

The Year in Review

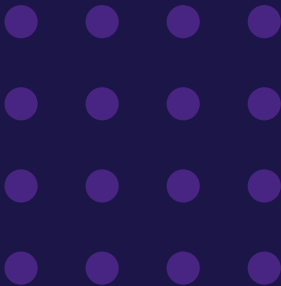
WISE Annual Report | April 2021 - March 2022





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A message from the WISE CEO



“ One year on and sadly, Covid remained a reality for much of the financial year 2021-22. Many of our member organisations continued homeworking until the autumn of 2021 and have now embraced this practice as a more flexible offering for employees.

This yields benefits for individuals, organisations and beyond – a very welcome development. Despite this difficult backdrop, the year was very busy for us with some excellent learnings including new hybrid working practices and our well received *Exploring Pathways into Tech* research. We also celebrated the emergence of some exceptional partnerships, including the BCS with their *Women in Tech* book; a project with vaccinologist Dame Professor Sarah Gilbert and the Mattell / Barbie role-model doll created in her likeness; as well as our work with the All Party Parliamentary Group. These partnerships are explored in more detail later in the report.

The number of women in the UK's STEM workforce continues to move in the right direction and was a respectable 26.6% of the total at end of December 2021, up from 24.4% at end of 2020. However, we must remember we have a long way to go before we achieve parity for women in STEM. There are also big disparities between sectors; these are explored in more detail in the next section.

As mentioned, managing flexible working post Covid was a big theme for many of our members and our recent, well-attended CXO breakfast provided an opportunity for senior staff to share their hybrid flexible working programmes. You can read more on this later in the report.

As always, we continued to support our members to drive their equality diversity and inclusion (EDI) journeys through a series of interventions and our industry-renowned events programme. During this period we ran a variety of online webinars, Knowledge Sharing Events and virtual roundtables. The most notable was undoubtedly our first in-person awards ceremony since 2019 – the *Covid Unsung Heroes Awards*. Held at Windsor Castle, the celebration was attended by our long-standing patron Her Royal Highness, Princess Anne, and many industry luminaries, including the Government's Chief Scientific Officer, Sir Patrick Vallance.

Despite the lock-down pressures faced by many organisations, our business development team worked tirelessly throughout the year and we welcomed 32 new organisations into our WISE network – it is great to have them on board.

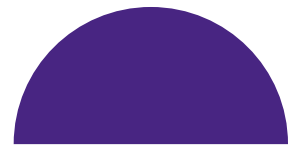
As always the WISE team, members and partners co-created many excellent events, interventions and initiatives, and I would like to thank them for their continued resilience through yet another uncertain year.

Kay Hussain
WISE CEO

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The WISE Effect



Workforce

We have seen another steady rise in the number of women working in Core-STEM roles in the UK this year and they made up 26.6% of the total at end of December 2021, an increase from 24.4% the previous year.

However, there are considerable variations between sectors. For example, women IT Professionals currently account for 21.0% of the tech workforce and women engineers account for just 12.5%.

There appear to be considerable regional variations too. With Scotland at 30.4%, England at 26.5%, Northern Ireland at 29.3% and Wales at 24.2%.

GCSEs and A-Levels

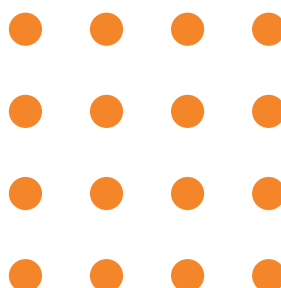
As always it is important to look at the pipeline and this includes the number of girls and women taking GCSEs and A-Levels in STEM subjects. In terms of both sets of exams, this year was notable since it was the first held under normal conditions following the pandemic. As such we compared students' results with the 2019 cohort as well as those that sat exams in 2021.

There was a year on year growth in entrant numbers of girls sitting Further Maths, Biology, Computing and Other Sciences A-Levels while all the other subjects saw a reduction in numbers.

There was also a drop in the number of girls achieving grades A or A* in A-Level STEM subjects compared with 2021 but there was a 2.5% increase on 2019.

The total number of girls sitting GCSEs across the STEM subjects as a whole rose from 1,123,181 in 2019 to 1,159,207 in 2022. Overall in 2022 there were fewer A to A* results than in 2021, but there were more of these passes across the board than in 2019.

