

CAITLIN EVANS

portfolio

caitlinevans.com



introduction

I have worked on various campaigns and marketing strategies, this portfolio shows the key projects I have worked on.

- HMCTS Digital Support Project
- International Women In Engineering
- Innovate UK
- Welding
- Social Media
- Copywriting
- Internal Comms
- Notable Projects
- All Fest

HMCTS

Digital Support Project

What it entailed.

As the lead Marketing Campaign Exec on this project I looked after the entire marketing for the campaign. The project had various layers of activities. From partner onboarding email campaigns, referral partner campaigns, Facebook Ads and outreach campaigns direct to the service users.

- › Webpage design
- › Leaflets
- › Email campaigns
- › Postal outreach
- › Networking events
- › Webinars
- › Social media

We Are Group is partnering with HM Courts and Tribunals Service (HMCTS) to help people with online forms

We Are Group is providing Digital Support for those who don't have digital skills. Our company is a social impact company whose entire remit is to provide information and support so people can fill out HMCTS forms online.

The services we support:

- Appeal a benefit decision
- Make a plea for a non-imprisonable offence
- Making or responding to a small money claim
- Apply for probate of an estate
- Apply or respond to a divorce
- Applying for help with justice fees

Need help figuring out which service relates to you?

Call us on: **03300 16 00 51**

Digital Support for those who need help with online forms

We focus on assisting individuals who do not have the digital skills to fill out forms online independently.

Contact We Are Group on **03300 16 00 51** if you need support to fill out your forms online.

We Are Group are here to help in partnership with



Call: **03300 16 00 51**

Text: 'FORM' to 60777

Email: support@wearegroup.com



Appeal a benefit decision

You may have received a decision from DWP about a benefit claim you submitted. If you disagree with the decision, you can now appeal online. Don't worry, We Are Group is here to help.

Some of these claims include:

- Employment Support Allowance (ESA)
- Personal Independence Payment (PIP)
- Universal Credit (UC)
- Attendance Allowance
- Carers Allowance
- Disability Living Allowance
- Income Support
- Job Seekers Allowance
- Industrial Death Benefit
- Industrial Injuries Disablement Benefit
- Maternity Allowance
- Social Fund
- Pension Credit
- Retirement Pension
- Bereavement Benefit
- Bereavement Support Payment Scheme

Contact We Are Group if you need support filling out your forms online and we will find the right support service for you.

Do you need help filling out online justice forms?

We Are Digital can help you fill out online forms to:

- Appeal a Benefit decision - eg PIP, UC, ESA forms
- Submit a Plea online - eg speeding fine
- Online Civil Money Claims - as a claimant and respondent
- Help with Fees - for courts and tribunals fees
- Probate
- Divorce

CALL 03300 16 00 51

Find out more about eligibility on our website below.

support@we-are-digital.co.uk
we-are-digital.co.uk/hmcts-user

Scan the QR code to find out more about the service.

Do you need help completing a benefit appeal form online?

We can help you get online and walk you through the process.

CALL 03300 16 00 51

or text FORM to 60777

Everybody needs good neighbours. Do your bit.

CALL 03300 16 00 51

or text FORM to 60777

Tell them there is help to fill in online forms.

Many of our forms are now online.

CALL 03300 16 00 51

or text FORM to 60777

Help is available right on your doorstep.

See you soon.

Appealing a benefit decision? Many of our forms are now online.

CALL 03300 16 00 51

or text FORM to 60777

If you need help completing online forms, we have people who can help.

Providing Digital Support for the Digitally Excluded

Please call **03300 16 00 51** for Digital Support.

We Are Digital is helping people to access digital support services to fill out online justice forms. For example, people who find it difficult to access forms online or don't have the confidence or a device to do so.

Who are we?

We Are Digital is providing Digital Support for those who don't have access or are not confident in using digital services. Our company is a social impact company whose entire remit is helping others. We are here to provide information and support so people can become independent when filling out forms. We support people to fill out justice forms online.

We Are Digital support people with:

- Filling in forms & applications
- Uploading documents to online portals
- How to connect with local centres for support

Why do people need support?

HMCTS is moving many of its justice forms online and those who need support to fill out these forms are being offered free digital support.

Who needs support?

People who may need support:

- Do not have internet access at home
- Do not have the equipment to get online
- Cannot afford internet access or devices
- Do not have the confidence to use online services
- Do not understand how to use the devices they have

HMCTS has moved 6 of its services online.

Appeal a Benefit Decision - Social Security and Child Support - (e.g. Personal Independence Payment (PIP), Universal Credit, Employment Support Allowance)

Make a plea online - Single Justice Service - for summary-only offences (e.g. speeding or fare evasion)

Online Civil Money Claims - to resolve civil money claims online

Apply for a Divorce - to make an application to legally end a marriage or civil partnership

Apply for Probate - to apply for probate of an estate

Help With Fees - to apply for help with court and tribunal fees*

We can help people get online and walk them through the process.

People can access support via:

- Telephone
- Online
- Face-to-face through community and advice centres

If you feel like you require support for any of these services, **CALL 03300 16 00 51** so We Are Digital can find the right support service for you.

03300 16 00 51
FORM to 6077
support@we-are-digital.co.uk
we-are-digital.co.uk/hmcts-user

*A person may be eligible for help with court and tribunal fees for this service. This depends on the amount of your savings. If you have a low income or if you receive certain benefits, support may be provided with your help with fees application alongside another service where you require help to fill out the online form.

Please call **03300 16 00 51** for Digital Support.

Celebrating women in engineering with Dr Freeha Azmat



"By promoting diversity and inclusion, we are building a stronger, more dynamic academic community where everyone can thrive." – Dr Freeha Azmat, Associate Professor

Meet Dr Freeha Azmat, Associate Professor in the Electrical & Digital Systems Group and Course Director for MSc in Digital & Technological Solutions Degree Apprenticeship at WMG, The University of Warwick. Freeha explains more about her career so far and the importance of highlighting women in engineering.

Freeha has a long list of recognition and awards throughout her career including:

- WMG STAR Award for "Equality, Diversity and Inclusion"
- WMG STAR Award for "Contribution to Undergraduate Education"
- Finalist of an Asian Woman of Achievement Award (Digital and Tech category)
- Received a Lord Bhattacharyya Award to address the engineering skills gap as part of Lord Bhattacharyya Engineering Education Programme (LBEEP)
- Best Student Award, University of Leicester
- Best Theoretical Project Award, University of Leicester

Having always been passionate about academia driven by her love for teaching and research, Dr Freeha Azmat worked as a part-time lecturer studying for her PhD at The University of Warwick.

"In 2016, after completing my doctorate, as Warwick Chancellor's International scholar, I transitioned into a permanent academic role. This move allowed me to fully immerse myself in academic life, expanding my research and developing more effective teaching methods. My current position enables me to inspire and mentor students while continuing to explore new ideas and advancements in my discipline.

"The opportunity to engage with students and contribute to my field was incredibly rewarding and solidified my desire to continue in academia."

Freeha tells us how she thrives in her role at WMG

"WMG is renowned for its strong industry-academia collaboration and emphasis on applied learning, which greatly attracted me to work here. Over the past eight years, I have thrived in this innovative and forward-thinking environment. The opportunity to engage in projects that bridge academic research with world industry applications has been incredibly fulfilling.

