



CATCH22 CAREERS  
**IGNITE**  
*Supported by Banyan*



# Contents

## *What we're talking about...*

- Me
- Catch-22s approach to employability
- Services overview
- How we engage employers
- Impact of programmes
- An introduction to Ignite

# Hilda Dotsey

## *A little bit about Me*

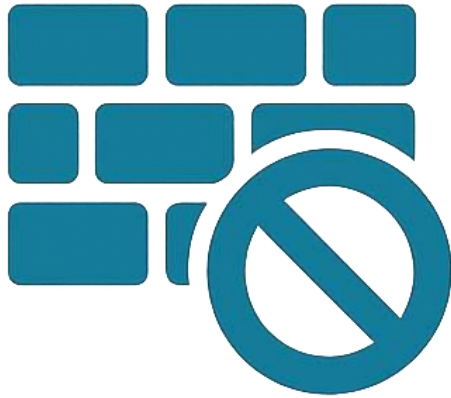
- Senior service manager
- Background in Recruitment / Employability
- Catch History: Digital Edge (Microsoft), TikTok, Ignite
- DJ / Seamstress / Crocheter
- Official favourite aunty

# Approach



*Tackling barriers to work through  
personalised support*

# Approach



Catch-22 designs **high-quality, tailored programmes** for people facing barriers such as:

- Low confidence,
- Poor mental health,
- Lack of qualifications,
- Neurodivergence,
- Care experience,
- Limited work history.

# Approach



Our services aim to equip individuals with the support needed to access and **sustain** employment or training

*HOW* do we that? Let me show you..

# Approach

## Building confidence, skills, and readiness for work

Across programmes, Catch-22 focuses heavily on:



- Confidence building
- Development of core employability skills
- Interview preparation
- CV and application support
- Industry-specific insights (e.g., digital, green careers, future focused)
- In work support

# Approach

## Focus on sustainable employment

Our core aim is not just job entry, but **job sustainment**.



- Thousands supported each year
- High numbers progressing into work
- Strong sustainment rates (e.g., many individuals maintaining employment for at least 26 weeks)

We also continue to support participants long after initial training or placement to ensure long-term stability.

## Localised, accessible and inclusive delivery



### *Catch-22 emphasises:*

- Local delivery models
- Accessibility for people who are furthest from the labour market
- Inclusive recruitment practices
- Support for underrepresented communities (e.g., ethnic minorities, women, care leavers)

Our programmes are designed to reflect the needs of different communities and cohorts, acknowledging that barriers vary significantly.

# Approach



## Holistic approach: beyond employability

As a wider social business, Catch-22 supports individuals across:

- Youth provision
- Justice and rehabilitation
- Social care
- Education

This broad ecosystem allows them to address **root causes of unemployment**, integrating employability support with wellbeing, community, and social-care interventions where needed.

# Approach

Catch-22's employability approach is:

- **Holistic**
- **Personalised**
- **Partnership driven**
- **Focused on long-term outcomes.**

We blend practical skills training with confidence-building, barrier-removal, employer engagement, and ongoing support helping people not only find jobs but build sustainable, fulfilling careers.

