



*Grant-funded 12-week
Digital bootcamps to
fill the digital skills gap*

Ann Stanley

10th December 2021






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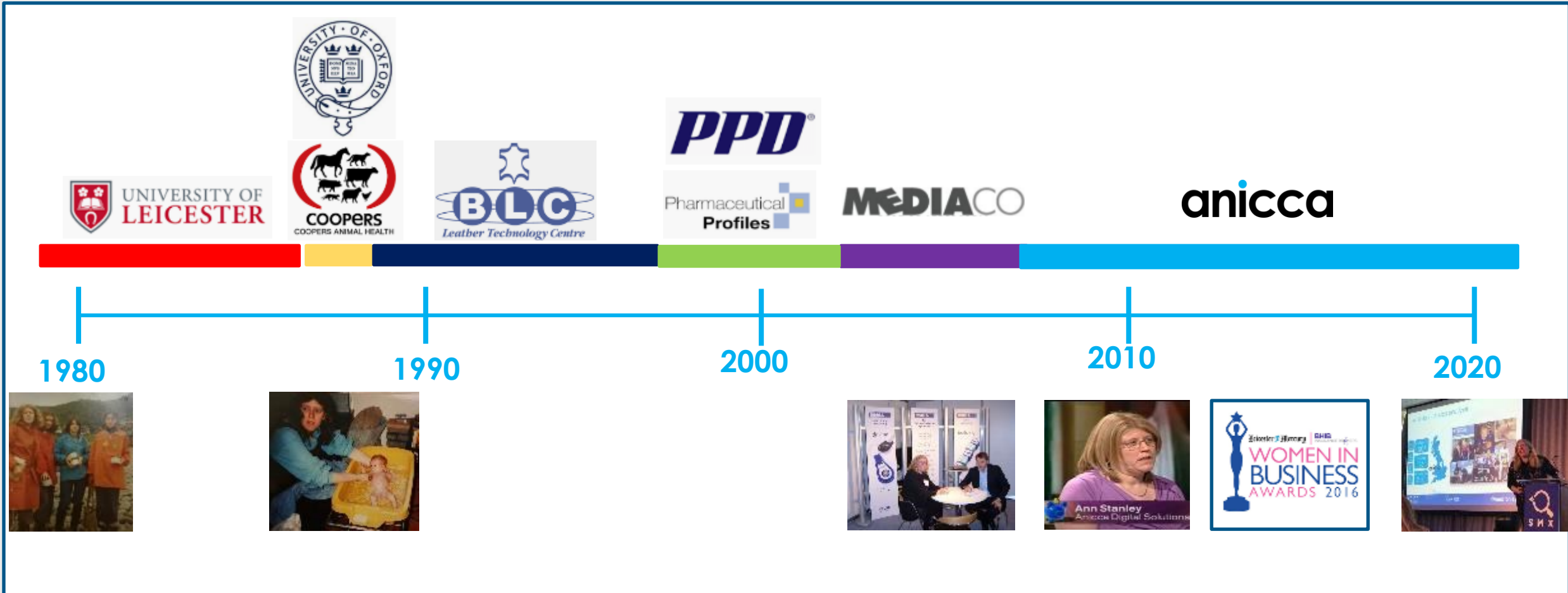


Content

- About Ann - the (rocket) scientist 
- Why are digital skills so important?
- What is the “Digital Skills Gap”?
- Research findings from the L&W Institute
- Anicca survey results on digital marketing skills
- Strategies and solutions
- Upskilling yourself or your team on our grant-funded Digital Skills Bootcamp
- How to apply?



My career in science & marketing



About us

Anicca's pedigree

We have a vast experience of working with companies that manufacture or build their own products.

Our deep understanding and focus on these specific sectors is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally recognised clients, stay with us year on year.

- **OUR SPECIALIST SECTORS:**
 - **MANUFACTURING & SUPPLY CHAIN**
 - **MEDICAL, HEALTH AND SCIENTIFIC**
 - **LOGISTICS & SUPPLY CHAIN**
 - **CONSTRUCTION INDUSTRY**
 - **SUPPLIERS & SERVICES**
 - **LOCAL BUSINESSES (LEICESTER & MIDLANDS)**
- **DIRECT TO MARKET**
- **ECOMMERCE**
- **GLOBAL DISTRIBUTION NETWORKS**

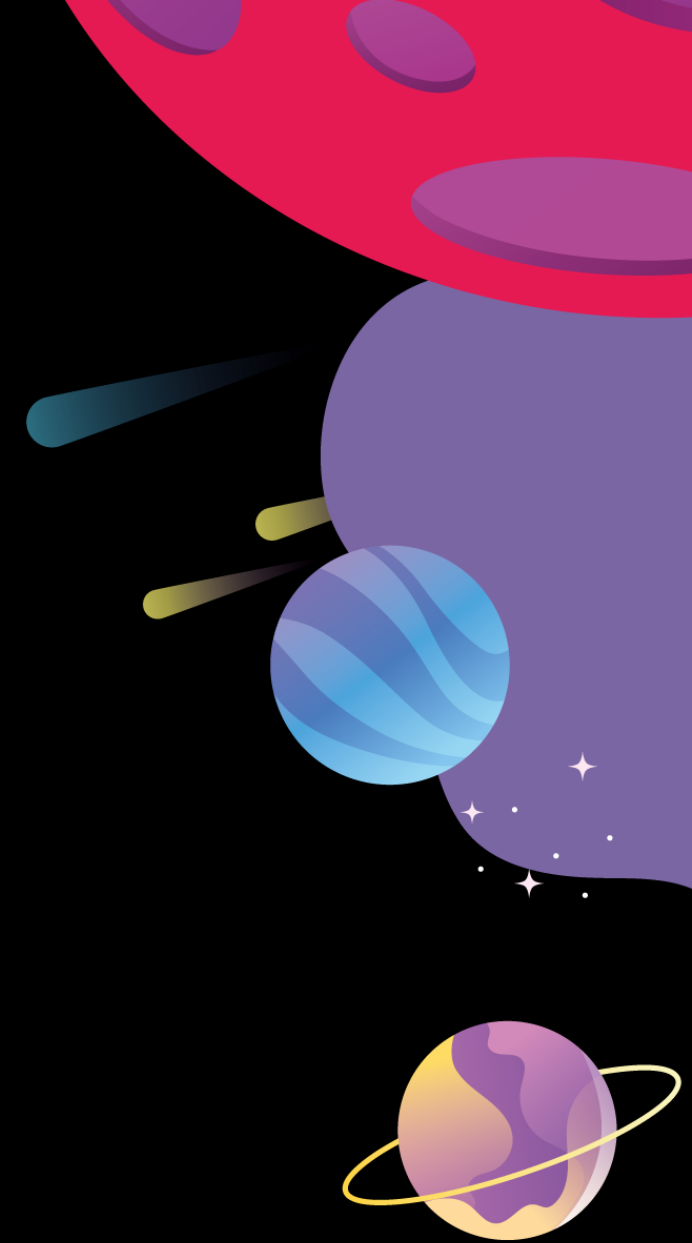


anicca



DEICHMANN

*Why are
digital skills so
important?*



UK population grouped by digital skills



VERY LOW 0-25

The average person in this segment scored zero across many measures however 14% of their spend is online, some of it on mobile phones. They tend not to use email or online banking.

UK population grouped by digital skills



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The average person in this segment scored zero across many measures however 14% of their spend is online, some of it on mobile phones. They tend not to use email or online banking.



LOW 26-50

The average person in this segment uses email and uses a desktop computer for online banking.

UK population grouped by digital skills



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The average person in this segment scored zero across many measures however 14% of their spend is online, some of it on mobile phones. They tend not to use email or online banking.



HIGH 51-75

The average person in this segment begins to use more digital devices, managing their money online through a mobile browser or via an app. They typically pay for streaming services and purchase computing related items.



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UK population grouped by digital skills



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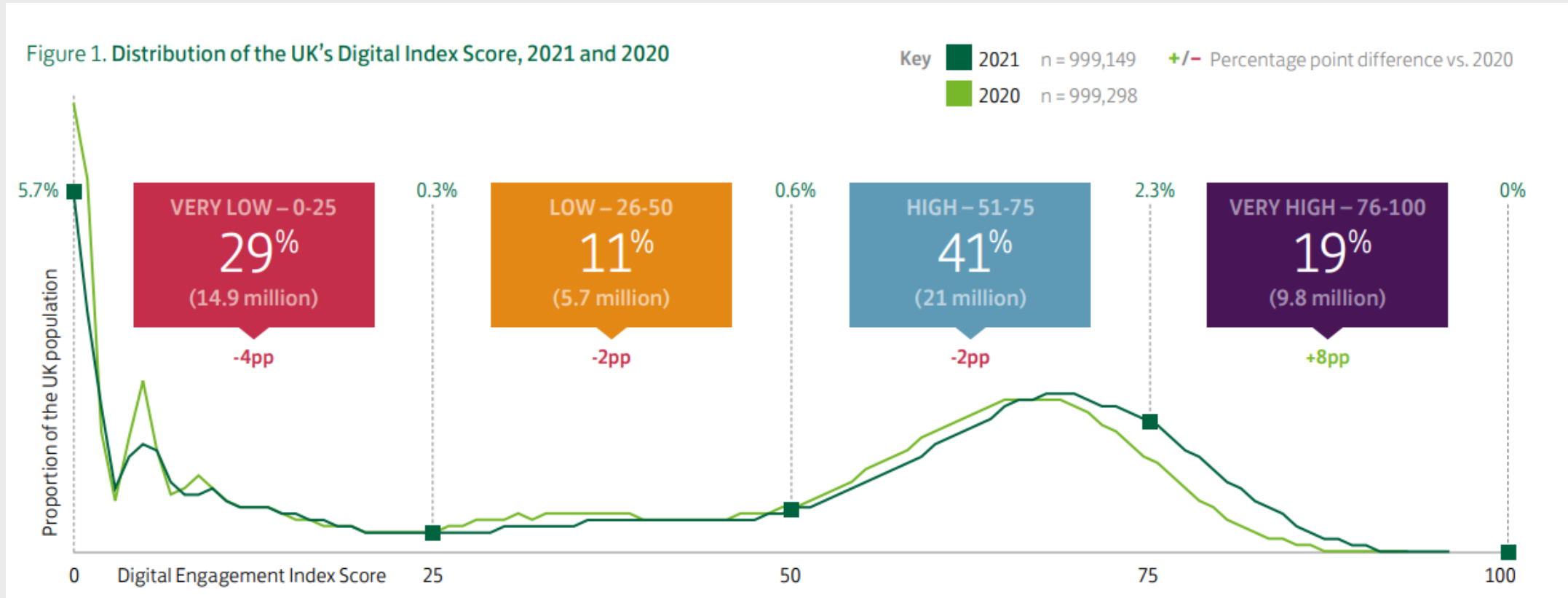
The average person in this segment uses email and uses a desktop computer for online banking.