"Being part of such a dynamic department allows me to continuously learn and grow, working alongside experts and students who are passionate about making a tangible impact. This unique blend of academic rigor and industry relevance is what makes WMG a truly exceptional place to work."

Promoting female role models in STEM can inspire more women to join the field

"Research and innovation thrive on diversity, enhancing collective performance. To meet the growing demand for future engineers, the engineering workforce must become more diverse, attracting more women to the field. Females with women in STEM role models show a greater interest in pursuing STEM careers compared to those without such role models. These women also seek more family support and are more aware of societal gender stereotypes in STEM.

"While females are generally less concerned about being compared to their male counterparts, they significantly benefit from having women role models in STEM. These role models are essential for maintaining their interest in STEM careers. Promoting female role models in STEM can inspire more women to join the field, thereby closing the gender and skills gap in engineering. This long-term strategy is crucial for fostering a diverse and effective engineering workforce."

WMG offers an environment where the right opportunities can help women to thrive, Freeha explains;

"Our students are making a significant impact across various industries, from automotive and rail to fintech and banking. For instance, WMG and JLR Digital Technology Solutions Degree Apprenticeship, (Paris Small), won the *Apprentice Of The Year Award* at the *Multicultural Apprenticeship Awards* in Birmingham.

"In 2023, I led a project (along with two other colleagues) to enhance research culture by *improving women's access to and participation in research*. This initiative provided internships to 20 female students from the Faculty of Science, Engineering, and Medicine, allowing them to delve into engineering. Many students reported combatting imposter syndrome and self-doubt during their university years. However, the internships demonstrated their capability to thrive in the workplace, boosting their confidence.

"This experience highlights that with the right opportunities and environment, female engineers can thrive and shine. Providing such platforms not only enhances their professional growth but also contributes to a more diverse and inclusive engineering workforce."

Freeha has made significant contributions to Equality, Diversity, and Inclusion (EDI) within WMG. Collaborating with diverse groups of students and colleagues, she has driven positive change and addressed inequalities.

"My efforts have supported numerous individuals in the department, enabling them to take on new roles and achieve their goals. As a result, 50% of our undergraduate course leaders are now female."

"I have also led a series of initiatives to create opportunities to develop and grow, providing motivation to all attendees."

Freeha's advice to young women

"My advice for women entering engineering is to be essential. Seek connections and navigate your career."

For more information



WMG, University of Warwick

35,434 followers

1yr · 🌐

Join us in celebrating the remarkable work of female engineers worldwide.

Deeksha Sampath MSc. MIET, a WMG Master's graduate from the [University of Warwick](#), shares her story.

Since graduating, Deeksha now works as a Technology Transfer Engineer as part of the SME Group, here at WMG. She uses her technical expertise to engage with stakeholders across various engineering sectors. She has a keen interest for circular technologies and is currently developing a framework for composite recycling methods. Before joining WMG, she received training from Public Sector Undertaking companies in India involved in the Aerospace, Nuclear and Steel industries allowing her to gain a well-rounded understanding of complex multidisciplinary processes in the Indian and UK industrial markets.

#IWED24 #enhancedbyengineering #WomeninEngineering #WMGAlumni



Deeksha S

Manufacturing Systems Engineering & Ma

▶

🌐 91



WMG, University of Warwick

35,434 followers

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This Sunday (23rd June) marks International Women in Engineering Day (INWED), an annual celebration that recognises the amazing work of female engineers across the globe, and encourages other young women and girls to take up engineering careers.

To mark the occasion, we'd like to introduce some of our female engineers [Bethany Haynes](#), [Tara Schiller](#), [Fatemeh Shahbazi](#), [Evelien Zwanenburg](#) and [Anupriya K Haridas](#).

Hear more about their day-to-day jobs, role models and the advice they offer to the next generation.

Find out more about career opportunities with us here: <https://lnkd.in/gMaSnQpE>

#enhancedbyengineering #INWED24 #WomeninEngineering #STEMCareers

WMG Business



🌐 100

12 reposts

Deeksha Sampath MSc MIET

Technology Transfer Engineer

Deeksha Sampath is a Technology Transfer Engineer at WMG, at the University of Warwick, below we look at her journey into a STEM career.

Growing up

Deeksha's inspiration to work within engineering comes from a very young age. Growing up in India, her parent's jobs required frequent travel, where she would often notice various transport modes such as, cars, trains, and airplanes. She was always fascinated by transport and was interested in building things when she was younger. Her grandfather who was an engineer, indulged her desire to build by buying her Lego sets, they would sit together every Sunday to make miniature replicas of motor vehicles. By the time she completed high school, her passion for engineering, and its application to create social impact only increased, which is why she took up mechanical engineering despite being one of 3 girls in a batch of 400.

Career

Deeksha completed her bachelor's in mechanical engineering, followed by a master's in manufacturing systems engineering. She has a keen interest for circular technologies and also worked on developing a framework for composite recycling methods.

Before joining WMG, she worked as a Junior Research Trainee under the Government of India in Public Sector Undertaking (PSU) companies such as the Hindustan Aeronautics Limited, BHAVINI and Steel Authority of India, involved in Aerospace, Nuclear and Steel industries. This allowed her to gain a well-rounded understanding of complex multidisciplinary processes in the Indian industrial markets.

Working at WMG

Deeksha now works as a Technology Transfer Engineer as part of the SME Group, here at WMG and is a key member of the [Net Zero Innovation \(NZNI\)](#). She uses her technical expertise to engage with stakeholders across various engineering sectors, sharing best practices.

Her day-to-day job involves collaborating with SME clients based in the UK through workshops, events and supporting them with sustainability projects such as, measuring product carbon footprints, performing energy monitoring interventions to establish baseline and provide recommendations, also performs materials characterization of steels and polymers to identify the root cause of material failures and supports client journey through government funds for business cases where required.

Additionally, Deeksha is also an active member of the University's EDI committee and spends her time supporting outreach programs at Warwick being a speaker for the Thrive Women's Personal Development Program, Panel member at the International Women in Engineering day and volunteered for IET and MAN group's annual Design and Make Challenge.

Achievements

This year Deeksha was recognised by the Women's Engineering Society as a part of the Enhanced by Engineering – Top 50 Women in Engineering. Deeksha is also a full member of the Institute of Engineering Technology (MIET) and the Women's Engineering Society (MWES).

As a student, she was also awarded the WMG Excellence Scholarship (50%) for FT Masters Study in 2020. In her scholarship application, some highlights that won her the award was that she was in the top 3% with a distinction in her UG degree being one of the few women in a class of 400 having published a paper and taken part in various research projects.

Extracurriculars during her UG degree stood out where she volunteered for Blue Cross India for animal rescuing and was a senior volunteer for the National Service Scheme where she supported organising sustainability drives such as beach/neighbourhood clean ups and tree plantation.

Advice to aspiring engineers

"Women who want to pursue engineering shouldn't doubt themselves. Engineering is something that enhances your life and there is no gendered stereotype to enhancing people's lives." - Deeksha Sampath



International Women in Engineering Day

For this campaign I worked closely with the marketing communications officer to create a campaign which told the stories of the women in engineering within the company. We both created a series of articles and social media posts as well as a short film.

