

BRIEFING NOTE: Director - Business Development Education and Skills

Report Title: Curriculum Development Opportunities in **Business & Administration**.

Report of: Audrey Kingham

(Director - Business Development Education and Skills)

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(Senior Manager - Education Development & Collaborative Projects)

Purpose of report

To review the 2021 '*Business*' and '*Business Administration*' curriculum offer and existing campus facilities, to realise curriculum opportunities going forward in support of regional growth priorities and to enhance the likelihood of success of those interested in a career in the '*Business*' and '*Business Administration*' sector which is a vital source of regional GVA but troubled by high demand and under recruitment into low/mid level roles.

Background

Emsi labour market analytics study completed August 2020 indicates that '*Administration & Support Service Activities*' is the sixth largest industry in terms of employment number in Northumberland (Fig 1.1) accounting for circa 6,000 employed positions (against 133,000 total regional employment of 190,000 working age population) which broadly complies with ONS data totals for this occupation. Also indicated by Emsi is that '*Administration & Support Service Activities*' is a significant factor in regional GVA generating in the region of £180m (Fig 1.2). '*Administration & Support Service Activities*' is also indicated as the third greatest jobs growth sector (Fig 1.3).

Post 16 education in Northumberland does not yet offer an accessible, joined-up progression pathway through Further Education, into apprenticeships, employment and undergraduate education (including higher level apprenticeships) in business or business administration.

Post 16 education must be aligned with the '*Good Work Pledge*' to provide young people and adults with access to '*Good Work*' that provides security, skills, progression opportunities, a decent standard of living, promotes health and well-being and helps to underpin regional growth in Northumberland County.

Figure 1.1: Industry share of jobs (Northumberland), Emsi 2020.

Largest Industries

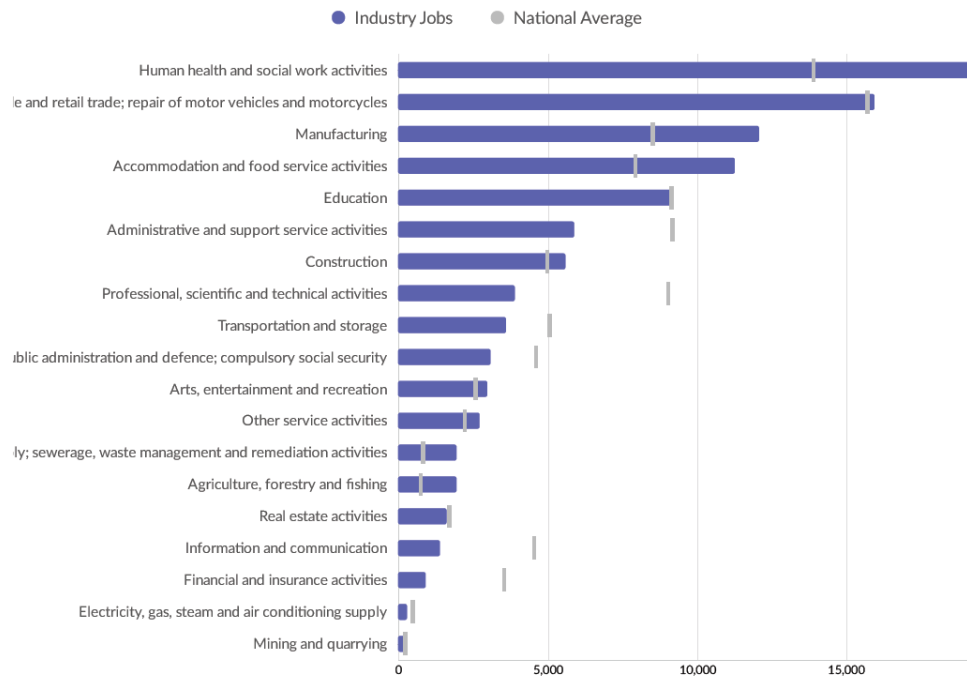


Figure 1.2: Industry share of GVA (Northumberland), Emsi 2020.

