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Impact Report

2019-2020





Vocational Training Charitable Trust (VTCT) was established 62 years ago. Each year we have enjoyed year on year progression and adapted to meet the challenges required to be successful, but no more so than this year, in which COVID-19 has swept across the globe. It caused difficulties to our learners and their training providers, in both the private and public sector, to complete the qualifications and apprenticeship assessments we offer.

It has meant that VTCT has worked tirelessly to help learners of all ages have a continued chance of employment or to improve their career prospects, throughout the pandemic. We have done that whilst protecting the quality and availability of our vocational qualifications and technical education, for which I am very proud.

Unfortunately, we still find many areas and communities of practice in our country, where young people struggle to find the means to engage with learning. To help, we have introduced a three-year development programme of Grants & Bursaries to support learners with their education.

As we look ahead, VTCT will continue to evolve to meet the needs of learners in both our core and new sectors. We will do this through our continued investment in digital resources, online learning and collaborative development with our partners. We remain fully committed to supporting learners to have a direct line of sight into a job and to further developing their careers so they can have the livelihoods which are fulfilling and rewarding.



Professor Dr. Chris Laws
Chair of the VTCT Board of Trustees

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About iTEC and VTCT

VTCT acquired iTEC in 2016. Both companies have been Awarding Organisations for over 60 years offering high-quality, regulated qualifications and assessments in over 50 countries. VTCT is the UK's market-leading specialist vocational and technical qualification Awarding Organisation for its core sectors of Hair, Beauty and Complementary Therapies with a growing presence in other sectors, including Sport, Active Health & Fitness and Learning & Development.

VTCT and ITEC have pioneered the international establishment of professional standards and formal qualifications within the hair and beauty services sector, where traditionally none existed. Globally, both men and women from low income or socially marginalised households are disadvantaged in their pursuit of livelihoods due to a lack of education or skills. VTCT's qualifications offer a much more accessible route to economic empowerment. We especially see this in the Middle East, Asia and Africa where women undertaking a VTCT or ITEC qualification can be a passport to financial independence.



Hair, Beauty and Complementary Therapies



Sport



Active Health & Fitness



Learning & Development

Foreword



Alan Woods OBE
Chief Executive

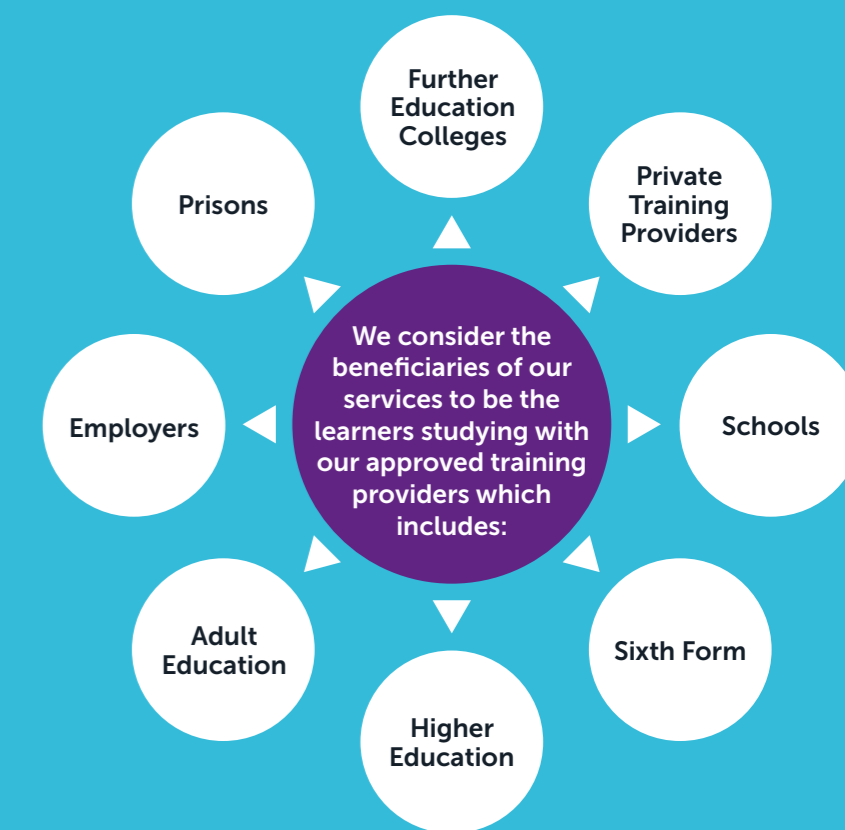
As for many, this last academic year (2019/20) was a challenging year for VTCT and iTEC with the COVID-19 pandemic having a significant impact across all our markets from March 2020 onwards.