*Let's look at our services*



# Service Overview

## London

- Digital Edge (West London)
- Energise
- CLIC Westminster

## Northwest

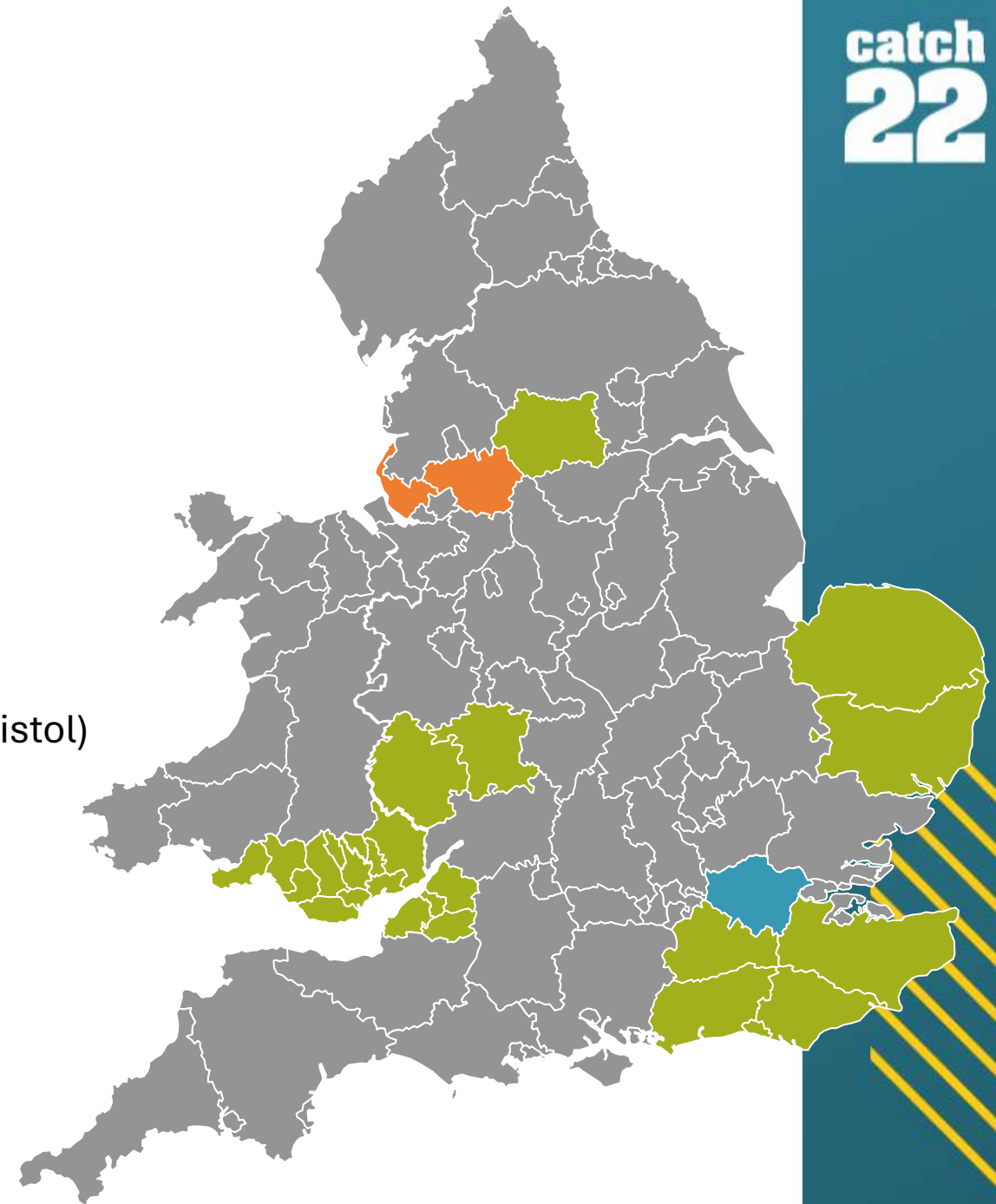
- Care Leavers into Careers (CLIC)
- Career Hive
- Energise

## Other

- Energise (Norfolk/Suffolk/Southeast)
- Digital Edge (West Yorks/South Wales/Bristol)
- Connect (East Midlands)
- Ignite (West Midlands)

## Nationwide

- Code 4000
- Digital Skills Academy
- Pathways to Progress



# Service Overview



- **Career Hive:** Mentoring and skills support for care-experienced young adults
- **CLiC:** Career guidance and in-work support for care-experienced young people
- **Code4000:** 12-week coding and employability training for people impacted by the justice system.
- **Digital Edge :** 4-week digital skills and tech-sector entry support for underserved adults.
- **Digital Skills Academy:** Digital/AI skills, engagement support and career preparation for 16-24-year-olds.
- **Energise:** Energy-transition employment pathway with coaching, bursaries and in-work support.
- **Pathways to Progress:** Energy-sector insights, mentoring and job access for 16 -30-year-olds.
- **Connect** – 4-week upskilling, industry insight and coaching for underserved 16-24-year-olds

*Theres one missing but we'll get there*

# How we *find* employers

## Frontline Employer Sourcing

Coaches and Partnership Managers proactively approach local employers to understand hiring needs. We participate in and attend:



- **Job fairs**
- **Community events**
- **Careers events**
- **Skills shows**
- **Relevant industry expos**
- **Local networking events**
- **Business breakfasts**
- **Chambers of commerce sessions**
- **Sector meet-ups**
- **LinkedIn**

Leveraging existing employer partners to open doors to new teams, sites, and sister companies.



# How we *find* employers



**Strategic & Higher-Level Employer Sourcing.**  
Business Development team identifies:

- National employers
- Supply-chain networks
- Emerging sectors (green, digital, logistics).



# How we *find* employers



## Relationship-building through:

- Corporate social value (CSR/ESG) conversations
- Apprenticeship levy discussions
- Workforce-development planning.



# How we *find* employers



**Senior leaders** engage employers via:

- Roundtables, **government**-linked events,
- Policy forums
- **Parliamentary** receptions to create warm introductions and elevate Catch22's profile.
- **Collaboration with foundations**, sector bodies and anchor institutions to generate employer pipelines.