Overall our mission continues to be to achieve a Core-STEM workforce in which women make up at least 30% by 2030.





WISE member services

In addition to the 32 new member organisations welcomed into the WISE network, we maintained a renewal rate of 74% overall.

This figure jumped to 94% and 100% for premium and strategic members respectively – helping to demonstrate the success of our tailored products and services, as well as the commitment of our member organisations in driving gender balance in STEM.

Number
of new members

32

Member
renewal rate

74%

New member messages:

"We are working hard towards taking steps to make the careers more accessible for women in Engineering and Construction. Our next focus will be to implement the WISE Steps in order to help women to excel in the construction industry."

MBH Corporation PLC

"We've partnered with WISE to support us in our journey towards gender diversity in what is typically a male dominated industry. We understand the importance of attracting and retaining female engineers and technicians to make this a great place to work, to deliver a culture of inclusion and drive improvement."

CAF Rail UK Ltd

New members:

- Allstate Northern Ireland
- Arqit Quantum Inc
- BCS, The Chartered Institute for IT
- CAF Rail UK Ltd
- Colas Ltd
- Darktrace
- Department of Materials, University of Oxford
- Dyson Technology Ltd
- EDF Renewables
- FIVE AI
- GCHQ
- Gutteridge Haskins & Davey Ltd (GHD)
- Hyper Recruitment Solutions
- Immaterial Ltd
- ITM Power
- Luxfer Gas Cylinders
- MBH Corporation PLC
- McGee Group
- Mitie
- PA Consulting
- Pfizer
- Pollen
- Portakabin Ltd
- Renishaw
- RPS Environmental Management Ltd
- Saint-Gobain Glass (UK) Ltd
- Solus Accident Repair Centres
- Spirax-Sarco Engineering PLC
- Tracerco
- University of Bath
- Worley Services UK Ltd
- Zain Group

The WISE Ten Steps and Measuring Progress event

WISE Ten Steps

We are proud to say that we currently have 43 WISE *Ten Steps* signatories. Becoming a signatory demonstrates considerable commitment to gender diversity and the pledge is taken very seriously by many of our members. We are currently creating a new offering that will provide additional benefits to signatory organisations.



We held ten *Ten Steps* workshops between April 2021 and March 2022. These sessions have become increasingly sophisticated over time with recent data analysis providing insight into department and division in addition to an overall company-wide snapshot.

We are also pleased to report that our flagship *Ten Steps* change-management programme continued to be invaluable to members in 2021/22 as demonstrated by the feedback opposite.

Measuring Progress event

Our 2021 *Measuring Progress* event was the seventh held for WISE signatories who have committed to following the WISE *Ten Steps* programme. CGL, BAT and Amey presented on the benefits the *Ten Steps* have brought to their organisations and the breakout sessions explored hybrid working schemes and the possibility of a *Ten Steps* accreditation programme.

Although the overall *Ten Steps* signatory score dropped slightly for the first time since 2015 from 69.00 to 67.36 year on year, there was still a marked difference between the scores of repeat signatories and new signatories (67.0 versus 54.2).

Feedback from *Ten Steps* workshop attendees:

"Thought provoking, expertly facilitated and very helpful."

"There was lots of good discussion about improvements we can make as well as a clear list of next steps."

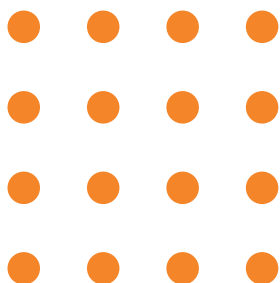
"The discussion was well directed with many useful insights."

New products and services

ECITB accreditation

WISE runs many accessible and informative training programmes. Arguably, outside of the *Ten Steps* workshops, our *Introduction to Diversity* course is perhaps the best known. We have been providing the workshop in various guises for several years, but in January 2022 we received approval from accredited training provider The Engineering Construction Industry Training Board (ECITB) for an updated/modified and extended day-long course.

ECITB members can attend the course for a grant-funded discounted rate – for more information on the way grants are allocated please see this [link](#). Attendees are also provided with a course guide and workbook for use alongside the workshop. The course explores the business case for diversity, related governance and policy laws surrounding Equality, Diversity and Inclusion (EDI), local EDI policies and an overview of the terms and language commonly used to describe EDI-related initiatives.



