

**Project Name: Research into Sports and Tourism pathways and student needs in Herefordshire and Worcestershire**

**Amendment History:**

Version No.	Date	Reason for Amendment
1	23/4/08	New proposal

**Project Manager**

Gareth Jones

**Document Distribution**

<i>Name</i>	<i>Location</i>	<i>Responsibility</i>	<i>Action/Information</i>
Gareth Jones	UW	Project leader	
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		
Colin Wood	LLN	Curriculum theme lead	
Donna Obrey	LLN	Project Officer for the LLN	To track and monitor project

**Background**

This research proposal seeks to understand the current provision and progression; student needs, and the potential for new programmes and curriculum development in Sport and Tourism with Herefordshire and Worcestershire.

**Objectives of the Project**

At present there is little base line research on employer and student needs in the area of sports, travel and tourism. Within Sports there are a wide number of FE programmes and A' level providers and considerable progression into HE and beyond. However this is a rapidly developing field and research is required to see how the current provision meets the needs of students. Within travel and tourism there is considerable provision at levels 2 & 3 and then no clear progression beyond this within Herefordshire and Worcestershire. Research is needed to establish the needs of students in this curriculum area.

The research would look at overall numbers, provision and pathways within sports and tourism at FE / HE. It would survey students on selected FE courses to assess their preferences for studying at HE level. The research would focus on current students within feeder courses in partner colleges, as well as gaining feedback from lecturers.

The research sample is anticipated to include all colleges offering L3 sports courses, tourism courses and dance, as well as a sample of colleges / schools offering other L3 courses where this will provide greater detail.

## **Project Approach**

The project would include discussion with FE and HE course leaders in Sport and Tourism to set the terms of the research and agree questionnaire format and content.

The research will then be conducted as a desk-based research project by the LLN on behalf of all colleges in Herefordshire and Worcestershire. The LLN will administer the research, facilitate meetings of those concerned to have input into the research and share the findings. The research will be through a mixture of paper-based questionnaires for students, interviews with lecturing staff, desk research and analysis.

The project would end with the production of a written report by end of July 2008

### **Scope:**

#### **A Key Products from the project**

- Baseline data on current provision (inc student numbers) in sport and tourism at L3, L4, L5, for Herefordshire & Worcestershire (and surrounding area as appropriate)
- Survey of Lecturers in Sport and Tourism to identify HE needs in Herefordshire and Worcestershire within the curriculum area.
- Information on preferences and likelihood of L3 sports students progressing to current and potential HE courses as identified by course leaders in Sport, and possibly including Sport tourism, Sport development, Sports journalism, Sports psychology, "Health and Wellbeing" (Fd, HND, BSc),
- Information on preferences and likelihood of L3 Tourism students progressing to HE courses as identified by course leaders in Tourism, and possibly including sports tourism, tourism, and adventure tourism courses with / without management focus.
- Information on preferences and likelihood of L3 students on other related courses (as identified by meetings of course leaders in Sport and Tourism), possibly to include: dance students, media students (progression to sports journalism)
- Information on experiences and preferences of current HE students to identify retrospective preferences

#### **B Out of Scope**

The project will not cover the marketing of any courses, or any research that is not available to all members of the LLN.

### **Constraints**

- Time of LLN staff.
- Time of academic staff and availability of students and staff for surveying.

## **Initial Project Case**

The project will identify issues within current provision and demand for new courses, focusing on students with vocational qualifications. The data will also be useful for 14-19 diploma development in Sport & Leisure and Travel & Tourism.

## **Benefits of the Project**

To the LLN

- Improved information on sport and tourism provision.
- Identification of sports and tourism pathways
- Provide data for the development of 14-19 diploma in Sport & Leisure, and Travel & Tourism

To Students

- Potential new course offers that reflect student needs
- Increased focus on student progression opportunities in sport and tourism

To Colleges

- Increased opportunities for curriculum development within the area to accurately reflect student needs.
- Sharing of ideas and information between course teams in colleges.
- Increased focus on student progression opportunities in sport and tourism
- Improved linkages between providers of FE and HE

## **Key Assumptions**

All findings will be disseminated via the LLN website.

## **Costs**

The research will be funded collaboratively – with LLN providing staff time and costs to a maximum of £750, and UW providing additional research costs.

## **How will the project be evaluated?**

Provision of a report by end of July 2008

## **How will the project be sustained?**

N/A

## **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.

<b>Risks</b>	<b>Probability</b>	<b>Impact</b>	<b>Containment Plan</b>
Low return rates	high	low	Simple questionnaires
			Mixed methods: paper survey, E-survey, phone survey
			Use existing contacts through college lecturers

### **Project Team**

Colin Wood - LLN  
Donna Obrey - LLN  
Gareth Jones -UW