VERY HIGH 76-100

In this segment people use online banking with a much greater frequency. They spend on average 61% of their money over the Internet – some of which goes on online entertainment. Over half now also use Fintech services.

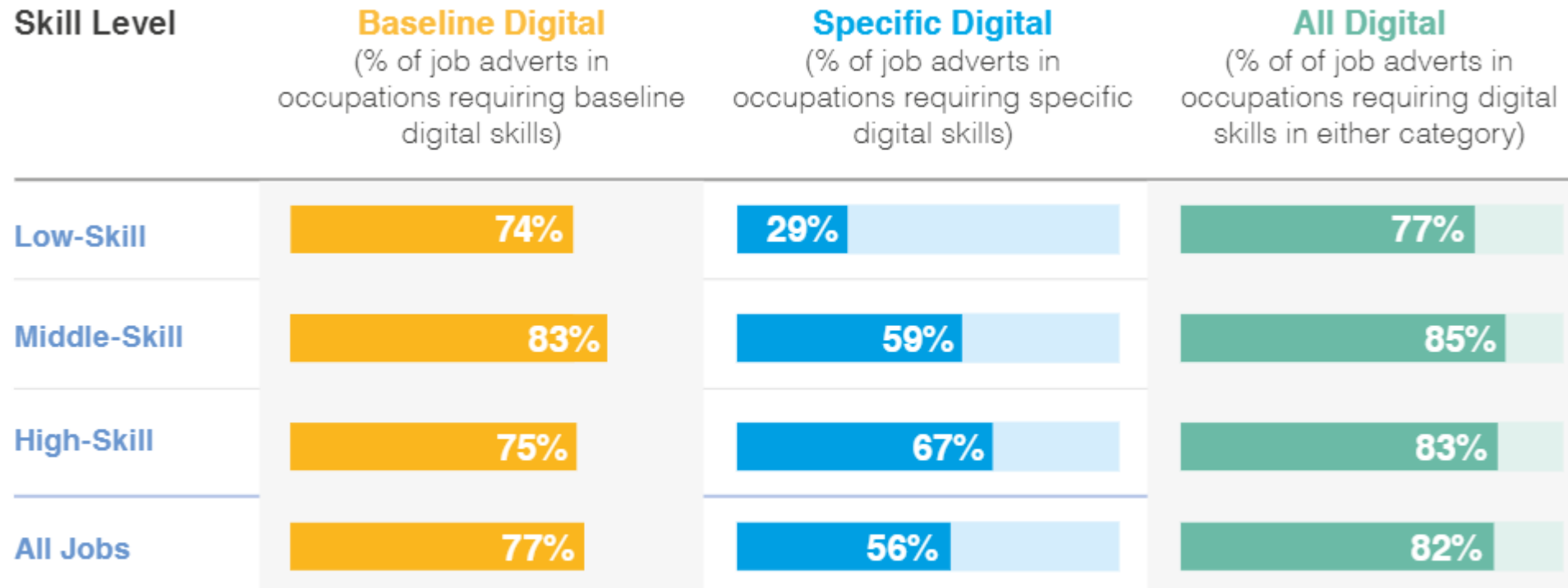
Proportion of UK by digital skills



<https://www.lloydsbank.com/banking-with-us/whats-happening/consumer-digital-index.html>

Jobs advertised

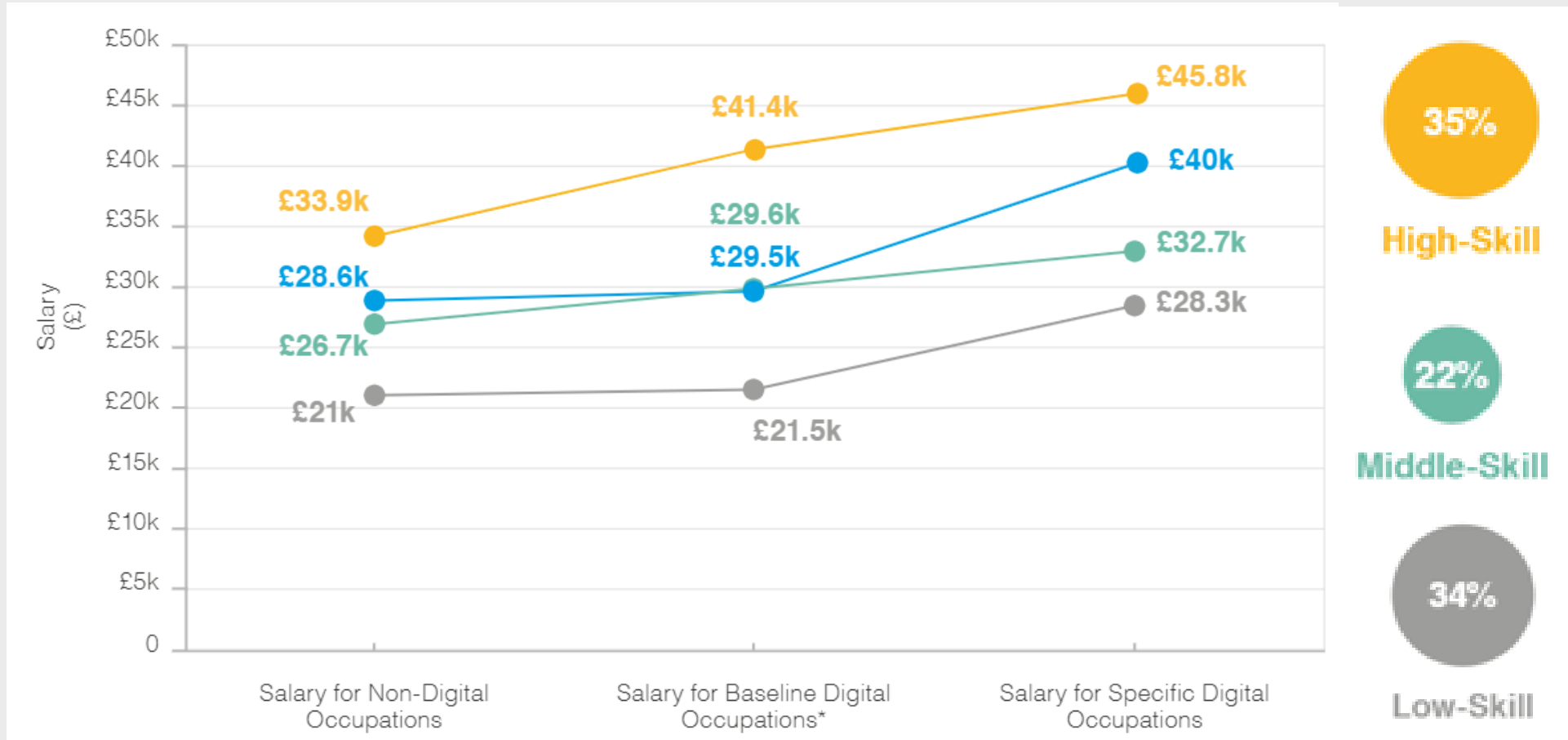
(By skill level vs specific skills)