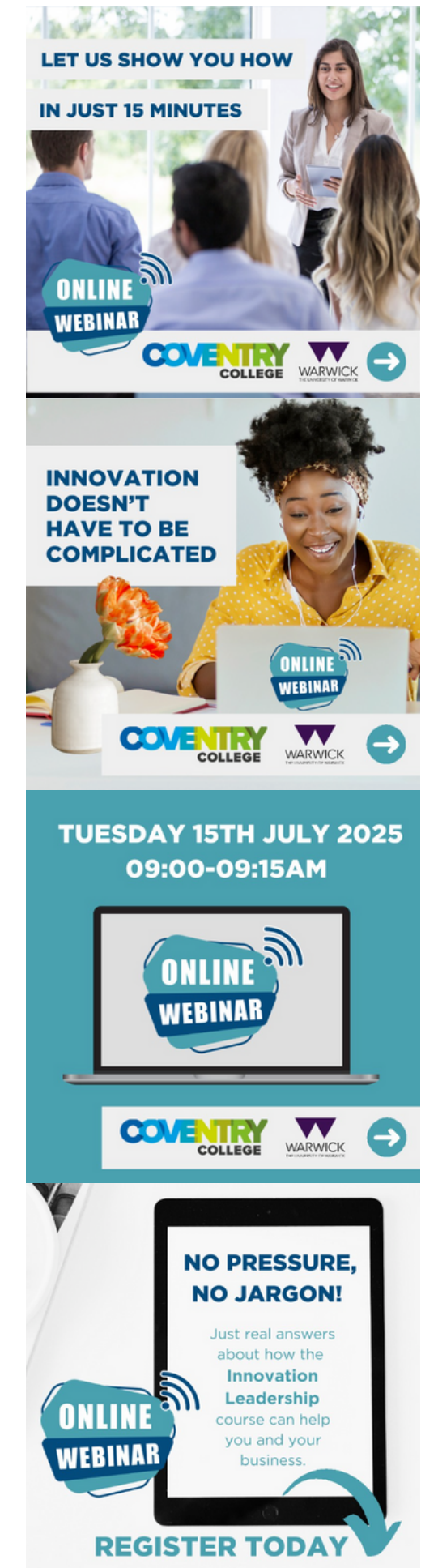
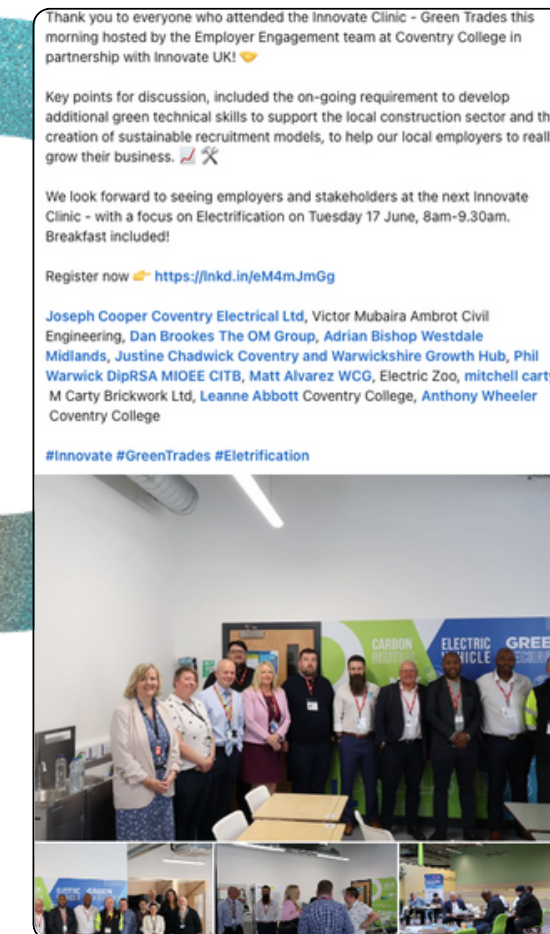
My role

- › campaign brief
- › organise filming
- › worked with an external videographer during production
- › conducted interviews during filming, over email and phone
- › insight articles
- › LinkedIn social media campaign

Innovate UK project

This project was aimed at getting SME's innovative business support in partnership with Innovate UK. During this project I worked closely with the Business Development team and University of Warwick to help promote events using Eventbrite, LinkedIn and targeted email campaigns.

I attended the events to provide photography and videography as well as documenting the event for News and PR.



Campaign Name	Welding Skills	
Description	Welding course has been set up acknowledging the skills gap in industry. We have a 40k income target before end of July. 4 cohorts through L1 and L2 Welding. Enrollment date WB 07/04/2025	
Objective	Enroll at least 12 students per cohort. Primarily target those under 32k and/or	
Goals	1. Hit income target by end of July. 2. Develop skilled welders ready for the skills gap. 3. Become a well-known alternative	
Target Audience Primary & Secondary	Age 19+ unemployed or low-wage looking for employment. Alumni who are wanting to develop their skills Employees already working in construction	
Key Performance Indicators (KPIs)	1. Minimum of 12 enrollments 2. Conversion rate at least 10% of leads to hit a minimum of 120 leads 3. Website traffic and engagement metrics (views, time on site) 5. Email campaigns data.	
Programme Information	Welding – first cohort begins 28 th April 3 daytime cohorts, runs for 5 weeks. Monday to Friday 9am – 4.15pm Weeks L1 and 2.5 weeks L2. 1 evening cohort, runs for 15 weeks. Tuesday 6pm – 8.30pm	
Marketing Activities	Marketing activities: <ul style="list-style-type: none">Target key areas of deprivation in the cityTarget employers in constructionAdvertise in job shops/job centresSend leaflets and email campaigns	
	<ul style="list-style-type: none">Target postcodes for leaflet dropsSocial media campaign on Facebook, LinkedIn, construction and upskilling etc.Target alumni from construction who may need upskilling for work	
Actions	<ul style="list-style-type: none">Upload course content to websiteCreate marketing materials such as leaflets and screensSend an email campaign to AlumniPromote on social mediaSales team to outreach to employers	
Budget	•	

Project timeline	Task	Owner
	Website course information	Caitlin
	Enquiry form update	Elio Da
	Take photos of equipment	Caitlin
	Obtain list of Alumni	Caitlin
	Email campaign copy	Caitlin
	Email campaign to Alumni	Elio Da
	Create leaflets	Caitlin
	Leaflet drops to employers/referral centres	Sales team
	Comms with employers	Sales team
	Create TV screens	Caitlin
	Advertise in job shop	Caitlin
	Promote of social media	Elio Da

Welding Skills

Ignite your passion for welding and develop valuable skills for work

Find out more information about our brand new course at https://lnkd.in/efCTYU_G

#Welding #Opportunity #AdultCourses

Daytime course
Start: From Monday 28 April
Duration: 5 weeks
Onsite: Monday, Tuesday, Wednesday
Time: 9am – 4.15pm

Evening course
Start: From Monday 28 April
Duration: 15 weeks
Onsite: Tuesday, Thursday
Time: 6.30pm – 8.30pm

Qualifications

As the end of the course you will receive a Level 1 and 2 Award in Welding Skills.

