

Kindred 

# PEN PORTRAITS

IOT

JANUARY 2022

# ABOUT THIS DOCUMENT

This document outlines the Pen Portraits of the three key audiences for Institutes of Technology. The intention of this document is to provide an articulation for who these audiences are, what motivates them and their barriers.

The document also outlines their needs and passions, to help develop communication material that is aligned to the audiences' life. The sources used for this document are:

- OECD Economic Surveys
- Legatum Institute / Centre for UK Prosperity's UK Prosperity Index
- Department for Education / Explore Education Statistics
- Learningandwork.org
- Learning and Work Institute Survey
- NUS: Black, Asian & Minority Ethnic Student Attainment at UK Universities: #closingthegap, 2019
- CBI Skills and Inclusion report 2021
- CBI Employers and Lifelong Learning Report 2019
- CBI Ideas Forum: What do people want from work? Dec 2021
- HM Gov: Business Population Estimates: <https://www.gov.uk/government/statistics/business-population-estimates-2021/business-population-estimates-for-the-uk-and-regions-2021-statistical-release-html>
- The Sutton Trust: Covid-19 and Social Mobility Impact
- The Sutton Trust: Going Further - Further education, disadvantage and social mobility October 2021
- Engineering UK 2020: Educational pathways into engineering
- The I - Having a dual culture is a gift Feb 24 2020: <https://inews.co.uk/opinion/comment/having-a-dual-culture-is-a-gift-you-grow-up-with-the-knowledge-there-is-an-alternative-way-of-seeing-things-401191>
- UCAS - What happened to the Covid Cohort
- ONS: Labour Force Participation Rate UK Dec 2021
- ONS: Regional Economic Activity Rate UK Dec 2021
- Statista: Population of England 2020 by age group
- McKinsey - Help your employees find purpose - or watch them leave. April 5 2021
- Mintel: Understanding a Divided Britain - UK - 2021
- Mintel: British Lifestyles - UK - 2021
- Mintel: Lifestyles of Gen Z in Impact of Covid-19 - UK Nov 2020
- Attest: UK Media Consumption Report - June 2021

# AUDIENCE GROUPS

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Within this document you will find Pen Portraits for these audience groups.

## **Audience 1: Students and College Leavers**

- #1: Cautiously Conscientious
- #2: Security Seekers
- #3: Seeking Inclusion
- #4: Passion Follower
- #5: Technology Innovator

## **Audience 2: Upskillers**

- #1: Upwardly Ambitious
- #2: Future Planners

## **Audience 3: Reskillers**

- #1: Return to Workers
- #2: Career Changers

## **Audience 4: Employers**

- #1: Small Business
- #2: Medium Business
- #3: Large Business

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# STUDENTS & COLLEGE LEAVERS

# #1

# CAUTIOUSLY CONSCIENTIOUS

LOCATION	Rural	Lower availability of work or education /training, lack of choice, may need to travel far
SOCIAL GROUPING	C1,C2	AGE 17 - 19 yrs
LIFE VARIABLE	Comfortable	Has support from family and means to focus / dedicate time to studies

## BIO

Rebecca lives in a small village in a rural part of the country. She has a passion for people and the environment and following the impacts of the pandemic wants a career in the healthcare sector to give something back.

Rebecca is ambitious but is cautious by nature and feeling anxious about her future. This is holding her her back.

Rebecca's final years in school were tough with social distancing and disruption and she is now seeking something different for her next step that is more practical and less classroom based.

## MOTIVATIONS

- Healthcare focused and wants a clear career pathway

## NEEDS

- Needs to be within an hours drive from home
- Reassurance the course will meet her needs physically and emotionally
- Simple steps to follow

## BARRIERS

- Lack of tailored careers guidance for Rebecca
- Choice confusion and lack of clear pathway is adding to Rebecca's anxiety causing her to stall
- Lack of inspiration
- Pressure from friends and family to gain a traditional university education

## PASSIONS

Rebecca sees spending time with her friends as most important to her. Where possible, this would be in person, but relies on social media for when they can't meet in person. She has a very diverse group of friends, with many friendships being formed online.

Rebecca volunteers at her local old people's care home which she finds both fun and rewarding.

## MEDIA PREFERENCES

- Prefer streaming TV (Netflix, Disney+, Amazon Prime) over linear TV.
- Stream music on Spotify or Amazon rather than listening to linear radio.
- Most spend 3+ hours on Social Media daily. Preferences: Instagram, Snapchat, TikTok.
- Only 22% use LinkedIn on a weekly basis while 54% have never used it.
- They find news online, via apps or social platforms rather than reading newspapers.



