limitations:

- ▶ **Benchmark data:** ONS data provides average salaries across all positions and seniority levels within industries, not specifically entry-level roles. A more precise benchmark would focus on entry-level salaries, which is a data set not yet publicly available. This limitation is also addressed in the recommendations below.
- ▶ **Sample size:** While the total number of survey responses reached the overall target for this research (see more details in the Methodology on page 20), the final sample size after data cleaning was 511. Within this group, the Customer Support and Hospitality programmes did not meet their individual response targets. A larger sample size would allow for more robust and generalisable conclusions.

Recommendations

To further build on these insights in future research, ImpactEd recommends:

- ▶ **Facilitate an official alumni network:** Alumni already informally support one another in their job search and career progression. As some interviewees suggested, formalizing this network could expand its reach and impact. An official alumni network would provide a structured platform for alumni to continue receiving and offering support

after their programme ends, building on the peer-to-peer assistance that is already happening.

- ▶ **Refining job positioning for clear career paths:** Generation UK facilitates interviews to help alumni find roles in their desired industry. However, as noted in Priscilla's case study, some companies may not have a clear career growth path. Generation UK could consider screening companies they work with to ensure they offer clear career paths for career progression before placing alumni.
- ▶ **Expanding the alumni dataset:** More robust, statistically significant and generalisable conclusions could be drawn with better benchmark data. Since historical industry-specific entry-level salary data is not available, Generation UK should continue to collect historical salary data from its alumni. As more people complete a programme, this internal data will become a valuable benchmark for future cohorts.

Appendix

Methodology

To gather sufficient information on the salaries and career trajectories of Generation UK alumni, ImpactEd and Generation UK decided on a mixed-methods approach. This involved initially conducting a quantitative survey to collect salary data, followed by qualitative case study interviews to triangulate these findings and delve deeper into individual alumni journeys.

A. Data Collection

Survey

- **Sampling:**

To effectively track career progression, the survey sample frame included UK beneficiaries from 2019 to 2023, ensuring each participant had at least two years of post-programme experience. This is a sample size of 1794. The survey exclusively targeted programmes still actively run by Generation UK.

The **minimum detectable effect (MDE)** was calculated for all participants, programmes and industries to determine the sample size required to detect a significant increase in salary. Generation UK's existing salary data was used to estimate the expected salary increase. On average, participants' salaries increased by 46% between salary point 1 and point 2. Therefore, our calculations aimed to detect a percentage point increase in salary of less than 40%.

Category	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Population	1794	1794	1794	1794	1794	1794	1794	1794
Attrition rate	70%	70%	70%	80%	70%	80%	80%	80%
Sample	538	538	538	359	538	359	359	359
Significance level	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Statistical power	0.6	0.6	0.7	0.7	0.8	0.8	0.8	0.8
Standard deviation	1.64	1.64	1.64	1.64	1.64	1.64	1.64	1.64
Effect type	% change	% change	% change	% change	% change	% change	% change	% change
Study design	Longitudinal	Longitudinal	Longitudinal	Longitudinal	Longitudinal	Longitudinal	Longitudinal	Longitudinal

Correlation between measurements	0.5	0.7	0.7	0.7	0.7	0.7	0.3	0.5
MDE	15.65%	12.12%	13.6%	16.65%	15.34%	18.77%	26.68%	24.24%

Table 1: Minimum detectable effect calculations.

Model 8 highlighted in the chart above was deemed the best fit for this study design, based on the following parameters:

- **Attrition rate of 80%:** This implies that 20% of participants would complete the survey, based on previous Generation surveys.
- **Statistical power 0.8:** This indicates an 80% probability of detecting a statistically significant change with these parameters.
- **Standard deviation 1.64:** This is the square root of the average variance related to relevant industries in the ONS dataset.
- **Effect type 'percentage change':** The objective was to detect a significant percentage increase in salary.
- **Study design 'Longitudinal':** Multiple data points were collected per participant over time.
- **Correlation between measurements:** 0.5 (moderate).

Given these assumptions, there is an 80% chance of detecting statistical significance with an overall sample size of 359 and a minimum effect size of 24%. Therefore, **the target response for the survey was 359 Generation UK alumni.**

- **Survey design:**

To maximise responses and maintain conciseness, the survey exclusively asked alumni about their salary (monthly or yearly) and employment status. The complete survey questions can be accessed on page 23.

The survey was designed and adapted based on Generation UK's current data to address existing salary data gaps for beneficiaries. To avoid redundant questions and shorten the survey, it was customised based on the year for which salary data was already available.

