

BRIEFING NOTE: Director - Business Development Education and Skills

Report Title: Curriculum Development Projects for Northumberland.

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Purpose of report

To formulate a series of next steps in response to the report on '*Curriculum Development Opportunities in Northumberland*' presented to Director - Business Development Education and Skills August 2020. To propose reform of Northumberland County Council Learning & Skills Service curriculum offer by indicating the strategic locations and curriculum offers that should be implemented as a reform phase one going forward. The proposed reform projects will provide industry and county priority skills and career pipelines which offer the greatest impact upon young people, adults, industry and regional GVA. Projects will also align with the vision of the '*Good Work Pledge*' and with the '*Strategic Economic Plan*' in creating new apprenticeships and new jobs within Northumberland for those living in Northumberland, also enhancing the potential for businesses to relocate to Northumberland.

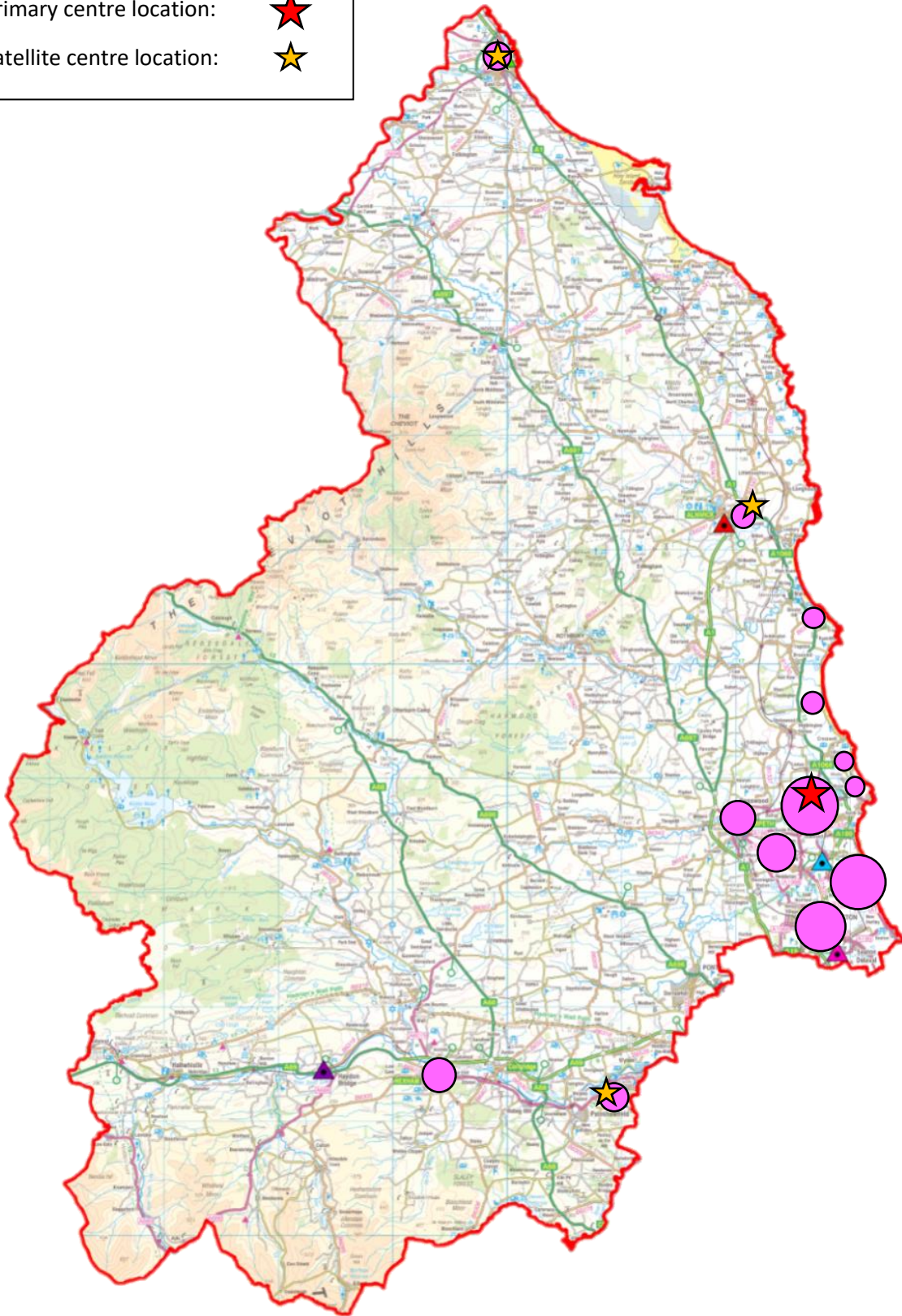
Background

During August 2020 a study into the curriculum offer of Northumberland County Council Learning & Skills Service was completed. The study analysed current curriculum offer in comparison to county employment data, regional GVA data, geographical industry density and geographical demographics. The study indicates that the current curriculum has capacity for improvement in terms of the curriculum intent and the strategic locations for the curriculum to have the required impact upon the future of young people and adults as well as positive impact upon the regional economy. As part of the study the key areas to address in phase one are concluded as: Human health and social work activities, Manufacturing/Engineering, Retail & wholesale, Construction, Administration/Business, Digital skills/IT, Accommodation & Foodservice.