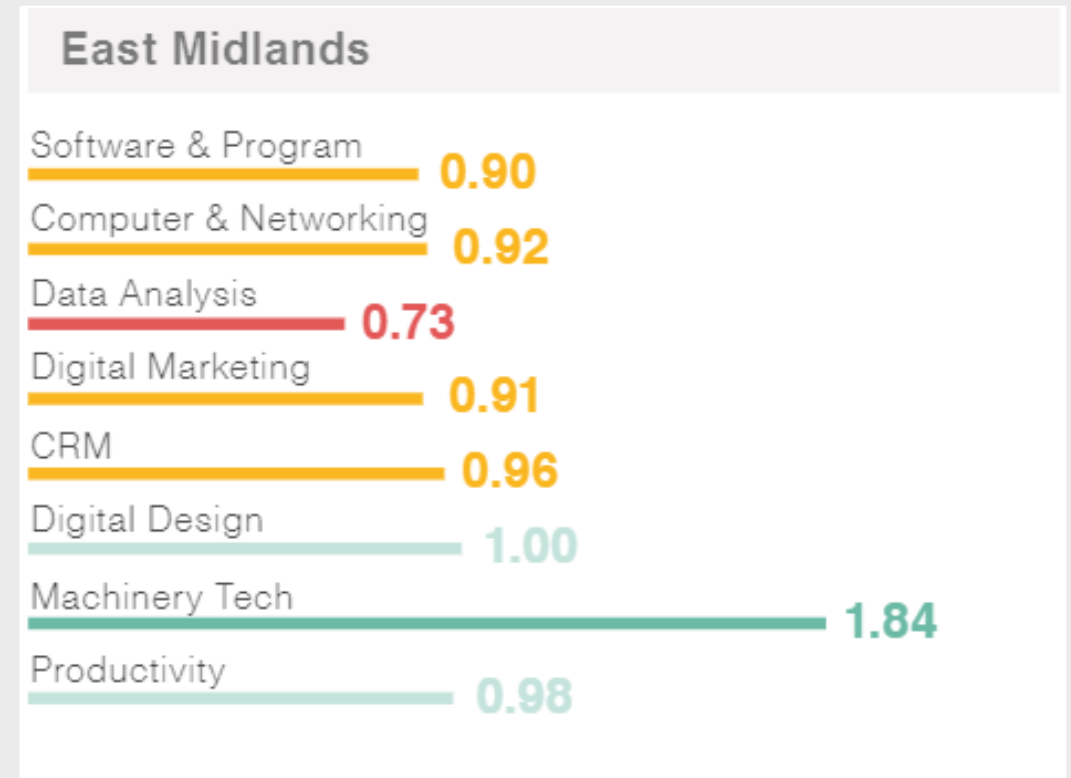
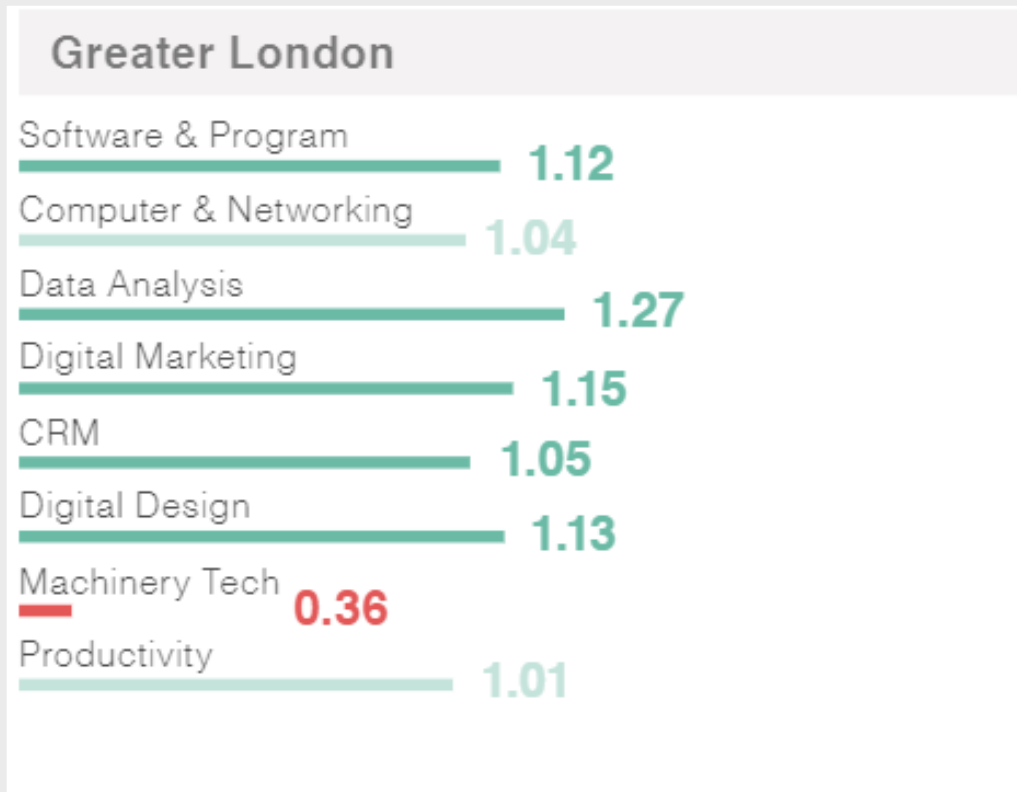
Note: The two categories 'baseline digital' and 'specific digital' are not mutually exclusive. An occupation can require both baseline and specific digital skills.

Skill level & digital occupations

(Impact on salaries)

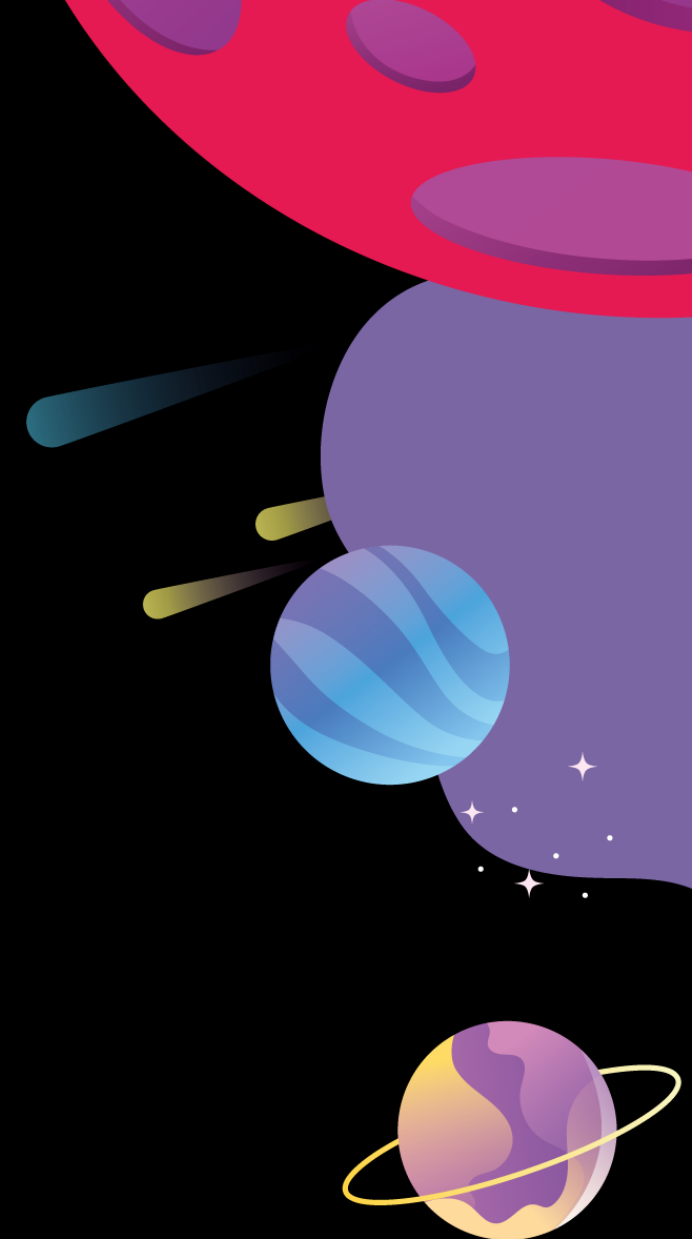


Digital demand by specific skill vs location (London vs East Midlands)



<https://www.gov.uk/government/publications/current-and-future-demand-for-digital-skills-in-the-workplace>

What is the digital skills gap?



The Digital Skills Gap is....

*the difference between the digital skills
that a business or sector needs to run profitably
(demand)
and the skills of the staff that work
(or could work) in that business or sector
(supply)*

The Digital Skills Gap is....

the difference between *the digital skills that a business or sector needs to run profitably*
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(supply)

Digital skills in the news

THE  TIMES

Today's sections ▾ Past six days Explore ▾ Times Radio Log in [Subscribe](#) Search

Half of British workers lack basic workplace digital skills

Alex Ralph

Monday May 17 2021, 12.01am, The Times



Only about a quarter of employees reported having any digital skills training from employers
YEGOR ALEYEV/GETTY IMAGES

Digital skills in the news

[Home](#) > [Quantifying the UK Data Skills Gap](#)



[Department for
Digital, Culture,
Media & Sport](#)

Policy paper

Quantifying the UK Data Skill Gap - Summary version

Published 18 May 2021

Contents

[Introduction](#)

[The demand for data skills](#)

[The supply of data skills](#)

[The next generation](#)



Digital skills in the news

☰ Menu 🔍 Search

TECHMONITOR

Will the UK skills bill help bridge the digital knowledge gap?

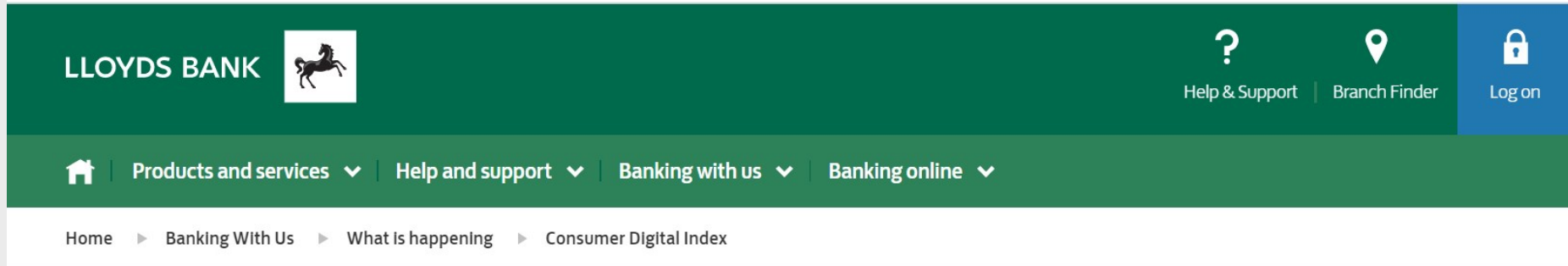
Announcements in the Queen's speech on skills have been welcomed, but may do little more than replicate existing schemes.

