

Social Impact Report





CONTENTS

04

ECONOMIC
IMPACT

05

EARNINGS &
EMPLOYMENT STATUS

06

LEARNING
BENEFITS

09

OUR
RECOMMENDATIONS

OUR JOURNEY

Digital Mums is a purpose-driven business. Everything we do is designed to deliver social impact for our staff, our customers and their families. Our big vision is to support every mother to become a lifelong learner. We believe this is the route to reducing maternal unemployment and supporting women into rewarding, flexible careers.

In January 2014 we piloted our vocational training designed to retrain mothers to become social media marketers so they could find a flexible, family-friendly career. In April 2014 we saw our first ever students successfully graduate.

5 years on, we have trained 1502 women on our vocational training courses. We surveyed them in March 2019 to assess the level of social impact we have achieved.

ECONOMIC IMPACT

Our 2016 Work That Works research highlighted the potential economic impact of getting more mothers into work. Our research showed that if more flexible work options were available, the associated increase in participation of SAHMs and working mums living with children under 18 could provide the UK economy with a £62.5 billion boost to output each year.

We are showing this to be true. Our graduate community have earned over £50m in the last five years. 48% of our students were unemployed or on a career break before studying with us. The majority of this group are now flexible freelancers and have contributed £20m to the UK economy since graduating.



OUR
GRADUATES
HAVE
COLLECTIVELY
EARNED

£50M

£20M

OF THIS IS
REVENUE
FROM THOSE
PREVIOUSLY
OUT OF
WORK

EARNINGS

The average salary in the UK for women is £25,336. Our social media marketing graduates earn an average full-time salary of just over £40,000 (this rises to just under £45,000 for our Advanced Diploma in Strategic Social Media Marketing course).

The vast majority of our graduates choose to work part-time. Part-time roles are traditionally lower paid than their full-time counterparts meaning that flexible work doesn't pay. The average part-time worker in the UK earns just £9.36 per hour. The average Digital Mums graduate earns more than double this.

We also see our students make significant savings in childcare and commuting costs due to their flexible, work from home status.

GRADUATES EARN AN AVERAGE ANNUAL SALARY OF



THEY ALSO MAKE SIGNIFICANT MONTHLY SAVINGS ON:

CHILDCARE



£350

COMMUTING



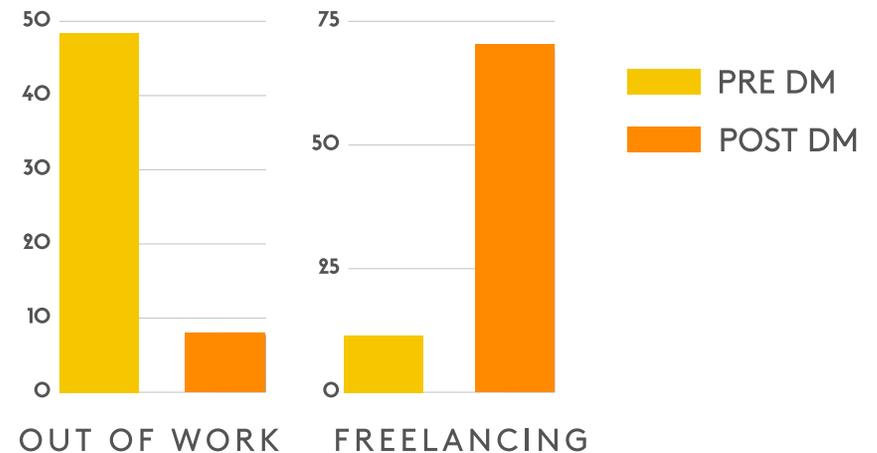
£320

EMPLOYMENT STATUS

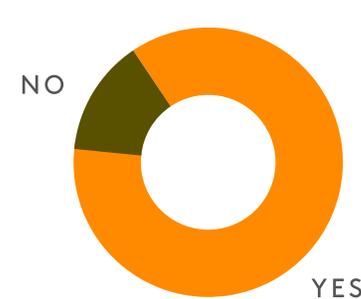
Currently, some 2.6 million mothers are out of the labour force and our research shows that 68% said they would go back to work in some capacity if flexible working was an option.

48% of our students classified themselves as either unemployed or on a career break before studying with us. This plummets to just 8% post-graduation. This difference can be explained by an increase in out-of-work mothers becoming freelancers (just 11% pre-study but jumping to 70% post-graduation). This demonstrates the potential for flexible working options as a means to getting more mothers back into the workplace.

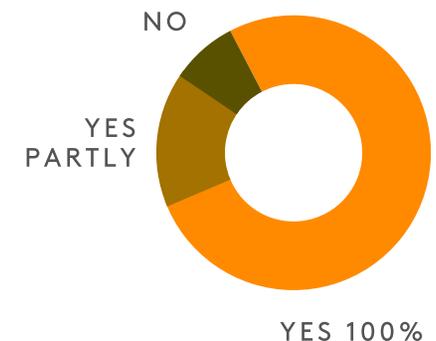
Our graduates are predominantly working in their field of study - social media.



ARE OUR GRADUATES WORKING IN SOCIAL MEDIA?



WAS OUR TRAINING RESPONSIBLE FOR THIS EMPLOYMENT?



EMPLOYMENT BENEFITS

Over the last two decades, there has been a considerable growth in evidence for the employment benefits of adult learning.

Adult learning can have an effect on employment and the workplace on a number of levels:

- Gains from learning and skills acquisition for seeking, getting and keeping a job
- Raising aspirations
- Increased job satisfaction

We surveyed our graduates to ask them whether they agreed with a number of statements regarding the employment benefits of studying with us.

EMPLOYMENT BENEFITS

WE ASKED "TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS ON A SCALE OF 1-10 (1 BEING STRONGLY DISAGREE AND 10 BEING STRONGLY AGREE)



WELLBEING BENEFITS

Over the last two decades, there has been a considerable growth in evidence for the wellbeing benefits of adult learning.

At an individual level, it has been shown that adult learning fosters:

- A sense of identity
- An ability to cope and a feeling of purpose in life
- A greater level of wellbeing especially in older adults
- An increase in life satisfaction
- Positive changes in mental wellbeing
- An increased sense of purpose

We surveyed our graduates to ask them whether they agreed with a number of statements regarding the wellbeing benefits of studying with us.

WELLBEING BENEFITS

WE ASKED "TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS ON A SCALE OF 1-10 (1 BEING STRONGLY DISAGREE AND 10 BEING STRONGLY AGREE)



OUR RECOMMENDATIONS

The data in this report provides compelling evidence of the importance of adult learning as a vehicle for supporting mothers to re-enter the workplace, or to find more flexible, working opportunities.

More needs to be done to explore innovative, vocational training opportunities for adult learners in the digital skills space, particularly with regards to supporting mothers in the labour market.

- Professional Career Development Loans are no longer available so policy needs to make it easier for adult learners to access funding opportunities to complete innovative courses with independent training providers such as Digital Mums.
- Currently, it's incredibly complicated for an independent training organisation such as ours to be accepted onto the Education & Skills Funding Agency register, to receive support. The Government needs to do more to facilitate this process and to recognise the benefits of supporting the independent sector.