Human Health and Social Work Activities – occupation hot-spots:

Occupation density zone:	
Primary centre location:	
Satellite centre location:	



Human Health and Social Work Curriculum Proposal:

Curriculum

- Full time L1, L2, L3 programmes of study in Health & Social Care with locally relevant unit selection.
- L4 Diploma in Healthcare Science.
- Apprenticeship Standards at L2, L3 (with potential to grow into L4, L5).
- Nursing & Midwifery Council approved qualifications (to support apprenticeship and full cost).
- Commercial short course.

Progression

- Next level study programme.
- Apprenticeship Standard (vast range of opportunity).
- Higher Education/University Undergraduate degree.
- L4/L5/L6 Degree apprenticeships.

Audience

- 16-18 study programme.
- 19+ study programme.
- Adult (short course).
- Commercial full cost short course.

Location

Placement in or around the Ashington/Wansbeck Business Park area would allow exceptional transport links for those within S.E. Northumberland and beyond (inc N'land line) and would be central to the built up areas where health related occupations are prevalent. This would also enable generic learning spaces to be utilised for supporting the range of businesses in and around the immediate area. Some satellite delivery in Prudhoe (Fuse), Alnwick and Berwick would raise participation with the option to transport learners to the primary site on demand for specialist topic coverage.

Justification

Human Health & Social Work activity is the largest employer in Northumberland, contributes the second largest GVA, continues to demonstrate sector growth but also suffers recruitment challenges with the majority of regional 'hard skill' shortages being in this sector. The sector offers significant opportunity for progression into positions requiring higher education qualifications.