# How we *engage* employers

## Frontline Engagement with Employers

Coaches and Partnership Managers manage relationships day-to-day, making engagement easy and low-effort for employers. Offering flexible involvement:



- Insight events
- Site tours
- Mock interviews
- Guest talks
- Taster sessions
- Work trials
- Short placements.



# How we *engage* employers



Providing employers with **pre-screened, job-ready candidates** that match real vacancies and workforce gaps.

Reducing employer risk through **candidate preparation**, barrier-removal support and **up to six months of in-work support**.



# How we *engage* employers



Providing employers with **pre-screened, job-ready candidates** that match real vacancies and workforce gaps.

Reducing employer risk through **candidate preparation**, barrier-removal support and **up to six months of in-work support**.



# How we *engage* employers



**Strategic & Senior-Level Engagement.** Business Development aligns partnerships to employer needs:

- Diversity goals
- Social impact priorities
- Apprenticeship strategy,
- Future skills demands.



# How we *engage* employers



**Co-designing programmes** with employers to ensure training content aligns with industry requirements.

**Recognising employers** through case studies, visits, events, digital comms and national-level visibility.

Maintaining long-term, trust-based partnerships through **regular feedback loops**, employer advisory groups, and leadership-level relationship management.



# How we *engage* employers



## 2 Dedicated Stonewall Cohorts

Both were specialist cohorts aimed at LGBTQ+ participants. The cohorts were delivered by Catch-22 facilitators using the revised content created by Stonewall.

- **Collaborative Design:** Jointly created two LGBTQ+-focused cohorts aligned with Stonewall's social responsibility goals, ensuring tailored, inclusive and safe content.
- **Targeted Marketing:** Delivered coordinated, LGBTQ+-specific marketing and Stonewall-funded social ads to reach the right young people effectively.
- **Inclusive Delivery:** Stonewall trained Catch-22 staff to confidently support LGBTQ+ participants, ensuring safe, respectful and values-aligned programme delivery.
- **Shared Impact:** The partnership increased awareness of Stonewall's work, values and opportunities while providing a safe, affirming space for LGBTQ+ young people to learn and grow.



# Impact

## Path 2 Progress:

- **Developed by Catch-22 frontline practitioners** to reflect real participant experiences and operational needs.
- **Designed to identify, track, and understand each participant's journey** toward employment.
- **Supports targeted intervention planning** by highlighting specific barriers that hinder progress.
- **Enables practitioners to uncover underlying challenges** and address them proactively.
- **Provides clear insight into participant improvements over time**, supporting personalised support plans.
- **Allows the team to analyse trends across cohorts**, informing service design and resource allocation.
- **Strengthens reporting to funders and stakeholders** by evidencing impact, progress, and measurable outcomes.



# Impact

## 2025-26 (01SEP25-28FEB26) - Path to Progress Assessment data

Employment Skills	% that strongly agree with the question at the 1st Barrier Assessment (within the first 2 weeks on programme)	% that strongly agree with the question at the 2nd Barrier Assessment (8 weeks after the first Assessment)	% increase from first to second assessment
I have sufficient job skills and experience to confidently enter the job market.	<b>37.8%</b>	<b>77.9%</b>	<b>106%</b>
I can identify appropriate jobs and apply for them effectively.	<b>38.9%</b>	<b>83.0%</b>	<b>113%</b>
I am motivated to enter the job market	<b>63.7%</b>	<b>91.7%</b>	<b>44%</b>
I am confident / I have the confidence to enter the job market.	<b>41.4%</b>	<b>84.3%</b>	<b>104%</b>
I am confident that I would be successful in a job interview.	<b>24.5%</b>	<b>71.3%</b>	<b>191%</b>
Wellbeing	% that answer yes when asked - 1st Barrier Assessment (within the first 2 weeks on programme)	% that answer yes when asked - 2nd Barrier Assessment (8 weeks after the first Assessment)	% decrease from first to second assessment
Are you currently facing any challenges related to your mental health and well-being?	<b>16.8%</b>	<b>13.6%</b>	<b>23%</b>



# Impact



## Overall Pattern

Every indicator on the *path2progress* tool shows a significant increase, ranging from **44% to 191%**.

This indicates that the programme is highly effective at building **confidence, motivation, and job-seeking capability** within a short period.