Other training programmes

In addition to our regular *Ten Steps* workshops for members we ran two *Introduction to Diversity* courses, a *Senior Leaders Workshop* and a bespoke *Inclusive Recruitment Workshop*.

Feedback from workshop attendees:

"The Introduction to Diversity course helped me understand how gossip can be harmful and that policies and procedures should be really well thought through."

"The Senior Leaders Workshop was really enjoyable – the talks were interesting and there was a good discussion group."

"The Inclusive Recruitment Workshop was an amazing session with useful and up to date information."

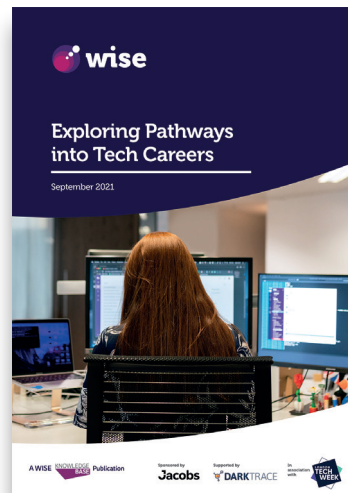


Research projects

Exploring Pathways into Tech Careers

Published in September 2021 with findings launched at London Tech Week, our 38-page technology research project, *Exploring Pathways into Tech Careers* was praised by industry and partners alike. The research uncovered key themes around gender balance in tech such as the increasing importance of transferable skills, as well as the fact that, despite growing numbers of women in the profession, there appeared to be an increasing gender imbalance in the types of tech careers chosen – with men more likely to take up programming or coding jobs.

These points and many more have informed discussions and training sessions since the report's release. In particular, WISE non-executive director Trudy Norris-Grey gave a keynote on the preliminary findings at Wales Tech Week in June 2021. It is also clear that we need to see continued encouragement from schools, colleges, universities and organisations to counter this trend.



Key findings from the report:

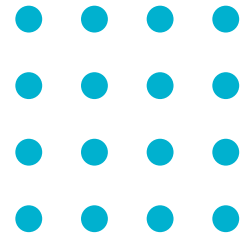
- More women than men are likely to re-train for a job in technology.
- There remains a gender imbalance in the careers chosen by men and women.
- Women are more likely to take part-time courses than men.

Case studies

WISE created a number of new case studies during the April 2021-March 2022 period. These included a piece on Network Rail's Employee Resource Groups looking at how they were established and their influence on the organisation's overall strategy; a report on BAE Systems' work with GirlGuiding to create the *Clever Cogs* science badge; and an overview of BMT's successful reduction of the Gender Pay Gap.



Member interventions and projects



Network Rail Mentoring and Transferable Skills programme

This year's annual bespoke project with one of our strategic partners, Network Rail, involved WISE creating and running a successful *Mentoring and Transferable Skills* programme. The six-month programme took place between April and September 2021 and had the following aims – to widen the STEM recruitment net for Network Rail, and to boost the confidence of the mentees and make them aware of their transferable skills.

The programme involved the following key elements:

- An introductory training day with WISE including mentoring training and recommendations and an *Introduction to Diversity* course.
- Mentoring sessions, at least one a month.
- All participants were provided with a comprehensive mentoring handbook.
- Access to an exclusive LinkedIn networking group that provided relevant opportunities and resources.
- A *Keeping in Touch* session hosted by Network Rail.
- Evaluation at the beginning and end of the course to assess progress.
- A celebration event.

The scheme provided mentoring to 15 external candidates, at least three of whom have now taken jobs within the organisation.

The event concluded with a celebration day in which four Network Rail speakers addressed 30 attendees comprising mentors and mentees.

At least three external candidates, Jacqui

Kendall, Janine Payne and Deborah Raby, were offered jobs at Network Rail as a result of the scheme. Deborah took a job as a senior asset engineer, Janine Payne now works as a project management assistant, and Jacqui Kendall started as a project manager and has since moved to the Rail Delivery Group where she has taken on the Rail Resilience Project as a project manager.

"Both my last and my current role are geotechnical but my mentor pointed out that I have many transferable skills. These include an analytical mindset, planning, incident investigation, people and development skills, and perhaps most importantly, project management."

Deborah Raby



"Personally, I found the mentoring sessions and the guest speakers the most influential and engaging element of the course. I didn't have much experience of personal development plans before this but they were a big part of the mentoring sessions. I have taken that understanding into my new role."