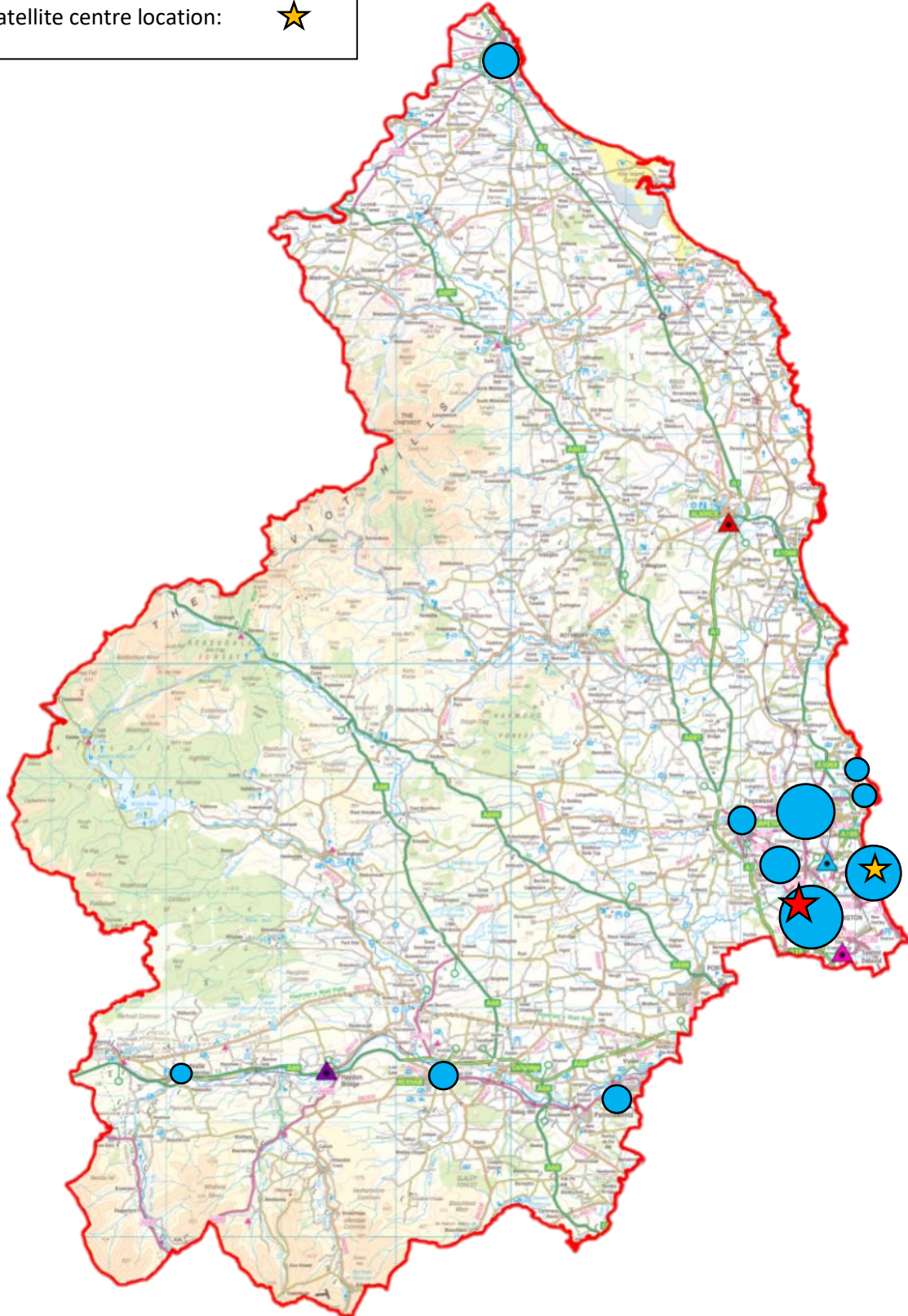
Potential stakeholders

- Northumbria Healthcare NHS Foundation Trust.
 - Centre for Life.
 - Industry sponsorship from local pharmaceutical & healthcare sector organisations.
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Manufacturing/Engineering – occupation hot-spots:

Occupation density zone:	●
Primary centre location:	★
Satellite centre location:	★



Advanced Manufacturing/Engineering & Welding/Fabrication Curriculum Proposal:

Curriculum

- Full time L1, L2, L3 programmes of study in multi-skilled Advanced Manufacturing Engineering, Machining and Welding & Fabrication.
- Apprenticeship Standards at L2, L3 (with potential to grow into L4+).
- Sub-contract qualifications to support apprenticeship standards.
- Commercial short course.
- Adult short course.

Progression

- Next level study programme.
- Apprenticeship Standard predominantly at L3.
- Higher Education/University Undergraduate degree.
- L4+ apprenticeship.

Audience

- 16-18 study programme.
- 19+ study programme.
- Sub-contract for apprenticeship standards.
- Adult short course.
- Commercial full cost short course.

Location

Placement of Advanced Manufacturing Engineering curriculum within the heavily industrialised area of Cramlington would allow exceptional transport links for those within S.E. Northumberland and beyond (inc ECML station) and Placement of Welding & Fabrication curriculum within the Port of Blyth area would again allow exceptional transport links. Placement in these locations will promote curriculum relevance, industrial sponsorship, commercial training work, 16-18 work experience and progression opportunity for Study Programme learners as well as having local hotel facilities to partner with to support commercial training.

Justification

Manufacturing holds the third greatest industry share of jobs in Northumberland and contributes the greatest GVA to the county whilst continuing to demonstrate growth. The continued investment in the Blyth area also promises future opportunity in the sector. The sector offers significant opportunity for high value employment via L3 Apprenticeship in Northumberland and also a well established route into higher education.