The challenges meant we worked tirelessly with our centre colleagues, pulling out all the stops to support our learners. Our own ability to provide first-class services was only made possible by our talented, motivated and dedicated workforce. The trustees and senior leadership team would like to thank all VTCT and iTEC staff, as well as all partner centre staff, for their continued support, professionalism and commitment in what has been a year like no other.

The support we have been able to give to our learners worldwide has only been possible because of the dedication and hard work of everyone involved. Learners are at the heart of what we do; they are why we come to work. If we can enable them to have the opportunity to study and achieve life-changing qualifications which also demonstrate world-class competence and expertise, then all of us will feel all that effort has been worthwhile.

VTCT's charitable objective is to advance education through:

- a** assessment of education and skills for accreditation
- b** setting standards of education and skills as an awarding and assessment organisation
- c** the promotion of skills and knowledge for vocational and technical employment
- d** advancing digital research and other educational techniques



We measure the benefit provided through both the number of learners on active programmes and the number achieving a regulated qualification. During this academic year:



13,055

learners were awarded with a regulated iTEC qualification



44,489

learners were awarded with a regulated VTCT qualification

Our impact in 2019-2020

GLOBAL REACH

51 Total countries of operation

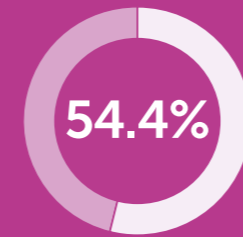
1,654 Total centres



- England
- Ireland
- Wales
- South Africa
- Scotland
- Hong Kong
- Northern Ireland
- Singapore
- Spain
- Malaysia
- Italy
- USA
- Cyprus
- New Zealand
- Russia
- Zimbabwe
- Netherlands
- Isle of Man
- Macao
- India
- Saint Lucia
- Kenya
- Malta
- Saudi Arabia
- Jersey
- Japan
- Norway
- Latvia
- Guernsey
- Hungary
- Vietnam
- Australia
- Oman
- Sweden
- China
- Taiwan
- Norway
- Latvia
- Guernsey
- Hungary
- Vietnam
- Botswana
- Nigeria
- Belgium
- France
- Mauritius
- Namibia
- Indonesia
- Antigua and Barbuda
- Bahrain
- Philippines
- Portugal
- Turkey
- Ukraine
- UAE
- Jamaica
- Ghana
- Lithuania
- Ecuador