Jobs you can apply for after the course

During the course you will be equipped with the skills you need to apply for welding jobs such as:

Manufacturing

- Metal fabrication/welding companies
- Exhaust manufacturers
- Structural steel manufacturers

Automotive

- Repair shops
- Manufacturers
- Maintenance
- HGV vehicle repair

Other sectors include: marine engineering, crane service repair engineer, agricultural machinery manufacturers, mining and quarrying, waste treatment/management companies.

Find out more

Cost

This programme is **FREE** for those eligible for WMCA funding. This will depend on your income. You may also be eligible for co-funding via your employer. If this does not apply, the cost of the course is £1,195. Please contact us for more information.

Who is the course for?

If you are interested in working in the automotive, engineering or manufacturing industries this course might be right for you.

Enquire now

Get in touch

Alternatively for more information please email: hello@coventrycollege.ac.uk or hello@coventrycollege.ac.uk

Many thanks
Coventry College

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You have studied at Coventry College.

Our mailing address is:
Coventry College
50 Seawood Street
Coventry, CV1 1DG
United Kingdom

Add us to your address book

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#) from this list.

♥️ Meet Hassan, one of our adult learners who is part of our very first Welding cohort. 🗨️🇬🇧

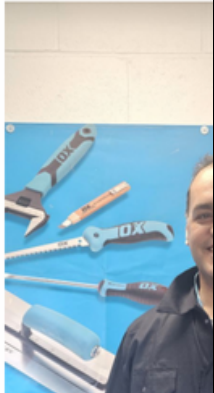
He tells us what led him to join the course, beginning his journey here at Coventry College.

"I lost my job so was looking for a new oppo and she said there was a new welding course long. I was quite excited to go for this course longterm, I can get a job anywhere around town."

"Dave's teaching is very good, he explains everything and I appreciate that."

Find out more information about our brand new course at https://lnkd.in/efCTYU_G

#Welding #Opportunity #AdultCourses



♥️ Meet Andrew, he tells us what led him to join our welding course. 🇬🇧


"Like most people here, I obviously don't have a job at the moment. I saw this on a random leaflet at the job shop. I've quite fancied welding for a while, I've had a welding kit for ten years, but never used that because I don't know how. I thought even if I don't get a job with it, it's going to be a firm, useful skill to have."

"I signed up, and so far I'm really enjoying it!"

Whether it's for a job, or just a skill for a hobby, the knowledge and skills you need to meet your goals.

Our evening course starts 3rd June and the day enrolment enquire now! https://lnkd.in/efCTYU_G

#Welding #Skills #Jobs #Hobby



Meet Scott, who joined our welding course for adults. 🇬🇧🗨️


Despite having qualifications, the job market is tough so, he chose to enrol onto our FREE* welding course to spruce up his CV and hopefully open up more opportunities for himself. 🇬🇧

"I did a course here before level two in the body and paint, industry. I went into work after that, however, the body shop closed down, and I've been struggling to get work since."

"I wasn't having much success with my qualifications and applying jobs. So, I thought I need to add another string to the bow. Welding falls into the category of repairing the car body and things like that. That's why I'm on this course." 🇬🇧🔥

Visit our website to find out more and apply for our next intake in June! https://lnkd.in/efCTYU_G

*subject to eligibility
#Welding #Opportunity #Jobs #CarBodyRepair



Welding

There is a lack of skilled welders in industry. Leading the marketing on the Welding project the goal was to fill a brand new course with a class of 15 students.

We successfully filled the course by:

- › targeted email outreach
- › organic Facebook posts
- › a referral campaign
- › B2B outreach

I conducted interviews with the first cohort and used the content to promote the second cohort via social media.

Welding Skills

Learn valuable skills for work in just 5 weeks!

Make it Work

Ignite your passion for welding and develop valuable skills at Coventry College

What can I expect to gain?

During this City & Guilds **short programme** you will gain experience through hands-on guided practical sessions with an experienced industry professional.

You will be trained for the skills you need in welding to work within Automotive, Engineering and Manufacturing organisations.

Cost:

This course may be **FREE** if you meet certain eligibility criteria or are unemployed.

You will get:

Level 1 Award Welding Skills
Level 2 Award Welding Skills

Jobs you can go into after this course

Manufacturing

- Metal fabrication/welding companies
- Exhaust manufacturers
- Structural steel manufacturers

Automotive

- Repair shops
- Manufacturers
- Maintenance
- HGV vehicle repair

Other sectors

- Marine engineering
- Crane service repair engineer
- Agricultural machinery manufacturers
- Mining and quarrying
- Waste treatment/management companies

No prior experience needed

Just a keen interest in the trade!

Scan the QR code to enquire now!



