



# COLORINTECH

## AI For Everyone

Impact Report 2025

# AI For Everyone: Executive summary

## Overview

AI For Everyone, delivered by Colorintech with support from Google.org and the Centre for Public Impact, was designed to address unequal access to practical AI skills as AI rapidly reshapes the UK workforce. The programme equipped underserved communities with applied, job-relevant AI capabilities, building both confidence and long-term employability.

Delivered through a hybrid model of online learning, live workshops, and hands-on exercises, participants developed skills across AI fundamentals, prompt engineering, ethics, bias, and security, with opportunities to gain Google-backed certification.

## Outcomes

Participants translated learning into real-world impact. 73.6% reported improved job security or future prospects, and over 25% secured a new role, promotion, or internship within six months, with 40% receiving a pay rise. Automation of repetitive tasks, improved work quality, faster decision-making, and idea generation were the most common use cases.

## Looking Ahead

With consistent oversubscription and strong outcomes, Colorintech wants to scale AI For Everyone nationally, expand into devolved nations, and introduce sector-specific modules and advanced cohorts.

AI for Everyone demonstrates a scalable, high-impact model for inclusive AI upskilling with measurable productivity, career, and economic returns.

## 2025 Impact at a Glance

- **805 applications** across 11 cohorts
- **6 regions** across England reached
- **55.6% women** | 61.7% from Black, Asian & minority ethnic backgrounds
- **3.28 hours** saved per participant per week
- **£1.1m** estimated economic impact (2025)
- **67.38%** increase in confidence using AI
- **97.1%** reported increased productivity
- **76.5%** using AI tools weekly or daily

# AI For Everyone: Introduction

Supported by Google.org and the Centre for Public Impact, this program's aim was to train communities across England who are most impacted by workforce transitions brought on by AI.

Colorintech provided their community with bespoke AI training and financial support to equip underserved workers with the AI knowledge and tools needed for long-term professional success.

## Delivery

- Practical, applied AI skills for real-world use
- Responsible and ethical AI adoption
- Building confidence to enable sustained AI usage

## Format

- Online and in-person, hybrid training model
- Live interactive workshops, with hands-on exercises and real-world use cases
- Optional additional self-paced learning and certification pathways

## Aim

- Close the AI skills gap
- Enable inclusive participation in the AI-enabled economy
- Translate learning into measurable productivity and career outcomes





# Program overview



## Platform onboarding

The program began with an online module series on Coursera, introducing participants to AI concepts and fundamentals.

## AI workshops

Participants learned comprehensive AI skills, from the fundamentals of AI and prompt engineering to ethics, bias, security and sustainability through hands-on activities and group discussions.

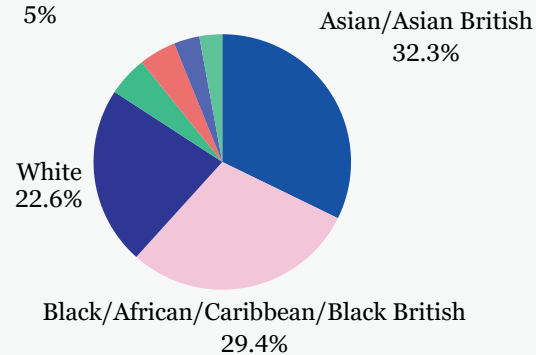
## Advanced Applications

Participants gained a Google-backed certification upon completion, as well as the option to further deepen their learning through a self-paced, online Prompt Engineering course, enabling them to gain a second qualification.

# Participants & Reach

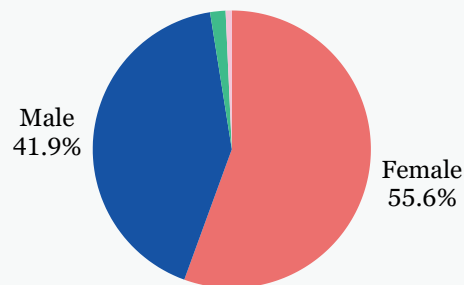
A diverse cross section of society took part on the program across 6 Major regions across England

