WYK Digital Limited

Monitoring visit report

Unique reference number:	2761345
Name of lead inspector:	Steve Lambert, His Majesty's Inspector
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Type of provider:	Independent learning provider
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Monitoring visit: main findings

Context and focus of visit

Ofsted undertakes to carry out monitoring visits to all newly directly funded providers of adult learning provision where the provision offered is in scope for inspection. This monitoring visit was undertaken as part of those arrangements and as outlined in the 'Further education and skills inspection handbook', especially the sections entitled 'Monitoring visits' and 'Monitoring visits to providers that are newly directly publicly funded'. The focus of these visits is on the themes set out below.

WKY Digital has been teaching Skills Bootcamps in digital skills to learners primarily in London, Birmingham and Manchester since 2023. At the time of the monitoring visit, there were 72 learners studying courses including search engine optimisation (SEO), performance marketing and data analytics.

Themes

How much progress have leaders and managers made in designing and delivering relevant adult learning provision that has a clearly defined purpose?	**Reasonable progress**

Leaders and managers have worked effectively with employers to develop a range of courses within digital marketing to train people for jobs for which employers find recruitment difficult. Leaders recruit learners who have previously found it challenging to find work, either because of their lack of qualifications or experience.

Leaders have recruited experienced digital marketing tutors who continue to work within the sector. Tutors use their expertise to plan and teach lessons so that learners quickly gain the skills they need for a career in data analytics or digital marketing. They structure the training so that all Skills Bootcamp learners complete a digital fundamentals course to ensure they have the multi-disciplinary skills employers require.

Leaders make good use of their connections with employers to develop learners' motivation and aspirations for work in the digital sector. They organise frequent visits to agencies and businesses so that learners understand the digital marketing environment and learn appropriate workplace behaviours.

Leaders and managers have designed a programme that has good relevance to the demands of the sector. This includes requiring learners to create viable advertising campaigns for companies they work with and monitoring the revenue they generate. As a result, learners have a tangible example of how they can create an impactful paid advertising campaign.

Leaders have a good understanding of the quality of teaching and learners' experiences at course level. However, they do not have a detailed enough overview of the entire provision to identify accurately any trends in performance over time.

Staff closely monitor learners' attendance at lessons and follow up on any absence. They provide learners with good support through frequent one-to-one check-ins and additional time to complete work. This contributes to most learners completing the course.

How much progress have leaders and managers made to ensure that learners benefit from high-quality adult education that prepares them well for their intended job role, career aim and/or personal goals? **Significant progress**

Through tutors' careful explanation, learners quickly develop their knowledge of relevant technical language. Data analytics learners can discuss with confidence and ease different structured query language and Python techniques. Learners on the SEO course can explain in detail the principles of search optimisation.

Staff have very very good activities for learners to do independent study which augments what they learn in lessons. Learners diligently complete pre-lesson activities and weekly homework which helps them develop their knowledge and skills. Tutors develop with learners a plan that helps learners understand what they need to do to extend their knowledge once they have completed the course and gained employment.

Tutors use a range of effective assessment methods for checking learners' understanding. During lessons, tutors use effective questioning and online polls to check that learners understand what they are taught. This enables learners to demonstrate their knowledge and helps ensure this is secure. Tutors give good feedback on learners' written work which helps them to make further improvements.

Tutors help learners to build up a substantial portfolio of industry-standard work quickly. Four weeks into the 10-week SEO course, learners complete an industry-recognised qualification. Learners on the data analyst course achieve modules on artificial intelligence and gain a solid foundation in computer coding using Python. As a result, learners develop the skills that employers value and need.

The proportion of learners who have an interview with a digital marketing company at the end of the course is high, as is the proportion who gain employment within the sector.

How much progress have leaders and managers made in ensuring that effective safeguarding arrangements are in place?	**Reasonable progress**

Leaders ensure that learners feel safe and know who to contact should they have any concerns.

Leaders and managers have suitable policies and procedures to keep learners safe. This includes ensuring that learners have a good understanding of how to keep themselves safe online. Leaders have a detailed policy and appropriate reporting mechanism for any concerns. They have a 'Prevent' duty risk assessment, but they do not have a good enough understanding of the local risks that learners may face.

Staff are suitably trained, having completed the necessary safeguarding and 'Prevent' duty training. However, designated safeguarding leads have yet to complete the necessary training.

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