# Impact




## Sufficient job skills & experience

**Start:** 37.8% strongly agree

**End:** 77.9% strongly agree

**Increase: +106%**

 *Participants more than doubled their confidence in having the skills and experience needed for the job market.*



# Impact



## Ability to identify and apply for appropriate jobs

**Start:** 38.9%

**End:** 83.0%

**Increase:** +113%

**→** *This is one of the strongest improvements. Participants gained major competence in practical job-search skills.*

# Impact




## Motivation to enter the job market

**Start:** 63.7%

**End:** 91.7%

**Increase:** +44%

 *Motivation was already relatively high but still saw a meaningful uplift.*

# Impact



## Confidence to enter the job market

**Start:** 41.4%

**End:** 84.3%

**Increase:** +104%

 *Confidence more than doubled, reflecting the programme's strong impact on self-belief.*

# Impact



## Confidence in interview success

**Start:** 24.5%

**End:** 71.3%

**Increase:** +191%

**➔ This is the largest improvement across all measures.**  
Participants moved from roughly 1 in 4 feeling interview-ready to nearly 3 in 4.



# Impact



## Overall Interpretation

The results indicate:

- Rapid skill acquisition
- Major boosts in confidence and perceived readiness
- Effective delivery of both employability training and personalised support
- Particularly strong impact on **application skills** and **interview preparation**

In short, programmes are highly successful at *removing* the key employability *barriers* participants initially identify.



# Impact

Wellbeing key insight:

Current challenges with mental health and wellbeing

**Start:** 16.8% report challenges

**End:** 13.6%

**Decrease:** 23%



➔ *A modest improvement, but still positive.*

Programmes provide supportive effect on wellbeing, though the change is smaller compared to employability skills gains.

Wellbeing issues are *slower* to shift over an eight-week period

Participants need *supplementary* or *specialised* wellbeing interventions for larger changes.



# Impact



## Summary

### Most Improved Area

**Confidence in interview success (+191%)**

### Least Improved Area

**Motivation to enter the job market (+44%)**

(Still significant, but lower compared to other measures)

### Wellbeing Movement

A **23% reduction** in mental-health-related challenges

Indicates progress, but at a more gradual pace than employability skills



# Impact



# Introduction to Ignite

Delivered by  
catch  
22

Supported by  
banyan  
SOFTWARE



## PROGRAMME AIMS

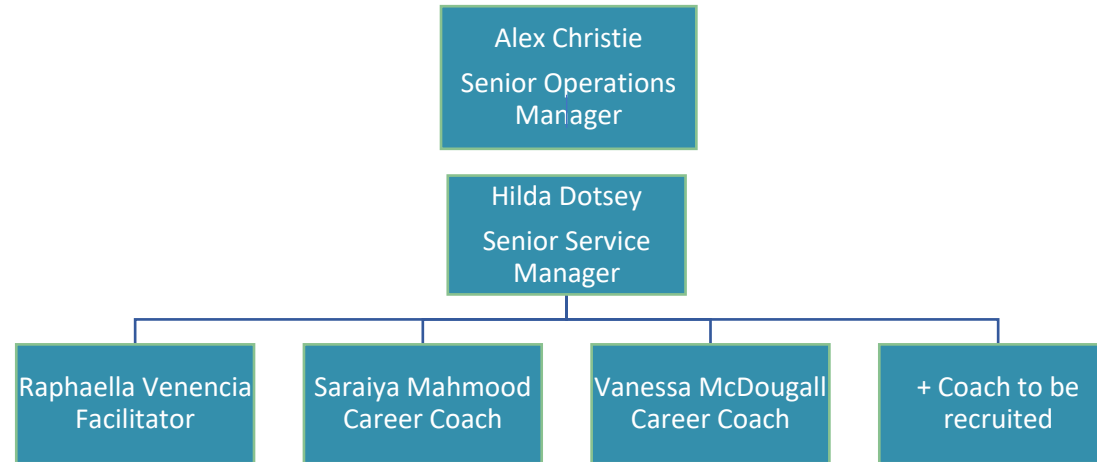
Catch-22's Ignite Programme offers tailored support to help adults progress into work and thrive in the regions growth sectors.

*Empowering West Midlands residents for tomorrow careers*



# Introduction to Ignite

## Roles & Responsibilities



# Introduction to Ignite

## Overview

<b>Customer:</b>	Banyan Software Foundation
<b>Timeline:</b>	January 2026 – December 2027
<b>Location:</b>	West Midlands Region
<b>Demographic:</b>	18+ with a barrier to employment
<b>Purpose:</b>	<i>Supporting people with barriers to work to upskill for the future world of work over a two-year period.</i>
<b>Targets:</b>	<b><i>370 registrations</i></b> <b><i>152 into paid employment</i></b>

# Introduction to Ignite

Delivered by  Supported by 

## Overview

In addition to 3 weeks facilitation participants can expect:



-  Personal Coaching Sessions
-  In Work Support
-  Access to skills labs sessions
-  Small bursary