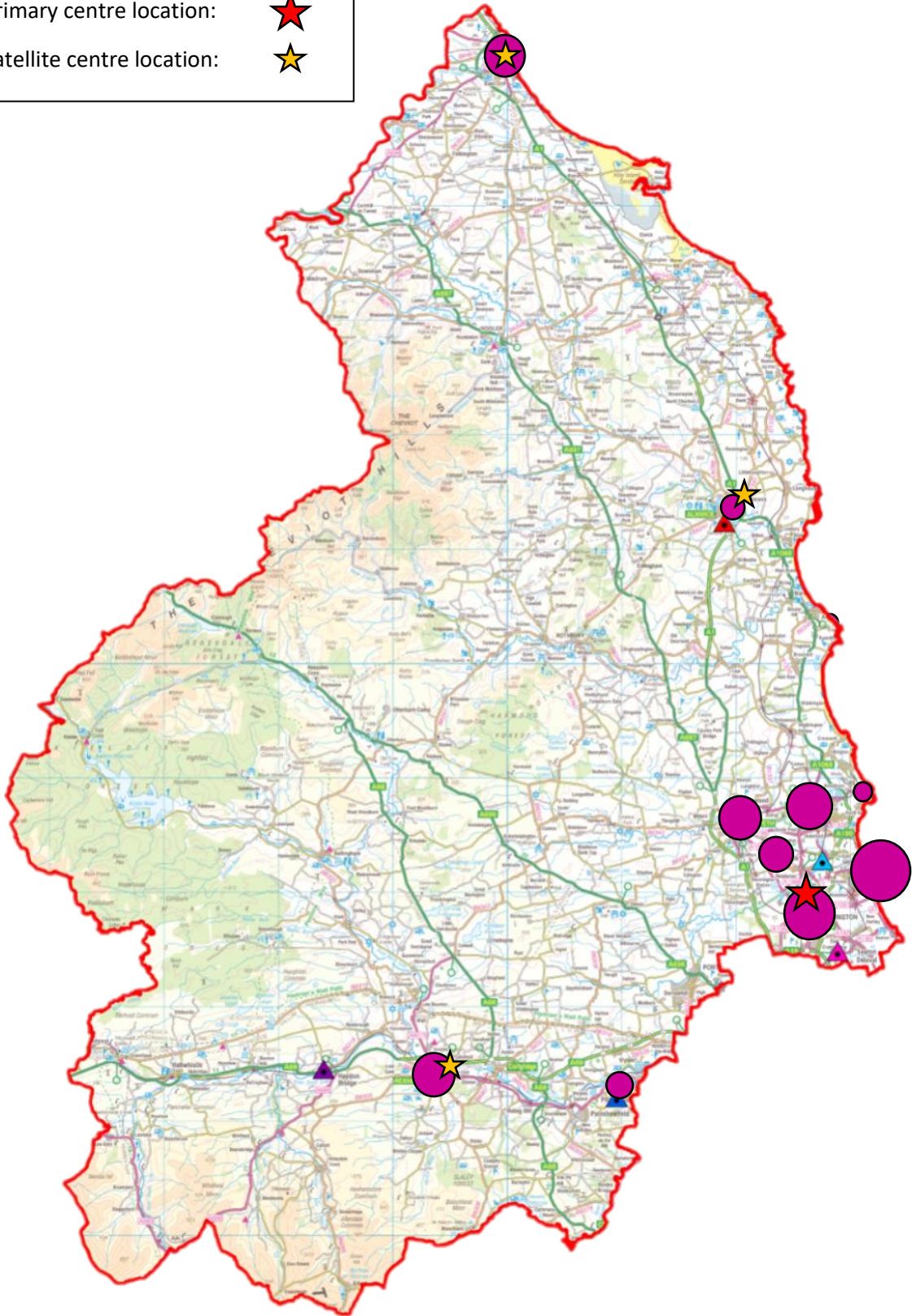
Potential stakeholders

- Manufacturing/Engineering organisations within Northumberland (and potentially beyond).
- Subject specific institutes.
- Private training providers.
- F.E. colleges.



Retail & Wholesale industry hot-spots:

Occupation density zone:	●
Primary centre location:	★
Satellite centre location:	★



Retail & Wholesale Curriculum Proposal:

Curriculum

- Full time L1, L2, L3 programmes of study in retail disciplines.
- Apprenticeship Standards at L2, L3, L4.
- Commercial short course.
- Adult short course.

Progression

- Next level study programme.
- Apprenticeship Standard.
- Direct to employment.

Audience

- 16-18 study programme.
- 19+ study programme.
- Adult short course.
- Commercial full cost short course for employees.

Location

Placement of retail curriculum within the high foot-fall retail area of Manor Walks Cramlington would allow exceptional transport links for those within S.E. Northumberland and beyond (inc ECML station). This area would provide outstanding opportunity for live and simulated retail training spaces to provide real world experience and also work experience for programme of study. This opportunity could dovetail with business curriculum whereby the ongoing retail activity would be the ideal business case study allowing the two occupation areas to collaborate. The location would also bring visibility to enhance participation and sponsorship opportunity.