- **Survey implementation:**

Alumni were given a six-week period to complete the survey. Individuals who completed the survey would be entered to a raffle to win a £50 Love2Shop voucher. They received four reminders from Generation UK via email, text message and Whatsapp. Additionally, to boost response rates, ImpactEd conducted two days and eight hours of phone calls to the sample frame.

The survey initially had 526 responses, which later reduced to 511 after cleaning for inconsistencies and illogical answers.

Programme	Target	Actual responses
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Customer Service	2	0
Customer Support	14	15
Data Analytics	47	72
Google Cloud	8	15
Healthcare Assistant	37	45
Hospitality	7	6
IT Support	43	63
Sustainability Project Officer	12	36
Tech Talent Accelerator – Software Engineering	25	27
Technology – Cloud Operations Engineer	99	146
Technology – Data Engineering	65	95
ACC – IT Support	0	6
TOTAL	359	526

Table 2: Survey Responses Targets vs. Actual Survey Responses.

The target number of survey responses was determined from the MDE analysis explained above. This total target was then allocated to each programme based on its proportion within the initial Generation UK alumni sample. For example, if the initial Data Analytics sample comprised 20% of the total, its target was set to 20% of the overall survey target.

Case Studies

- **Sampling:**

At the end of the survey, alumni were invited to participate in case study interviews to share more about their experiences. 139 alumni expressed interest. From this pool, ImpactEd selected **eight alumni**, ensuring a diverse representation in terms of their programme, graduation year, and gender.

- **Interview design & implementation:**

The interviews aimed to explore alumni's career journeys post-Generation UK, including key enablers and barriers of growth, their perception of Generation UK's role in their journey, and the lasting impact of Generation UK in their professional lives. The full interview questions can be found on page 24.

Interviews were conducted online, and participants were offered the option to remain anonymous. The final case study interviews are detailed below:

	Programme	Graduation Year	Gender
1	Data Analytics	2022	Female
2	Data Engineering	2020	Male
3	Data Engineering	2021	Female
4	Google Cloud	2022	Male
5	Healthcare	2022	Female
6	IT Support	2022	Female
7	Sustainability Project Officer	2022	Male
8	Sustainability Project Officer	2023	Male

Table 3: Case study interview overview.

B. Benchmark Data

The Office of National Statistics (ONS) provides benchmark data on average UK income disaggregated by industry. This information's source was the Monthly Wages and Salaries Survey by the ONS, with the dataset accessible [here](#). This research used the "1. NSA ind monthly findings" tab, which provides average weekly earnings by industry. Each programme was categorized into an ONS industry by colleagues from Generation UK, who have better insights and knowledge about their programmes:

Programme	ONS Industry
Customer Service	Administrative & Support Service Activities (N)
Customer Support	Administrative & Support Service Activities (N)
Data Analytics	Information & Communication (J)
Google Cloud	Information & Communication (J)
Healthcare Assistant	Health & Social Work (Q)
Hospitality	Accommodation & Food Service Activities (I)
IT Support	Information & Communication (J)
Sustainability Project Officer	Professional, Scientific & Technical Activities (M)
Tech Talent Accelerator – Software Engineering	Information & Communication (J)
Technology – Cloud Operations Engineer	Information & Communication (J)
Technology – Data Engineering	Information & Communication (J)

Table 4: Generation programmes mapped to ONS industries.

For analysis, ONS data was cleaned by converting weekly to monthly figures and excluding bonuses. For 2025, only available months (January to May) were used, with May's data being projected.

- **Limitations:**

As noted in the report, the ONS data may not provide the most precise benchmark for Generation UK alumni. This is because the ONS data represents average salaries across all position types (entry-level, junior and senior) within each industry. Given that Generation UK beneficiaries typically begin working at entry-level positions, the ONS data might not perfectly align with their salary expectations or realities.

C. Analysis

Quantitative analysis

To ensure consistency, all collected survey data was transformed into **monthly salary and full-time equivalent** figures. Since job position was not asked in the survey to prevent survey fatigue, it was assumed that reported salaries corresponded to the industry of the participant's completed programme, unless otherwise indicated in existing Generation UK data.

For the industry analysis, we calculated the **percentage difference** between alumni salaries and the ONS industry average for every year with available data (2019-2025). All alumni data was then transformed to reflect **years after graduation** (Year 0 refers to the graduation year, Year 1 to one year after graduation, and so on). This "years after graduation" metric was also used to calculate the average salary growth per programme, and to conduct t-tests to assess the significance of these salary changes.