# Introduction to Ignite

## Overview

- **Onboarding**

- Establish commitment
- Verify eligibility
- Verify documents
- Complete path to progress
- Outline and agree expectations
- Complete compliance

- **Coaching**

- **Primarily Via Teams but also Face to Face**
- Weekly coaching from day 1
- Choose pathways
- Links to sessions given
- Introduction video
- Job searches
- Personalised signposting and client journey

### PATH TO PROGRESS 1

- **Facilitation**

- The Future of Work: Trends, Tech & Transformation
- Strengths & Values: Career Discovery
- Identifying Future Skills & Choosing Your Pathway.(WMCA focus)
- Intro to Data, Digital Systems & Workplace AI: Careers in Digital & Tech
- Cyber Safety & Digital Security
- Using Digital Platforms for work & learning: Solving Challenges
- Understanding the Green Economy
- Innovation & Creative Thinking Lab. Job Search Strategies for Growth Sectors
- Future-Focused Customer & People Skills; Employer Insights

### PATH TO PROGRESS 2

- **Next Steps**

- Skills Lab sessions
- In work support
- Apprenticeships
- Further education
- Additional support




### PATH TO PROGRESS 3

# Introduction to Ignite

Delivered by  Supported by 

## Deliverables



-  370 People supported and upskilled through the programme.
-  Secure a minimum of 152 job outcomes.
-  Over 18 months



# Introduction to Ignite

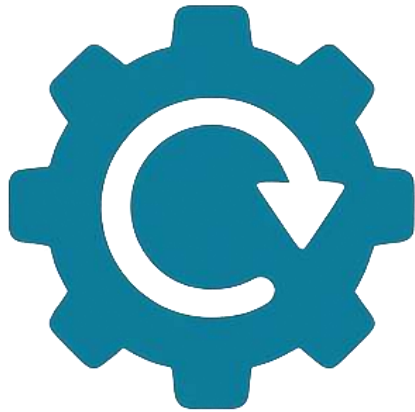
## How will we Achieve these outcomes?



- **Participant Recruitment & Engagement**
  - Targeted outreach with the Midlands, focusing on the WMCA regions
  - Establish referral pathways through JCPs, charities & job fairs and social media
- **Workshops & Skills Development**
  - Design and deliver a structured workshop programme focused on future work employability, confidence-building, and job readiness.

# Introduction to Ignite

## How will we Achieve these outcomes?



- **Individual Coaching & Support**
  - One-to-one employability coaching to identify barriers and build tailored action plans.
  - Engage with Catch-22 Skills Labs
  - Wrap around support: Sign posting, Mind, Work experience
- **Employer Engagement & Job Outcomes**
  - Proactive engagement with local community
- **Monitoring & Reporting**
  - Capture and evidence participant outcomes, progression, and case studies.

# Introduction to Ignite



## Benefits for the West Midlands

### Stronger Reach Into Local Communities

Partnerships with regional organisations strengthen our ability to engage more deeply with communities across the West Midlands, including those most at risk of exclusion, unemployment or insecure housing. This supports our wider mission to improve opportunities and outcomes for residents across the region

# Introduction to Ignite

## Benefits for the West Midlands



### Better Outcomes for West Midlands Young People

With one-third of the region's population under 25, this work directly supports those who rely on YMCA services for stability, skills and progression. Tailored and inclusive delivery ensures that diverse young people including care-experienced residents, those facing homelessness, or those in low-income households, receive accessible pathways into learning, work and wellbeing.

# Introduction to Ignite

## Benefits for the West Midlands

### **Direct Alignment With Regional Priorities**

This approach supports key priorities across the West Midlands, including improving access to jobs, developing skills, strengthening local communities and increasing inclusive economic growth. It complements YMCA's frontline support model by connecting young people to meaningful opportunities such as employability pathways, training, personal development and long-term housing stability.

# Introduction to Ignite

## Benefits for the West Midlands

### Evidence-Led Support for Those Who Need It Most



By bringing together regional data with YMCA's insight from working directly with young people, the West Midlands gains a clearer picture of community needs, from skills shortages to financial or social barriers. This enables more targeted interventions in areas experiencing the highest levels of deprivation, helping improve long-term outcomes for local residents.