MARKET SHARE

Core sectors of Hair, Beauty and Complementary Therapies



eLEARNING UPTAKE AND USAGE

Core sectors

16,258



GRANTS AND BURSARIES IMPACT

15

Training Providers received £5,000 each impacting 850+ learners



REASONABLE ADJUSTMENTS

4,870



Our impact in 2019-2020

TOTAL LEARNERS **93,593**



1 icon = 1,000

TECHNICAL QUALIFICATIONS

Number of learners on new Technical Qualifications

4,105



TECHNICAL QUALIFICATION TYPE

Applied General

132

Technical Level

664

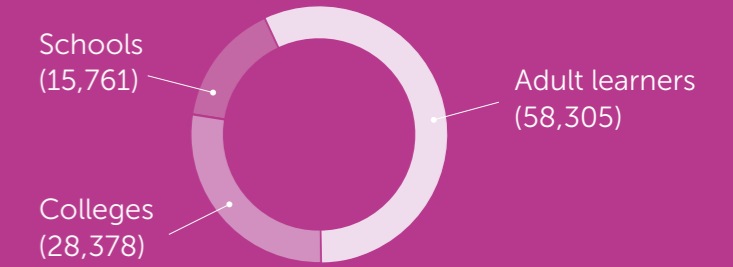
Technical Certificate

965

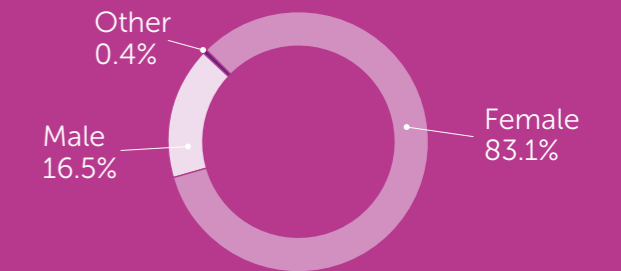
Technical Award

2,344

LEARNER AGE BREAKDOWN



GENDER BREAKDOWN



5,785

Apprentices



1,160

End point assessments

The Grants and Bursaries Programme

In November 2019, iTEC & VTCT launched the newly created Grants and Bursaries Programme with an event hosted at Eastleigh College in the East Avenue Restaurant.

This new Grants and Bursaries Programme was initiated by the VTCT Board of Trustees and assists in the fulfilment of our charitable purpose, with a focus supporting learners between the ages of 16-25 taking an iTEC or VTCT qualification.

Particular emphasis has been given to help those who may be particularly disadvantaged and would not otherwise have had the means to study.

At the event, Professor Dr. Chris Laws, Chair of the VTCT Board of Trustees, addressed the group gathered saying, "As Chair of the Board, we're keen to ensure that our resources are used to support learners from all backgrounds that may face challenges gaining access to learning. Many of the colleges receiving these grants are based in some of the most deprived areas of the nation; some seeing as many as a third of their learners living in poverty. As a board, we'll be maintaining close interest in this initiative and are committed to this for at least the next three years."

Fifteen training providers across the UK were selected to each receive a grant of £5,000. We have included just a few of their stories here.



£75,000

15 training providers

850+ learners

Milton Keynes College

"We were thrilled to be supported by VTCT to inspire students who did not have the opportunity to experience a wide range of commercial catering outlets. We are supporting students to explore as many opportunities that the world of Catering and Hospitality has for them. Through the grant, students gained skills such as customer service, working as a part of a team, working under pressure & within time constraints, industry & employability skills, food preparation, technical cooking skills and so much more."



Proactive Training

"We thought the programme was a fantastic initiative that added more scope and reach to the diploma that we offer. Undoubtedly, it added to a broader range of students undertaking our course where barriers may have been in place without it. The grant was used to support students by offering their respective university societies £500 per course which allowed a reduced cost per attendee on the course. It increased access to universities in inner city areas where cost has often been a barrier for attendance. This enabled up to 200 students to receive a discounted Sports Massage course."

Cardiff & Vale College

"CAVC has the highest level of deprivation in Wales out of all other colleges. Currently, 30% of learners are living in poverty. Attending an inner city college and starting a new course creates barriers for some of our hardest to reach learners with regards to the financial start-up costs for kits and uniforms. The bursary has had a significant impact as we were able to financially support our most vulnerable learners to gain a qualification for future employment."

Liverpool City College

"This initiative was very successful. It allowed us to support students who might have otherwise given up on achieving their qualification during a very difficult time. This money allowed us to pay for uniforms for some students who were struggling to buy their own. Additionally, we supported students as they continued with their studies at home by providing them with resources to assist them to complete outstanding assessments."

Leeds City College

"A number of Hair Beauty & Make-up learners that attend the college live in areas of high deprivation (16-18 year prior attainment profile shows that 51% hold no higher than a Level 1 qualification and 11% of all 19+ year learners hold no qualification at all). The bursary was used to support learners with their kits, uniforms and trips to help prepare them for full-time employment. With COVID-19 and the lockdown, the kits became absolutely essential for students and enabled them to carry out practical work at home."