or visit coventrycollege.ac.uk/welding-skills

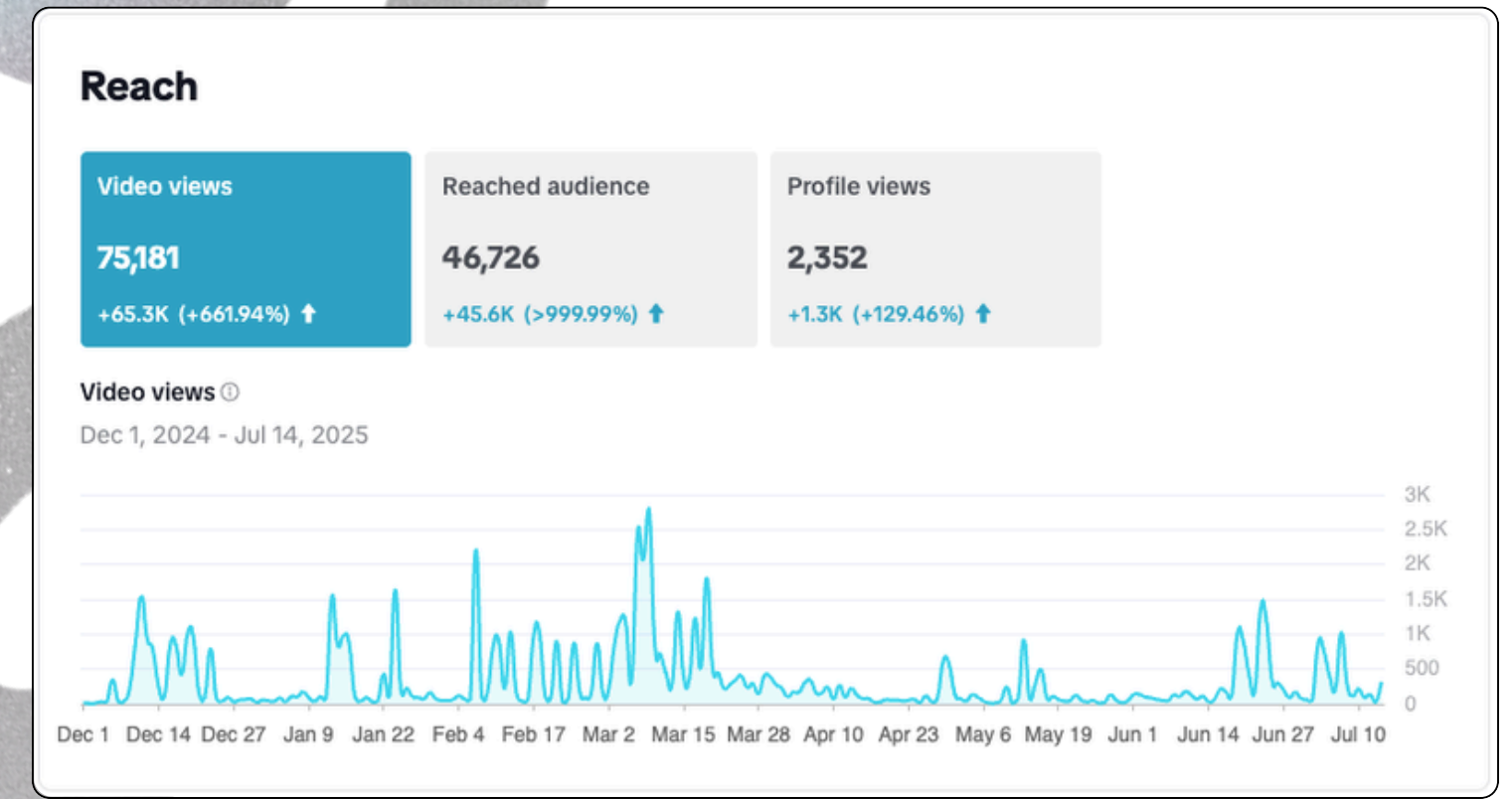
City & Guilds COVENTRY COLLEGE



Social Media

I created a social media strategy for both TikTok and LinkedIn with the target of growing the audience and engagement.

In the 7 month period you can see on the right the TikTok views gained a significant **+661.94%** and LinkedIn Impressions were up by **+43.7%** and Engagement had a significant increase by a minimum of **+67.8%** Reactions > **+109.1%** Comments.



TikTok



LinkedIn

Copywriting

Editorial and Insights

In this role responsible for thought-leadership pieces which would be put on the insights news pages, where suitable, I would pitch to editorial contacts such as The Manufacturer. I worked closely with the Marketing Comms Officer and interviewees to produce these articles and publish internally and externally.

WMG T Level students bring the Flame of Friendship to life



In the run up to the 2024 Paris Olympic and Paralympic games, the Flame of Friendship torch has been relayed across 62 primary, secondary and special educational needs schools in Coventry, and has crossed the finishing line at The University of Warwick campus on Monday 8th July.

The torch was designed by 12-year-old Hester, from Finham Park School following a competition in which more than 2,000 Coventry students took part.

Following the competition, the Warwick Institute of Engagement (WIE) reached out to WMG, to assist in the design and manufacture of the torch, with Technical Apprentice and Development Manager at WMG, Zac Parkinson, knowing this would make a great project for his T Level students.

Zac explains: The entire product development process, from design to manufacture, perfectly aligned with their studies. Throughout the project, we ensured that the T Level students liaised directly with Hester, managing expectations about what was achievable. They thoroughly investigated material choices, manufacturing processes, safety considerations, assembly, and lead times."

Meet two of the T Level placement students, Millie Read and Bailey Murphy, as they discuss working on the project.

What role did you take in creating the torch?

Millie: My role was to create the torch on Solidworks which is a computer-aided design and engineering system. This was used to enable the torch to be properly viewed before decisions were made on how to manufacture it.

Bailey: My role in the creation of the Flame of Friendship torch revolved around the CAD designs (of the torch) and the assembly of the final product. We did presentations to the students that created the original design, to help explain any changes we made. It was also an opportunity for the students to ask any questions.

How did WMG bring this together to make it a reality?

Millie: WMG allowed us (T Level students) time to give us the freedom to learn and explore all of our ideas.

Bailey: WMG helped and supported us through the entire process.

What were the key things you had to consider?

Bailey: One of the key things we had to consider was making the torch durable and corrosion resistant as it would be used outdoors.

What challenges did you face when creating the torch?

Millie: After reviewing the concept design and ensuring it was robust and durable without compromising on aesthetics.

Bailey: When designing the different components, ensuring they were all compatible and worked together.

What is the representation of the torch and what does it mean?

Millie: The stained-glass windows from Coventry Cathedral, showing the strong community within Coventry.

Bailey: I am proud to be a part of this project.

What inspired you to work on a project such as this?

Millie: My inspiration was to help bring an idea to life.

WMG is proud to have been able to provide a real-world setting - bridging the gap between education and industry.

Since March 2023, WMG has welcomed students on placement, providing them with real-world experience in engineering and manufacturing.

WMG has so far enrolled 12 students, with the aim of providing them with a high-quality education and work experience.

Find out more about T Level placements here: [https://www.warwick.ac.uk/tac/sci/wmg/about/equality-diversity-and-inclusion/](#)

The rapid adoption of using digital tools in clinical research: investigating the best practices and barriers in the post-COVID era

The COVID-19 pandemic has had a huge impact on the acceleration of digital tools used within health, social care and clinical research. A government report 'The Future of Clinical Research Delivery: 2022 to 2025 implementation plan' (Department of Health and Social Care, June 2022) sets out a future vision of delivery which includes research enabled data and digital tools.

In collaboration with NIHR CRN West Midlands a team of academic researchers at WMG at the University of Warwick have explored the adoption and use of digital tools within clinical research, and people's experiences of using them. The study investigated the following questions: Which digital tools are clinical research teams using? Which digital tools were considered to be effective (and ineffective)? Are there any barriers to digital tool use?

The research was conducted over two phases. Firstly, a comparative report on findings of three separate online surveys with the following participant groups within the CRN West Midlands region:

- 1) Researchers and related staff
- 2) Research and development staff

Secondly, those participants also had the opportunity to take part in a qualitative interview which was analysed and summarised into **10 themes**.

Participants agreed that digital tools were defined as an online device that could connect to the internet and used to make research more efficient. Digital tools have been adopted across all stages of clinical research including management, recruitment, and data collection. **Impact of the COVID-19 pandemic rapidly increased the use of digital tools** and the attitudes towards the implementation of this is one of acceptance amongst staff. **The benefits of using digital tools** included convenience, accounting for individual differences, efficient use of time and easy connectivity between colleagues. However, **the drawbacks of using digital tools** included, technical issues, difficulty reading interactions over digital means (compared to face-to-face), learning how to use the system and a lack of clarity on which digital tools worked best on a task-by-task basis.

There was little choice in **selecting which digital tool they used**, mostly because the tools would be used across the organisation such as MS Teams or SharePoint; however, some participants stated that they used a bespoke system. Staff would often find out about other recommended tools through word-of-mouth and suggested creating a standardisation process which helps outline the tool's use and selecting the appropriate from a list of suggestions.

There were several identified **barriers to using digital tools** which included: attitudes towards using them, conflict between carrying out a patient-centred job and finding time to learn to use new digital tools, and resources (such as budget and expertise). To overcome some of the barriers, some organisations used a hybrid approach using both paper and digital. However, this increased workload for some staff due to data management requirements. Participants explained **training** can help staff to feel more comfortable using digital tools, however, a flexible approach is needed to understand individuals' barriers to using them. Training was provided on some of the tools using different methods, however, training wasn't always specific for digital tools use within research.

