



ASPIRE

A Social Mobility Partnership Between
Zing Learning & The Baytree Centre

EMPOWERING WOMEN FROM DISADVANTAGED
BACKGROUNDS TO REACH THEIR FULL POTENTIAL

INTRODUCTION

Zing Learning has been partnering with The Baytree Centre for over 2 years to support women in the Lambeth and surrounding areas to gain work experience and confidence through coaching, employability training and support.

Over the last two years we have seen many women benefit as a result of this partnership, and during this time we have witnessed many talented and capable women struggling to find meaningful work because of a lack of UK specific work experience, therefore we are creating a pilot work placement programme that supports the women, the employer and greater social mobility.

WHAT IS THE PROGRAMME?

An 8-week training and work placement programme for a cohort of 5 women through the Baytree Centre. The women to be selected are at the higher end of the employability scale (e.g. they are settled, their English is good, they have work experience and are able to step into working environments with the support of a career coach).

WHAT DOES THE PROGRAMME CONSIST OF?



4-WEEKS OF LEARNING

The programme will consist of 4 weeks of learning, networking and building confidence around what it means to work in the UK, hosted at the Baytree Centre with Zing Learning.



2-WEEK WORK PLACEMENT

2 weeks of work placements held over 2 days per placement, with different local employers will allow the women to grow their skills, see how their transferable skills can work across multiple industries and increase their confidence to pursue their careers further.



EXPERT COACHING

·During the 2-week placement period both the women and employers will be supported by Zing Learning to ensure every party gets the most out of the experience.



FOLLOW UP SUPPORT

A further 2-weeks of support, cv writing, interview coaching and employment confidence support for all women involved. Employers will also gain valuable feedback and suggestions from Zing Learning on how to support underrepresented groups moving forward.

WHO ARE THE BAYTREE?

The Baytree Centre focuses on creating social mobility for women and girls from South London and empowers them to learn new things, go into study and/or work and enables them to be financially independent and progress up the social mobility ladder.

A lot of the women we work with, where we help them to prepare for work, study or help them find jobs, have come from challenging backgrounds, with many seeking asylum/safety, fleeing domestic violence and many other ways in which their freedom has been restricted.



WHO ARE ZING LEARNING?

An energetic, innovative, engaging and bespoke learning company that focused on DEIB with a variety of SME's throughout the globe to create more inclusive places to work, enabling diversity to thrive and organisations to have a greater social impact.

The business was founded by Zoe Holland; a professional learning expert who has spent over 17 years perfecting her learning and coaching skills and (along with select expert associates) has proven over and over again that behavioural learning activities change the way people think, behave and understand others.



THE EMPLOYMENT BARRIERS OUR WOMEN FACE

Throughout UK (and especially London) there are many groups of people that face systematic hardships and barriers into education and employment, none more so than the women we work with at the Baytree Centre.

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They are contending with the following intersectional challenges:

- [LEARN MORE](#) Gender barriers
- [LEARN MORE](#) Racial barriers
- [LEARN MORE](#) Class/educational aspects
- [LEARN MORE](#) Lack of employment opportunities many not being born in the UK
- [LEARN MORE](#) English being their second language (or third or fourth or even fifth)
- [LEARN MORE](#) Not having a 'white sounding' name
- Being mothers / having caring responsibilities (flexible working approach)
- Lack of confidence and/or ability to access services, including limited information, support systems and networks
- Lack of job and other opportunities

Many of the women also face...

- Financial dependency on others
- Lack of support for employment and study opportunities
- Health challenges with little to no support
- Gender based violence and inequality
- Homelessness and unstable housing conditions
- Childcare challenges
- Cultural barriers
- Hostile government policies (red tape sending the women around in circles trying to get on their feet)

That's where the Baytree Centre comes in, by supporting women, building their confidence, building self-esteem and offering them a platform to be seen and heard. We can only reach a small number of women at the Baytree Centre, but, for those that we do work with, it's important for us to be able to help them to become financially independent, receive advice and support to help raise their confidence and access them to have a quality of life that every human being has the right to.

Social mobility is at the core of what we do at the Baytree Centre, and we support incredibly able, capable and talented women, helping them to navigate the complex systems that prevent social mobility.