By **Cristina Lago** 12 May 2021 (Last Updated 13 May 2021)



Tuesday's Queen's Speech saw the government announce new laws and reforms to the skills and training provision in the UK, including the introduction of a skills and post-16 education bill to equip Britons with the digital knowledge needed for the jobs that will be vital in the post-pandemic economy. The bill has been welcomed as a potential way to bridge the digital skills gap, but critics say it

Digital skills in the news



UK Consumer Digital Index 2021

 **Download the report**

Digital skills in the news



The image shows a screenshot of the BBC News website. At the top, there is a navigation bar with the BBC logo, a user profile icon labeled '7 7wdtexp6', a notification bell, and menu items for Home, News, Sport, Weather, iPlayer, and Sounds. Below this is a red header with the word 'NEWS' in white. A secondary red bar contains a list of news categories: Home, Coronavirus, Brexit, UK, World, Business, Politics, Tech, Science, Health, and Family & Education. The 'Business' category is underlined. Below this, a white bar lists sub-categories: Business, Your Money, Market Data, Companies, Economy, Global Car Industry, and Business of Sport. The main headline is 'UK 'heading towards digital skills shortage disaster'' in a large, bold, dark grey font. Below the headline, it says 'By Mary-Ann Russon & Lucy Hooker' and 'Business reporters, BBC News'. The date '22 March' is shown with a clock icon. At the bottom left of the article area is a red square with a white share icon.

BBC 7 7wdtexp6

Home News Sport Weather iPlayer Sounds

NEWS

Home | Coronavirus | Brexit | UK | World | Business | Politics | Tech | Science | Health | Family & Education

Business | Your Money | Market Data | Companies | Economy | Global Car Industry | Business of Sport

UK 'heading towards digital skills shortage disaster'

By Mary-Ann Russon & Lucy Hooker
Business reporters, BBC News

🕒 22 March

🔗

Learning & Work Institute

(March 2021)

worldskillsuk
excellence at work

NEWS CONTACT US

ABOUT US CAREERS ADVICE SKILLS EDUCATORS PARTNERSHIPS SUCCESES INSIGHTS

MONDAY, 22 MAR 2021

Disconnected: exploring the digital skills gap

Research carried out by the Learning & Work Institute that we commissioned has highlighted a concerning gap in digital skills provision.

Privacy - Terms

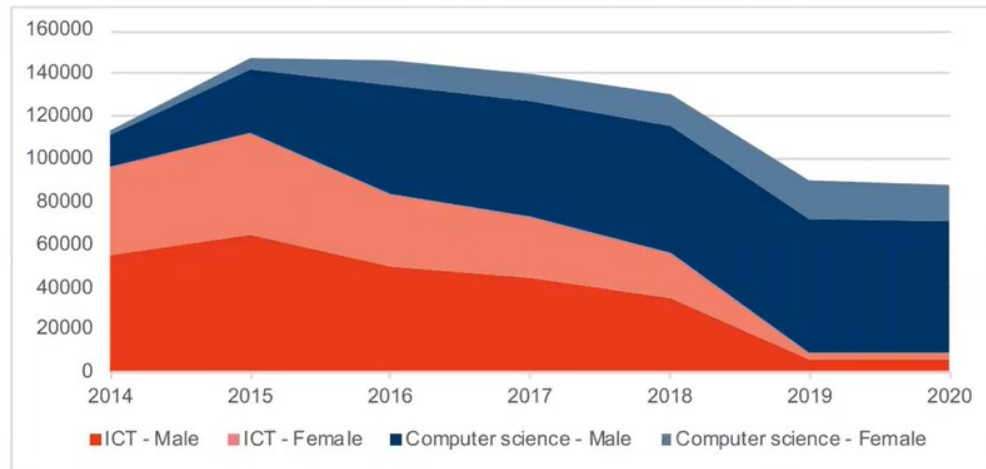
*Research findings
from the L&W
Institute*



Young people & digital skill qualifications

Entries in IT subjects at GCSE have fallen by 40%

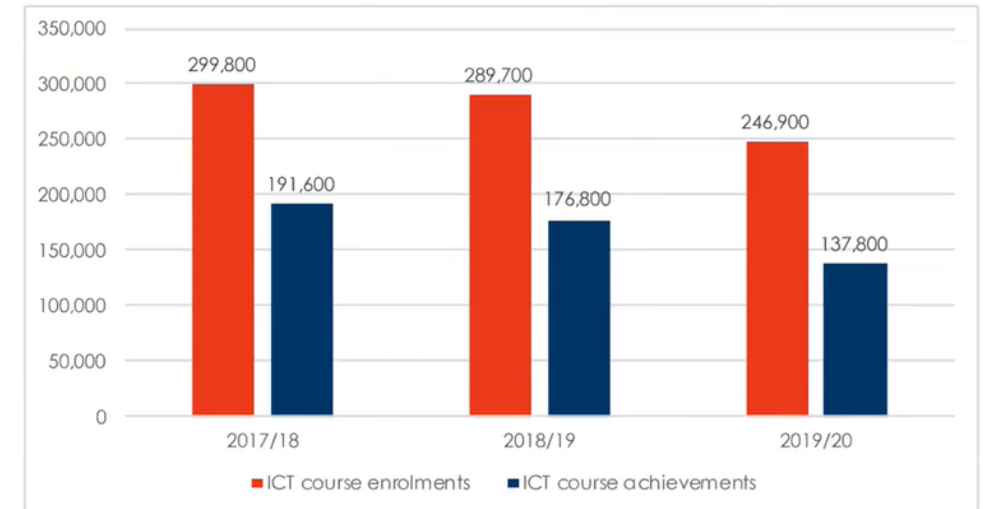
GCSE entries in ICT and computer science by gender, UK, 2014-2020



Source: Education Lab

Entries in ICT courses in further education are falling

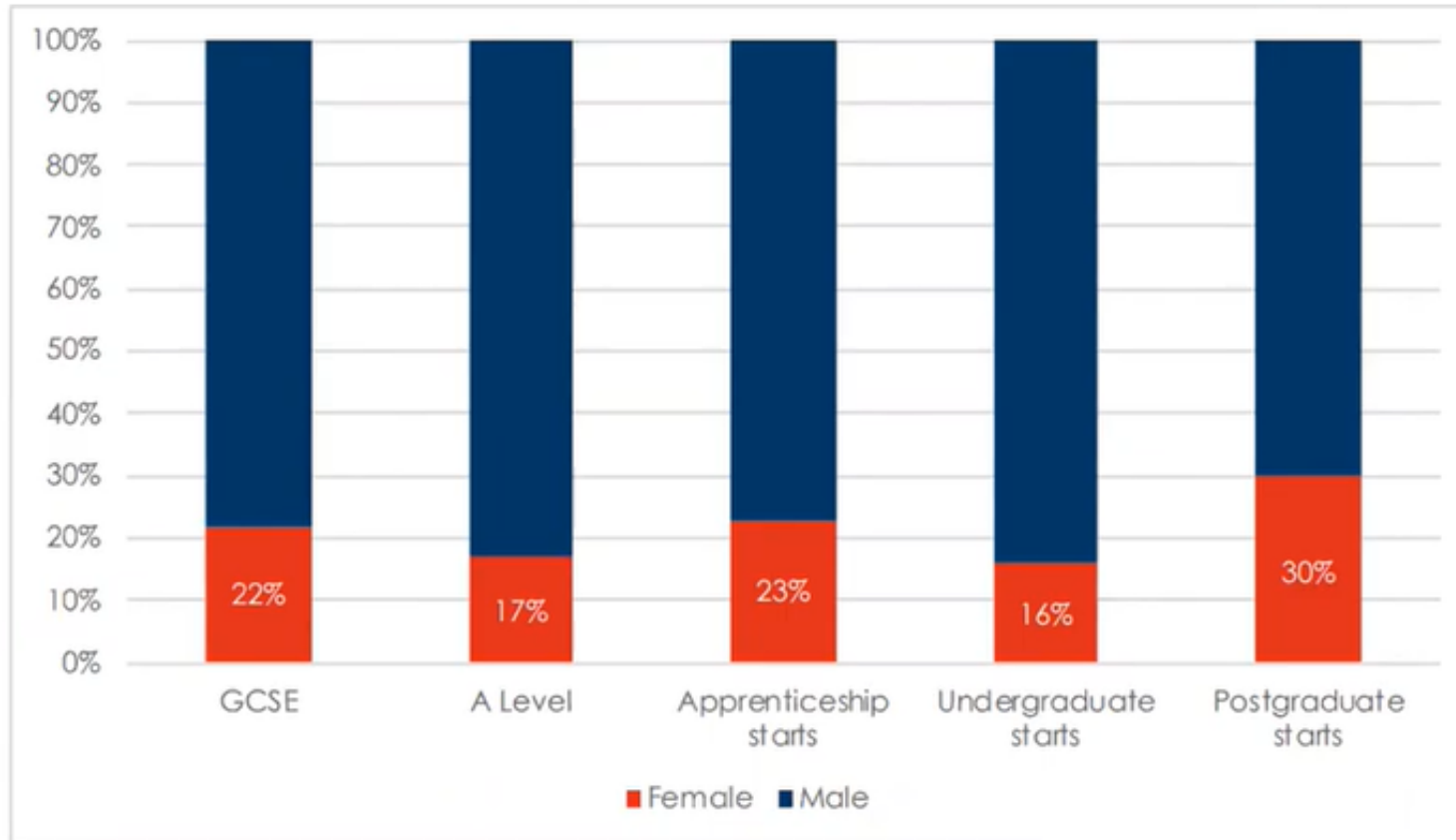
Course enrolments and course achievements in ICT, 2017/18 - 2019/20, England