Justification

Retail and wholesale contributes one of the largest share of jobs in Northumberland and is significant in GVA contribution whilst also demonstrating growth. The continued investment in retail parks and in town centre regeneration underpins part of the predicted growth and resultant opportunity in the sector. Retail sector work is within easy reach of the majority of small towns so is accessible to the majority yet despite the growing retail & wholesale infrastructure there is little opportunity for young people or adults to train toward this career pathway.

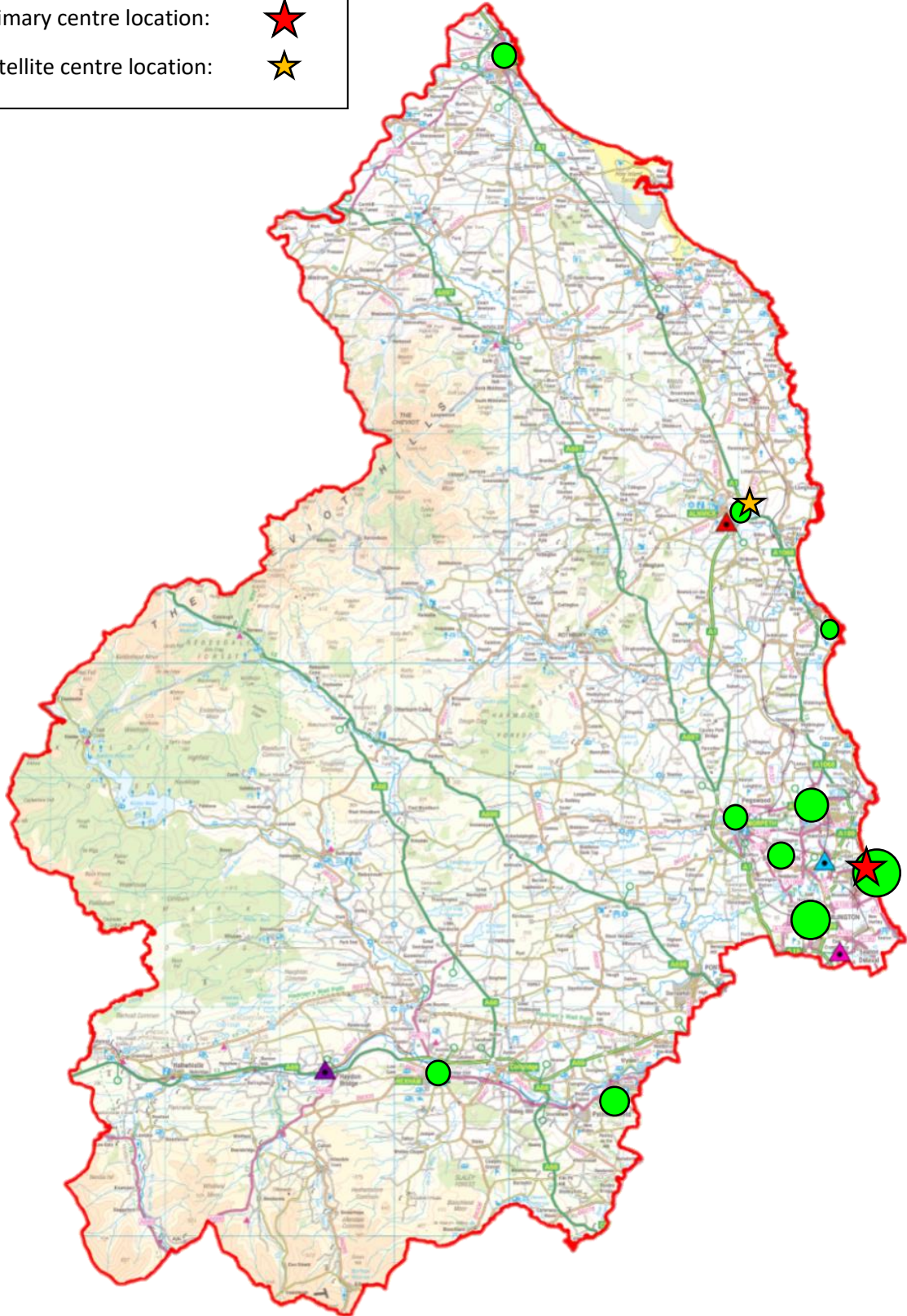
Potential stakeholders

- Significant local retailers (contribute to CSR policies).