Qualitative analysis

A **mixed deductive and inductive thematic analysis** was applied to the eight interviews with Generation UK alumni. The deductive analysis was guided by pre-defined codes and concepts such as career enablers, career barriers, technical and soft skills. The inductive analysis was particularly useful in categorising the specific role that Generation played in the interviewed alumni's journeys.

Research Tools

A. Survey Questions

Introduction statement:
<p>This is not just another survey!</p> <p>With ImpactEd, we're running an important research project about the salary progression of our graduates. As alumni, your response is essential in helping us improve our programmes.</p> <p>The survey takes only 5 minutes to complete. Your responses are completely anonymous and confidential and will be used solely for research and programme enhancement.</p> <p>As a gesture of appreciation, respondents who complete the survey will be entered into a lottery to win a special prize!</p>

Thank you! Your participation is greatly appreciated!	
Part 1: Current employment and salary	
What is your current employment status?	Single choice: <ul style="list-style-type: none"> • Employed full time • Employed part time • Unemployed • Pursuing further education
If employed, what is your before tax salary (in £)? <i>Please DON'T include bonuses, only base salary</i>	Numeric boxes: <ul style="list-style-type: none"> • Monthly salary: • Yearly salary:
Part 2: Salary & employment in the past years	
Was your employment status last year (2024) the same as it is now?	Single choice: <ul style="list-style-type: none"> • Yes • No
IF NO: What was your employment status last year (2024)?	Single choice: <ul style="list-style-type: none"> • Employed full time • Employed part time • Unemployed • Pursuing further education
If employed, what was your before tax salary (in £) last year (2024)? <i>Please DON'T include bonuses, only base salary. If you can't remember the exact number, an estimate is fine!</i>	Numeric boxes: <ul style="list-style-type: none"> • Monthly salary: • Yearly salary:
Continue with same set of questions until their graduation year.	
Part 3: Case study interest	
As part of our study, we are looking for Generation graduates interested to participate in case study interviews to learn about their experience in the workplace after graduating. Would you be interested in participating? Participation can be anonymous if you wish so.	Single choice: <ul style="list-style-type: none"> • Yes • No
Closing statement:	
<p>Thank you so much for your response! Your information is very valuable.</p> <p>As mentioned, you are now participating in a raffle to win a £50 Love2Shop voucher. If selected, we will contact you through this email address.</p> <p>Have a good day!</p>	

Table 5: Survey questions.

B. Interview Questions

Programme and profile:
<ol style="list-style-type: none"> 1) Please introduce yourself, tell me which Generation programme you did and in which year you completed the bootcamp. 2) Tell me a bit about what you're doing now, in terms of work or further study.
Just after graduation:
<ol style="list-style-type: none"> 1) Take me to your first job after graduating from Generation's programme, what role did you have and how did you find that job? <ol style="list-style-type: none"> a. Was that job related to Generation's programme? b. How long was the job search? c. What challenges, if any, did you face when looking for a job after the programme?

<ul style="list-style-type: none"> <ul style="list-style-type: none"> i. How did you face them? Did Generation help in any way? d. Was your first income after the programme higher than your income before doing the programme? e. Is that the type of job you were looking for after graduation? <p>2) Did Generation help you secure this position? If yes, how? If not, why not?</p> <ul style="list-style-type: none"> a. Where do you feel you could've had more support?
Job progression:
<p>1) Now, tell me about your work journey after that first post-graduation job until where you are now:</p> <ul style="list-style-type: none"> a. Have you changed to other jobs/positions? Maybe different positions in the same company? <ul style="list-style-type: none"> i. What has influenced those changes? b. Has your salary changed from that first post-graduation job? Has it increased or decreased? <ul style="list-style-type: none"> i. What do you think helped you increase your salary over time? / Or what do you think has played a role in the decrease or stagnation of your salary? ii. Do you think Generation played a role in your salary change? Why or why not? iii. Do you feel your salary change has had an effect/impact on other aspects of your life? How? c. How did you get your current role? <ul style="list-style-type: none"> i. Did Generation's programme help you? If yes, how? If not, why not? <p>2) Are there any barriers that have made career progression harder for you?</p> <ul style="list-style-type: none"> a. Which ones? (maybe personal, social, systemic) <p>3) How did you overcome those challenges/barriers?</p> <ul style="list-style-type: none"> a. Did Generation's programme help you face/overcome them in any way? If yes, how? If not, why not? b. If not, then what support do you think you need/would have needed in the past? <p>4) What have you found easy, or easier than expected, in your professional life? (technical elements of your career/role, soft skills, mindsets, employability skills for job search).</p> <ul style="list-style-type: none"> a. Did Generation's programme impact this in any way? How?
Career journey & Generation:
<p>1) Can you share more about how the programme contributed to your work journey, any specific experiences, training or support that were especially useful?</p> <p>2) What aspects of the programme have you found helped you in your professional life? (Technical training, soft skills, mentoring, job placement support, etc.)</p> <p>3) Were there any people (e.g. instructors, mentors, peers) who made a significant difference to your experience and professional life after the programme?</p> <p>4) What are you aiming for in your career/professional life?</p> <ul style="list-style-type: none"> a. In the short-term? b. In the medium-long term? c. Are you on your way to that?
Reflections and closing:
<p>1) Is there anything you think Generation could do differently or improve for future participants – regarding your specific programme?</p> <p>2) Is there anything you think Generation could do differently in general?</p> <p>3) Is there anything I haven't asked that you'd like to share about your experience or journey?</p>