BENEFITS FOR THE WOMEN

This programme is designed to acknowledge all the above and to support the following objectives:

- Increase confidence and agency
- Increased networks and engagement
- Increased employability
- Improved skills
- Opportunity to be seen by employers
- Support learning alongside real working experience
- Connect previous work and experience through transferable skills mindset
- Exposure to different types of employment
- Greater access to experience conversations for interviews
- UK experience on CV's
- Potentially work with employer at the end
- Support, mentoring and networking opportunities
- 1-2-1 career coaching with learning and recruitment expert (Zoe)
- Practical work experience, interview practice, cv support etc.

BENEFITS FOR EMPLOYERS

- Supports internal and external DEI work
- Supports ESG/CSR efforts/greater social impact
- Evidences organisational social impact work
- Valuable insights into barriers to inclusion
- Direct access to alternative talented and capable individuals
- Wider talent pipeline; access to greater diversity
- Professional development opportunities for those involved internally
- Team exposure to social mobility challenges
- Accountability for role in employment around social mobility
- Reputational improvement
- Supporting local communities

ROLES & RESPONSIBILITIES

The programme will be developed, implemented and managed by Zing Learning, with some roles and responsibilities from all involved.

ZING LEARNING

This role is the planner, designer, implementer, trainer/coach and liaison between the employer, Baytree employees and the women.

Ultimately, this role does all the heavy lifting:

- Organise programme
- Build learning materials
- Design workshops
- Facilitate workshops
- Manage programme day to day
- Choose employers to engage with the programme
- Liaise with Baytree to ensure comms and engagement activities are successful
- Build relationships with employers and maintain those relationships
- Support the women as a group and individually throughout the programme

THE BAYTREE CENTRE

- Sign off programme approach (including timescales)
- Manage comms and engagement activities (with support of programme manager)
- Decide which women to put forward for programme
- Support continuous engagement of women in programme
- Provide and release any necessary pre-agreed budget
- Manage all social media aspects of programme (design campaign)
- Review success of pilot (alongside programme manager)

THE EMPLOYER

As an employer it's important that you give the women in each placement access to a safe and encouraging environment and one that has the best interest of contributing to the women's experience, the employer will:

- Put contact forward to work with Baytree (employee development approach)
- Sign off agreed tasks
- Ensure all relevant insurance/safeguarding is in place
- Consult with programme manager throughout process
- Support the women during their placement

THE WOMEN

- Attend all learning workshops and actively participate
- Attend work placements promptly
- Participate in tasks designed for their experience
- Network with other women in programme to build support network
- Engage with mentor to improve employability chances (cv, interview skills etc.)

IMPORTANT DATES

The programme runs over a total period of 8 weeks, with 6 being mandatory for the women and 2 being where employers are directly involved. The following are important 2023 touchpoints:

Pre-Placement Learning

Weeks 1-3

The first 3-weeks are based within the Baytree Centre, where Zing Learning will train, coach, support and buddy up the women to build confidence, network and build further skills around working in a variety of industries within the UK. Employers will be contacted during these weeks to confirm which women will be in placements where and when.




18th April
to
7th May

First Placement Week

Week 4

Week 4 is the first placement week, where the women have their first opportunity, alongside their buddy, to practice what they have learnt in their live workshops over the first 3 weeks. Employers have pre-prepared specific tasks/roles for the women to enable a smooth and impactful 2-day experience with the support of Zing Learning.




8th May
to
14th May

Reflection Week

Week 5

Week 5 is all about reflection, the women come back to the Baytree Centre to discuss how their work placement went the week before; what went well, what they would like to improve on their next placement, coaching from Zing Learning and feedback to and from their buddy.

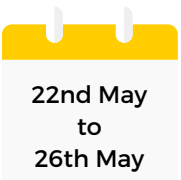


15th May
to
21st May

Second Placement Week

Week 6

The women go to their second placement during this week, where they will spend two days with a different employer (alongside their buddy) and put into practice their new skills and reflection thinking to see how they've improved. Both the employer and women will be supported by Zing Learning in this week.