Mixed/Multiple Ethnic Groups  
5%



Ethnicity Breakdown

Male  
41.9%



Gender Breakdown

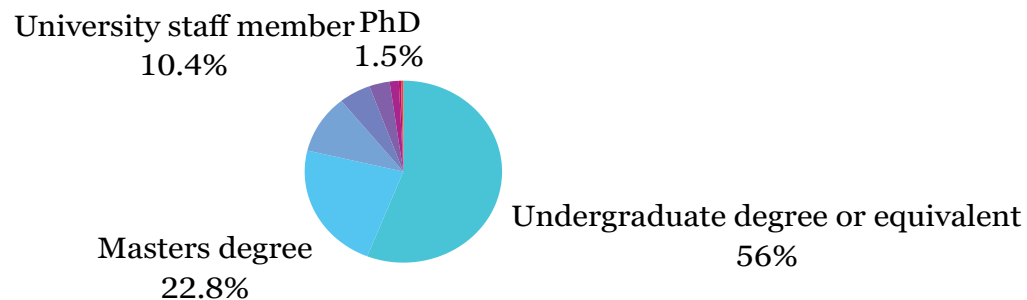
Key program locations



# 62.5%

Of program community cohorts came from Professional Services and non Tech backgrounds

Demand for places on the program came from participants across a range of sectors, including Professional Services and Technology, as well as Healthcare & Life Sciences, Government & Energy, Finance & Fintech, and Creative & Media. This demonstrates wide demand for training of this type.



# Our Impact

## 3.28

hours of work per week saved

On average, participants are saving approximately 3.28 hours of work per week as a direct result of the program's content.

- 8.8% of survey respondents reported saving one whole working day per week.
- 91% of survey respondents reported saving at least an hour of work per week.
- Over 85% of survey respondents reported our program having direct positive impact on their professional lives.





# Our Impact

## £1,119,652

impact for the UK economy across 2025

- Across one working week, our program participants save on average 3.28 hours.
- Given the median UK salary is approximately £38,100 gross annual pay, the average participant will save the economy £3,332.22 per year.
- Learners most commonly saved 1-2 hours per week, with 8.8% of our survey respondents saving an entire work day per week.

These statistics prove the significant impact of our program, empowering diverse communities with crucial AI knowledge. Using the skills learnt in our program, participants saved a substantial amount of time, not only benefiting their personal and professional lives, but also local economies.



Economic impact calculated using average hours saved per participant × median UK salary (£38,100) × number of active participants over 12 months.



# 67.38%

of participants gained confidence on AI

Economic impact calculated using average hours saved per participant × median UK salary (£38,100) × number of active participants over 12 months.

Not only confidence with using AI, our participants also gained confidence in their job security:

- 73.6% of participants reported improved job security and future prospects.
- 76.5% of learners are applying their new AI skills several times a week, if not, every day in their current roles.



# Automating repetitive tasks

ranked highest for impact

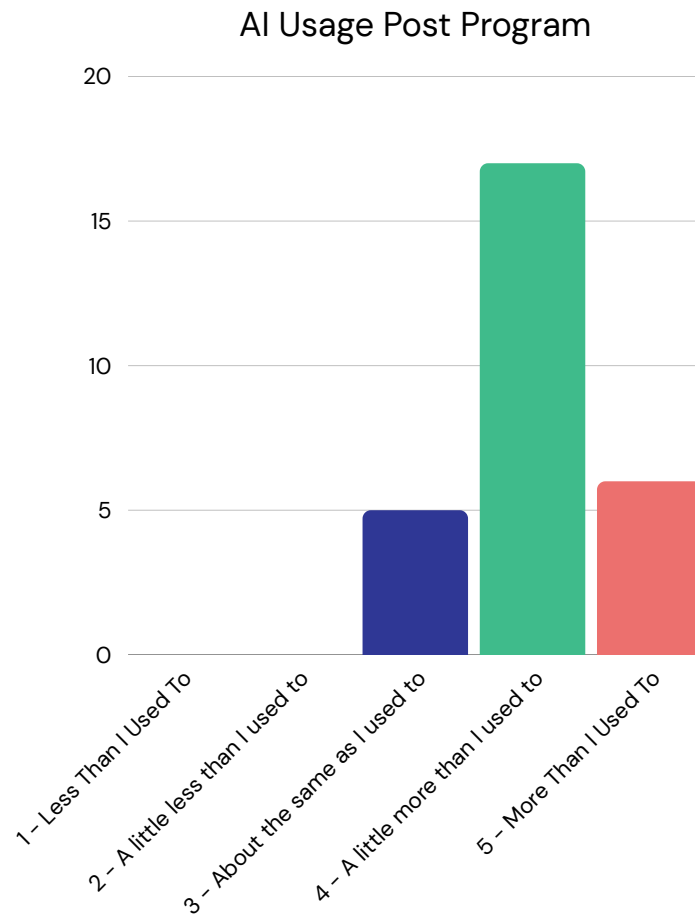
when asked about which areas of their professional lives have improved participants noted that they were able to automate repetitive tasks significantly