Construction – occupation hot-spots:

Occupation density zone:	●
Primary centre location:	★
Satellite centre location:	★



Construction Curriculum Proposal:

Curriculum

- Full time L1, L2, L3 programmes of study in construction trades.
- L3 Diploma in Civil Engineering.
- Apprenticeship Standards at L2.
- Commercial short course.
- Adult short course.

Progression

- Next level study programme.
- Apprenticeship Standard.
- Direct to employment.
- Foundation degree on Civil Engineering pathway.

Audience

- 16-18 study programme.
- 19+ study programme.
- Adult short course.
- Commercial full cost short course.

Location

Placement of Construction/Civils curriculum at Dunn Cow Quay or in the local area of the Blyth industrial area would allow exceptional transport links for those within S.E. Northumberland. Blyth and surrounding N.E. Northumberland are significant locations for construction occupations providing curriculum relevance, industrial sponsorship, commercial training work, 16-18 work experience and progression opportunity for Study Programme learners, not least owing to the vast amount of investment and regeneration in the area requiring additional industrial premises and homes. Generic classroom space in the facility would be well placed to support the wealth of existing and emerging businesses in the area for work aligned with other local sectors. In order to raise participation and to overcome geographic obstacles Alnwick would operate as a satellite centre for basic traditional trades and some modular technology.

Justification




Construction trades provide the 7th largest share of jobs in Northumberland and 5th largest GVA contribution whilst also demonstrating 6th greatest levels of industry growth. Industry growth is likely to continue given the investment in retail parks, commercial sites and in town centre regeneration which underpins predicted growth and resultant opportunity in the sector. Opportunity exists to focus on emerging modular construction technology and civils as well as basic traditional trades.