# #2 SECURITY SEEKERS

LOCATION	Suburban	Medium availability of work or education / training, may need to travel
SOCIAL GROUPING	D,E	AGE 17 - 19 yrs
LIFE VARIABLE	Struggling	Has limited financial support and reluctant to take on loans, will need a second job

## BIO

James lives in a suburban town. He's from a proud working-class family but doesn't want to follow the family tradition.

He has a keen interest in technology and is curious by nature with a willingness to try new things.

He is very ambitious and knows the choices he makes now will be life changing, so won't be taking it lightly.

## MOTIVATIONS

- With no financial safety net, James is seeking to make his future more secure. He'll want reassurance.
- Technology focused with a clear career pathway

## NEEDS

- Ability to earn either through his studies or via a second job
- Prefer to stay local and continue living at home

## BARRIERS

- Pressure from family, friends, teachers to follow a traditional route (either in study or to get a job)
- Lack of awareness, information on available options
- Cost of accommodation if not staying local
- Competition from other providers including apprenticeships

## PASSIONS

James is really into gaming, spending much of his spare time on social gaming platforms, or playing games against his friends together in person.

He follows many gaming influencers, as well as tech influencers and leaders.

## MEDIA PREFERENCES

- Prefer streaming TV (Netflix, Disney+, Amazon Prime) over linear TV.
- Streams music on Spotify or Amazon rather than listening to linear radio.
- Most spend 3+ hours on Social Media daily. Preferences: Instagram, Snapchat, TikTok.
- Only 22% use LinkedIn on a weekly basis while 54% have never used it.
- They find news online, via apps or social platforms rather than reading newspapers.



# #3 SEEKING INCLUSION

LOCATION	Urban	Higher availability of work or education / training, choice confusion
SOCIAL GROUPING	C1,C2	AGE 17 - 19 yrs
LIFE VARIABLE	Getting by	Likely to stay home while studying, able to focus on studies

## BIO

Aarya lives with her family in the city. Her parents were born in the Punjab and arrived in the UK from India in the 1960s. Aarya has grown up with a dual culture, her hereditary Indian culture entwined with Britishness.

Aarya is curious by nature and open minded. She has a passion for science and engineering and wants to make her own way in life. However, there is a constant feeling that she needs to fit in with expectations and norms for 'people like her'.

## MOTIVATIONS

- Aarya is motivated by the career waiting for her at the end of her studies and is seeking inspiration.

## NEEDS

- She needs to see broad cultural representation in her chosen path, to give her confidence she'll fit in
- She'll need support to reassure her wider family that she's making the right choice for her
- Her studies will need to be within easy reach from home via public transport

## BARRIERS

- Lack of representation among minority cultures
- Lack of experience from family, peers and influencers
- Lack of awareness, confidence in higher technical education versus mainstream qualifications
- Cost

## PASSIONS

Aarya's big passion is music and dance. She is highly active on TikTok with a sizeable following of her own.

## MEDIA PREFERENCES

- Prefer streaming TV (Netflix, Disney+, Amazon Prime) over linear TV.
- Streams music on Spotify or Amazon rather than listening to linear radio.
- Most spend 3+ hours on Social Media daily. Preferences: Instagram, Snapchat, TikTok.
- Only 22% use LinkedIn on a weekly basis while 54% have never used it.
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# #5 TECHNOLOGY INNOVATOR

LOCATION	Suburban	Medium availability of work or education / training, may need to travel
SOCIAL GROUPING	C1,C2	AGE 17 - 19 yrs
LIFE VARIABLE	Getting by	Has support from family and means to focus / dedicate time to studies

## BIO

Ben lives in a suburban town with his family. He is diligent and hard working and was successful in school.

He is highly practical, is constantly making things and has a passion for technology and innovation. He has always wanted to be an engineer.

Ben knows all about the Institutes of Technology and is keen to be one of the first to qualify.

## MOTIVATIONS

- Ben's motivation is to have meaningful work experience that brings him closer to highly regarded employers within the technology sector.

## NEEDS

- Ben will need to know which employers are affiliated to the course and who he may have access to for work experience.

## BARRIERS

- Limited availability of courses
- Risk of the new, uncharted education structure versus traditional/mainstream higher education qualification.

## PASSIONS

Ben's main passion is sport. He supports a Premiership football team and Formula One racing. He's also into cars in general with his preferred brands being Tesla, Mercedes and BMW.

Elon Musk is his big hero, both for his endeavors with Tesla and Space X.