Other areas noted by the participants were:

- 1.Improving Quality/Accuracy of work
- 2.Speeding up Decision-making
- 3.Generating Ideas/Content
- 4.Enhancing Data Analysis



# Learning Outcomes



## KEY SKILLS

Participants gained critical technical skills in AI fundamentals, prompt engineering, and potential disadvantages of AI, empowering them to navigate the evolving job market with confidence and expertise.

When surveyed Over half (53.9%) of all program responses pointed out that the skills they enhanced with AI relate to productivity and idea generation. Getting work done quicker was the top use case mentioned, with 27.5% of the total mentions. Brainstorming new ideas was the second most frequent, with 26.4% of the total mentions.

## COLLABORATION

Through group activities and discussions, learners developed teamwork and communication skills, essential for success in diverse, technology-driven environments that require effective collaboration and problem-solving.

## REAL-WORLD APPLICATIONS

Participants engaged in hands-on projects that demonstrated practical applications of AI in various industries, enhancing their understanding of how technology can solve real-world challenges and drive innovation.

24.2% of participants mentioned they would use their AI knowledge for Improving career progression or employability

Real world application:

18.7% of participants indicated they will use AI to Help with projects outside of work.



# 73.6%

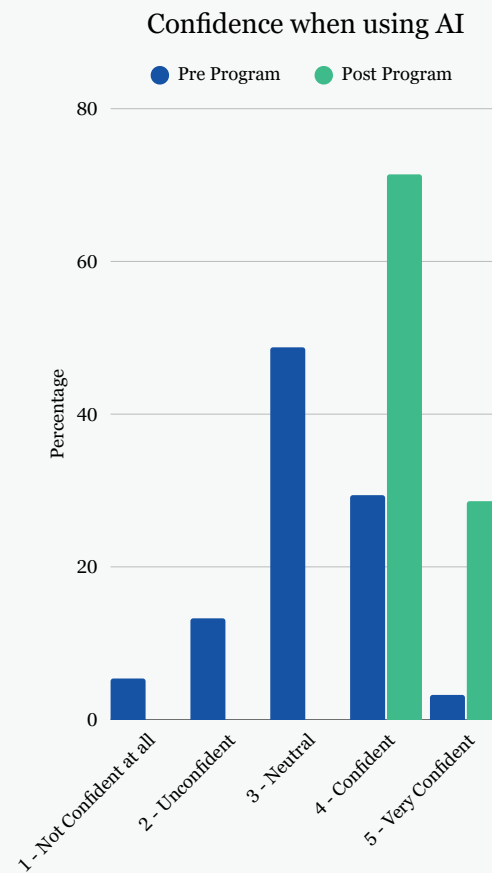
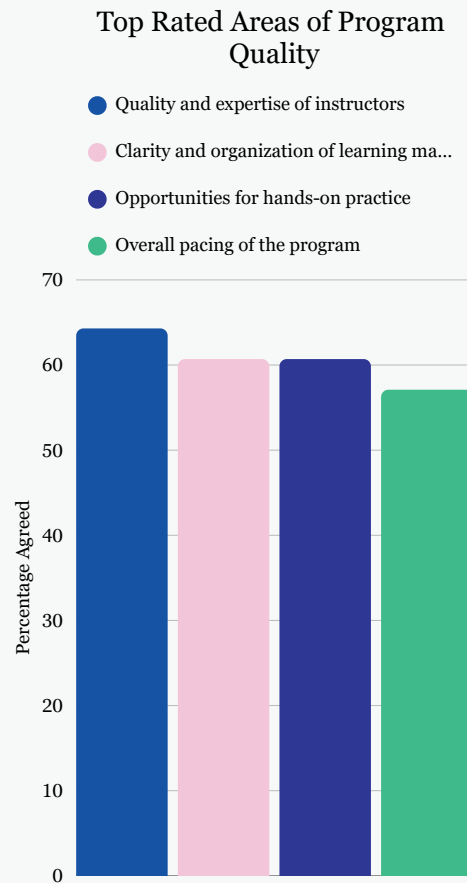
of respondents rated the program as valuable and higher for their Jobs and career

