Tech Rootz

Double Award Winning 'No Coding' Education for Black, Deaf And Neurodivergent Communities in the Midlands.

Prepared For,

Stakeholders

Winner 2022

BIRMINGHAM TECH

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WOMEN IN TECH

The tech industry can often be seen as siloed and exclusive to those who live in London and/or are based in more affluent areas. This creates a huge barrier for Midlands creatives who would like to enter into the industry but do not feel equipped to start their journey.

With tech being the fastest growing industry in the world, often offering lucrative salaries with remote and flexible benefits, we want to commit to removing as many barriers as possible by being based in the heart of the community, hosting free events and offering communities access to some of the most innovative and skilled companies and training providers in the country.

Inclusion

Tech Rootz is a double award winning Midlands based 'no-coding' initiative committed to opening up access to the tech industry for Black, Neurodivergent and Deaf communities.

We work with tech professionals to educate these communities and share advice on how to enter the tech industry without a background in coding or computer science. Our method is to encourage people to use natural or transferable soft skills.
Each year we have an annual event designed to offer people the opportunity to physically explore tech roles via simulations, watching live demos; and through engagement with the design and gaming world.
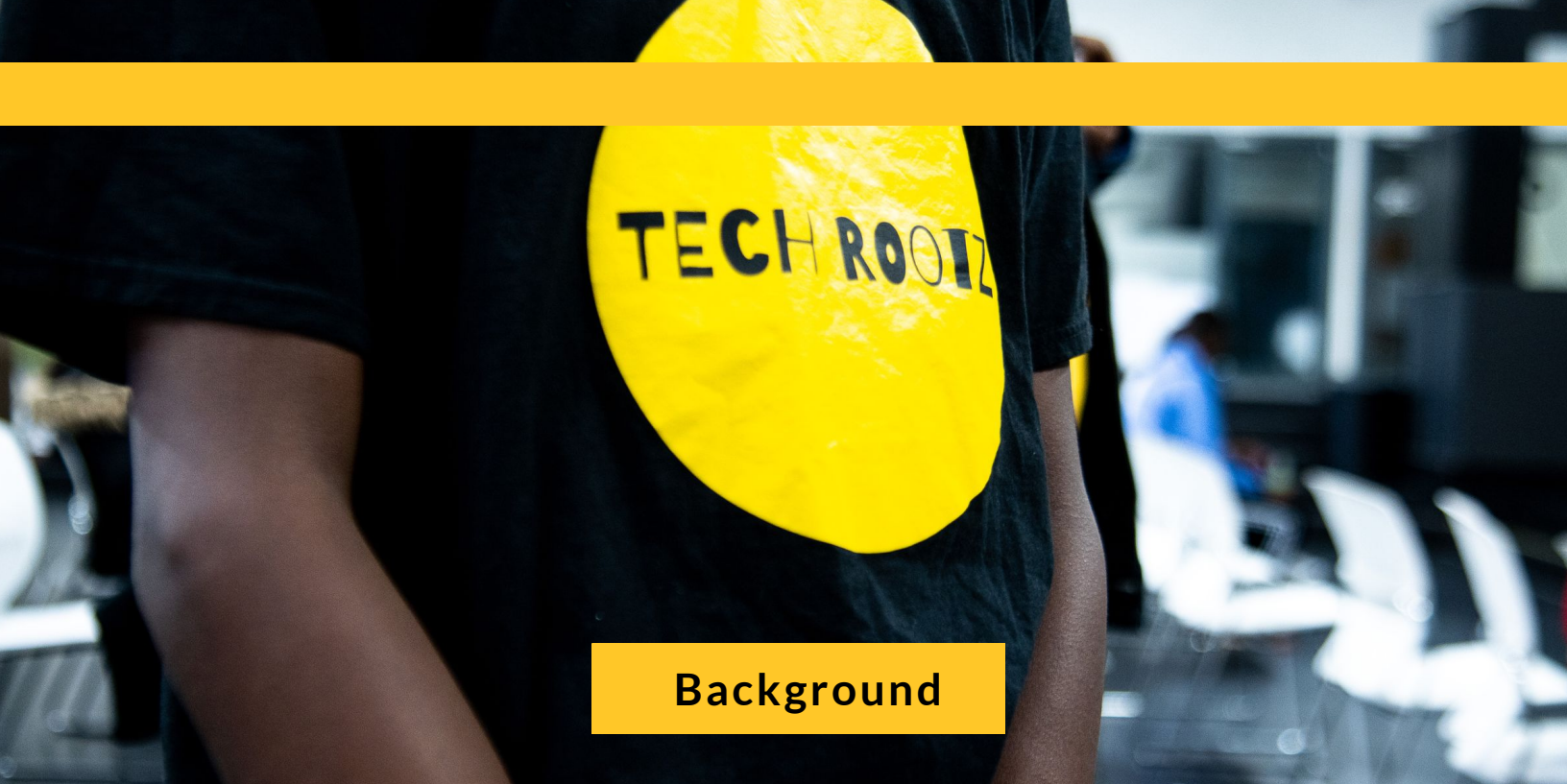
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Background

