

Barclays LifeSkills – Reporting Criteria

Summary

This document sets Barclays' approach to reporting and the criteria which enable measurement of the number of people that have been upskilled and placed into work via the LifeSkills programme.

Barclays LifeSkills Overview

Barclays LifeSkills is a global employability and financial education programme, which unlocks skills and employment opportunities for all ages. These programmes are delivered through teachers, educators, organisations, families or directly via the website.

Key Performance Indicators (KPIs) for Barclays LifeSkills

The Number of People Upskilled

We measure the number of people who have participated in Barclays LifeSkills programmes globally.

The Number of People Placed into Work

We measure the number of people placed into work for pay or profit by Barclays Citizenship charity partners globally.

Please see Appendix A for the scope and methodology used.

Key changes and updates to the reporting criteria in 2024

We regularly review our calculation methodology and in 2024, we have simplified our reporting criteria. Other changes include the below.

LifeSkills upskilled:

- Updated the multiplier for the Barclays volunteer led sessions.

LifeSkills upskilled has a five-year target to 2027. In order to best report unique participation over the five-year period, we have introduced further reporting assumptions for the period 2023 to 2027. These include:

- 2023 as year one of a five-year strategy included the count of all participants within the year. This was a base line year.
- Thereafter further assumptions were added to ensure each subsequent year of the five-year strategy is recording unique participation, which include:
 - Amending the multiplier used for educators working with young people.
 - Removing participation from educators working in further/higher education.

Independent assurance

Barclays engaged KPMG LLP (KPMG) to undertake limited assurance using the assurance standard ISAE (UK) 3000 over selected information included within Barclays' Annual Report for the reporting year ended 31 December 2024. We have included some of that information that was subject to KPMG's limited assurance in this report which has been marked with the symbol ^Δ. KPMG's full assurance statement is available on the Barclays website at home.barclays/sustainability/esg-resource-hub/¹

Appendix A: Methodology

Placed into work

We measure the number of people placed into work for pay or profit by Barclays Citizenship charity partners globally. This includes any paid work (i.e. full time, part time, temporary, seasonal, informal work, paid apprentices, paid internships), but excludes any unpaid work experience, unpaid internships and volunteer work. Pay and profits are defined as monetary value.

Charity partners track the number of people who are placed into work as a result of the LifeSkills programmes. Data is then reported via the Partner Management Reporting Tool (in Greenstone) by these partners. In this reporting platform, the data is reviewed and signed off at two different levels (local and regional) before it is reviewed again globally and aggregated into an overall figure.

Upskilled

We measure the number of people who have participated in the Barclays LifeSkills programmes through:

- 1. Activity led by charity partners around the world funded by Barclays.**
Participation means that a charity partner has recorded that an individual beneficiary has received support relating to their employability, technical or financial education skills. Charity partners record the number of unique beneficiaries at each session or that have completed their upskilling programme. Barclays conducts formal reporting reviews quarterly.

¹ The level of assurance provided for a limited assurance engagement is substantially lower than for a reasonable assurance engagement. A summary of the work KPMG performed is included within their full assurance statement. Non-financial performance information is subject to more inherent limitations than financial information. It is important to read the data in the context of KPMG's full assurance statement and the Barclays LifeSkills Reporting Guidelines.

2. **Sessions organised by Barclays volunteers in the UK.** Barclays volunteers in the UK download materials and deliver lessons in accordance with Barclays LifeSkills internal guidance on the number of volunteers needed per participant. Volunteers report their volunteering hours and the number of participants to the Barclays Citizenship team via our volunteer portal Giving Force. From 1 January 2019 – 31 December 2023, the average ratio of volunteers to participants was estimated to be 1:14 volunteer to students. In 2024, the Barclays team revised the average ratio of volunteers to participants to be one volunteer to one student. Therefore, we have used this ratio (1:1) to estimate the participation figures for these sessions for the period 1 January 2024 – 31 December 2024.
3. **The website at barclayslifeskills.com.** People can access content directly to use themselves or teachers and educators can download content to use with others. We calculate participation in three ways:

a. Young people register themselves online:

Participants for this group are defined as those who have registered as 'Young People', are aged 14 or over, and who have collected 11+ points through participation in the online modules. This means that they have registered and then used a tool or spent enough time on an article that we assume that they have read/reviewed the content. Owing to data privacy rules, young people need to be aged 14+ to access the website. We only count young people as those aged between 14 – 35 at the time of registration. During the period 1 January 2024 – 31 December 2024, we discounted the number of registered participants aged between 14-18 (at registration date) by 81.73%, as between 1 Jan 2023 – 30 Sept 2023 this proportion of online users stated they were "referred by a teacher/educator". Therefore, it is assumed these people were counted in the educator-led lessons/modules figure below.

b. People interacting with Working Life content on barclayslifeskills.com

In 2019, LifeSkills launched a new section called Working Life – designed for adults to use independently. There is no registration/login for those using this content. We estimate participation based upon engagement using Adobe Analytics. We define participation for those accessing this content as:

- they spent more than three minutes on a page and;
- they did not register/login as educator, young person or parent.

c. People taught through educator-led lessons or modules:

We define participation as people being taught LifeSkills content by an educator. For example, a teacher at a secondary school using our lesson content or a work coach delivering some of our modules.

An active educator is defined as an educator who has:

- registered on the Life Skills website; and
- downloaded at least 1 resource in the current academic year (1 August – 31 July). For example, if an educator downloaded materials in January 2024 and again in September 2024, this would mean that they have been active twice. Therefore, we would calculate the number of participants as $2 \times \text{educator multiplier} \times \text{educator cap} \times \text{split educator multiplier}$. We also consider active educators of adults only to be active once in a 12-month period. For convenience, this runs in line with the academic year.

Educator multiplier: we use independent research performed for Barclays with a selection of participating educators to estimate the average number of unique people participating in lessons, per educator, per teaching year, this is known as the *Educator multiplier*.

We will use an average of our most recent two pieces of research, with the average beneficiary number calculated for 1 January 2024 – 31 December 2024 as:

- 103 for lessons in schools
- 37 for modules delivered with adults.

Educator cap: most educational institutions have more than one educator registered for LifeSkills. Where there is more than one active educator, there is the risk of double counting as students may participate in lessons with more than one educator. We have assessed that applying a cap of three active educators per secondary school will reduce the risk to an acceptable level and avoid double counting. This is known as the *Educator cap*.

For the period 1 January 2024 – 31 December 2024, we have used a multiplier of 0.9560, based on a review of our data at the end of 2023.

Split educator multiplier: where educators download both module content aimed at use with adults and lesson content aimed at use with young people, we assume that 54.47% of these were typically educators working in schools/colleges/universities, based on an analysis of active educators between 1st August 2023 – 31st January 2024, which we refer to as the *Split educator multiplier*.

In recent years, we have seen increasing numbers of educators registering from outside the UK. For the period 1st August 2023 – 31st July 2024, we saw 16% of educators registering mostly from the US, Australia and Canada. We have assumed for these participation calculations that research about the behaviour of UK educators applies to those in other countries.