

Project Name: Development of a Foundation Degree in Salon Practice (Hair, Beauty, Holistic and Spa Pathways)

Amendment History:

Version No.	Date	Reason for Amendment
one	29/04/09	new

Name of Project Manager & Contact Details

Margaret McDonough
Worcester College of Technology
01905725632 mmcdonough@wortech.ac.uk

Document Distribution

<i>Name</i>	<i>Location</i>	<i>Responsibility</i>	<i>Action/Information</i>
Debbie Lambert	LLN	Manager of the LLN	For information
Geoffrey Elliott	UW	Members of the Steering Group	To approve the 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

In the Faculty of Creative and Hospitality Industries at Worcester College of Technology, Level 2&3 NVQ Awards in Hairdressing and Beauty Therapy, have been offered to students for over fifteen years. They are highly successful full and part time courses with an average of 16 per year with very good retention and achievement rates. After their studies students leave the college and hopefully gain employment. Some students who enrol on these qualifications usually begin their transition from school to college with an average to low academic ability /achievement. They often have a perception of never being able to progress any further in education, however during their two year course with WTC their belief in themselves and self esteem improves and challenges them to develop. Others have already achieved level three qualifications, some mature returners already have degrees in other subjects but have chosen to develop their careers in a more vocational direction.

Typically there are 6-8 students each year applying to continue their HE at Mid Warwickshire, Derby and Birmingham; two ex students recently completed two years at Henley and then went onto successfully complete a final year at University of Wales Cardiff in 'International Management'. Some of them are able to progress to higher level course at WCT via the HND Theatrical Media Make-up and Costume course validated by UW. We believe that many more could and would access higher education if they were able to do so as a continuation of the subject areas that they have already succeeded in. The subject specialists at WCT, which include part time staff who are also Salon owners, believe that there is a requirement for more higher qualified staff within the pathways of Hair, Beauty, Holistic and Spa therapies. This demand is reflected across the industry and endorsed through the development of

both lifestyle and wellbeing initiatives being undertaken by many organisation both locally and nationally.

Objectives of the Project

To work in partnership with University of Worcester Faculty of Health and Social Care
To write and develop a Foundation Degree in Salon Practice (Hair, Beauty, Holistic and Spa pathways) which will offer progression opportunities to level 3 students to access specialist level 5 qualifications locally

To develop the Foundation Degree course to enable students to access level 6 modules via a Top Up year within UW Health and Social Care and Management Programmes

To produce core and mandatory modules with pathway modules to ensure the flexibility of choice for students entering the programme and to widen their employability in the industry giving speciality where required

To develop an HE programme which embeds employer engagement and meets the needs of industry

Project Approach

Scope:

A Key Products from the project

- Validated FdA in Salon Practice (Hair, Beauty, Holistic and Spa pathways)
- To establish a progression agreement to BA top-up at UW
- Development of innovative and collaborative employer engagement to include online mentor support

B Out of Scope

The project will not cover the marketing of the course.

Constraints

Staff time to complete the project as well as the teaching commitment from given timetables

Initial Project Case

Funding for staff to prepare and teach on the project

Enhance progression, development, widening participation with in the college and employers

Benefits of the Project

To students –

- Development of new progression opportunity in Salon Practice
- Access to part-time and flexible learning for learners employed in the industry.
- To develop vocational and academic skills in Salon Practice
- To increase student employability by embedding the traditions of the Salon Practice Industries in the qualification

To employers -

- To develop strong links between the Salon Practice Industries and Higher Education
- To provide access to student work placements
- To develop a new qualification that is relevant to the needs of employers and the sector.

To UW and WCT –

- To increase student numbers
- To continue to develop collaborative working with partner institution
- To increase students numbers on the related BA (Hons) programmes suited to a Top up opportunity at UW

Key Assumptions

The availability of the key members of staff to complete the project on time
 Approval from the awarding body to make this a viable course
 There is a market for this course.

Timescale

To complete the project by May 2010
 To commence teaching on the course in September 2010

Costs

Based on cover for teaching hours to allow designated staff to produce documentation, organisation of research into industrial liason opportunities and the procurement of external advisors. Estimated costs of £5000.

How will the project be evaluated?

Number of students on the course
 Number of students progressing to the Foundation degree
 Positive feedback from students and industry relating to students confidence, development and employability

How will the project be sustained?

Continue to deliver level 3 subjects and market the course to these students
 Continue to enhance the contacts with industry

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
The lack of time for key members of the team	low	high	Search for other staff to join the team
Validation of the course being accepted	low	high	Adapt and resubmit
Competitor developing a similar product	high	medium	Team to ensure that new development is significantly different from other products locally

Project Team

Margaret McDonough (WCT)

Sue Shaw (WCT)

Pauline Davies (WCT)

Jan Qualington (UW)

Briony Williams (UW)