Janine Payne



"I really enjoyed the course sessions where Network Rail guests spoke about their own experiences and the tips for CV and LinkedIn profiles. The sessions I had with my mentor really helped my personal development which included goal setting, encouragement to complete the PRINCE2 course and helpful information about how NR operates and what it might be looking for."

Jacqui Kendall



The mentors also found the programme rewarding and fulfilling. They provided the quotes opposite.

Mentors on the Network Rail programme said:

"I enjoyed being a mentor, supporting the development and confidence of another person gives a good sense of fulfilment."

"This was a fantastic opportunity for mentees to gain further insight to the railway industry to assess their transferrable skills, gain contacts within the industry and learn more about it before taking the leap of faith."



Gender Balance in Computing

WISE works on many collaborative projects, and Gender Balance in Computing (GBIC), which aimed to help make girls in academic year 5 (aged 9 and 10) feel more positively about Computing, was one of these. The project took several years of planning and ran in 2021. Funded by the Department for Education and its Behaviour Insights Team (BIT), GBIC was overseen by Raspberry Pi Foundation, a charity set up to enable young people to realise their full potential through the power of computing and digital technologies. The BCS, STEM Learning and Apps for Good also contributed to the project.

Although there were some bumps in the road, not least the pandemic, WISE ultimately created a resource pack of 10 lessons for teachers to deliver to their pupils to run across a term. This included a *My Skills My Life* session at which role models working in computing were invited to speak. More than 50 schools and over 1000 pupils from primary schools across England engaged in this project.

GBIC's final report and evaluation is due to be released in October 2022.

The work helped showcase our WISE role models – here are testimonials from two participants:

Name: **Tabby Davies**
Job Title: **Software Engineer**
Organisation: **NaturalMotion/Zynga**



"I got involved with the project because I wished I had seen more female role models in software engineering during my education. Seeing people with similar characteristics to yourself achieve and progress is key to boosting self-confidence. It makes you think 'I could do this too!' I learnt a lot from the project – especially during the insightful Q&A sessions."

Name: **Dilraj Bhatia**
Job title: **Senior Business Analyst/Product Designer**
Organisation: **Airelogic Ltd**



"I thoroughly enjoyed working with pupils to analyse user problems by creating a mobile prototype. It was so rewarding to see pupils become more interested in computing."

We also received the following feedback from pupils:

"I loved learning about the role model's job during the day. It was so cool."

"My favourite bit was when the lady talked about how she got her job."

WISE events

The COVID Unsung Heroes Awards

Our COVID Unsung Heroes Awards, or 'CUHA' as it was dubbed internally, was perhaps the highlight of our year as it saw a return to in-person events following the constraints of lockdown. Although numbers were lower than the awards attendance of previous years owing to social distancing rules at the palace, it was a lively and inspiring event. The awards were designed to celebrate previously unrecognised women in STEM who had helped improve lives and communities during the pandemic. Pulled together in just over three months, the ceremony was a genuine feat for the WISE team, judges and partners who assessed applications for six categories included tech innovation, education, data solution and community engagement. It's fair to say that many of the applications were awe-inspiring.

Hosted at Windsor Castle by our patron, HRH, Princess Anne, guest speakers included Professor Dame Sue Hill, whose keynote on creativity and resilience in the medical profession resonated with the audience. In addition, Chief Scientific Officer, Sir Patrick Vallance, delivered a lively speech on the benefits of diversity in STEM. The event brought together incredible talent and press outlets such as the *Telegraph* and *Harpers Bazaar* helped to promote and amplify the achievements of our remarkable winners.

Feedback from the event:

"Such an array of talent in one room. Thank you so much, I found it genuinely inspirational."

"A stunning evening, very humbling."

"It's wonderful that WISE has recognised the outstanding work done by award winners beyond their job roles. Now no longer unsung."



And the winners were..

