



## PROJECT EVALUATION

**Project Title: Breaking the Glass Ceiling**

**Project REF NO: ESF/0203/035**

**ORGANISATION: MBW Training Services**

### Overview of Project Activity within your organisation and local Partners involved

We delivered eleven introductory management courses and one full certificate course to 92 women.

The range of courses delivered comprised the following:

- Introductory Certificate in Management
- Introductory Team Leader Award
- Introductory Certificate in First Line Management
- Introductory Award for Owner Managers
- Certificate in Management

All the courses covered a wide range of relevant management skills, together with Information Technology training, Customer service and Personal Development techniques.

An exit guidance interview was provided at the end of each course for all participants. We reviewed their progress to date and provided information, advice and guidance to help them draw up an action plan covering their future career goals and training needs.

### Achievements of the Project in your organisation

In total, 92 women started on the project, against a target of 120 with 60 completing. Of those, 58 obtained a management qualification. A further 3 left the course early due to finding employment.

4 beneficiaries continued into further training and 16 who completed the course subsequently found employment. Three beneficiaries have set up their own business.

### Areas of Innovation on this project in your organisation

- This was the first time that we delivered the Owner Manager programme and the Team Leader award
- Utilisation of computer learning packages
- Integration of Matrix Accredited Advice and Guidance
- Use of work placements to gain practical supervisory experience

### Identification of Areas of Good Practice and Areas for Improvement

Every applicant attended a pre-enrolment interview with a qualified member of staff to ensure that the course was suitable for them. All participants were offered a careers advice and guidance session with a qualified guidance worker.

Individual learning plans and regular reviews ensured that clients' needs were identified and met and that the clients took responsibility for their own development.

Opportunities to develop transferable and job search skills were built into the programme so

that clients were encouraged to prepare for future employment.  
Good relationships were developed between clients and tutors and a supportive environment was established

#### Lessons Learned within your organisation

Timing of courses is essential for women only courses to encourage access due to school holidays

#### Dissemination of Good Practice including Details of Dissemination Materials Produced by your organisation:

#### Details of Publicity Undertaken (attach copies of any advertising/publicity materials produced)

The project was marketed through local newspaper advertising, through the jobcentre and within our own Centre. Posters and leaflets were produced and distributed to doctors surgeries, libraries, supermarkets, citizen advice bureaux, community groups and specific marketing was carried out with Sure Start, Safeway and Revoe School. Marketing materials were also sent by mail to local banks and building societies and the Probation Service

#### Case Study

##### Kate Raworth (Full Certificate)

Kate is a lone parent of a six year old son. Her existing qualifications included 5 GCSEs, RSA 1 and 2 in Typing and Secretarial Skills, an NVQ 2 in Food Preparation and an ECDL. Kate had some previous supervisory experience but had been out of the workplace for six months at the start of the course.

Her attendance on the course was good and the quality of her work well above the standard required for the qualification. She regularly remained behind after the end of her training days to use the ICT facilities, showing commitment to her work.

Kate successfully completed the course on 18 December 2003 and has recently been offered a post with Blackpool Borough Council in the Business Services Department

##### Dawn Perry ( First Line Management)

Dawn had a patchy work history, much of it being agency work. She was keen to make use of her experience in a permanent position with some supervisory responsibilities and recognised that a qualification in this area would improve her prospects. She had already completed NVQ 2 and 3 in Business Administration and had sound IT skills, but felt she lacked confidence and assertiveness.

Unfortunately, during the course, Dawn's youngest child became seriously ill. This obviously might have meant that Dawn would leave the course. However, she was determined to complete, and in spite of her family problems, she attended well and successfully completed the programme, at the end of which she undertook a work experience placement and was subsequently offered a permanent post in a local medical centre.

**Julie Heslop (Owner Manager)**

Julie had been out of the workplace for 2 years bringing up her children. She was a qualified Aromatherapist and wanted to set up her own business offering therapy in a corporate environment for organisations that wanted to use this to ensure that their employees health was not put at risk due to unmanaged stress in the workplace.

She was very clear about her goal and set about creating her outline business plan with enthusiasm, drive and determination.

She achieved her aim and is now trading successfully as On Site Therapies.

**Paula Durkin (Team Leader)**

Paula had been out of the workplace for 7 months at the start of the course. She was a lone parent with a varied work history, including supermarket work, administration and being a children's nanny. She was not sure whether she wanted to take on a supervisory role and wanted to undertake the course to gain an insight into the challenges and demands.

She successfully completed the programme and is now working as an administrator at Blackpool Victoria Hospital.

**Views of customers and/or partners**

94% of participants stated that they enjoyed the course.

59% of participants stated that the course was better than they had expected, with 35% stating the course was as they had expected. Only 3 participants felt the course was OK, but not as good as expected. No-participants stated that the course was a long way below their expectations.

92% of participants rated the main features of the training course as Excellent or Good.

These included:

- Location of the course
- Content of the course
- Induction
- Action/Training Plan
- The opportunity to acquire new skills
- Interesting and varied training
- Helping to increase your self-confidence
- Regular Feedback
- The standard of training overall
- The support given by the tutor

90% of participants stated they would definitely recommend their course or the training center to others, and a further 6% stated that they probably would. Only one person stated they probably would not recommend the course and this was due to the fact that she did not enjoy the IT element of the course.

63% of participants commented that their confidence had increased as a result of participating in the course.

The following are a selection of the comments written by the participants on completion of their training:

'The course made me more confident, competent and aware of the requirements that a job searcher needs today'

'I'm more competent to act in a work place as far as leadership and management skills are concerned. This course has enhanced my self-confidence'

'I now have a more thorough understanding of my business plan and the confidence to present my ideas to other people as well as to actually achieve my objectives'

'I feel my expectations in myself have risen considerably and I would go for a better job now as my confidence has grown'

'I now feel more confident about returning to work and have a clearer idea of what I want to do'

'Given me lots of information and confidence to begin planning to open my own business'

'Everything was made interesting and understandable. Glad I chose this course'

Comparison of how the project dealt with Information Communication Technologies, Equal Opportunities and Sustainability

Seven beneficiaries declared having a disability

The course was for women only to try to address the shortage of women in management positions in the workplace

Information & Communication technology training was embedded within the programme, through a variety of learning methods

Sustainability of the Project's Activities (exit Strategy/Mainstreaming)

Although we cannot offer management courses accredited to ILM without this funding, we have integrated some content into our mainstream training for women and unemployed clients

Details of tools used to evaluate the impact of the project

100% customer evaluation

Exit Guidance Interviews

Regular reviews with clients

Management Information

Additional Information

SIGNATURE: Karen Dickinson

DATE: 28 January 2004