Table 6: Case studies' interview questions.

Additional Case Studies

Case study: Irina

Data Analyst programme
 2022



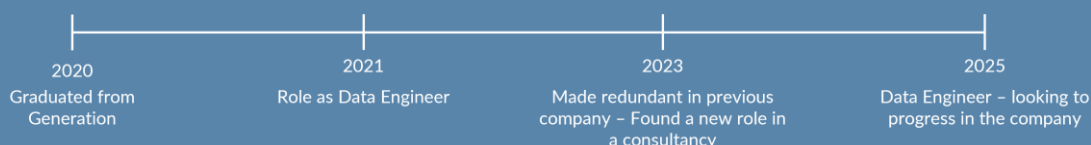
Irina's main challenge was a lack of experience in the data analytics field, which made her job search difficult in the UK. Despite applying for jobs on different platforms, she received no callbacks, and went back home, where she's working at a pharmaceutical company.

Generation UK provided her with technical skills, specifically crediting the programme for teaching her how to use Power BI, a tool she uses extensively in her current role. She also gained access to valuable learning resources like Datacamp and taught her how to use LinkedIn effectively.

"Generation helped me get this job because of my technical skills".

Case study: Harry

Technology - Data Engineering programme
 2020



Harry was seeking a new career plan after his mechanical engineering plans were disrupted. Having no data engineering experience, Generation UK was a "massive" enabler for him, providing the technical and soft skills to enter the tech industry.

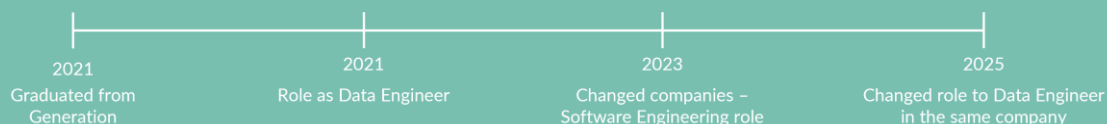
He found the programme's training on core software tools comprehensive. He leveraged the reputation of the programme during interviews, selling the quality of the training as a key strength. His career progression has been driven by strategic job changes. Now, he sees an opportunity to grow in his current company engaging with the company's structured career progression plans.

"Generation was massively transformative to my life".

Case study: Anonymous alumna

Technology - Data Engineering programme

2021



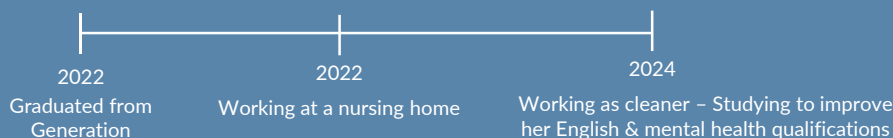
Coming from an academic background, she was looking for a career with greater stability. She admits being a “quiet person” has made career progression harder when wanting to acquire the skills needed for more senior positions.

Generation UK provided her with the technical fundamentals she needed, giving her a stronger foundation in some tools than some experienced colleagues. She credits the programme’s interview and CV-writing sessions for helping her “polish up” her profile. She emphasizes the importance of networking, a skill she developed after the programme. She highlights the positive impact of her instructor, who encouraged discussions around the gender gap in tech.

“After the programme I felt like I had a really good foundation, and it set me to hit the ground running once I got my [first] role”.