Top Industry GVA

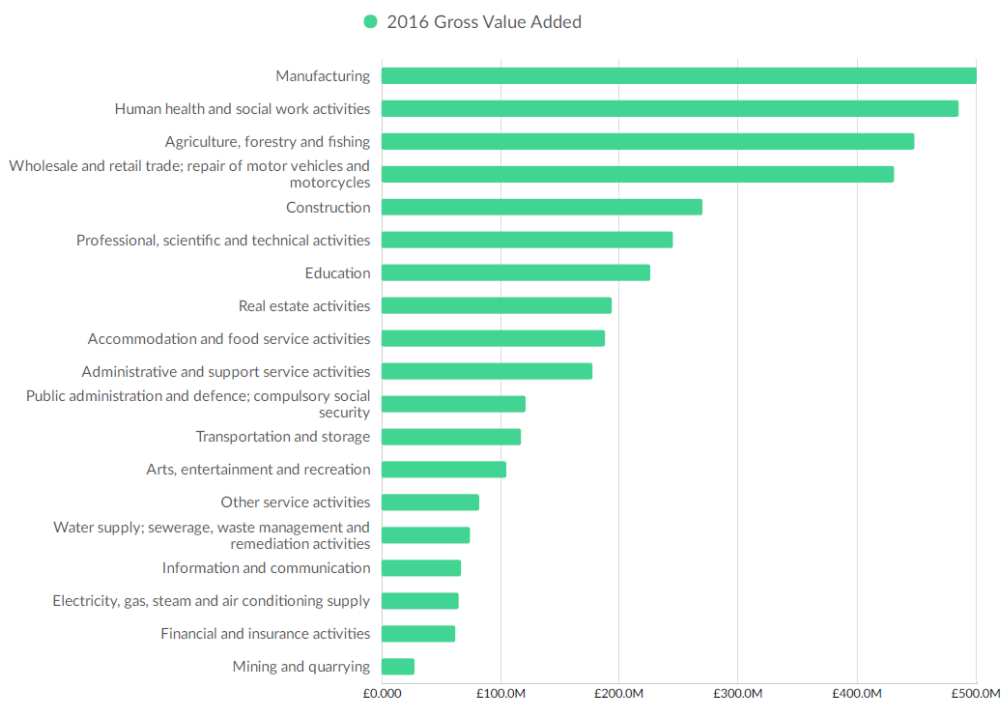
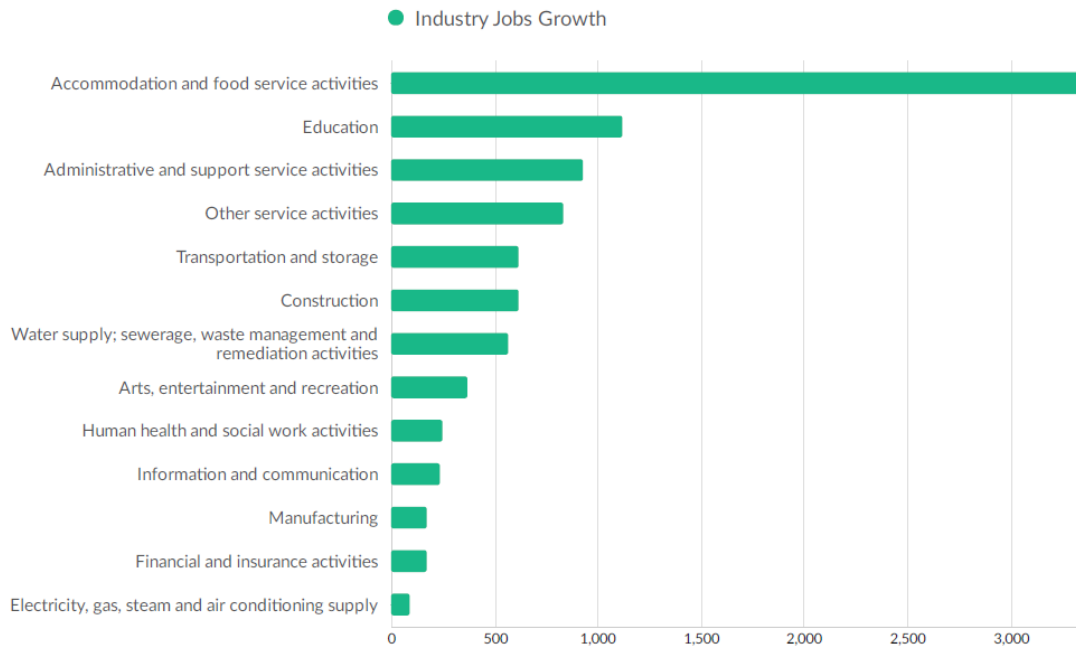


Figure 1.3: Industry share of top growing industries (Northumberland), Emsi 2020.