# Introduction to Ignite

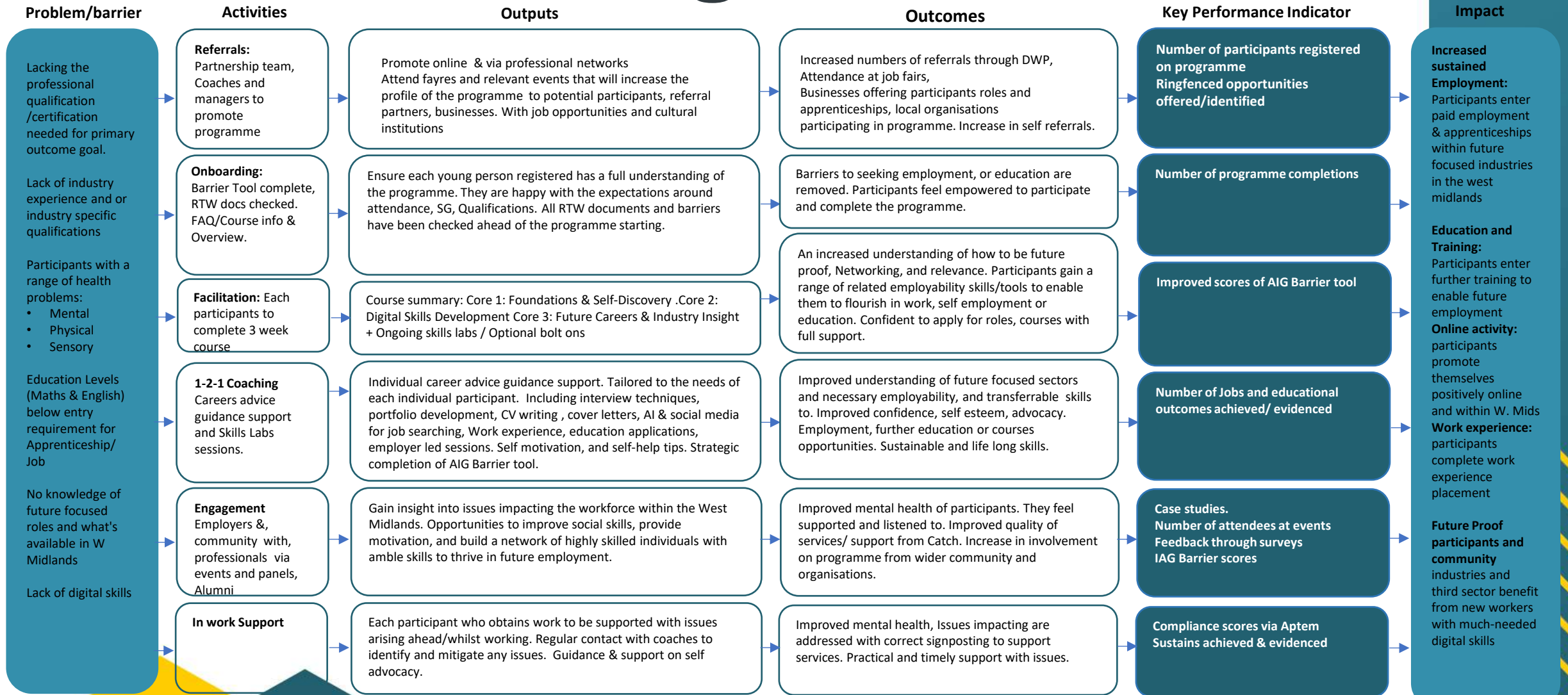
## Benefits for the West Midlands



### Better Value for the Region & Stronger Services for Young Residents

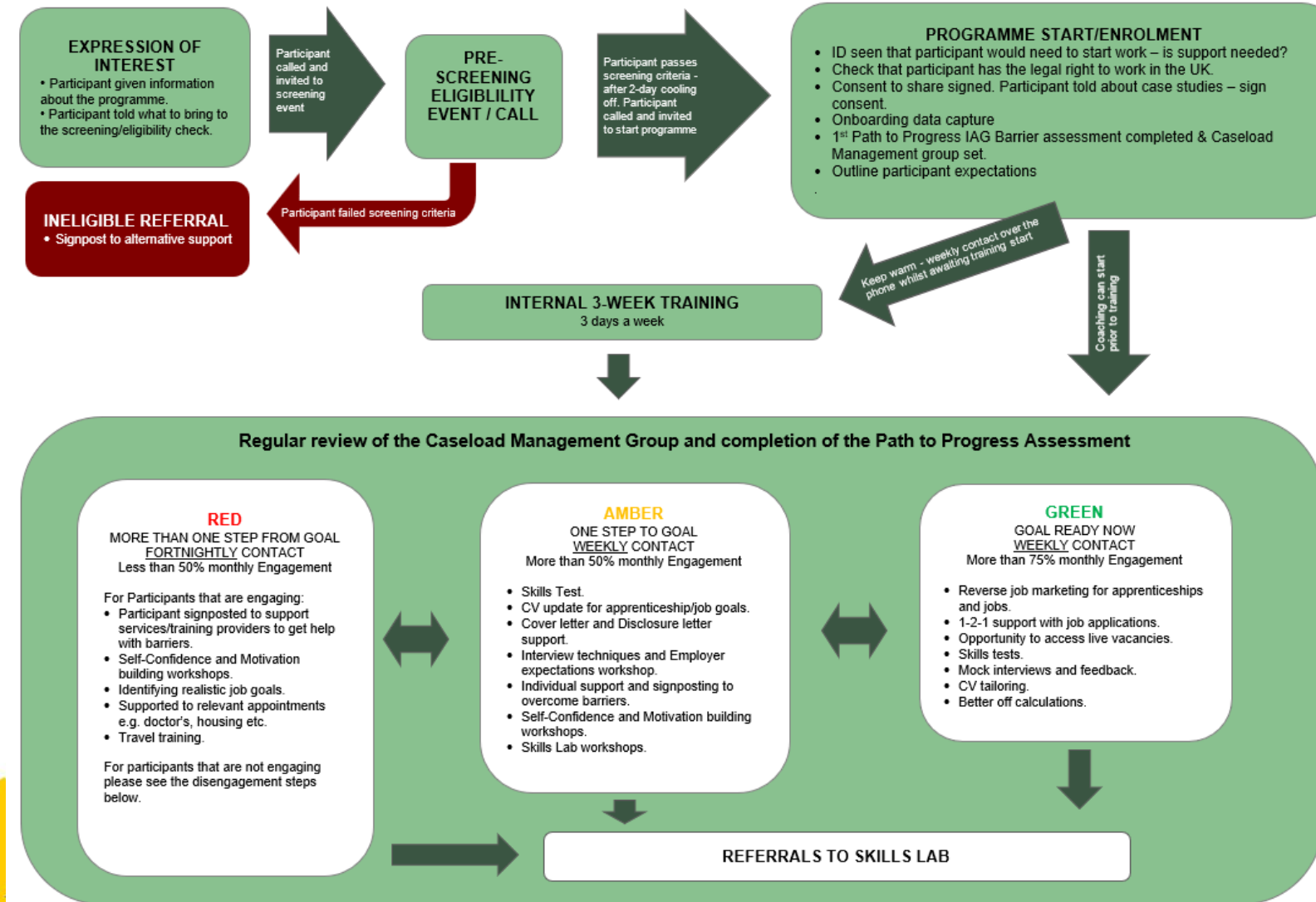
A more coordinated approach across regional partners reduces duplication, improves efficiency and creates a simpler, more joined-up system for young people to navigate. deliver more holistic support — from accommodation to employment pathways — while ensuring public resources generate greater impact for communities across the West Midlands.