- **Dr. Amy Thomas** – Research Associate at the University of Bristol, won the **Tech Award** for designing and validating a saliva spit test after identifying that the widely used swab test was unsuitable for children.
- **Dr. Anna Young** – Lecturer in Mechanical Engineering at the University of Bath, won the **New Educator Award**, for the role she played in ensuring that over 1,200 mechanical engineering undergraduates were able to receive high-quality education and pastoral support during Bath University's transition to blended learning.
- **Fiona Bennington** – Product Design Engineer and Head of Entrepreneurship and Growth at Catalyst in Belfast, won the **Responsive Hero Award** for establishing a cross-border consortium of companies in Northern Ireland and the Republic of Ireland to distribute PPE to frontline workers during the first wave of the pandemic.
- **Ming Tang** – Interim Chief Data and Analytics Officer at NHS England and NHS Improvement won the **Data Solution Award** for the creation of the Covid Data Store, which used AI to ensure that critical care staff, PPE and medications were being placed in the right location at the right time.
- **Susan McDonald** – Energy Lead at Deloitte and winner of the **Community Champion Award** for her work ensuring that at-home Covid testing was available to everyone. She also spearheaded accessibility for ethnic minority groups, blind and partially sighted people, as well as those shielding or self-isolating.
- **Tolulope Oke** – Global Diversity, Equity and Inclusion Customer Engagement Leader at Amazon Web Services, won the **D&I Award** for her work relaunching Amazon's Europe, Middle East and Asia Inclusion Ambassador Programme. This created a network of over 1,400 diversity and inclusion ambassadors within 28 countries to provide additional support during the pandemic.

CXO Breakfast

In Autumn 2021, many of our member companies were working out how best to safely move people back into the workplace. We therefore invited senior leaders of member organisations to participate in a CXO Breakfast that explored the following themes:

- Timely and effective internal communications are critical to ensuring effective change management.
- Establishing an effective hybrid working environment which recognises a diverse workforce.
- The importance of data analysis of roles, responsibilities and job requirements in effecting a smooth return to the office.

Several WISE members presented on schemes being rolled out across their organisations:

- Angela Booth the Women's Network Chair at Thames Water presented on the organisation's new hybrid working model entitled *Principal Design for Future Ways of Working* (FWOW).
- Danielle Haugedal-Wilson, Head of Engineering at the Co-op, presented on the importance of recognising different types of worker and how a hybrid system should factor different collaborative requirements into its programme.

Points made during the breakout sessions:

"Executives should create a dedicated 'return to work' team to manage communication, alleviate concerns, and ensure that there is room for much needed collaboration when people are in the office."

"Staff should be empowered to do the right thing themselves. The trust employers put in their staff during the pandemic should be maintained, and staff should feel that they are allowed to manage their hybrid working conditions."

"Executives should continue to focus on performance and delivery rather than where their staff are located."

The event was well attended and we received the following positive feedback:

"Very informative. Good blend of people and industries."

"Well organised. Very smooth. Enjoyed the breakout discussions and chance to ask questions."

"Very interesting and insightful. Great to have so much input from talented leaders in STEM."

Other events

We endeavour to inspire and provoke thought during our events. One that was particularly successful in this respect was a panel discussion called *Tackling Unconscious Gender Bias* held in March 2022 with guest host and BBC Apprentice winner Ricky Martin from Hyper Recruitment Solutions. The event explored unconscious bias within the recruitment process, inclusive job descriptions and how best to support a diverse workforce. This event proved very popular and was well attended.

Notable points made during the event included the following:

"There are more masculine-determined words in use during the recruitment

process. So, words like 'confident' and 'driven' are very masculine, whether we realise that or not from an unconscious perspective."

"Some words like 'interpersonal', or 'honest', which are more feminine-focused, will attract more diverse applicants."

Other successful events included one on *Inspired Leadership*, another on *Stereotypes and Microaggressions*, and a third called *Celebrating Women Working in STEM* – this last event took place on International Women's Day. We ran 16 events in total and attracted approximately 500 attendees to these total. The events included online webinars, KSEs and virtual roundtables.

My Skills My Life

My Skills My Life is WISE's flagship outreach programme and we conducted a number of successful sessions throughout 2021/22 and reached more than 20,000 people, helped in large part by our successful GBIC programme. Partners included STEM Learning. The STEM regional hubs including Deliberate Learning from the Northern Ireland Hub, and STEMNow.

As part of the 1851 Commission project run in partnership with Common Collective, we developed an evaluation framework for the **My Skills My Life (MSML)** programme using focus groups from our member organisations, partners and role models. We explored the priorities of the resource as well as how it needs to have lasting impact, spark engagement, connect to the individual involved, build awareness and facilitate adventures in STEM.

WISE are incorporating these recommendations into **MSML** sessions moving forwards, both in the online tool and the wider programme.

The work has invariably been well received and we are running further successful programmes in 2022, and beyond. Watch this space!