"The impact has been tremendous. Students on Level 1 have been able to progress to Level 2 and all students feel equal as they are all in the same professional uniform regardless of their personal circumstances."

WEST LONDON COLLEGE

The Grants and Bursaries Programme (continued)

White Rose Beauty Colleges

"Five of our nine centres provided education and training for regions which had higher than 20% of residents in the most socially deprived categories. The Grants and Bursary programme allowed White Rose Beauty Colleges to support the most disadvantaged learners throughout their programme of study with travel, kit and uniform costs. Without this grant, the learners would not have been able to access this type of learning. All 15 learners achieved their qualification and 12 have progressed to higher levels of learning while the other 3 have progressed into related employment."

Fareham College

"We decided that investing in IT would support the majority of our learners who do not have easy access to laptops when in timetabled lessons. These laptops are available to learners in the salon for shared use. This has been successful as learners have access to technology whilst undertaking practical learning. The laptops are used for research purposes and to complete online tasks embedded in learning activities. Students are able to set SMART Targets on the college systems instantly in lessons based on practical activities."



The Manchester College

"Before Coronavirus happened, the goal was to support the 16-24 year old learners undertaking a qualification by allocating funds through an application process for students in Hair and Beauty and Level 3 Patisserie. This money would be used to support their learning resources and access to their programme. The application process would allow those most in need (young carers, young mums or those in difficult financial circumstances) to receive funding. This went as planned for the first term when 20 learners were given a bursary. When the pandemic hit, the college used the remaining funds to support learners during lockdown who had no access to any form of IT equipment, and did not receive a bursary from the college. We were able to therefore support a further 8 learners by supplying them with iPads."

"Seeing our learners progress and reach their aspirations is the reason we do what we do."

KAREN LEE COOK, PRINCIPAL
WHITE ROSE BEAUTY COLLEGES

Eliminating barriers to careers

Hair@theAcademy is a training salon that helps students of all ages, backgrounds and abilities to succeed.

Mary Pugsley MBE, a senior state registered hairdresser (SSRH), founded Exeter-based Hair@theAcademy in 2004 from a small room with just three back-wash basins located at Exeter Royal Academy for Deaf Education.

It had always been Mary's dream to support young adults with complex needs, including learners who are vulnerably housed, in the care system and from all kinds of disadvantaged backgrounds or circumstances into learning a new trade. This unique programme supports vulnerable young people and adults not in education, employment or training and offers VTCT qualifications in Health & Beauty, Hairdressing, Barbering, Customer Service, Maths, English, Employability Skills and Teaching and Learning qualifications.

Hair@theAcademy achieves an impressive 90% success record of getting young people back into the workplace. All of their staff are former students that have achieved Assessor IV & Teaching qualifications in house. They are giving back the invaluable empathy and support to students they once received. Mary said: "Our ethos is 'Education to Employment' working with the most vulnerable young people in our community

by supporting them towards completion of work-ready qualifications.

Hair@theAcademy has now moved into the most amazing city central salon in the heart of Exeter. It boasts office, beauty and theory rooms, with an outside teaching area and courtyard for students.

The fantastic new space has allowed us to triple our student intake and introduce more qualifications, including the VTCT Mental Health Awareness Award.

Our new salon will make a huge difference to the lives of students that are ever increasingly in need of our help and support. We are excited for their future."



"We know we're delivering the best occupational standards with VTCT and the qualifications fit so well with what we strive to achieve."

MARY PUGSLEY

A change of course

From policeman to barber, Bruce Newman runs Hoons Barbers, “for ne’er do wells, cads and bounders” in Newquay, Cornwall. It’s a barbershop as full of personality as the man himself.

Bruce hasn’t always been a barber. In fact, the first time he held a pair of hair scissors was in September 2018 when he attended a taster day with Mike Taylor Education while he was still working his full-time job.