The **cost and effectiveness** of the digital tools in comparison to paper is very little researched but participants expressed an interest and recognised that this would be important for making a case for using digital tools in the future.

Participants agreed that digital tools would be increasingly used in the future, however, there was concern around excess pressure on nurses, need for collaboration and digital expertise when developing the tools. Some of the participants in the study were conducting their own research to evaluate effectiveness of the digital tools.

Conclusions

Key findings were that the use of digital tools is becoming increasingly essential within clinical research, with the pandemic accelerating the need for these tools. Recruitment, consent, data collection, retention, and intervention. Tools which were favoured by the staff were ones which were easy to use and which remained a concern for participants and whilst training can overcome this, delivery of training needs to be tailored. Currently, there is concern about limited resources available to support the rapid adoption of digital and online tools. A need for individuals or groups who can deliver expertise to organisations and research teams in terms of training. This could be in the form of regional networks or user groups. Finally, the study was unable to had previously participated in clinical research studies and experienced the use of digital approaches in the future. Therefore recommend future research should focus on gaining further insight from participant groups.

Mon 29 Jan 2024, 13:48 | Tags: [Pharmaceutical Research](#)

Celebrating success at the Engineering Talent Awards

Congratulations to Degree Apprentice Alumna, Kayleigh Poulter and WMG Associate Professor and Assistant Dean of Student Experience, Nicola Knowles who both take home Engineering Talent Awards.

The Engineering Talent Awards showcases role models and inspiring people to celebrate the diversity of organisations and engineers. The awards help to raise the profile of the engineering and technology professions across the UK.



Kayleigh Poulter received both the Engineering Graduate of the Year and Overall Excellence in Engineering awards for her amazing work in building more neuroinclusion into Dyson products.

Kayleigh earned a BEng Engineering as part of her Degree Apprenticeship from the University of Warwick, which WMG delivered in partnership with The Dyson Institute of Engineering and Technology.

An advocate for equality, diversity and inclusion, Kayleigh's studies focused on accessibility, designing technologies for those with sensory sensitivities and neurodivergences. After conducting research into the challenges faced by neurodivergent people in the workplace, she made Dyson products more accessible and designed processes.

During her studies Kayleigh led initiatives to improve support for neurodivergent people in the workplace.

Kayleigh Poulter said, "I thoroughly enjoyed working on my final year project, investigating designing for neurodiversity more generally. I am extremely grateful to have been recognised for this, and my other work in the field."

Associate Professor, Nicola Jane Knowles also brought home an award for University Engineering Staff Member of the Year.

Nicola is the Assistant Dean for Student Experience at WMG at the University of Warwick and teaches Digital Healthcare Science. Her focus is to understand the student voice and recognise their wants and needs. Nicola quotes "nothing about us without us" meaning that the students are engaged with every decision made for them at every step of the way. The student voice is at the centre of everything.

She recognises that students need a sense of belonging, by understanding their wants and needs, she has helped to create four new student spaces such as a cooking area at lunch times for students who prefer their own cultural foods; quiet places for those with neurodiversity; a space for group working and the student hub where they can learn and relax together.

Nicola oversaw the launch of WMG peer writing mentoring. This allows students, who need extra help with writing, to go to peer mentors ensuring that everyone is able to get the support they require.

She also launched an innovative initiative, module huddle, that inspires colleagues to meet collectively to system of quality enhancement in real time by quickly identifying the achievable goals. She also led many initiatives to improve the student experience.

Associate Professor, Nicola Knowles said, "I am honoured and privileged to win the award; it really is a hard work we do to support the student voice and make our education provision inclusive."

Pro-Dean of Education at WMG, Professor Gill Cooke, said, "Congratulations to both Nicky and Kayleigh and students recognised for their achievements. Awards such as this really do help to showcase the amazing experience, and for equality, diversity and inclusion."

See the full list of 2024 winners here: <https://engineeringtalentawards.com/>

The

Mon 30 Sept 2024, 11:14 | Tags: [Industry and Innovation](#) [Impacting Society](#) [Safe Autonomy](#)

WMG Professor shares expertise on Automated Vehicles with MPs

Professor Siddhartha Khastgir, Head of the Safe Autonomy Research Group at WMG at the University of Warwick, contributed his expertise to the latest Parliament Office of Science and Technology (POST) briefing on Automated Vehicles (AV). This peer-reviewed briefing is primarily published to provide the most up-to-date research to MPs in response to the [AV Act 2024](#) and future AV development and deployment in the UK.

The briefing highlights the current state of AV development in the UK, including its social, economic; and environmental benefits and concerns, as well as the recommended next steps.

Currently, there is no universally agreed-upon testing method to define and measure the safety of AVs, for example, how many miles should be driven to prove that an AV is safer than a human driver. Professor Khastgir suggests focussing on the quality of the testing miles and establishing operational conditions in different road driving scenarios in detail, like heavy snow or rain. This would enable the users to be well-informed about the safety boundaries when using technology in different road conditions.

Professor Khastgir also emphasises the importance of communicating safety beyond the self-driving ecosystem, especially to the general public. He urges the technology developers and other stakeholders to put the public at the heart of this and talk openly and accurately about its capabilities and limitations, enabling future users to know how to use it safely. To achieve this, WMG co-founded Partners for Automated Vehicle Education United Kingdom (PAVE UK), in February 2024, with the [Department for Transport](#); the [Department of Business and Trade](#); the [Centre for Connected and Autonomous Vehicles](#); and [Transport for West Midlands](#), to deliver public awareness and education programmes.

Professor Khastgir said, "I am very honoured to have had the opportunity to share our research and expertise in AV safety with parliamentarians, to help them understand more about the current state of AV development in the UK."

"Now is a unique time for the UK as we enter the secondary legislation phase of the AV Act. The current safety ambition of the UK of 'careful and competent human driver' is good for philosophy but lacks technical understanding and detail. To envision a safe AV future industry, academia, policymakers, and the government need to work together to share knowledge, exchange information, and tackle the social and technical challenges. At WMG, we have been leading and facilitating cross-sector collaborations to ensure the safe deployment of AV on the UK's roads."

"PAVE UK, the national initiative to educate the public on AVs, is working hard to create inclusive public educational materials, similar to this POSTbrief, and an engagement programme for the public to enable a two-way conversation on AV development and make the research and development in this space more accessible and inclusive."

Professor Khastgir said a lot more needs to be done to gain public trust in AVs. To help the public understand, the educational materials that PAVE UK is developing will introduce AV and its functions, benefits and limitations, ethics and regulation in this space and use cases in the UK. The materials will be reviewed by local and regional public groups before publication. These materials will then be shared with different social groups, schools, general public and industry.