MSML case study



One **MySkills MyLife** session was conducted with the Mid & East Antrim Borough Council. This

was held online with over 100 parents and pupils attending. The event took place on 3rd June 2021 and featured three fantastic role models – Dilani Sekvanathan, Software Engineering Apprentice from BBC Design and Engineering; Kalina Dimitrova a Graduate Civil and Structural Engineer from Goodson Associates and Phoebe Tate, Medical Writer, Ashfield Healthcare Communications.

Feedback from our **My Skills My Life** work:

Online

"It was a really good webinar, flowed well, the chat box for interactivity was great and I appreciate everyone giving their time and sense of adventure."

"Great to see the online webinar and I hope this platform will be used more frequently in future."

In person

"The training provided an opportunity to really inspire young girls using a simple and straightforward training session."



WYPB review

Throughout the past year, the WISE Young Professionals' Board volunteers have worked to increase the number of women working in STEM roles, and highlight the issues faced by young people working in these sectors.

Five new members joined us as exceptional role models: Bethany Hall (Rolls Royce), Ellie Gomes-Callus (Bloomberg NEF), Jesie Dyos (Thames Water), Katy Corfield (GSK) and Muneebah Quyyam (Atkins).

We ran a series of programmes throughout the year. Our annual competition saw young people introduced to STEM-based puzzles and challenges that aimed to highlight the hidden jobs that keep city infrastructure up and running. This was sponsored by CGL and Collins, and the winner received a Robobloq coding robot.

Between April 2021 and end of March 2022, we published blogs such as 'Our top STEM reads and listens', in which we shared the podcasts and books we loved and think other people interested in STEM would enjoy. We also explored how the lack of gender diversity in technology has affected the solutions and user experience for 50% of the population in our popular 'Women in Tech and Tech for Women' blog.

Our social media accounts are still growing rapidly. LinkedIn has seen over 750 new followers this year and we also created a new TikTok account. Our successful *Mythbuster* campaign used reels to address common misconceptions about working in STEM and to educate and encourage our audience to consider careers in these fields. These have been viewed over 4,000 times just on LinkedIn.

We all continued to run the skills development workshops and focussed on finding our strengths with Consulting Women as well as time management with RS Components; both have proven useful and helped us to make good use of our skills and strengths within both the board and job roles.

WYPB new members



Bethany Hall
Electrical Systems Engineer
Rolls-Royce



Ellie Gomes-Callus
Policy Officer
Bloomberg NEF



Jesie Dyos
Field Scientist
Thames Water



Katy Corfield
Quality Manager
GSK

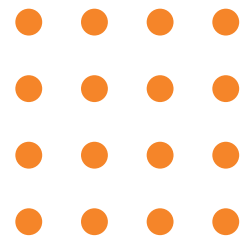


Muneebah Quyyam
Senior Systems Engineer
Atkins

Firsts this year include Beth Hall working with Kay Hussain on a reverse mentoring programme. This helped her collect the thoughts of the board and report back with insights from an experienced leader. The WYPB also assisted in the judging of the BCF awards and were represented by Beth at the *COVID Unsung Heroes Awards* celebration. For the first time, the WYPB hosted a senior leadership presentation to share our work with WISE members and can help implement diversity and inclusion strategies within their industry-leading companies.

To conclude, within Q4, the WYPB launched its own newsletter to keep our alumni and supporters up to date with all our latest campaigns, activity and content.

WISE as a partner and influencer



Although WISE has evolved considerably since it was established almost four decades ago, a constant throughout has been the organisation's dialogue with policy and decision makers.

WISE CEO Kay Hussain and other senior members of the WISE team have spoken at many high-profile events since she joined the organisation in January 2021. In April of that year, Kay attended a panel at an Institute of Government and Public Policy event on *Accelerating the Advancement of Women in STEM* where she presented on how best to support women in STEM workplaces and build the female talent pipeline. She also contributed to a panel at the *Inside Government Women in STEM* Conference in November 2021. The WISE Director of products and Services, Dimitra Christakou, and a member of the WISE Young Professionals' Board participated in panel sessions at the *Business of Science* Conference in October 2021; and Dean

Greaves, Head of Relationship Management spoke at the BCF Awards, also in October 2021.