Bruce spent 30 years on the police force, not only as an officer on the front line, but also as a tutor and assessor teaching colleagues how to respond to challenging situations. When retirement from the force gave him the opportunity for a career change, he’d already decided what he wanted to do.

Having always enjoyed male grooming himself and taking pride in his appearance, along with an untapped creative urge that had begun as a youngster at Art College, Bruce retired from



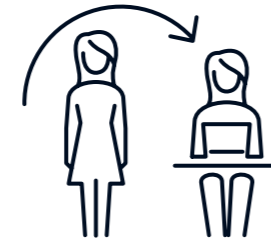
the police and started his barbering course just one week later. As a former tutor, he was nervous about going back to the classroom. Also, being older than most of the other students, there was some trepidation about how he would fit in, but he found everyone welcoming and supportive. “I’ve found that about the whole barbering community”, he says.

While Bruce has come so far since his days in the police, in some ways he hasn’t gone too far at all. From his office window at the police station, he used to check to see if there was a queue at the barbershop and would decide if he could fit in a haircut at lunchtime. Now, he looks out the door of Hoons and can see if there’s anyone sitting at his old desk! He’s also still in touch with a lot of his former colleagues, as they often come over the road for a haircut.

From policing to barbering, it’s been a real transformation for Bruce’s career in a very short space of time. “I can’t really believe how this year’s gone,” he says, “I have to keep pinching myself, to be honest.”

“I’d never dreamt of doing this. All I wanted to do was go and cut hair, and if someone wanted to give me money for doing it, well, that was fantastic.”

BRUCE NEWMAN



58,305 Adult Learners

From apprentice to business owner

Sam Large started her own business when she was just 19 after completing her apprenticeships with the International School of Beauty Therapy.

Sam is an excellent example of the career path that can be taken via an apprenticeship. What’s more impressive is that she knew she wanted to complete the apprenticeship route having recognised the benefits of learning on the job. She started her first apprenticeship, Level 2 Beauty Therapy General, when she finished school in 2015 and then went on to take apprenticeships in Level 3 Beauty Therapy Massage and Level 3 Nail Services.

Sam explained, “I knew I wanted to be working and learning.” Studying fit in well with her lifestyle and she made sure she was organised. She added, “I managed to get most of the work done during the college day. I enjoyed the theory work and the day release to college from work; it broke up the week, and I looked forward to the variation.”

“To anyone who’s interested in beauty, I couldn’t advise an apprenticeship course more. They will always be enjoyable and beneficial if it’s something you are interested in.”

SAM LARGE



Sam praises her experience: “The level of teaching was outstanding.” She credits her apprenticeship with helping her build a solid foundation for her career: “I wouldn’t be where I am today without doing the courses I did—all the knowledge I have today is from what I learned through my apprenticeship with the International School of Beauty Therapy.”

Sam has since achieved what many people only dream of—starting her own successful nail business, Maison De Clous. She describes, “Starting my business at 19 was such a proud moment for me; I had always dreamt about it and didn’t think I would be in a position to do it so early in my life.” She adds, “I love having my own business, I count my blessings every day and I always feel very humbled and forever thankful to my clients who make it possible for me.”

“Of course, you will always worry and be doubtful that it might not work out as you imagine. I had worked hard to build my clientele and reputation; I just had to overcome the fear and take the plunge—it’s the best thing I ever did.”



1,160 End-point Assessments

Influencing learners worldwide

For learners in South Africa, completing a vocational qualification can literally change your life.

Cape Nail and Beauty College shared the stories of four amazing women who completed different qualifications with them. Checking in with them today, we see how their careers have progressed and how they used their international iTEC qualification as a passport to a better life.

