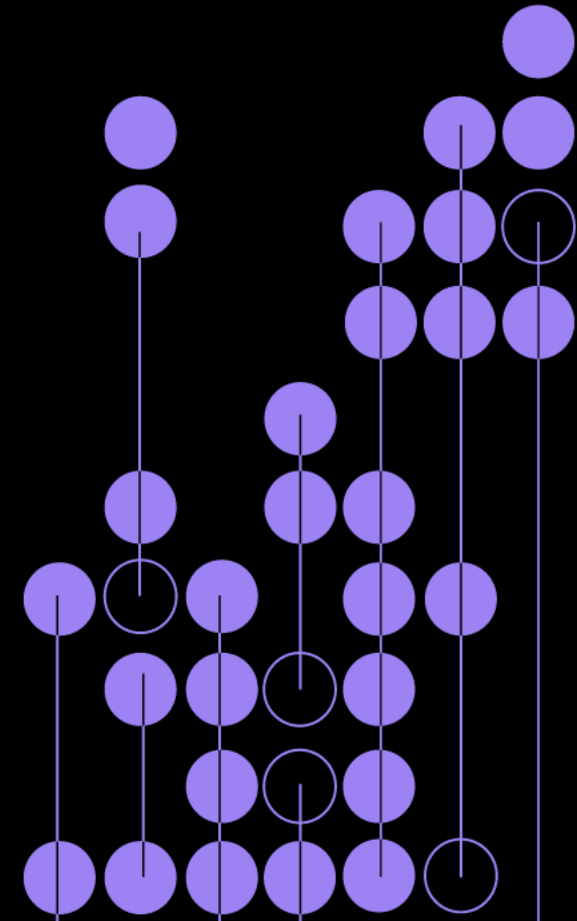


TTN 2024 annual report



About QA

At QA we help our clients and learners to win in the **digital revolution**. Through our unique combination of world-class digital and **live skills** development capabilities we deliver proven workplace outcomes.

We are **data, technology and digital specialists** –providing a comprehensive suite of talent and training services which support businesses and government organisations to tackle the global skills shortage.

For nearly **40 years** QA has responded to a market that is changing at an ever more rapid pace. Our investment in trainers, technology, content and facilities means we're a **trusted training partner** for global businesses and government organisations around the world.

Our **courses** reflect the dynamic nature of technology and its **impact** across an organisation, from AI and complementary technologies like data, cloud, cyber security, devops, agile, project management to empowering commercial teams in marketing technology, SEO, analytics, customer centricity and digital advertising.

More than **500,000** people learnt with QA last year. We deliver services to over 7,000 corporate clients, including a significant portion of FTSE350 firms.

QA launched **Teach The Nation** in 2019 as a not-for-profit initiative, and since then, it has welcomed over 13,000 attendees.



What is Teach the Nation?

Teach The Nation is a not-for-profit initiative that provides an on-ramp to developing tech skills for those who haven't been able to pursue traditional further education or higher education routes for a number of reasons - but have the attitude and aptitude to succeed. This includes academic and financial barriers or personal challenges and commitments.

Teach the Nation is not just a CSR initiative. It is QA's exciting journey to a revolution in tech education.

We currently offer workshops in **Python Programming, Data Management and Web Development, Cloud Computing and DevOps.**

All our workshops are free for learners to attend.

Our aims are simple

- 1** To inspire people from all ages and backgrounds into tech and create the foundations for individual success.
- 2** To support the need for greater tech and digital skills across businesses and the UK economy.

What we achieved in 2024



1560+ attendees



38 workshops



We delivered over **150** hours of free tech training



46% female participation



74% of attendees from our public workshops were from an ethnic minority background