Source: DfE 2021

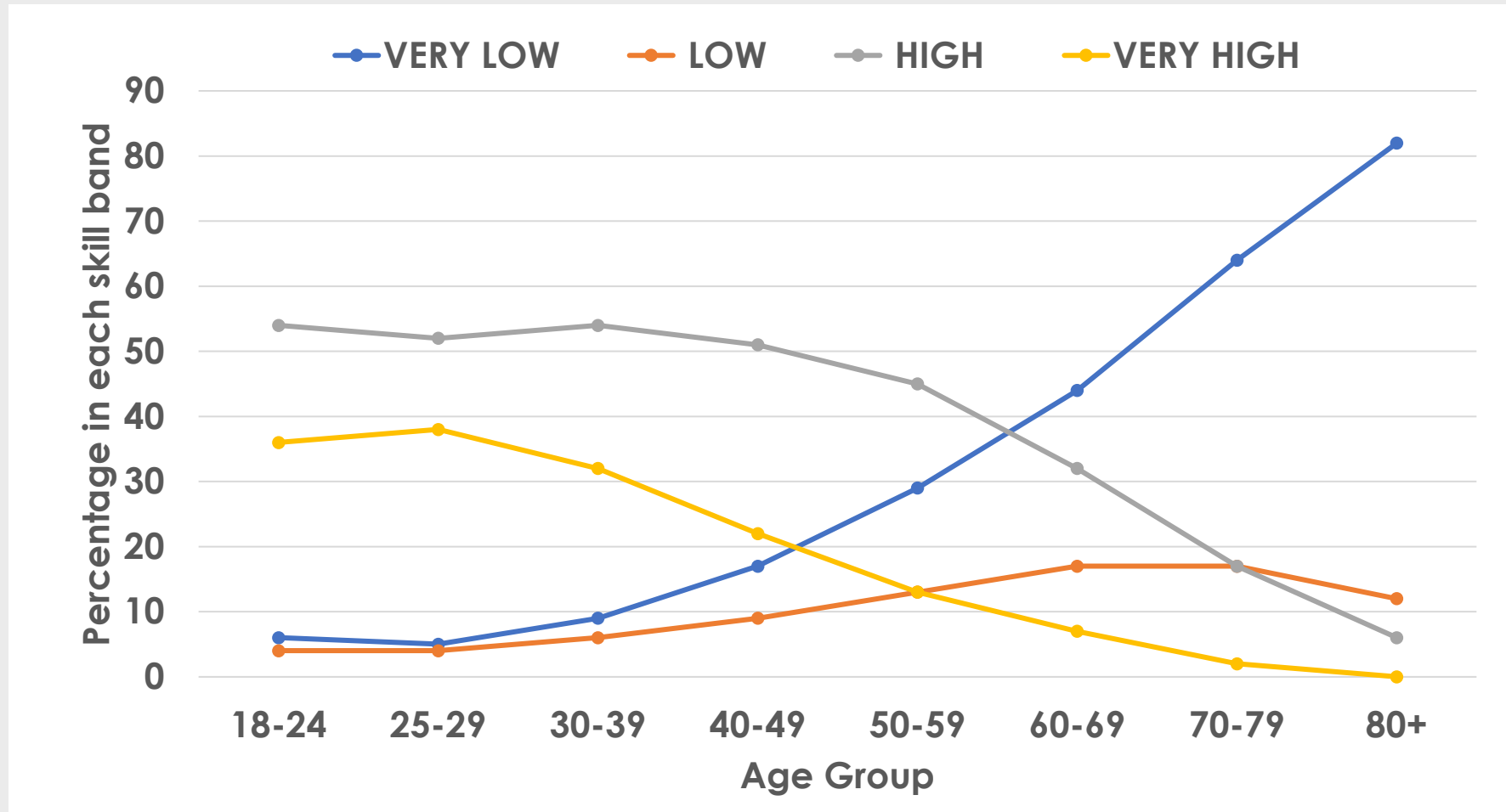
Females are under-represented

Participation by gender in ICT training by gender, England and UK, latest available