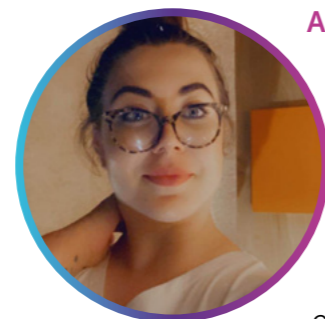
Jade Phillips was one of the first graduates of Cape Nail and Beauty College in 2009. Jade started traveling soon after graduating. Now, all these years later, she is working at the Amani Spa and wellness at the Raddison Blu hotel in Lagos, Nigeria. Her three iTEC diplomas in Beauty Specialist, Holistic Massage and Nail Technology have served her well.



Thandiwe Kuka came from a disadvantaged background and was sponsored by 'Sparkle Kids' an NGO that helps township students develop skills. Thandi qualified in 2016 and spent a year working at the Marine Hotel in Hermanus. She then worked on-board Royal Caribbean's Anthem of the Seas where she explored Miami,

Orlando, Barbados and more. She eventually returned to Hermanus where she was able to buy a house and is now working as a therapist.

Courtney Rushin attended Cape Nail and Beauty College and completed the ITEC international one-year diploma in Beauty Specialist, Nail Technology & Holistic massage in 2018. Specialising in nails, she has since opened her own home salon which has become very busy. As her training provider, we are extremely proud of her and her success.



Alexandra Meiring graduated in June 2019 and straight away applied for a position on a Steiner cruise ship. Her cruise life was cut short due to COVID-19. However, she was soon back on track finding a new position and enjoying life, island style. Alex now works on a private island in Saudi Arabia where she performs beauty treatments on exclusive guests.



1,654
centres
worldwide



57,544
learners
certificated

Inspiring centre engagement during lockdown

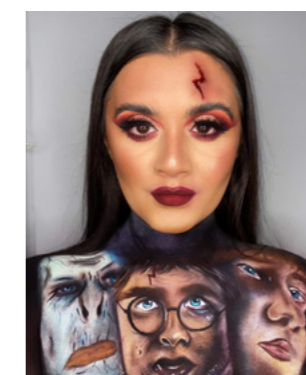
The end of this academic year was different than anything previously experienced with COVID-19 entering the scene and changing everything. To stay connected with our training providers and learners, we created a new campaign where we asked centres to submit student work that could be shared via social media.

Commenting with their submission, Principals Jane Manfredi and Lucy Chapman from PRO MUA Hair and Beauty in Chesterfield shared, 'We are thrilled with the commitment all our learners have shown in these difficult times. Well done!'

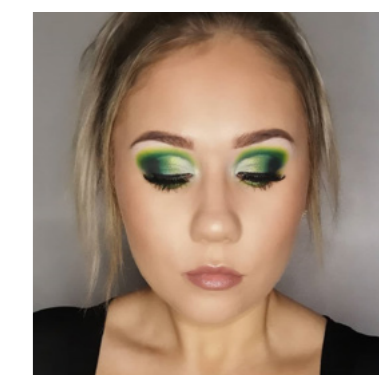
We had 46 centres participate in the campaign sharing imagery from over 250 learners showing how they #continuetoinspire even during a pandemic. We received enough content for over 100 days of posts that reached 477,549 people. The campaign started shortly after schools closed in April and continued until July 2020. In May 2020, our reach on Instagram and engagement on Facebook was 8 times greater than the previous year. Here is just a sample of the imagery and comments from learners along the way.



#continuetoinspire



#continuetoinspire



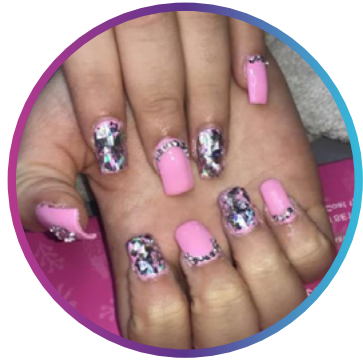
#continuetoinspire

Katie, part-time student on Level 3 NVQ Diploma in Nail Services, describes isolation as "Challenging" but "with support from my lecturer and peers, I have managed to make the most of my time and work on my skills."

TRURO AND PENWITH COLLEGE

Student work

submitted for the #continuetoinspire campaign



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