Case study: Margarita

Healthcare programme
2022

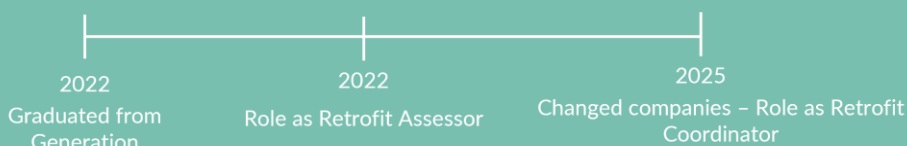


Margarita brought her nursing experience from her home country, but her professional journey in the UK has been stalled by a significant barrier: language. Despite her best efforts, she has not been able to secure a job in a hospital because her English proficiency doesn't meet the requirements.

She finds the healthcare system prioritizes language skills over practical knowledge and experience. However, her determination to succeed in the healthcare sector is a huge strength. She is actively working to overcome her language barrier by enrolling in a Level 1 English course and a Level 2 mental health course. She credits Generation UK with providing a good foundation, including help with her CV and interview preparation, and teaching her new vocabulary related to the healthcare system. She continues to seek opportunities in the healthcare sector and is trying to find a way to get her foot in the door so she can gain exposure and improve her language skills while working.

Case study: Qasim

Sustainability Project Officer programme
2022



After 15 years as a self-employed professional, Qasim found himself without a clear career path or transferable skills following the COVID-19 pandemic. Additionally, he found his age to be a potential barrier at 41, lacking experience in a corporate structure.

Generation UK was a crucial enabler for his career change. The programme provided him with the foundational knowledge in retrofit, which he said is still helping him in his current role. The programme's support such as mock interviews and direct access to hiring companies, made his job search "non-existent".

"The course helped me a lot. I know there's a lot of statistics on the website, and I think people can be sceptical when they look at it... But I'm so surprised how well everything worked and how genuine everyone was, they really wanted to help".

Additional Tables

A. Average Monthly Salaries by Programme

Programme	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Data Analytics	2,282	2,688	2,877	2,798	NA	NA	NA
Google Cloud	2,700	2,819	3,146	3,625	NA	NA	NA
Healthcare Assistant	1,984	2,047	2,897	3,451	2,619	NA	NA
Hospitality	NA	1,528	1,346	1,948	2,576	2,576	2,083
IT Support	1,938	2,339	2,475	2,308	2,094	NA	NA
Sustainability Project Officer	2,254	2,817	2,804	3,008	NA	NA	NA
Tech Talent Accelerator – Software Engineering	1,933	2,534	3,013	3,598	3,515	3,495	NA
Technology – Cloud Operations Engineer	2,308	2,515	3,102	3,192	3,482	3,701	4,636
Technology – Data Engineering	2,382	2,619	3,047	3,594	4,040	4,156	NA

Table 7: Average monthly salary by programme and years from graduation.

B. Statistical Significance Test: Salary Growth from Graduation Year Onwards

Programme	Year 0 vs. Year 2			Year 0 vs. Year 4			Year 0 vs. Year 6		
	Mean diff	P value	n	Mean diff	P value	n	Mean diff	P value	n
Data Analytics	690	0.00	34	NA	NA	0	NA	NA	0
Google Cloud	408	0.32	5	NA	NA	0	NA	NA	0
Healthcare Assistant	1120	0.21	21	805	0.15	2	NA	NA	0
Hospitality	NA	NA	0	NA		0	NA	NA	0
IT Support	577	0.00	21	NA		1	NA	NA	0
Sustainability Project Officer	606	0.00	14	NA		0	NA	NA	0

Tech Talent Accelerator – Software Engineering	1297	0.14	11	959	0.5	2	NA	NA	0
Technology – Cloud Operations Engineer	1162	0.00	60	2157	0.00	24	3219	0.03	3
Technology – Data Engineering	908	0.00	45	1971	0.00	15	NA	NA	0

Table 8: T-tests for Salary Growth by programme by years after graduation. Statistically significant results are highlighted in green.

C. Statistical Significance Test: Salary Growth from 1st to Last Reported Salary

Programme	Mean diff	P value	n
Data Analytics	471	0.00	61
Google Cloud	339	0.24	7
Healthcare Assistant	749	0.11	40
Hospitality	521	0.34	6
IT Support	277	0.00	48
Sustainability Project Officer	604	0.00	20
Tech Talent Accelerator – Software Engineering	1068	0.00	25
Technology – Cloud Operations Engineer	1231	0.00	115
Technology – Data Engineering	1033	0.00	80

Table 9: T-tests for Salary Growth by programme, first and last reported salary. Statistically significant results are highlighted in green.



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better decisions using high
quality evidence.**



Get in touch

hello@impacted.org.uk

www.evaluation.impactgroup.uk



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Limited Company number 14266872