Glasgow Life – Glasgow Code Learning

Project type:
Customer Research

Research question:
How satisfied are our customers and what improvements can we make?

Project background and aims

Glasgow Life is a charity that delivers cultural, sporting and learning activities on behalf of Glasgow City Council. The charity was working in partnership with J.P. Morgan to pilot an innovative digital skills programme called Glasgow Code Learning. Glasgow Life required research to monitor participant's engagement with the course and to give an indication of outcomes for those who completed the course.

Research approach and methodology

The Code Learning programmes are designed so that a majority of the coursework can be completed remotely through an online portal. As a result, online self complete surveys were the best method of gathering feedback from participants. Questionnares were designed in collaboration with Glasgow Life and included one at the beginning of a course, one at the end and then three follow ups 13, 26 and 52 weeks after the course completion.

The findindgs from the surveys were presented to Glasgow Life in a series of reports, including an interim report mid way through the evaluation and a final report at the end. Smaller ad-hoc reports were also produced on the request of Glasgow Life to support specific reporting requiremetns for them

Research impact

The finding of the survey helped improve some aspects of the program. It also showed that most learners, at all levels of the programme, developed their existing digital skills and were able to attribute either a progression towards employment or an in-work progression on successful completion of the programme.