# Introduction to Ignite

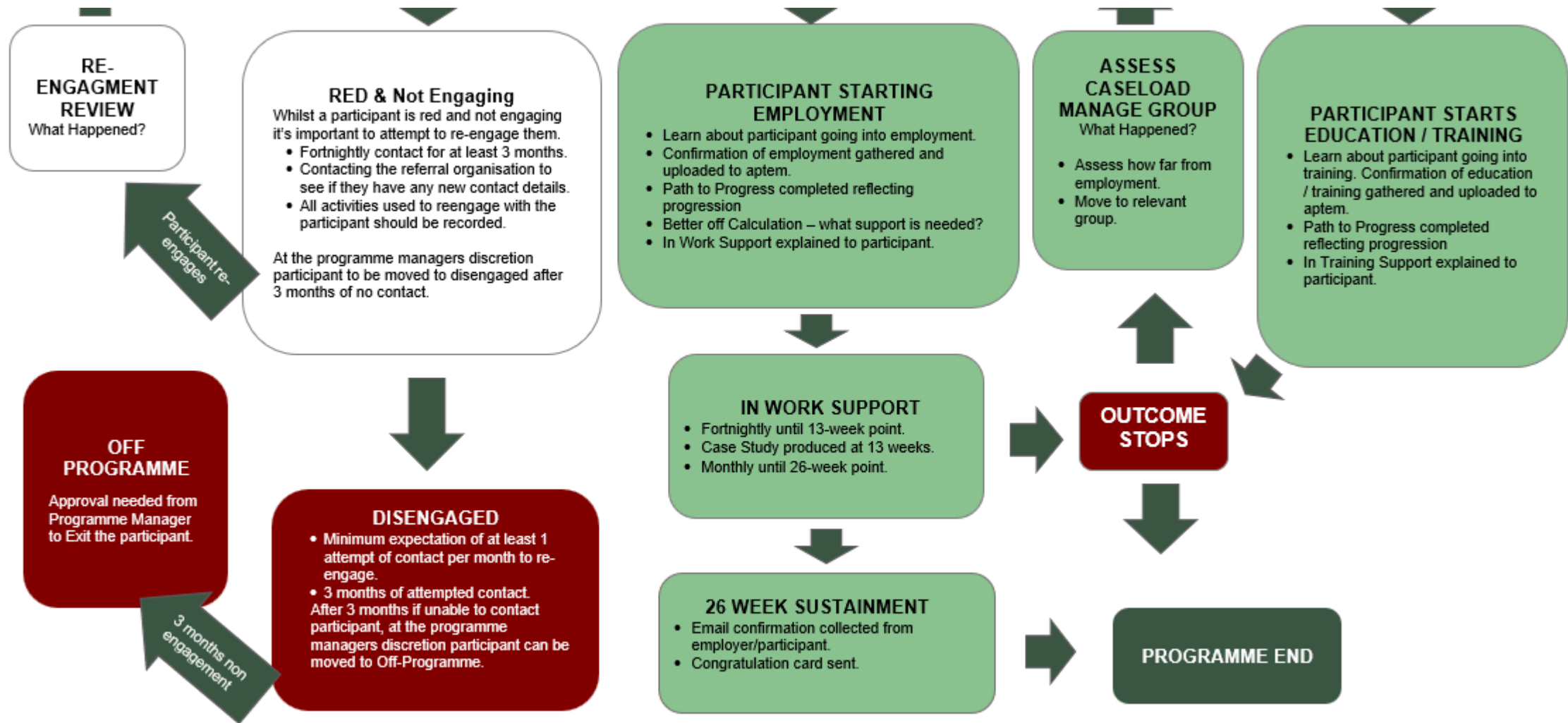


## Theory of Change

# Introduction to Ignite



# Introduction to Ignite



# Ignite Content

## Sessions 1-3:

### Building Foundations for the Future Workforce

**Aims:** To prepare 18+ job seekers with the mindset, confidence, and direction needed to enter growth sectors across the West Midlands.

1. Future of Work & Industry Trends
2. Strengths, Values & Career Pathways
3. Career Planning & Confidence Building Objectives

- Increase awareness of regional growth sectors (health, hospitality, logistics, green economy)
- Support participants to identify strengths and realistic pathways
- Build confidence and goal-setting capability

#### Benefits to Employers & Partners

- Candidates with clearer direction and sector understanding
- Improved work readiness and motivation
- Reduced early attrition through better role alignment



# Ignite Content

## Sessions 4-6:

### Developing Digital, Green & Innovation Skills

**Aims:** To equip participants with practical digital awareness and adaptability aligned with evolving workplace demands.

#### Sessions Covered

4. Digital Fundamentals & Workplace Technology
5. Online Safety & Professional Digital Behaviour
6. Green Economy & Sustainability Awareness Objectives

- Build confidence using everyday workplace technology
- Promote responsible and professional digital habits
- Increase awareness of net-zero priorities and green sector roles

#### Benefits to Employers & Partners

- Digitally aware candidates ready for modern systems
- Improved understanding of sustainability in operations
- Workforce prepared for low-carbon and tech-enabled environments



# Ignite Content

## Sessions 7-9:

### Employer-Focused Skills & Sector Readiness

**Aims:** To develop the interpersonal, problem-solving and sector specific skills employers consistently identify as critical.

#### Sessions Covered

7. Innovation & Creative Thinking
8. Job Search Strategies for Growth Sectors
9. Future-Focused Customer & People Skills Objectives
  - Strengthen problem-solving and adaptability
  - Teach targeted job search strategies aligned to priority sectors
  - Develop transferable communication and customer skills

#### Benefits to Employers & Partners

- Work-ready candidates with strong interpersonal skills
- Improved confidence in customer-facing and team environments
- Participants able to articulate strengths clearly in interviews
- Increased engagement with regional employers



# Ignite Content



Delivered by **catch 22** Supported by **banyan** SOFTWARE

.....

This programme supports West Midlands economic priorities:

**BY PREPARING ADAPTABLE, CONFIDENT CANDIDATES FOR ROLES ACROSS SECTORS SUCH AS HEALTH, HOSPITALITY, LOGISTICS, AND GREEN INDUSTRIES, STRENGTHENING LOCAL TALENT PIPELINES**

Welcome to WOLVERHAMPTON



**Any questions?**



# Introduction to Ignite

**Thank you for your time.**

*For any additional information please contact:*

Alex.Christie@catch-22.org.uk  
Isabel.Jones@catch-22.org.uk  
Hilda.Dotsey@Catch-22.org.uk