The POSTBrief in full can be found here: <https://doi.org/10.58248/PB62>

Find out more about WMG's Safe Autonomy Research Group here: <https://warwick.ac.uk/tac/sci/wmg/safeautonomy/>

Mon 30 Sept 2024, 11:14 | Tags: [Industry and Innovation](#) [Impacting Society](#) [Safe Autonomy](#)

The Ripple Effect – a conference which inspires women

The Ripple Effect Conference, curated by Warwick alumna and University Council member, Yewande Akinola, took place at The University of Warwick recently. The event offered valuable insights from industry experts and inspiring women in engineering, technology, innovation and business.

At the event the audience heard key insights from Dr Mel Loveridge, Associate Professor at WMG and Jacqui Murray, South Wales Regional Director for High Value Manufacturing Catapult, who took part in a panel discussion with Innovate UK.



Dr Mel Loveridge said, "I felt privileged to participate in the recent Ripple Effect Conference, mainly (but not exclusively) aimed at women in engineering and technology. The gathering and programme was an inspiring creation and very impactful in its endeavour. The delegates were from very multi-disciplinary areas across engineering and technology, which represented great networking possibilities. The conference provided very powerful environments and events; from expert talks, panels, workshops and roundtable discussions. Such events are like 'nectar' for innovators."

"Indeed, one meaning of The Ripple Effect abstract metaphor is 'the continuing and spreading results of an event or action - which seems a very apt name for such an event, with such an inspiring collective of demonstrated innovators and changemakers.'"

There was also a keynote address from Dr A-Marie L., co-founder of Stemettes, a social enterprise which encourages women and non-binary people to pursue careers in science, technology, engineering and maths. Nav Sawhney, founder of The Washing Machine Project, also attended the conference and discussed an initiative which aims at reducing the burden of hand washing clothes for women and girls worldwide, allowing them more time for rest, work, and education.

Jacqui Murray said, "Being part of something as inspiring as the Ripple Effect Conference, alongside women such as WMG's Dr Mel Loveridge and Innovate UK's Emily Knott, who has changed the way Innovate UK funds women entrepreneurs and some of their award-winning Women in Innovation, was a privilege and not something to miss! I even brought along my 14-year-old daughter Evelyn."

"From finding your own truth in feedback you have been given, to supporting other women around us in their careers - all the way through to how one of the entrepreneurs juggled the demands of the aerospace industry as well as chocolate manufacturers, discussions were full of lived experience and flavour! It provided food for thought on the need for more women to join non-exec and executive boards, and how we should be able to leverage any part of our journeys that have been made harder in our lives - after all we have learnt more!"

As part of the event, there was also guided tours of WMG's International Manufacturing Centre led by the Technical Services team.

If you would like to find out more about WMG's women in engineering visit: <https://warwick.ac.uk/tac/sci/wmg/about/equality-diversity-and-inclusion/>

Mon 12 Aug 2024, 09:30



Last month 'The Ripple Effect' conference which aims to inspire women in STEM careers took place at The University of Warwick.

We caught up with Jacqui Murray South Wales Regional Director for High Value Manufacturing Catapult and Dr Mel Loveridge Associate Professor at WMG, who took part in panel discussions during the event.

Mel Loveridge said, "I felt privileged to participate in the recent Ripple Effect Conference, mainly (but not exclusively) aimed at women in engineering and technology."

Jacqui said, "Discussions were full of lived experiences and flavour!"

Read more here: <https://lnkd.in/gXvbmMA3>

#STEMcareers #TREC2024 #WomenInTech #WomenInEngineering



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2 reposts

Internal Comms

I have covered the Internal Comms role in all companies I have worked for.

The role has consisted of:

- › weekly newsletters
- › urgent updates
- › staff intranet
- › annual reports
- › events
- › arranging staff photoshoots
- › opening up communication in all depts.
- › improving staff working culture