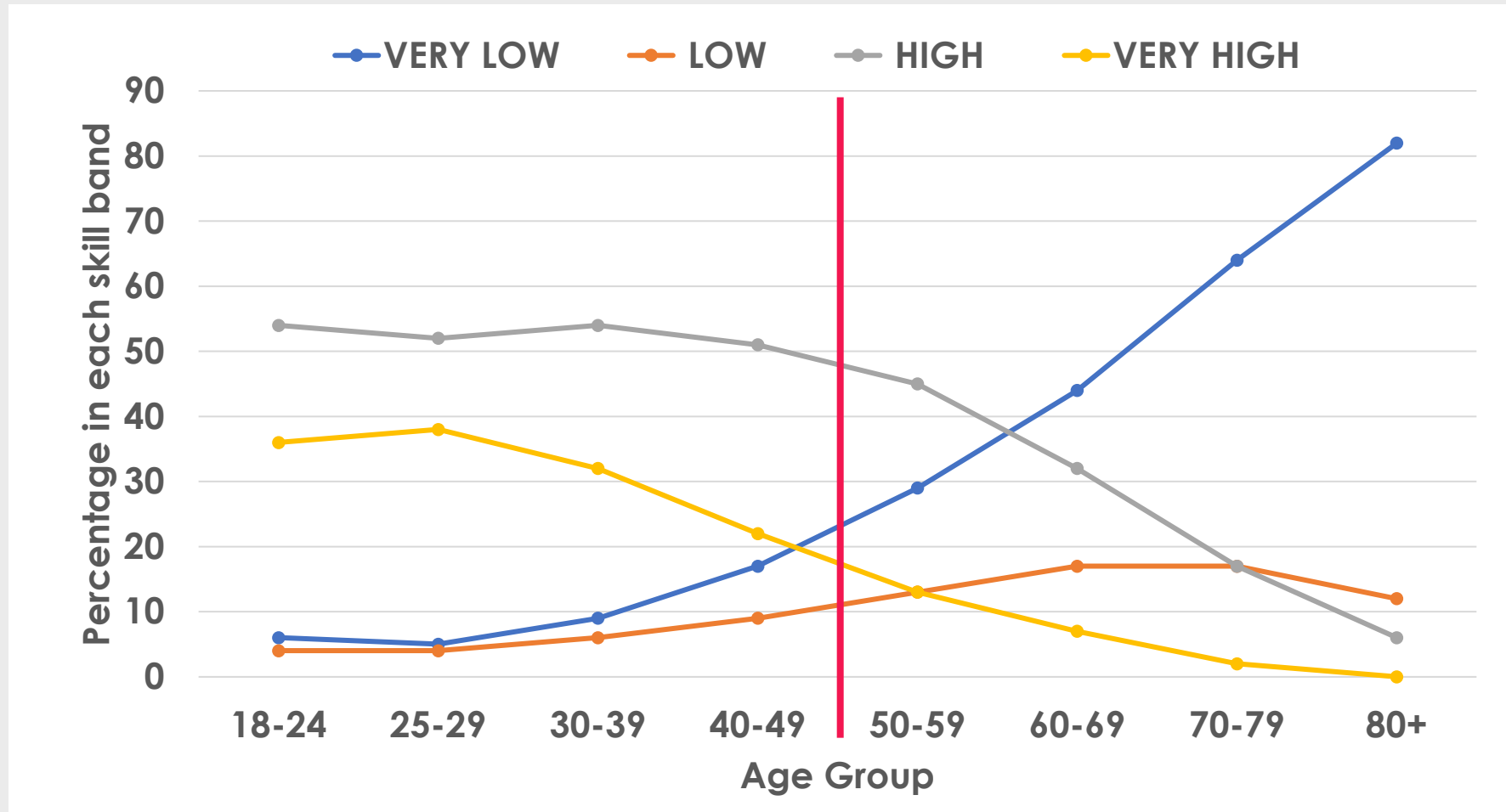


Sources: Education Data Lab 2021, HESA 2020, DfE 2019⁵

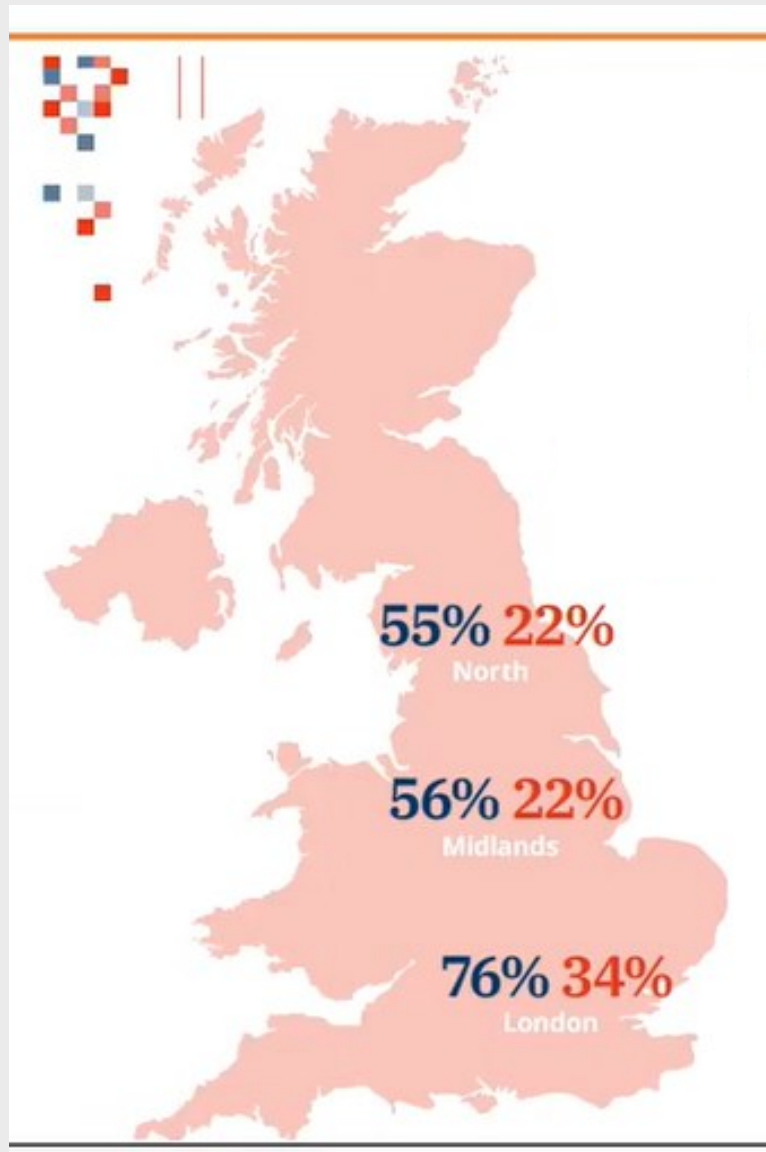
Relationship between age and digital skills



Relationship between age and digital skills



Demand for digital skills varies by location



■ basic digital skills were very important for their workforce

■ majority of their workers required advanced digital skills

Digital diversity

The screenshot shows the Digital Agenda website interface. At the top left is the logo, a stylized eye with the text "Digital Agenda". To the right are links for "About", "Join", and "Contact". Below this is a horizontal navigation bar with categories: HOME, INSIGHT, NEWS, IMPACT AWARDS, NETWORK, and SUMMIT, followed by a search icon. A secondary menu below features icons and labels for Business, Diversity, Education, Government, Health, Innovation, Investment, People, Society, and Sustainable living. The main content area features a large image of a diverse group of professionals in a meeting. Overlaid on this image is the word "Diversity" in a large, bold font, with the text "Content about ideas and innovations that support inclusion and under-represented groups working in technology." below it. At the bottom of the screenshot, there are two smaller article preview cards, each labeled "INSIGHT", and a red social media share button. A URL is visible at the bottom of the second preview card: <https://digitalagenda.io/insight/inclusive-disruption-harnessing-the-social-power-of-technology/>

Anicca survey results on digital marketing skills



Who does your marketing

Make-up of the team	With no other support	With other types of support
Someone else's role (part-time role)	14%	23%
Dedicated individual	14%	26%
Dedicated team	30%	49%
Outsource to agency, freelancer or consultancy	6%	32%

- Of the 44 (49%) of organisations with a **dedicated team** – 35 (80%) of them employ 10 or more staff
- Of the 30 (32%) companies that **outsource to a 3rd party** – the number of staff and size has little effect

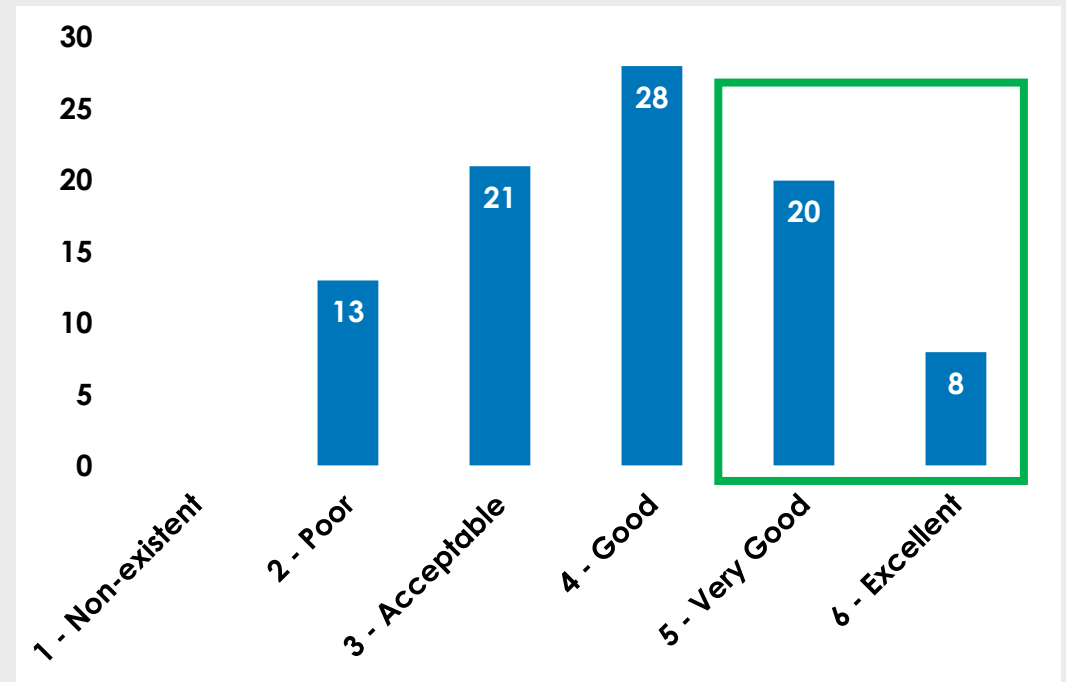
Digital marketing knowledge

Strongest performers

- 28 respondents (or 31% of organisations) said their overall digital marketing knowledge was Excellent or Very Good,
 - There was little impact of the size or turnover
 - 64% of these **had their own dedicated team**

Weakest performers

- 34 or 37.6% that are only Acceptable or Poor.
Of these:
 - The turnover of the company did not make much difference (19 out of 34 had a turnover of >£1m)
 - The size of the company did not make much difference (16 out of 34 employed more than 10 staff)