Top Growing Industries





Emsi Economic overview published 2018 indicates that within Northumberland County 'Administration' and 'Management' have remained in a period of inability to satisfy employee demand 2014-2017 for roles pitched at L2 and L3 qualification with 242 unfilled roles in administration and 187 in management over the period (Fig 1.4).

Figure 1.4: Employment gaps at L2 and L3 by sector (Northumberland), 2008-2024, Emsi 2018.

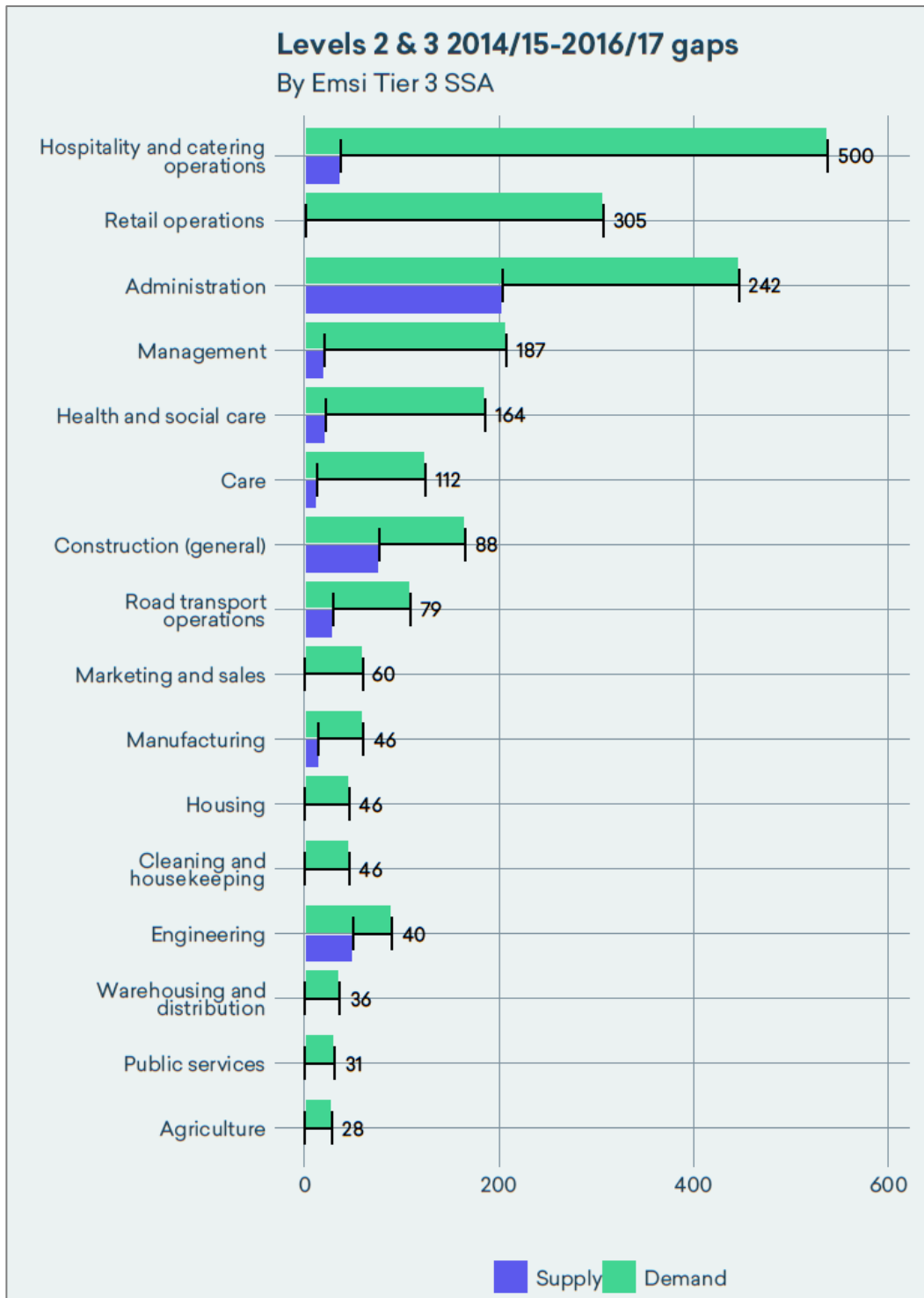
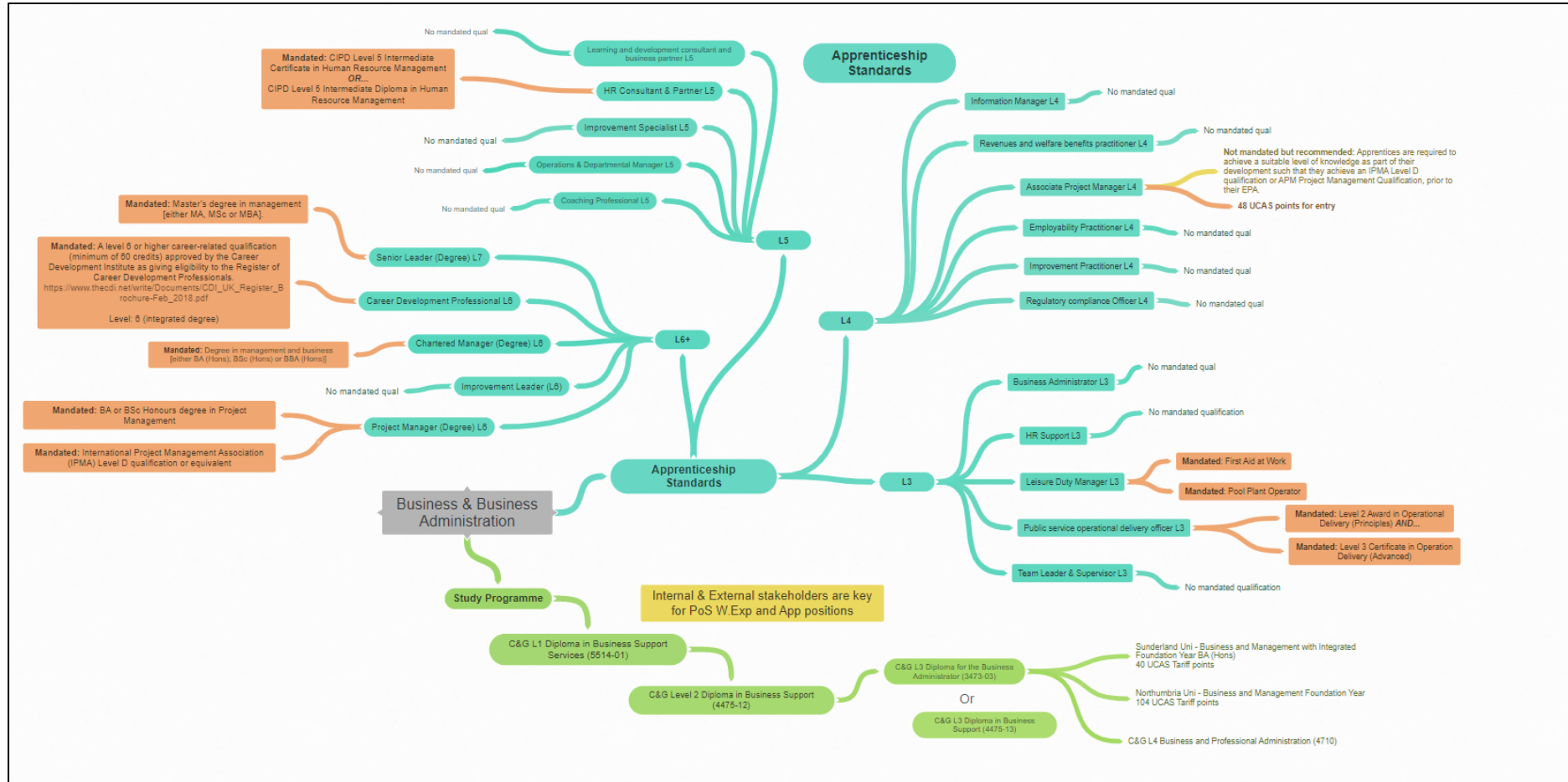


Figure 1.5: Business & Business Admin intent mapping, L.S.S. Senior Manager – Educational Development & Collaborative Projects, 2020.



Next steps

- Review of report with Director - Business Development Education and Skills
 - Informal feasibility review with potential stakeholders.
 - Curriculum proposal review with potential stakeholders.
 - Staffing review with Learning & Skills Service.
 - Resources review with Learning & Skills Service.
 - Campus review with Learning & Skills Service.
 - Review of county geography and learner access obstacles.
 - Campus concept review with Property Services.
 - Business planning.
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Key Issues

- Assessment of campus facilities and space utilisation to be able to determine capital investment.
 - Presentation of a capital investment plan and an initial business operating plan.
 - Recruitment of staff with specialist skills against market competitiveness.
 - Securing of partnerships essential to success.
 - Securing of a work placement pool of stakeholders.
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