WISE provides regular feedback to the Government's All Party Parliamentary Group roundtable, and in September 2021 submitted the findings of our *Exploring Pathways into Technology* research paper. In the early part of the year, WISE reviewed a book written by our collaborator the British Computing Society (BCS) called *A Practical Guide To Increasing Gender Diversity and Inclusion* – this was published in July 2021.

Our work with partners helps keep WISE and its goal – to ultimately achieve gender parity in STEM – firmly on the agenda of key decision makers.

With thanks to Mattell-Barbie and Professor Dame Sarah Gilbert

We would like to thank Professor Dame Sarah Gilbert, lead developer of the Oxford-AstraZeneca COVID-19



vaccine, for donating the proceeds from a Mattell Barbie Role Model created in her likeness to WISE. The money has been used to support our outreach resource, *My Skills My Life*; a scheme created to inspire girls to consider a career in STEM.

My Skills My Life allows girls to explore personality types, and matches them with relatable role models who have rewarding and successful careers in STEM.

Upon the doll's launch, Professor Dame Sarah Gilbert said:

"I am passionate about inspiring the next generation of girls into STEM careers and hope that children who see my Barbie will realise how vital careers in science are to help the world around us. My wish is that my doll will show children careers they may not be aware of, like that of vaccinologist."

Finances

A strong financial position is essential to ensuring that WISE continues to help create a better gender balance in science, technology, engineering, and maths (STEM) professions.

Total Revenue



The continuing challenges from the COVID-19 pandemic meant an ongoing difficult backdrop and this was reflected in the 12% drop in turnover. However, the continued support from many WISE members and partners, and the unwavering commitment of our team and stakeholders was key to minimising the financial impact. Costs were carefully controlled resulting in a 12% improvement, meaning that the gross profit percentage for the year remained the same as in 2020/21.

Breakdown of Revenue



Income from Awards and Events grew by 3% reflecting the lifting of Covid restrictions and the return of face-to-face events. Our flagship event, the *COVID Unsung Heroes Awards*, held at Windsor Castle, attracted pre-Covid levels of sponsorship. The WISE Jobs board saw a substantial 61% increase in advertising as the STEM jobs marketplace thrived. Although membership renewals proved challenging as businesses had to re-prioritise critical spend in the wake of the pandemic, we were delighted to welcome 32 new members to the WISE network. WISE investment continued with specific commitments around products and services as well as marketing, to enhance our offering and expand our reach and impact.



New team members

We welcomed several new team members to WISE during the 2021/22 year. They all hit the ground running and have been an incredible asset to WISE.

"I'm passionate about raising awareness of diversity and inclusion in the workplace and WISE's mission and values align with my own. As a team we collectively work together to support the best outcome for our members and provide them with a smooth journey towards better gender balance in STEM."



Hannah Worrall joined as WISE Digital Marketing Officer in September 2021.

"WISE is a supportive and nurturing organisation that enables its people to grow and use their talents. The WISE team help each other through challenges to successful outcomes – I'm so happy to be part of this family and our members are pretty brilliant too. Together I believe we will get gender parity for women in STEM."

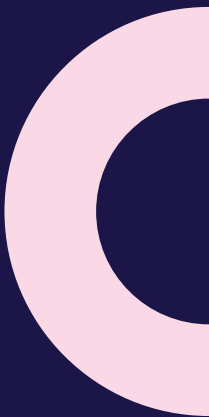
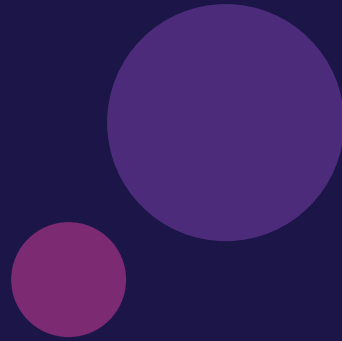
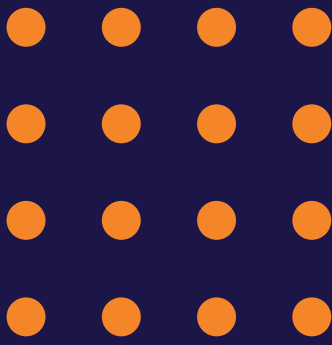


Hannah Hawksworth joined as WISE Events Coordinator in October 2021.

"I enjoy working for WISE, it is a very flexible and supportive organisation."



Ala Razooki joined as a Finance Officer in May 2021 and has since been made a Senior Finance Officer.



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