

Project Name: Market needs analysis for Herefordshire

Amendment History:

Version No.	Date	Reason for Amendment
1	05/11/07	New Proposal

Project Manager

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Document Distribution

Name	Location	Responsibility	Action/Information
Andrew Corcoran	UW	Business Development	Project Leader
Sarah Tulk	LSC		Co-funder of project
Yvonne Perry	HEFCE		For information
HE in Herefordshire Group			For information
Debbie Lambert	LLN	Manager of the LLN	For information
Geoffrey Elliott	UW	Members of the Steering Group	To approve to proposal
Chris Morecroft	WCT		
Ian Peake	HCT		
Mike Rookes	OU		
Gail Rothnie	UoB		
Donna Obrey	LLN	Project Officer for the LLN	To track and monitor project

Background

HEFCE commissioned a study on the options for Higher Education for Herefordshire, Powys and Shropshire which reported in 2005. The HE for Herefordshire Group was developed as a result of this study. The study focused on large to small employers, excluding the public sector. This proposal is to conduct market research into the demands of employers and employees in micro business and in the public sector. It will focus on the needs of part time learners. This information will be shared across the network, and used to inform the planning of further provision in Herefordshire.

Objectives of the Project

- To understand the needs for technical, practical or job-specific skills of employers
- To identify how employers can contribute towards shaping HE to meet their needs
- To inform capital investment and curriculum development
- To identify the importance of accessibility of the courses

Project Approach

The project leader will conduct semi-structure interviews with employers, and provide questionnaires for a sample of their employees. The sample will include all business sizes, with an emphasis on micro employers. It will also include Voluntary and Community representatives. It will cover a range of established and growth segments to be agreed with the LSC. It will 6 major locations in Herefordshire.

Scope:

A Key Products from the project

- Segment, target and position to serve attractive customers
- Quantification, timing and location of demand in target segments
- Understanding of the full service marketing mix required to provide an excellent student experience for part time learners in Herefordshire.

Constraints

- Size of sample possible
- Time of researcher

Initial Project Case

The project will provide proposed actions in order to achieve:

- increased employer engagement in shaping the future of HE provision for Herefordshire
- increased accessibility and student support for part time learners in Herefordshire
- increased graduate retention

Benefits of the Project

Benefits to the student :

- Identification of courses needed by students, delivered in the way they want

Benefits to the employers:

- Identification of courses needed by employers, delivered in the way they want
- Increased involvement with HE

Benefits to the LLN :

- Identification of need for additional courses
- Involvement of employers

Key Assumptions

- The availability of the project leader
- The willingness of the employers and employees to assist in the research

Costs of the project

£10 Amazon gift vouchers for up to 300 respondents	£3 000
Payment of provider for online questionnaire	£ 750
Travel costs (c 2000 miles at 40p per mile)	£ 800
Contingency	£ 400
Total	£4950

This might increase due to increase in sample of segments areas requested by LSC and in order to complete by end of August. The LSC might be in a position to part fund.

How will the project be evaluated?

The project will result in a report with proposed actions. This will be discussed at the HE for Hereford Group and used to inform future decisions regarding curriculum development and capital investment.

How will the project be sustained?

NA

Initial Risk Log

The following table summarises the risks that have been identified that may prevent the project being completed to the required quality, budget and timescale. The probability and impact of each risk has been graded as low, medium or high to indicate the relative importance attached to each element of risk.

Risks	Probability	Impact	Containment Plan
Failure to get sufficient responses	M	M	Re-scope sample Extend timescale Contact more employers

Project Team

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