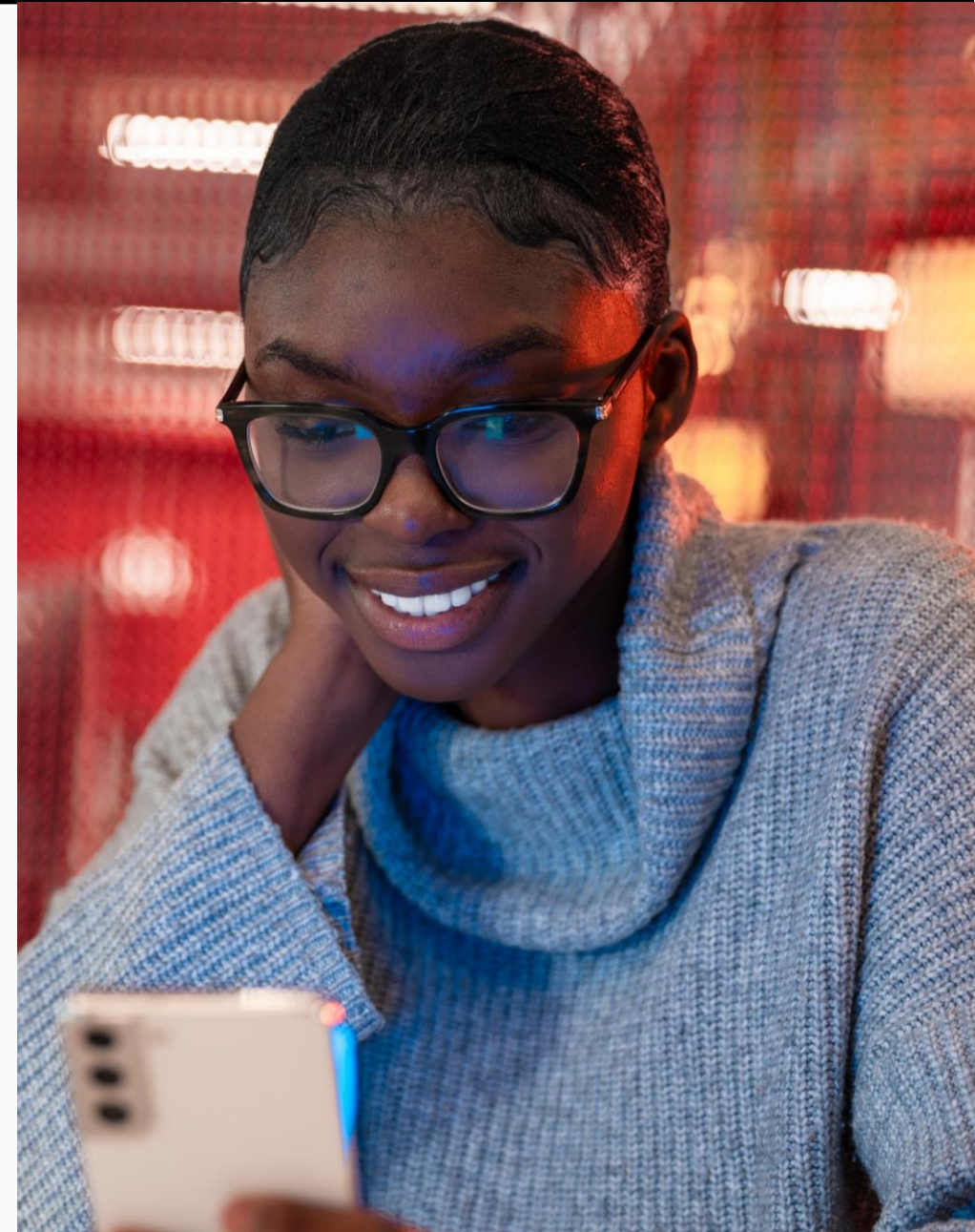
74% of attendees had no or beginner level coding experience



38% of attendees were from the 1st to 3rd IMD deciles indicating impact to some of the most socioeconomically deprived areas

Feedback was overwhelmingly positive

- ✓ **9 out of 10** average workshop rating from public workshop respondents
- ✓ **95%** of public workshop respondents would recommend the workshops to friends and family
- ✓ **46%** of public workshop respondents are reconsidering their career options post workshop. **28%** have said that will do further tech training. **10%** have said that they will use their newly gained knowledge to train others and **16%** have said 'Other'



Feedback was overwhelmingly positive

What our attendees said

"Shafeeq is an amazing teacher!! He breaks down complex concepts to make them much easier to understand and digest. He also uses great analogies and real-life examples which makes things easier to remember for future reference. I loved how the breaks were structured which meant the course was not too full on."

"The tutor had a lot of patience for learners through the lesson, especially taking into consideration beginner's who had no experience in IT programming. I wish we would have advanced training arranged, so as to progress the level of introduction and get into advanced programming levels. It was truly enjoyable!"

"Shafeeq tried to make the sessions as interactive as possible, and I felt free to ask questions if I did not understand something."

"Learning something that I thought would be complicated but wasn't."

"I loved the whole session! The teacher was very engaging and was very happy to explain everything from a beginner's level."

"New experience, opened my eyes to coding and the simplicity of it. The flow of the lesson was outstanding, and the assessor was very approachable."

"Very intuitive, good, interesting discussions and helpful people. The workshop was informative, and I applied my skills. Also enjoyed the fact that people have to talk, instead of the typing into the chat."





Thank You

A QA Initiative.