notable projects



BBC C&W VISIT



**ESPORTS STUDENTS HOST
YOUNG CARERS EVENT**



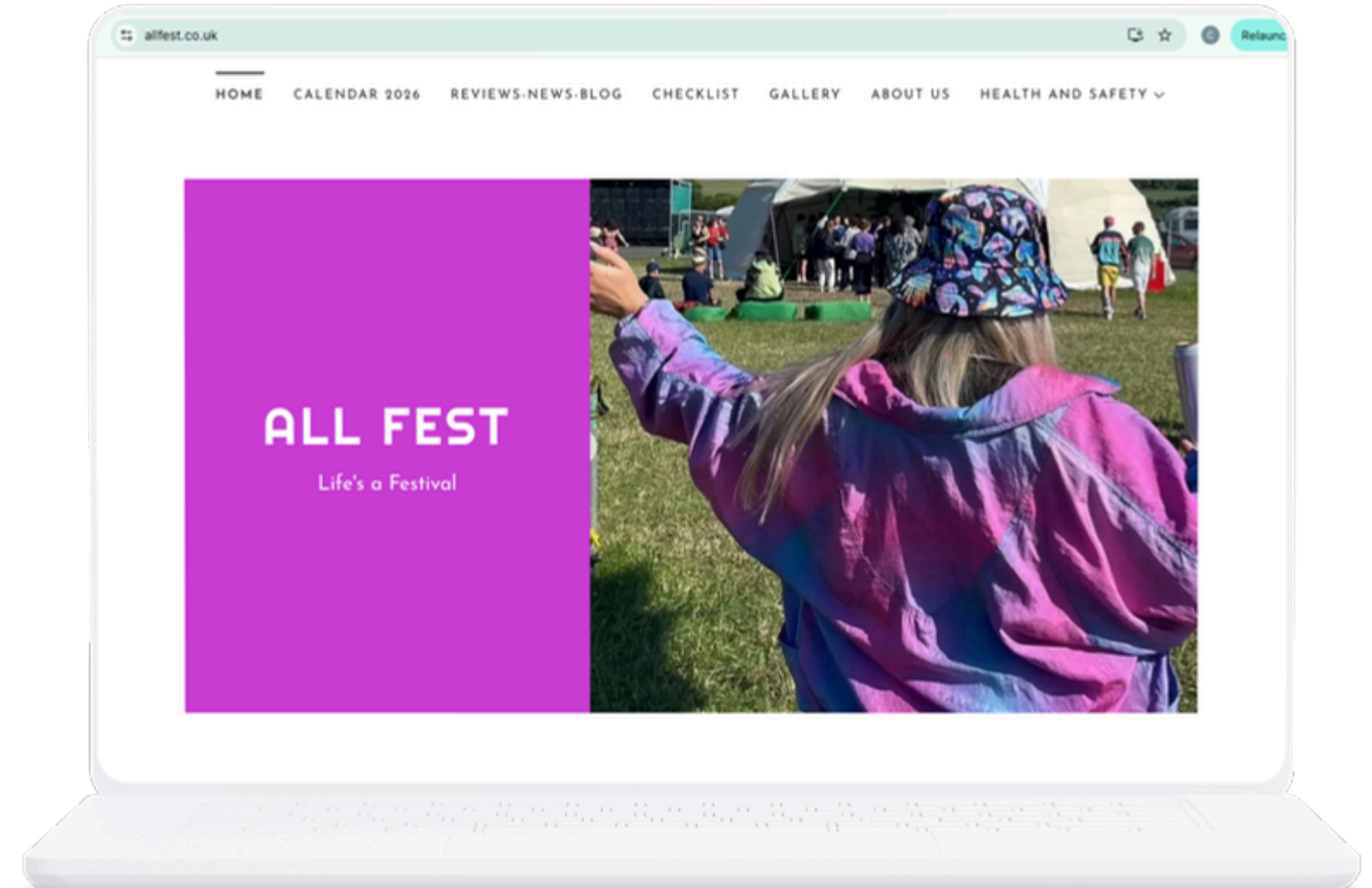
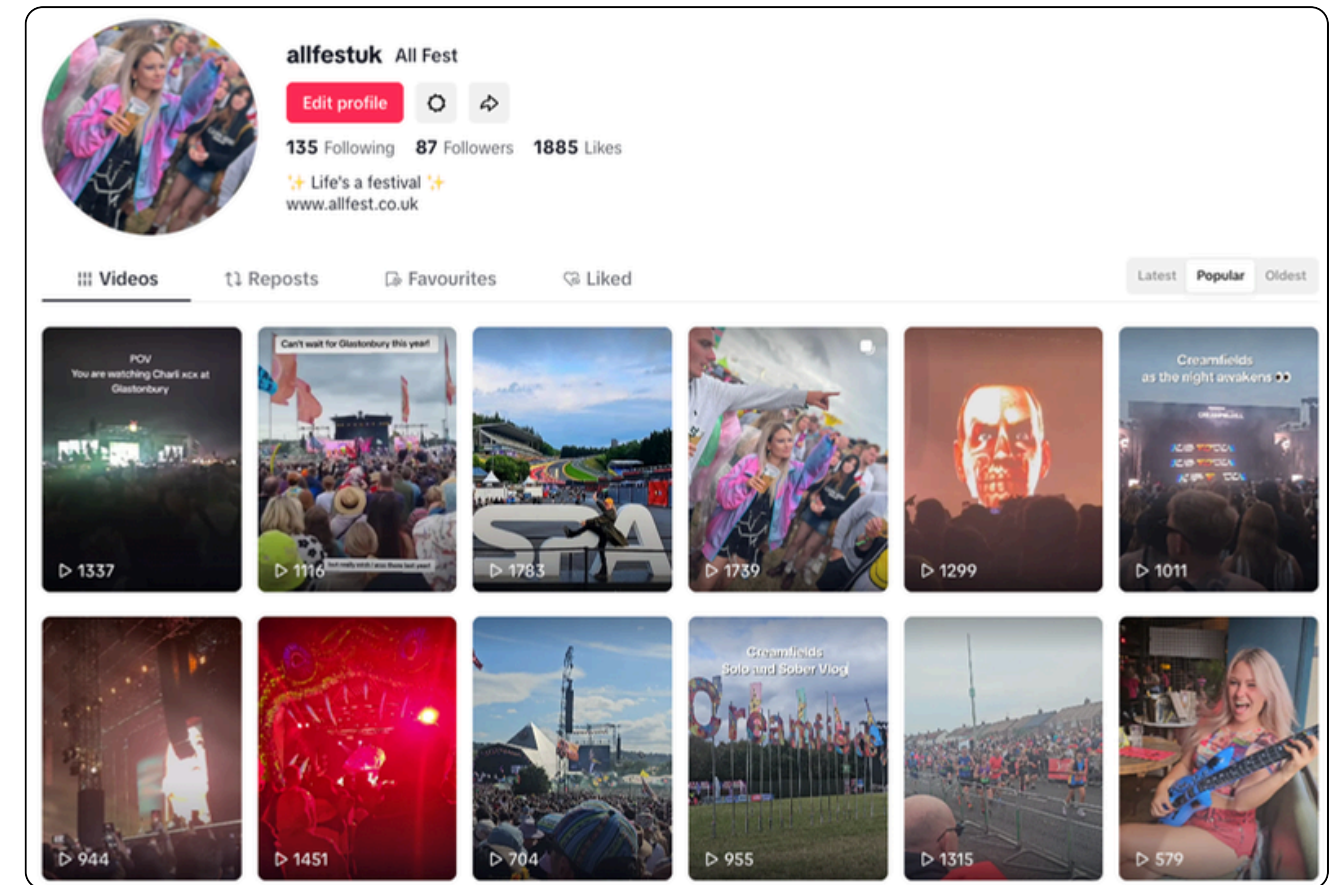
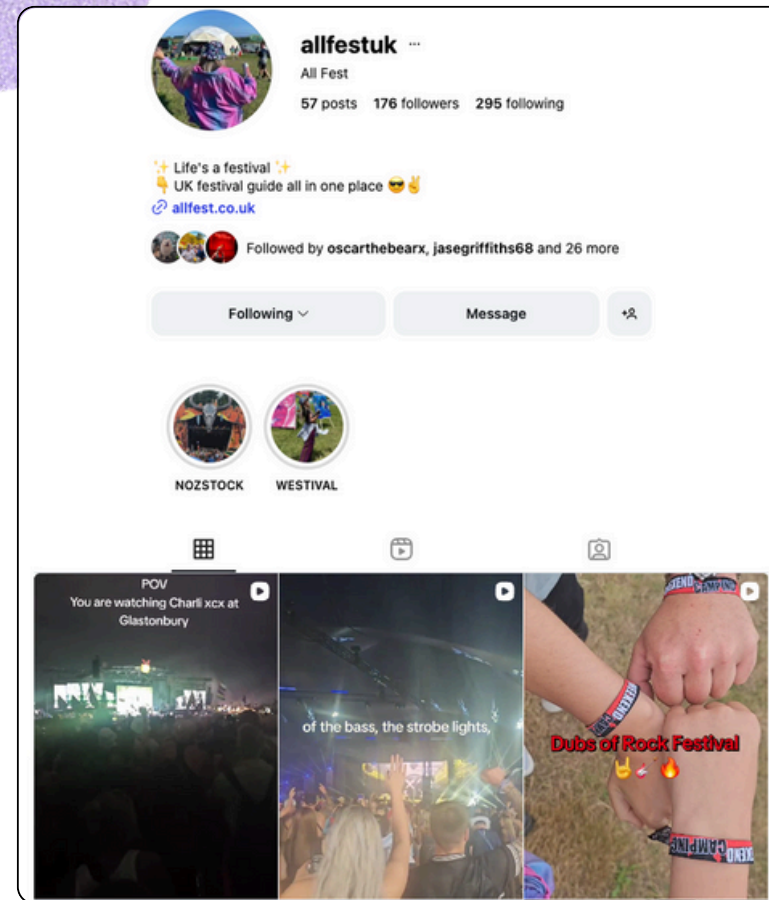
**MAYOR OF WEST
MIDLANDS, RICHARD
PARKER VISIT**

All Fest

All Fest is my personal project where I create festival and events news and reviews. I have been invited to a few smaller festivals to review and create content to help promote them. I have worked with Nozstock, Westival and Godiva. I have also created content covering Creamfields, Glastonbury, Bromsgrove and many more.

I create a yearly calendar of UK festivals with the mission to provide people with festival information all in one place.

www.allfest.co.uk



get in touch



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Please do get in touch for any freelancing work your require. I am happy to arrange an introductory meeting and discuss your business goals and create a proposal and quote based on your budget.

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