- 73.6% of respondents rated the program as Moderately valuable, Very valuable, or Extremely valuable in improving their job security or future career prospects.
- A significant portion, 41.2%, felt the program was Very valuable or Extremely valuable.
- Among all reported ways participants plan to use the skills, 24.2% of the mentions were for Improving career progression or employability, making it a top three intended use case.

Participants overwhelmingly validate the experience as an essential career catalyst, using the skills learned for immediate job security and future-proofing their professional paths.



# Supporting Data



# Supporting data

"This understanding is more important than ever as AI continues to evolve and influence the world we work and live in."

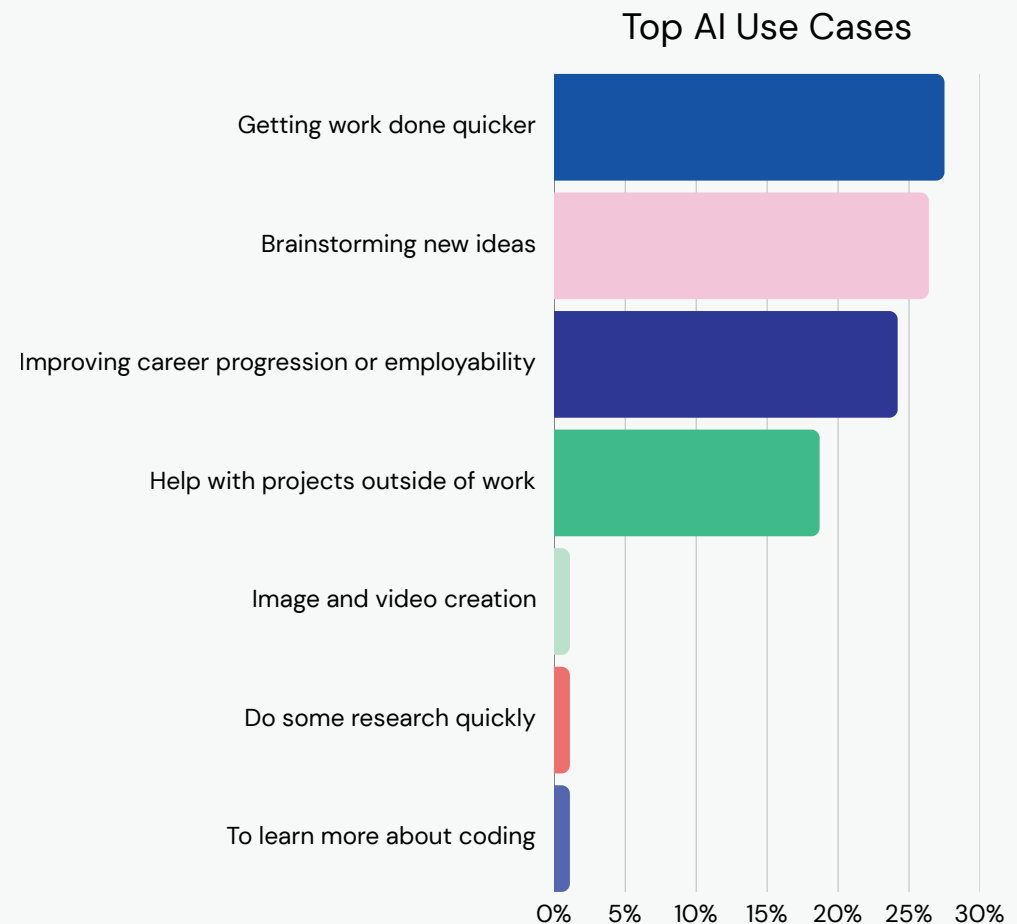
*DAISY ADELAJA*

*Participant, AI for Everyone cohort - King's College London Careers Intern*

"[Colorintech's AI For Everyone Program] has truly changed the way I utilise generative AI, and I feel so much more confident using it."