After watching covid-19 decimate the Black community, The Black Heritage Support Service launched Tech Rootz as a socio-economic intervention, designed to lift the Black community out of front line, entry level public sector roles.

Not long after entering into the tech industry in 2019, our founder quickly realised that there was little to no Black representation and that there was an emphasis on skills based qualifications and not degrees which was one less barrier for those who hadn't entered into higher education.

Instead of focusing on promoting coding and web development which seemed to intimidate a percentage of the community; we changed the focus to encouraging those in the community to explore using transferable soft skills within 'no coding' roles. Not only are these roles easily adaptable but they pay significantly higher salaries within the tech industry.

We decided to design a training programme and event that would be accessible to the Black, Deaf and Neurodivergent communities in the Midlands and would give them a visceral experience of "a day in the life of a UX/UI Designer, Project Manager, Product Owner, Product Designer and Music Production".

We wanted to extend inclusivity to wider marginalised communities because accessibility tech is efficient. The tech industry is the future and it pays well. If we can increase the socio-economic status of our community, then we can change the quality of our communities lives. People should have the right to a good quality life and the financial freedom to live in safe and healthy environments and that should include Black & disabled people.

There is only 3% Black representation in the UK tech industry

45% of Tech Rootz attendee respondents said they had never had the opportunity to explore industry roles

35% of the Deaf community are not in employment compared to 21% of the general public. Tech accessibility products can reduce this number

80% of Deaf attendees were over 16 years old and were not in work

15% of the UK population is neurodiverse and usually possess multiple skills needed for a career in tech

100% of respondents who were neurodivergent said they did not feel confident to apply for a tech role due to their neurodivergence

Conference

The conference features live interactive demos led by tech professionals aiming to invite the audience into their thought process.

We design simulations to offer participants a physical experience of the role which is particularly beneficial for those who are neurodivergent. Studies show that physical interaction increases the ability to retain information.

We encourage the exploration of gaming industry roles, including Design, User Experience and Audio Engineering.

We provide Deaf DJ workshops using Woojer Vests, Serato software and we hire BSL Interpreters to ensure inclusivity.

We offer a 4 week training programme post conference to allow people to gain further detail about the roles and skill set needed.

In 2023 we have partnered with Tech Bootcamps to offer attendees participatory places.

Roles: UX/UI, Product Design, Agile Project Management, Quality Automation, Music Production, Gaming Audio, Product Owner, Music Production.

In June 2022, Tech Rootz saw more than 200 people from African and Caribbean communities in the Midlands attend and explore industry roles.

This year, we would like all places available on our partner academy filled with Tech Rootz participants.

We would like 10% of disabled participants to secure roles in the tech industry by June 2024.

We want 50% of attendees to further explore the tech industry by either signing onto an external course, participating in one of our workshops or by applying for a tech industry role.

We have no age demographic. We are keen about encouraging people over 50+ to utilise their experience and soft skills in the industry. Life does not end at fifty.

Sponsorship packages

Supporting our cause would be a way to offer equitable means to marginalised communities; contributing to a fairer society and creating an equal level playing field for disadvantaged groups.

Donate your services or products	Can you offer us your services, products or provide us with resource at one of our events? or host a training session or workshop for our participants?
Financial Donation	Can you donate financially or fund one of our events? You can do this via our paypal account on our website.
Advertise or promote our work	We believe that collaboration and networking is everything. Can you promote our organisation and advocate for our participants? You can do this by advertising our work in your newsletters and on your social media platforms. You could also book us to speak at your events to help us increase outreach.

Thank you for your support

Contact

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