22nd May
to
26th May

Feedback & Reflection Weeks

Weeks 7 & 8

The final weeks are all about reflection and next steps, the women come back to the Baytree Centre to discuss how their work placement went, we finalise CVs, discuss employment opportunities and plan forward in order to mentor the women into permanent and meaningful work.



29th May
to
11th June

EMPLOYER FAQS

How many days will the women be with us?

2-days during the first placement week and 2-days in the second placement week.

What hours will they do on those days?

They will start at 10am and finish at 2pm on both days.

Do we have to pay the women?

There is no requirement to pay the women as this is a work placement programme, however, we encourage the employers we partner with to consider if there are anyways in which benefits can be given to the women for their support with your tasks and for bringing in their experience.

How will our organisation be supported through this programme?

Zing Learning will give the contact in your organisation 1-on-1 support from the moment you choose to take part in this programme to after the women leave. It's essential for social mobility in the long-term for employers to be supported and coached through the process as the business world has a large part to play in supporting greater social mobility throughout wider society.

Who manages the employer side of the programme?

We can help you decide who within your organisation could support the women on their placements, this could be someone in HR who is looking for more responsibility, a supervisor/assistant manager looking to take on an interesting project or another person who is looking to support social mobility in the local community. This person will be our 'contact' and we will support them on a 1-2-1 basis throughout the whole experience, this is a fantastic opportunity for learning, growth and a stretch project for someone talented within your organisation.

What other benefits are there for the contact?

We will host a handful of group calls with the all of the contacts in each organisation, this level of networking and support will help them with their professional growth also. Zing Learning will also be guiding your contact through the process and naturally will engage in coaching conversations throughout, this will enable your contacts to get further personal and professional development at no cost to you as an employer.

How many organisations take part in this programme?

We are partnering with 5 different employers across a variety of industries so that we are able to give the women the best possible experience. With 5, we get the variety and also the cohort is still small enough for us to be able to support both yourselves and the women effectively.

What do I need to do to prepare for the women?

Before the women come into your organisation Zing Learning will work closely with your contact to ensure that they, the women, your organisation and wider society gains the most from this programme. We will work closely with you and your contact to develop a work placement task that can be easily managed and monitored so we are able to gather helpful results from both sides.

What will the contact have to actually do during the placement?

Your contact will be the point of contact for the women, they will induct them, give them a taste of life at your organisation and

We will support with the preparation of all of these activities.

What if we think the women are great, can we offer them a job/interview?

Absolutely! We know the women we put forward are great and we know you're going to love them and that you're going to want to snap up their incredible skills and talent! We encourage you to consider this programme not only as a way to impact social mobility through experience, but also

How do I support with references?

An important part of the programme is that our talented women have UK specific experience on their CV as this will help them to gain more credibility when looking for jobs following the programme. The other important aspect is that they have a UK specific reference too, so, we would ask you to be prepared to give a reference for the placement time they are with you

Will I see bios of the women before they come to their placement?

Yes, we will create helpful bios for every women taking part in the programme.

How will the women be paired with the employers?

Pre-programme we will spend time with your contact to understand your needs, what task you would like to use for the placement weeks and help you to create that task During the first week of learning

Are there any safeguarding concerns?

No, these women are all of working age and are not classed as vulnerable.

Will there be social media exposure?

Yes, both Zing Learning and The Baytree Centre have a social media campaign designed and will be posting on their socials pre/post and during the programme, about the programme, which women they are partnering with and how employers like yourself are taking part.

What happens after the programme?

The idea of the programme is that we are piloting what we aim to be a much bigger, long-term programme with more employers and many more women in the same position. Taking part in this programme means you are helping to pave the way for much greater reach and we encourage all partner employers to consider also taking part in the much wider programme once we have learnt and enhanced the programme further.

What's the first step?

Getting you signed up as an employer! We have hand selected the employers we are approaching for this pilot as it's important for us to place the women in environments that will support their growth, confidence and ability to move into permanent and meaningful work following the programme. So, we will set up a call with you to discuss further and find ways to make this work effectively for everyone involved so we can all learn and grow from this programme.

What if we have more questions?

Zoe from Zing Learning will be available to you before, during and following the programme and will be there to guide you through the whole process.