*ALEJANDRO FILLO NASTASE*

*Participant, AI for Everyone cohort - BA English Literature at Durham University*





# Career & Community Impact

## JOB READINESS

Participants gain essential skills in AI and tech, enhancing their employability and preparing them for roles in fast-growing industries, ultimately bridging the employment gap.

- 100% of respondents rated the program as valuable, with 41.2% rating it either Very valuable or Extremely valuable.
- The use case Improving career progression or employability was one of the most frequently mentioned ways participants intend to use their new AI skills, accounting for 24.2% of all use case mentions.

## COMMUNITY ENGAGEMENT

The program fosters a strong sense of community, encouraging participants to connect, collaborate, and share resources, thereby creating a supportive network that thrives together.

“it was inspiring to see them not only develop essential technical skills but also build the confidence to apply them.” - Adam Hugill, Manchester Metropolitan University.



# Career & Community Impact

## Alumni Success

Graduates have successfully transitioned to meaningful careers, showcasing their achievements and inspiring future participants through shared stories of transformation.

Over a quarter of respondents secured a new job, promotion or internship within 6 months of completing the program, with 40% of those securing a pay rise.

“[Colorintech’s AI For Everyone program is] designed to help participants gain hands-on experience with AI tools, boost their employability, and open doors to exciting new career opportunities.”

*Manchester Metropolitan University Rise Team*



# 97.1%

of participants reported an increase in productivity post-program.

Post-program, confidence increased by 67%, with 76.5% of participants using AI several times a week or daily.

Confidence directly enables adoption. Without it, participants are unlikely to apply AI tools in their day-to-day work. By building confidence alongside capability, the program successfully converts learning into sustained behaviour change, making this a core strength to carry forward into future program design.

Colorintech Recommendations:

1. Invest in the future programs

Provide dedicated financial or in-kind support to help close confidence gaps.

2. Commit to co-design.

Actively participate as an industry partner to co-design, validate and certify Colorintech's program to ensure market value.

This collaboration delivers measurable productivity gains and practical skill development. Participants reported an average 97.1% productivity improvement, and 63.1% attributed career progression to skills gained through the program.





# Looking Ahead

With 73.6% of our respondents rating our program series as valuable, and 63.1% attributing their positive career progress directly to our program series and the program delivering over 10X ROI back to the economy it is important that leanings are taken to support future programming. This could look like:

## INCREASED REACH

Our 2025 pilot saw significant oversubscription, receiving 805 applications across 11 cohorts. With capacity for fewer than half of these applicants, we now aim to scale our intake to meet this high unmet demand.

## PROGRAM DESIGN

Building on the success of AI Fundamentals, we are introducing two key expansions: Advanced, fast-track cohorts for technical and younger learners, and industry-specific training focused on the bespoke use cases that 76.5% of our active participants find most valuable.

## LOCATION REACH

Having successfully established our program in six regions of England, we have identified significant opportunities to scale into the remaining English regions and extend our impact across Scotland, Wales, and Northern Ireland.

# Recommendations for future program design



## **Sector-Specific Modules:**

Given the broad nature of program participants, the program could evolve to offer specific modules to enhance skill development around specific use cases sector by sector and improve career outcomes



## **Emphasise practical use cases:**

Learners consistently commended the program's content as it included practical use cases. More hands on examples and exercises embed learning and improve participant outcomes



## **Enhance Prompt Engineering:**

One of the key themes that emerged throughout the program was the demand from participants to enhance their ability to develop more sophisticated prompts

"Like it or not, AI is transforming the workforce: now's the time to level up, or risk falling behind."

PARIS CHOI, PHILOSOPHY STUDENT AT DURHAM UNIVERSITY





# What our partners had to say

“In a world where AI is shaping every industry and students are expected to stay ahead of the curve, it was inspiring to see them not only develop essential technical skills but also build the confidence to apply them.

We're excited to see the certificates roll in and hope this marks the beginning of something we can continue to grow in the future!”

**ADAM HUGILL**

Engagement Manager, Manchester  
Metropolitan University



# Acknowledgements

## THANK YOU

To our partners who have supported the delivery of the program

## DELIVERY PARTNERS



QUADMARK

Google.org



## SPECIAL THANK YOU TO







# COLORINTECH

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