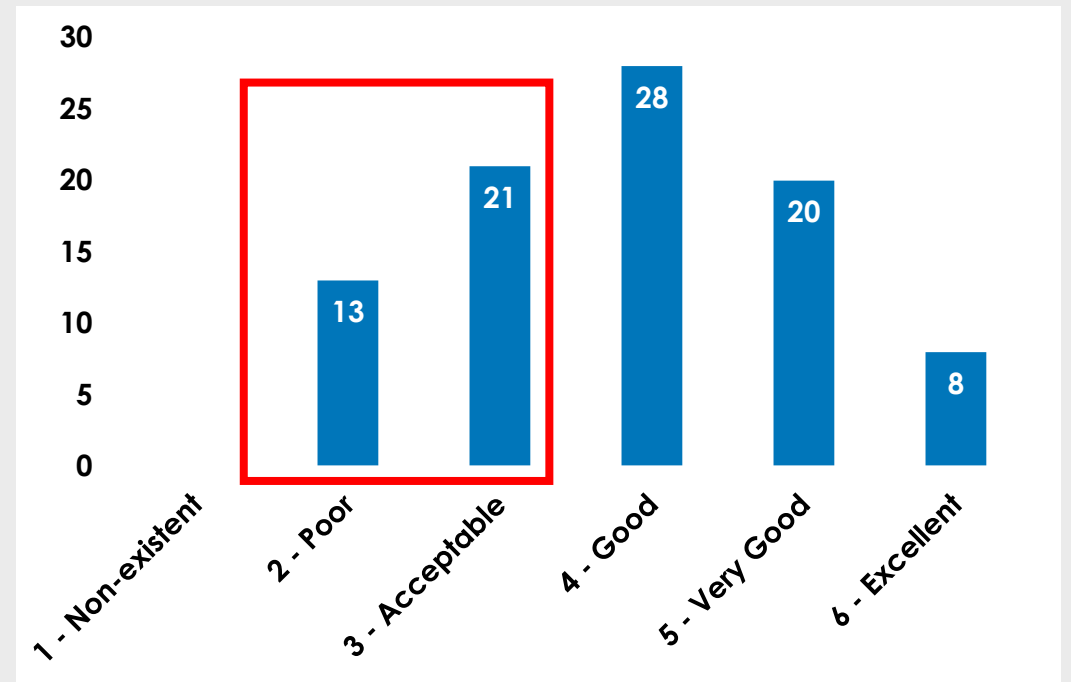
Digital marketing knowledge

Strongest performers

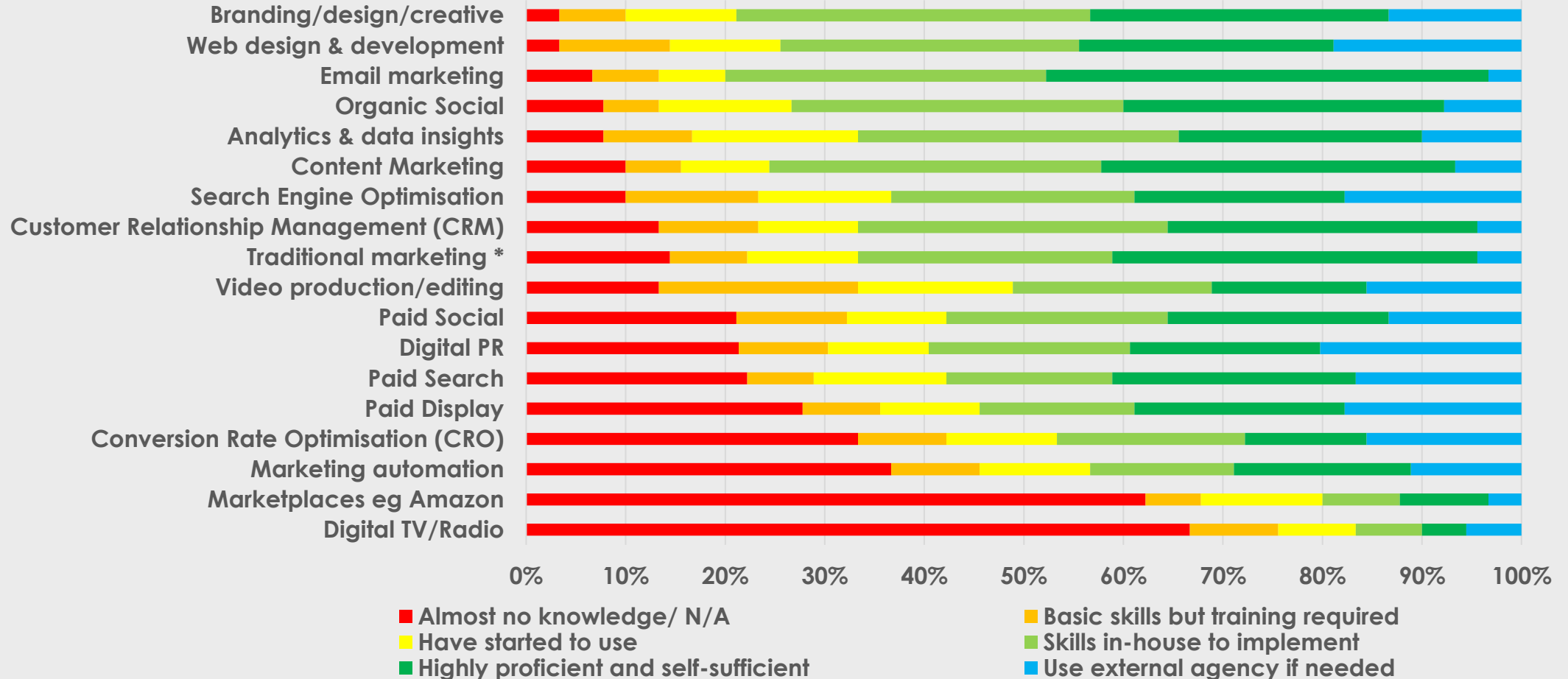
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Knowledge level by channels



Knowledge level by channels

- The channels where the organisation have the **skills in-house** or they are **highly proficient**:
 - Email marketing 77%
 - Content Marketing 69%
 - Organic Social 66%
 - Branding/design/creative 66%
 - Traditional marketing 62%
 - Customer Relationship Management (CRM) 62%
- The organisations where the channels were are not applicable, they have **no knowledge or training is required**:
 - Digital TV/Radio 76%
 - Marketplaces e.g. Amazon 68%
 - Marketing automation 46%
 - Conversion Rate Optimisation (CRO) 42%
 - Paid Display 36%
 - Video production/editing 33%

Using an agency (when needed)

- The channels where the organisation have used an agency
 - Digital PR 20%
 - Web design and development 19%
 - Paid Display 18%
 - Search Engine Optimisation 18%
 - Paid Search 17%
 - Conversion Rate Optimisation (CRO) 16%
 - Video production/editing 16%
 - Paid Social 13%
 - Branding/design/creative 13%
 - Marketing automation 11%
 - Analytics and data insights 10%

Please complete the 2022 survey before Christmas to win a prize

The Anicca Marketing
Survey & Prize Draw 2022



As well as receiving a copy of our findings, you can also enter our **prize draw** with the chance of winning **1-day of consultancy** with our experts or **£100 of vouchers** for yourselves or a chosen charity.

Strategies & Solutions



Strategies and solutions

- Eliminate **digital poverty** by providing access to devices and affordable broadband connection
- Find mechanisms to **boost training** in digital skills across all levels (and **all ages/demographics/locations**) and encourage uptake of courses (where education has previously stopped)
- Tackle **gender inequalities** (this is still an issues with other STEM subjects) (and other **Digital Discrimination for minority groups**)
- Tackle **geographical inequalities** both in demand and supply for talent

What's the government doing?

(Queen's Speech – May 2021)

Government announced that they will be investing **£2.5b in National Skills Fund** (HM Treasury, 2021):

- £270m to create 20 **Institutes of Technology**
- £268m across 2 waves to roll out **T-levels**
- **Lifetime Skills Guarantee** - from April 2021 adults taking their first level 3 qualification can do so for free (**Plan For Jobs**)
- The **UK Shared Prosperity Fund (UKSPF)** targeted at bespoke employment and skills to support local needs
- **25% of the Apprenticeship Levy fund** (paid by largest employers), can be transferred in bulk by August 2021 to other SME's, to be used to fund their apprenticeships

Government-funded skills bootcamps



Department
for Education

Guidance

List of Skills Bootcamps

Updated 10 December 2021

Contents

[Construction](#)

[Digital](#)

[Engineering and manufacturing](#)

[Green skills](#)

[HGV driving](#)

[Rail](#)

 [Print this page](#)

Skills Bootcamps offer free, flexible courses of up to 16 weeks. They are available for adults aged 19 or over who are either in work or recently unemployed and live in England. Some Skills Bootcamps have additional eligibility criteria.

They give people the opportunity to build up sector-specific skills and fast-track to an interview with a local employer.

Contact the Skills Bootcamp lead supplier to find out:

- if you're eligible to apply
- the exact location of the Skills Bootcamp
- how to apply

The [National Careers Service](#) offers free and impartial advice to help with decisions about careers, training courses and work.

[Construction](#)

[Digital](#)

[Engineering & manufacturing](#)

[Green skills](#)

[HGV driving](#)

[Rail](#)

Digital skills providers & coordinators

Location	Training provider
Multiple or Available remotely	Babington Business College Firebrand NCH Northeastern School of Code Tech Talent University of Bath QA Ltd. (remote)
East Midlands	D2N2 LEP Northcoders Limited
East of England	Cambridge and Peterborough LEP
London	Founders & Coders C.I.C. Just IT Training Ltd Makers Academy Limited QA Ltd. UpSkill Digital
North-east	Gateshead College Learning Curve Group Northcoders Limited

Location	Training provider
North-west	Liverpool City Region Combined Authority Northcoders Limited QA Ltd. Skills City at MediaCity UK The Growth Company Limited We Are Digital Training Ltd
South-east	Isle of Wight Learning Curve Group
South-west	HotSW LEP Weston College of Further and Higher Education
West Midlands	BCTG Local Education and Development (LEAD) Northcoders Limited
Yorkshire and the Humber	Northcoders Limited The Developer Academy Ltd The Sheffield College

D2N2 bootcamps

Coding and Software Development
Bootcamps

Explore

Cyber and System Security
Bootcamps

Explore

Digital Marketing Bootcamps

Explore

IT, Networking and Infrastructure
Bootcamps

Explore

Purple Beard
Chesterfield College
Grantham College

GBS Learning
Althaus

Althaus
Ascento
Grantham College
GBS Apprenticeships
Anicca Digital

GBS Learning
Chesterfield College
Grantham College
Purple Beard
Althaus

D2N2 bootcamps

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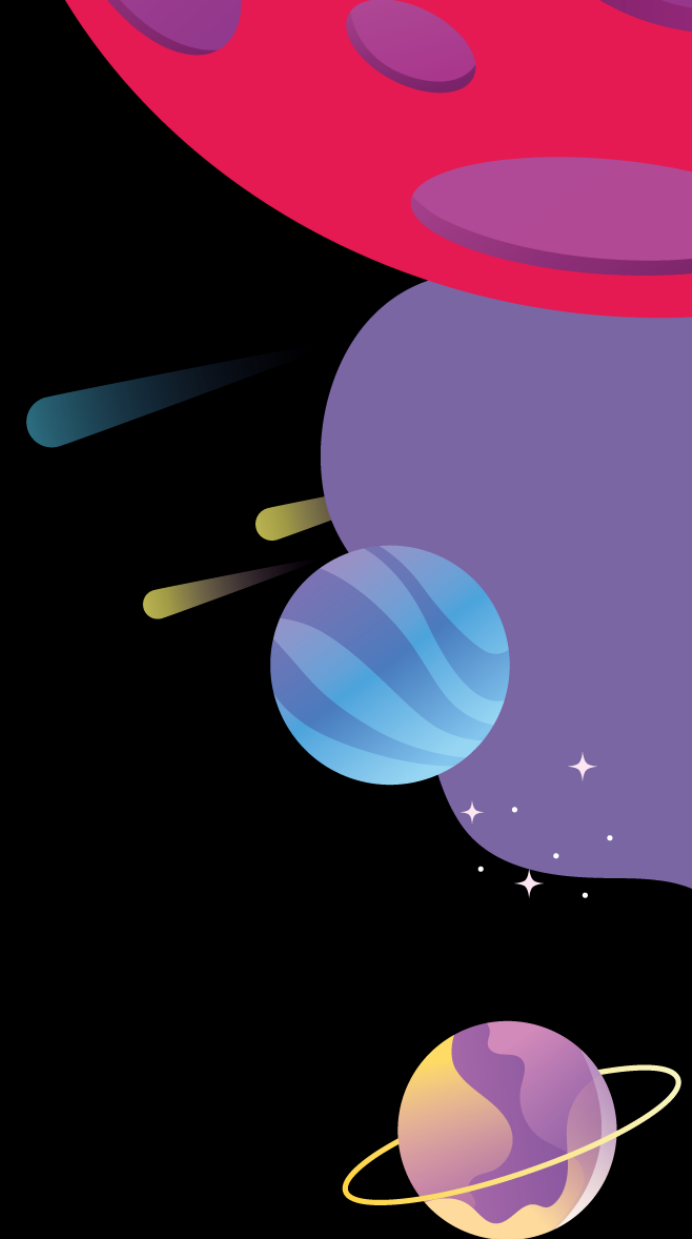
Purple Beard
Chesterfield College
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GBS Learning
Althaus