## MEDIA PREFERENCES

- Prefer streaming TV (Netflix, Disney+, Amazon Prime) over linear TV.
- Streams music on Spotify or Amazon rather than listening to linear radio.
- Most spend 3+ hours on Social Media daily. Preferences: Instagram, Snapchat, TikTok.
- Only 22% use LinkedIn on a weekly basis while 54% have never used it.
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# 2 UPSKILLERS

# #1 UPWARDLY AMBITIOUS

LOCATION	Rural	Lower availability of work or education /training, lack of choice, may need to travel far
SOCIAL GROUPING	D,E	AGE 20 - 24 yrs
LIFE VARIABLE	Getting by	Is self sufficient, needs to cover living costs

## BIO

Daisy lives in a rural area that happens to have a large paint manufacturing plant nearby. Like many of her friends and family, Daisy started working at the plant after leaving school.

With a couple of years under her belt, Daisy can now see a career pathway before her and chance for promotion and higher earnings, but she will need to pick up some additional qualifications to unlock it.

Daisy's ambition has surprised her, and she is now actively seeking additional training.

## MOTIVATIONS

- To gain promotion and improve her earnings

## NEEDS

- Daisy needs flexibility to fit training in around her work shifts
- It needs to be within an hours drive of where she lives
- She will need support with costs
- She will need to see case studies with example of people like her achieving a positive outcome

## BARRIERS

- Lack of awareness of IoTs and training available
- Slight lack of confidence, didn't have a positive learning experience at school
- Competition from other training providers
- Pressures through cost of living, family and peer expectations

## PASSIONS

Daisy's big concern is Climate Change and human's impact on the environment. Outside of work she sees herself as an environmental activist.

## MEDIA PREFERENCES

- Prefer streaming TV (Netflix, Disney+, Amazon Prime) over linear TV.
- Streams music on Spotify or Amazon rather than listening to linear radio.
- Most spend 3+ hours on Social Media daily. Preferences: Instagram, Snapchat, TikTok.
- Only 22% use LinkedIn on a weekly basis while 54% have never used it.
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# #2 FUTURE PLANNERS

LOCATION	Suburban	Medium availability of work or education / training, may need to travel
SOCIAL GROUPING	C1,C2	AGE 35+ yrs
LIFE VARIABLE	Comfortable	Has family pressures, increasing cost of living

## BIO

Jon has been working in a food manufacturing plant for around 20 years. He has achieved a happy lifestyle with two young children and has put down roots in the local community.

While currently comfortable, Jon is worried about the future on a number of fronts: the increased automation of his industry and the ever-increasing cost of living (rising inflation, the costs of his children's wellbeing and the care of his elderly parents).

## MOTIVATIONS

- Jon is seeking to allay his future concerns by upskilling and improving his future employability.

## NEEDS

- Jon needs to stay local
- Flexibility to fit around existing family and work commitments
- Case studies / reassurance his future earnings can offset any costs relatively quickly

## BARRIERS

- Lack of awareness
- Lack of role models or positive examples that Jon can relate to
- Overcoming inertia

## PASSIONS

Jon's biggest passion is his young family and when he's not working, he's busy ferrying his kids from one event to another. He volunteers at his local youth football club with training or refereeing matches.

## MEDIA PREFERENCES

- Generation X are most likely to be daily radio listeners, preferring radio over streaming music. Favourite station is Heart. Podcasts are also popular.
- They like to read publications online or via apps.
- Social Media preference is Facebook with 68% using it daily.
- YouTube is next preferred at 23%.
- LinkedIn is quite low at only 11% using it frequently.



# 2 RESKILLERS

# #1 RETURN TO WORKERS

LOCATION	Urban	Higher availability of work or education / training, choice confusion
SOCIAL GROUPING	D,E	AGE 25-34 yrs
LIFE VARIABLE	Comfortable	Feeling pressure, need to balance childcare and family commitments with earnings

## BIO

Lucy enjoyed her early career working in her regional airport but after having two children close together found her childcare needs forced a career break.

Now her children are a little older, Lucy wants to return to work but having missed out on eight years of CPD (continuous professional development) Lucy needs to ensure she is up-to-date and confidently able to deploy her abilities.

## MOTIVATIONS

- To bring her previous training up-to-date so she can rejoin the workforce and confidently deploy her duties.

## NEEDS

- Lucy needs to stay local
- Flexibility to fit around childcare commitments
- To see evidence, be reassured her future earnings can justify the costs

## BARRIERS

- Lack of awareness
- Competition from other training facilities
- Cost
- Lack of role models or positive examples that Lucy can relate to

## PASSIONS

Lucy's biggest passion is travel, having backpacked across the world in her youth, and still seeking adventures with the family and their camper van.

She is always dreaming of the next adventure.