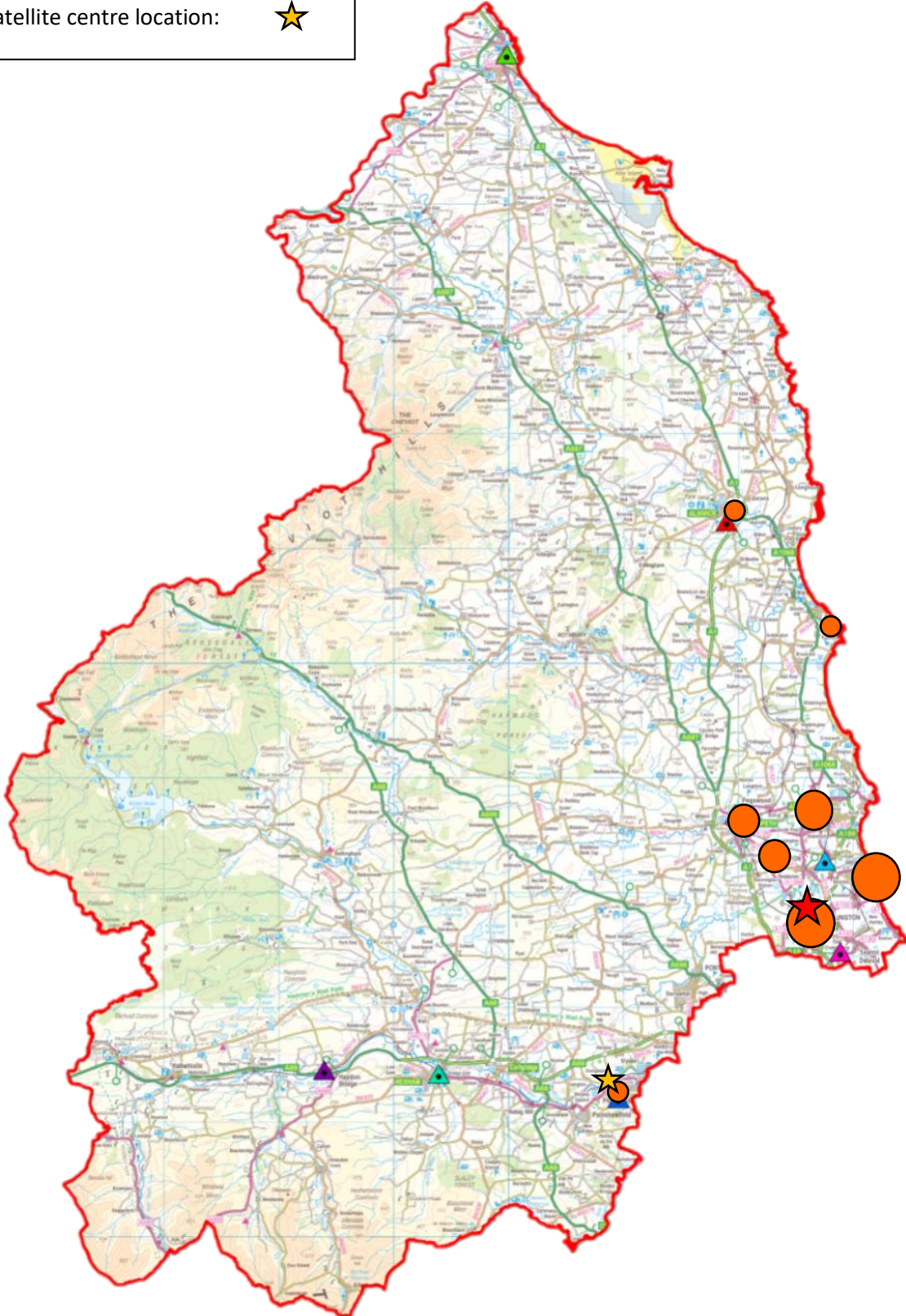
Potential stakeholders

- Significant local construction/property/development organisations (contribute to CSR policies).



Administration/Business – occupation hot-spots:

- Occupation density zone: 
- Primary centre location: 
- Satellite centre location: 



Administration & Business Curriculum Proposal:

Curriculum

- Full time L1, L2, L3 Diploma programmes of study.
- Apprenticeship Standard at L3.
- Adult short course.
- Commercial short course.

Progression

- Next level study programme.
- Apprenticeship Standard at L3 (with progression options to higher level standards)
- Direct to employment.

Audience

- 16-18 study programme.
- 19+ study programme.
- Adult short course.
- Commercial full cost short course for employees.

Location

Placement of Business & Administration curriculum within the high foot-fall retail area of Manor Walks Cramlington would allow exceptional transport links for those within S.E. Northumberland and beyond (inc ECML station). This area would provide outstanding opportunity for links to local businesses for work experience for programme of study learners. This opportunity could dovetail with Retail curriculum whereby the ongoing retail activity would be the ideal business case study allowing the two occupation areas to collaborate. The location would also bring visibility to enhance participation and sponsorship opportunity.

Justification

Business and administrative activity provides the 6th largest share of jobs in Northumberland and contributes significantly to regional GVA. Occupations in this area show demand at more than double supply. Occupations in this area are also indicated to be in a period of growth which will be enhanced once again with the emerging regeneration and investment in retail and industrial zones. Continued investment in retail parks and in town centre regeneration underpin predicted growth and resultant opportunity in the sector however there is little opportunity for young people or adults to train directly toward this career pathway. In this location curriculum in Business & Administration could dovetail with retail curriculum whereby the ongoing retail activity would be the ideal business case study allowing the two occupation areas to collaborate and also share facilities. Satellite delivery at Prudhoe can be used to raise participation within the Tyne Valley.

