



My UK Life: Supporting International Recruits in the West Midlands

Commissioned by WMADASS in partnership with the IR Programme and 14 local authorities.



My UK Life is a digital platform helping international recruits and their families settle into life in the UK. Commissioned by WMADASS, co-delivered with the International Recruitment Programme, and supported by all 14 West Midlands local authorities, it provides 24/7 AI-powered coaching across work, housing, finance, health, and community life.

Our Aims

- Improve **recruit retention** by easing the move into UK life.
- Reduce **demand on councils, NHS, and HR teams** through scalable digital self-help.
- Deliver **consistent regional support** while tailoring advice locally.
- Promote **ethical recruitment** with ongoing, preventative guidance.

Regional Collaboration

Supported by:

- Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, Wolverhampton, Herefordshire, Shropshire, Staffordshire, Stoke-on-Trent, Telford & Wrekin, Warwickshire, Worcestershire.

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My UK Life is giving international recruits the knowledge and confidence they need, while easing pressure on our teams. It's a regional model we're proud of.

WMADASS Lead

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My UK Life is setting a new standard for ethical, preventative support for international recruits. Learn more at www.myuklife.org

Impact So Far (Dec 2024 – Jun 2025)

898 recruits supported across **11 locations**

3,841 conversations held with AI coaches

299 personalised support documents generated

761 users accessed CV & interview tools

417 users explored social care careers

181 users engaged with cost of living support



LOOKING AHEAD

Community Group modules to strengthen local engagement;
Safeguarding dashboards to enhance compliance and safety;
Local Service Portals with council-specific pathways;
Multilingual voice AI to improve accessibility, plus much more!

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