## MEDIA PREFERENCES

- Watch more live TV than younger cohorts, with 66% watching at least one hour per day. 77% stream Netflix.
- 56% listen to radio, preferably Capital.
- They also love podcasts.
- They love to read regularly, magazines and news content, both physically and online.
- Social Media preferences: Instagram, Facebook, YouTube and LinkedIn.
- 77% play games daily



# #2 CAREER CHANGERS

LOCATION	Suburban	Medium availability of work or education / training, may need to travel
SOCIAL GROUPING	C1,C2	AGE 25-34 yrs
LIFE VARIABLE	Getting by	Is self sufficient so needs to balance re-training with earnings

## BIO

Alfie lives in a suburban town and after leaving school fell into a job in retail. A few years on and he's become disillusioned by it but doesn't want to fall into the 'Gig Economy' of alternatives and so wants to pick up a new skill to allow him to change career.

His preference is to become an electrician.

## MOTIVATIONS

- To take more control over his life, become his own boss.

## NEEDS

- Alfie is seeking practical experience with his training
- He needs flexibility to fit training in around his current work commitments

## BARRIERS

- Lack of awareness of IoTs
- Lots of choice and unsure what will best meet his needs (apprenticeships, NVQ, studying for a diploma etc)
- Lack of confidence, didn't necessarily have a positive learning experience at school
- Cost

## PASSIONS

Alfie has a strong interest in politics and feels his life chances have been impacted by political events as well as the Covid19 pandemic. He is hoping the 'Levelling Up' agenda will have a positive impact on his region and future work opportunities.

## MEDIA PREFERENCES

- Prefer streaming TV (Netflix, Disney+, Amazon Prime) over linear TV.
- Streams music on Spotify or Amazon rather than listening to linear radio.
- Most spend 3+ hours on Social Media daily. Preferences: Instagram, Snapchat, TikTok.
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# 3 EMPLOYERS

# #1 SMALL BUSINESS

# 10-49 EMPLOYEES

## BIO

**Red Farm Agribotix** is a small business that designs and manufactures bespoke robots for the agricultural industry.

Using Robotics and AI, it aims to revolutionize the agri industry by monitoring crop development, automate many functions and reduce harmful emissions.

After impressive growth, it is looking to expand into more parts of the country and grow its young team. As a small business, all recruitment decisions and training development will be personally handled by the business founder.

## NEEDS

The company is seeking to recruit both junior electronics engineers and candidates to join its sales and business development teams, both of which will be able to learn on the job.

## BARRIERS

- Lack of candidates with the appropriate qualifications or experience
- Lack of time or resource to help nurture talent in local educational facilities or engage in educational training



## MEDIA CONSUMPTION & COMMUNICATION CHANNELS

- Key trade journals and business titles
- Broadsheet press
- LinkedIn, Twitter, YouTube
- Influencers (Micro and celebrity business leaders)
- Business events and trade shows
- Networking forums

# #2 MEDIUM BUSINESS

# 50-249 EMPLOYEES

## BIO

**SPG Group Paints and Industrial Coatings** is a medium sized Paint manufacturer in the UK operating from three sites, employing just over 200 people. It has a portfolio including some well-known consumer brands of its own, as well as manufacturing to order for the automotive industry, it remains on the cutting edge of innovation.

SPG Group has an active HR team that operates a 'graduate' training programme which recruits from a wide pool of technical qualifications. It has well established links with local technical colleges and also offers apprenticeships.

## NEEDS

It has two core needs:

1. To diversify its workforce and drive appeal among female and minority ethnic candidates.
2. To upskill its current workforce in order to stay at the forefront of innovation

## BARRIERS

- Lack of interest and/or the appropriate qualifications or experience from female or minority ethnic candidates
- Cost and effort to encouraging existing workforce to embark on external training
- Awareness of and availability of appropriate external adult education and training



## MEDIA CONSUMPTION & COMMUNICATION CHANNELS

- Key trade journals
- Broadsheet press
- LinkedIn, Twitter, YouTube
- Influencers (celebrity business leaders)
- Business events and trade shows
- Networking forums

# #3 LARGE ENTERPRISE

# 250+ EMPLOYEES

## BIO

**TGMicro** is a multinational software developer providing SaaS (Software as a Service), building software platforms for a range of business sectors across the world.

It is currently expanding its offering to include gaming, augmented reality and hardware interface.

It has recently acted on government subsidies to open a new plant in the North East of England and is actively recruiting.

## NEEDS

It has a range of needs:

1. To relocate a proportion of existing workforce, with incentives, accommodation support and additional training
2. To recruit new candidates across a range of technical ability
3. To forge links with local education and training providers and secure a pipeline of future local talent

## BARRIERS

- Internal process, policies and procedures need to be adhered to, to secure approval and funding, which can cause delays
- Ability to recruit candidates with the right level of qualifications and experience
- Driving awareness and appeal among local talent



## MEDIA CONSUMPTION & COMMUNICATION CHANNELS

- Key trade journals
- LinkedIn, Twitter, YouTube
- Business events and trade shows
- Networking forums
- Internal comms/microsite