

DIGITAL TALENT



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THE PROGRAMME

£7million investment to plug a growing digital skills shortage in London's labour market with diverse, home-grown talent

Supporting young women and young Londoners from diverse ethnic and disadvantaged backgrounds aged **16-24 years old**

Working with industry, skills providers & schools, women in tech organisations, youth & community groups and extra-curricular providers



European Union
European
Social Fund



**NYC
Tech Talent
Pipeline**



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VISION

Change **mindsets** around diverse young people & their potential

Empower **young people**, particularly women and BAME to seek well-paid opportunities in digital, tech and creative

Help **industry** take a greater role in developing new talent

Support **collaboration** between industry & training providers

Build an open, inclusive programme based on **sharing information**, lessons learnt, successes, contacts & building trust

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PROGRAMME STRUCTURE

Strand 1

Digital Labs reviewed curricula and provided support to co-design new training courses with industry partners.

Strand 2

Deliver of digital skills training to eligible young people. Courses are co-designed with the industry and cover a wider spectrum of digital skills.

Strand 3

Higher level digital skills collaboration between higher education learners and small businesses. Ensures curricula relevance and builds capacity for apprenticeship.

Strand 4

Capital Funding (£2m) to support technology requirements.

Strand 5

CPD for Digital Educators to upskill teacher/trainer workforce & raise awareness of digital, technology and creative occupations.

Strand 6

Marketing campaign to inspire and engage young Londoners, highlighting training offers, events, jobs & apprenticeships and showcase **Digital Pioneer** role models.

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OUTPUTS

2,000 young people access careers advice & information sign-posting

1,000 young people access free training

400 teachers receive CPD package

500 higher level students gain new skills & work experience with SMEs

400 start-ups and SMEs access higher level skills

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REMAINING STRANDS

The following projects / strands are yet to be procured:

Strand 3: Higher Level Digital Skills

£1m ESF revenue funding & capital, currently in evaluation phase

Strand 5: CPD for Digital Educators package to upskill teaching workforce & raise awareness of digital, technology and creative occupations. £450,000 revenue funding & £300,000 capital, now open till 10 August 2018

Strand 2: Young Entrepreneurs - support young Londoners develop entrepreneurial skills

Late summer 2018 release, £400,000 revenue funding & capital (tbd)

Meta-Evaluation for Digital Talent programme

Late summer 2018 release

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FIND OUT MORE

www.london.gov.uk/digital-talent

DigitalTalent@london.gov.uk

[#DigitalTalent](https://twitter.com/DigitalTalent)

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EXTRA SLIDES

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DIGITAL SKILLS TRAINING

Funding delivery partners to setup and delivery new **industry approved** vocational training pathways in growth areas and occupations

Incorporating the **technical and softer skills** employers are seeking

Three **Digital Bootcamps** have been funded to date :

- **Digital Pipeline LDN:** a 14-week programme that has been created by **A New Direction, General Assembly and D&AD**, offering creative young Londoners the best in technical training, creative industry immersion and personal development.
- **Digify:** an two-month training programme from **Livity** open to 18-25 year olds, followed by a six-month paid placement at a top consumer brand or creative agency (e.g., Sky).
- **NextGen Futures Bootcamp:** a fast-track eight-week development programme created by **Next Gen Academy and Westminster Kingsway College** to develop the right skills and experience for creative jobs in London's visual effects and games industry

DIGITAL SKILLS TRAINING

3 ESF co-funded projects for Londoners aged 16-24 years old.
Focus on young people NEET or at risk of NEET:

- **Digital Pathways – New City College**
New City College is delivering Digital Pathways, an exciting 10-week programme, free for eligible 16-24 year olds who are interested in a role in the digital sector.
- **Digital Talent Newham - Newham College**
Digital Talent Newham equips young Londoners for employment in an increasingly digital economy
- **Digital Base Camp – Freeformers**
Freeformers is delivering a Digital Base Camp that will transform and kickstart young people's careers.

MARKETING



LAUNCH EVENT



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