Althaus
Ascento
Grantham College
GBS Apprenticeships
[Anicca Digital](#)

GBS Learning
Chesterfield College
Grantham College
Purple Beard
Althaus

*Upskilling yourself
or your team
on our grant-funded
Skills Bootcamp*



D2N2 discounted Skills Bootcamp

- Anicca Digital, Leicester's premier digital agency, is delighted to announce the launch of a **12-week skills bootcamp**, which will lead to a **Level 5** qualification from the **Digital Marketing Institute (DMI)**.
- Skills Bootcamps are flexible courses that give people the opportunity to build up tech skills and provide expert help reaching an interview with a local employer. They are being developed by the Government as part of the **Lifetime Skills Guarantee** and **Plan for Jobs**.
- The delivery of this qualification has been made possible after Anicca Digital was awarded the coveted D2N2 Local Enterprise Partnership (LEP) **trainer provider accreditation**.
- The new accreditation will help more people develop new skills, awarding **60% to 100% discounts** on the cost of a course to those **aged 19 and over**, who are based in the **East Midlands**

Anicca Academy - 12-day DMI course



12 days of practical workshops leading to DMI (and optional CIM) qualifications in digital marketing

The Anicca Academy is a new suite of professional training qualifications delivered by Anicca Digital's team of agency experts.

The courses consist of a mix of online modules and up to 12 practical 1-day workshops delivered in our training centre in Leicester, either:

- ✓ 1-day per week over 3 months
- ✓ Over 3 weeks (fast-track option)

We have partnered with the Digital Marketing Institute (DMI) and the Cambridge Marketing College to deliver these courses. You will be able to access their internationally recognised course material via our online learning portal.

The Certified Digital Marketing Professional Course leads to a Level 5 Scottish Qualifications Authority (SQA) accredited qualification with the option to study additional online content and submit a written assessment to achieve a CIM (Chartered Institute of Marketing) Level 4 Award in Digital Marketing.

The new training programme combines theory and practical across the following topics:

Course structure

The course consists of a total of **130 hours of guided learning**, This is equivalent to about **10 hours per week** and includes:

- **Each week** – 1-day live lesson, 1-2 hours of live webinars, plus self-service webinars and access other Anicca and DMI resources.
- **Ongoing communication** (via WhatsApp or Slack), enabling communications with other learners and your trainers
- At the end of the course there are **optional vocational sessions** – 1-day guided exam revision, 2 days of guest speakers' sessions/workshops, plus 2-hours of 1-2-1 mentoring etc.
- A **certification of attendance** (after you have completed the 130 hours)
- Online multi-choice **DMI exam**
- You will get **1-years membership to the DMI** & access to their resources

Course delivery – technical content

- **Delivery of technical lessons;**
 - **Monday or Tuesday** you will watch a recorded **introduction webinar** on the week's topic – this is to familiarise complete beginners with the topic fundamentals
 - **Wednesday** - the weekly class is **taught live** by our agency staff in our **Leicester-based classroom** – learners can opt to attend in-person (covid permitting)
 - The lesson is simultaneously **streamed online** for learners that can't (or do not want) to come to our training centre
 - The **video recordings** can also be watched later, for example, at weekends and in the evenings. However, you need to have watched the recording within 2 weeks of the live session, to continue the programme.
 - **Friday morning** – you can watch our public **webinar** on most recent digital marketing techniques
- **1-day of guided revision** and self-study for the DMI level 5 qualification (which is an independently verified multi-choice exam taken online).

Training modules

The new training programme combines theory and practical across the following topics and is taught by our agency experts:

1. Introduction to digital Marketing
2. Social Media Marketing
3. Content Marketing
4. Email Marketing
5. Paid Search (PPC) Google Ads
6. Display and Video Advertising
7. Website Optimisation
8. Search Engine Optimisation (SEO)
9. Analytics
10. Digital Marketing Strategy

The certifications and exams

- You will receive a **certificate of attendance**, once we have verified you have attended or watched all the lessons and webinars – to satisfy the **130 hours** required for the course
- You will then study and book your **DMI exam**. This course is “**The Certified Digital Marketing Professional**” and if you pass the multi-choice online exam you will be qualified with a **Level 5 Scottish Qualifications Authority (SQA) accredited qualification**
- You can pay extra to **upgrade your qualification** by studying additional online content and submit a written assessment on the CIM course to achieve a **CIM (Chartered Institute of Marketing) Level 4 Award in Digital Marketing**. This is facilitated via the Cambridge Marketing College.

Recruitment-ready workshops

Additional webinars, online lessons, and other resources will be provided:

- Optional and practical “Recruitment-ready workshops” are offered to help you develop **CV and interview techniques**
- You can attend various workshops from local **Universities and Colleges** on **education** and **apprenticeship opportunities**
- Optional **2-hours of free mentoring** from the trainers and agency staff
- **Guaranteed job interview** for self-funded learners
- Option to take additional exams like the **Google Analytics** or **Google Ads certifications**

Costs for different types of learners

- **Priority groups – Free place**

These groups receive 100% grant funding for the course and Anicca will subsidise the cost of the DMI exam.

- **Learners who are self-funding their course, but are currently employed – £300 (incl. VAT)**

This group will only be charged £300 (including VAT) towards the cost of the DMI exam (half price), as they receive 100% grant on the course.

- **Employers that want to train their existing staff – £750+VAT per learner**

This is based on employers receiving a 60% grant towards the cost of the course and making a contribution towards the cost of the exam

Priority groups – receive a free place

- Unemployed
- Lost employment / income / education due to COVID-19
- Returning to work following redundancy, health issues, childcare etc.
- Younger learners <24
- Older learners >50
- BAME community
- Individuals with disabilities or other health issues
- LGBTQ+
- Other protected characteristics (The Equality Act 2010)*

***These priority groups are part of the government's equality agenda (Equality Act 2010) to ensure equal opportunities for individuals with protected characteristics**

How to apply?



Application form

- You will need to complete a detailed application form, which requests a lot of information about your personal and employment status (this needs to be collected on behalf of the DfE).
- The course is funded by DfE, so these questions are to determine if you are eligible for the funding and to benchmark the impact of the training on employability.
- All the information you supply is confidential, and you will be required to agree to the GDPR statements, on how the DfE will use your data

“Meet-the-trainer” events & enrollment

- **“Meet-the-Trainer” event**, will be held in our training centre (and office) in Frog Island, in central Leicester on **Tuesday 14th 4-6pm** (social distancing in place)
- You will be informed by email that you have been **offered a place**.
- You will be sent a **contract**, which you can sign electronically, where you agree to:
 - Attending the sessions in a timely manner,
 - Completing the 130 hours of guided learning,
 - Agreeing to the GDPR statement
 - Where applicable, we will itemise any fees that you will need to pay to secure your place.
 - You will also be given additional options’ like the CIM module.
- If applicable you will receive an invoice for your contribution towards the course or exam.
- Places will be allocated on a first-come-first-served basis, however we will operate a waiting list, in case more places become available.

Learning pack and induction

- Once you are enrolled, you will be contacted by our customer service team, who will provide you a **learning pack** and details of **induction sessions** and the **learning timetable**
- You will be given:
 - Access to Anicca's **academy learning portal**, where all the **slides** and other resources are accessed
 - Registration and access to the **DMI portal**
 - Access to **video library** and **webinars**
 - Access to **weekly webinars** and **live lessons** through the Big Marker platform
- **Video recording** will be sent via email or via the webinar platform

Lesson time-table (every Wednesday)

Modules	Dates
Introduction to Digital Marketing (and on-site Induction)	12 th January
Social Media Marketing	19 th January
Content Marketing	26 th January
Email Marketing	2 nd February
Paid Search (PPC) Google Ads	9 th February
Display and Video Advertising	16 th February
Website Optimisation	23 rd February
Search Engine Optimisation (SEO)	2 nd March
Analytics	9 th March
Digital Marketing Strategy	16 th March
Exam Revision for DMI Exam and /or Google certificates	As per demand by students
Anicca Digital Course Certification	Course completion dependent – course ends 31 st March 2022

Apply now

A promotional graphic for Anicca Academy. The background is dark blue with stylized planets in shades of purple, pink, and blue. The text is white and green. The Anicca logo is at the top left, followed by the text 'Apply Now for Anicca's Grant-Funded 12-week Digital Bootcamps'. At the bottom left is the Anicca Academy logo with the tagline 'we practise what we teach'.

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Thank you
Any Questions?

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