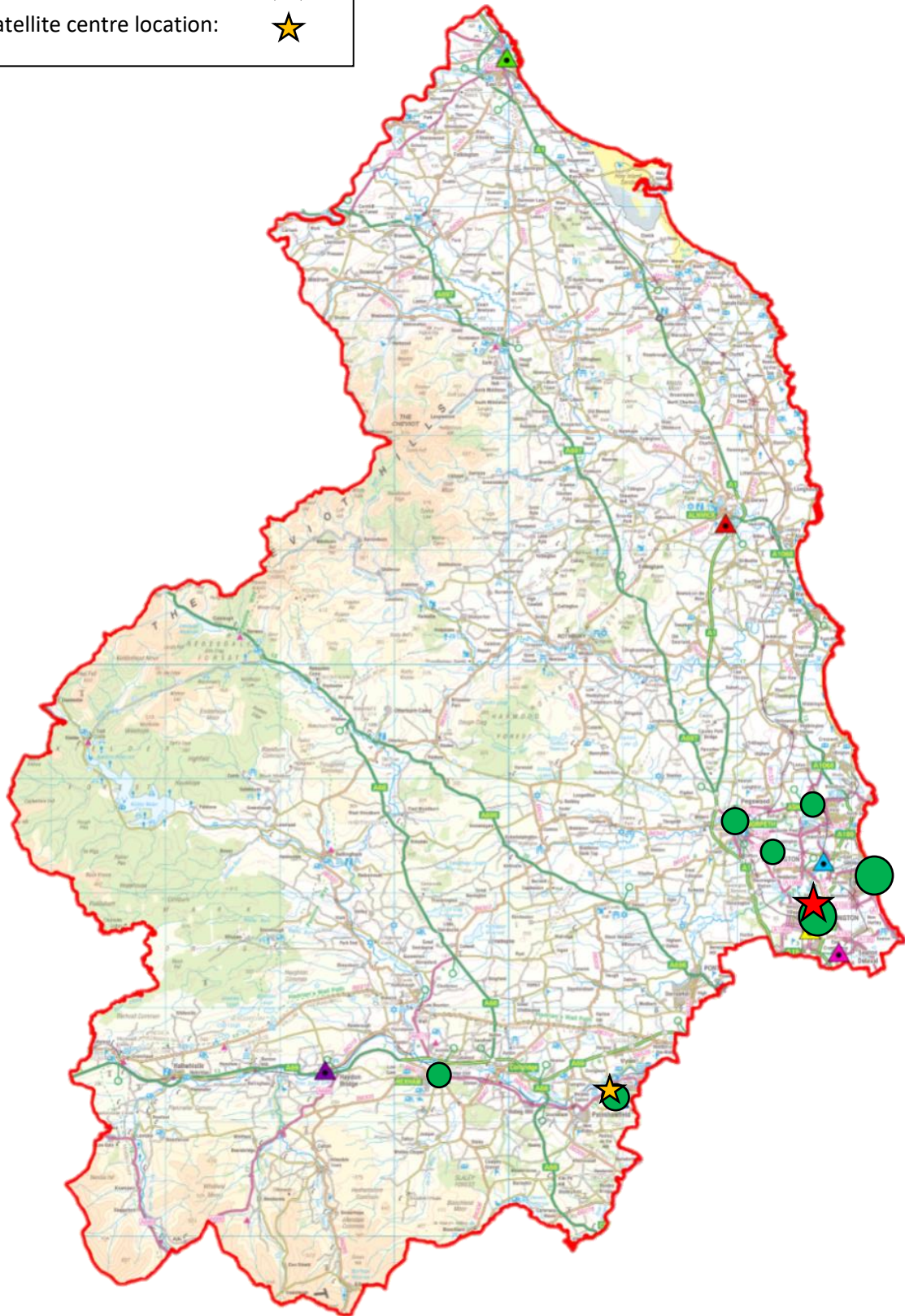
Potential stakeholders

- Significant local organisations with business and administration related function (contribute to CSR policies).



Digital skills/IT – occupation hot-spots:

- Occupation density zone: ●
- Primary centre location: ★
- Satellite centre location: ☆



Digital skills/IT Curriculum Proposal:

Curriculum

- Full time L2, L3 Diploma programmes of study.
- Apprenticeship Standard at L3 (9 pathways). Progress to App Standards of L4+ (17 Pathways).
- Adult short course.
- Commercial short course.

Progression

- Next level study programme.
- Apprenticeship Standard at L3 (with progression options to higher level standards)
- Direct to employment.
- HE - a range of local HNC, HND, Foundation Degree and Bachelor degree options.

Audience

- 16-18 study programme.
- 19+ study programme.
- Adult short course.
- Commercial full cost short course for employees.

Location

Placement of IT & Digital curriculum within the high foot-fall retail area of Manor Walks Cramlington would allow exceptional transport links for those within S.E. Northumberland and beyond (inc ECML station). This area would provide outstanding opportunity for links to local businesses for work experience for programme of study learners. This opportunity could provide opportunity to share premises with Retail and Business/Admin curriculum at the Manor Walks site. Many local businesses are available for work experience and progression to employment. Prudhoe campus is placed well to offer a satellite curriculum to allow participation into the Tyne Valley.

Justification




Digital & IT occupations appear difficult to extract from industry categories however there are few sectors that do not feature digital and IT functions within core business operations. Digitalisation of manufacturing and business functions, including post COVID recovery, suggest that a strong skills demand will only grow stronger in the short to medium term.

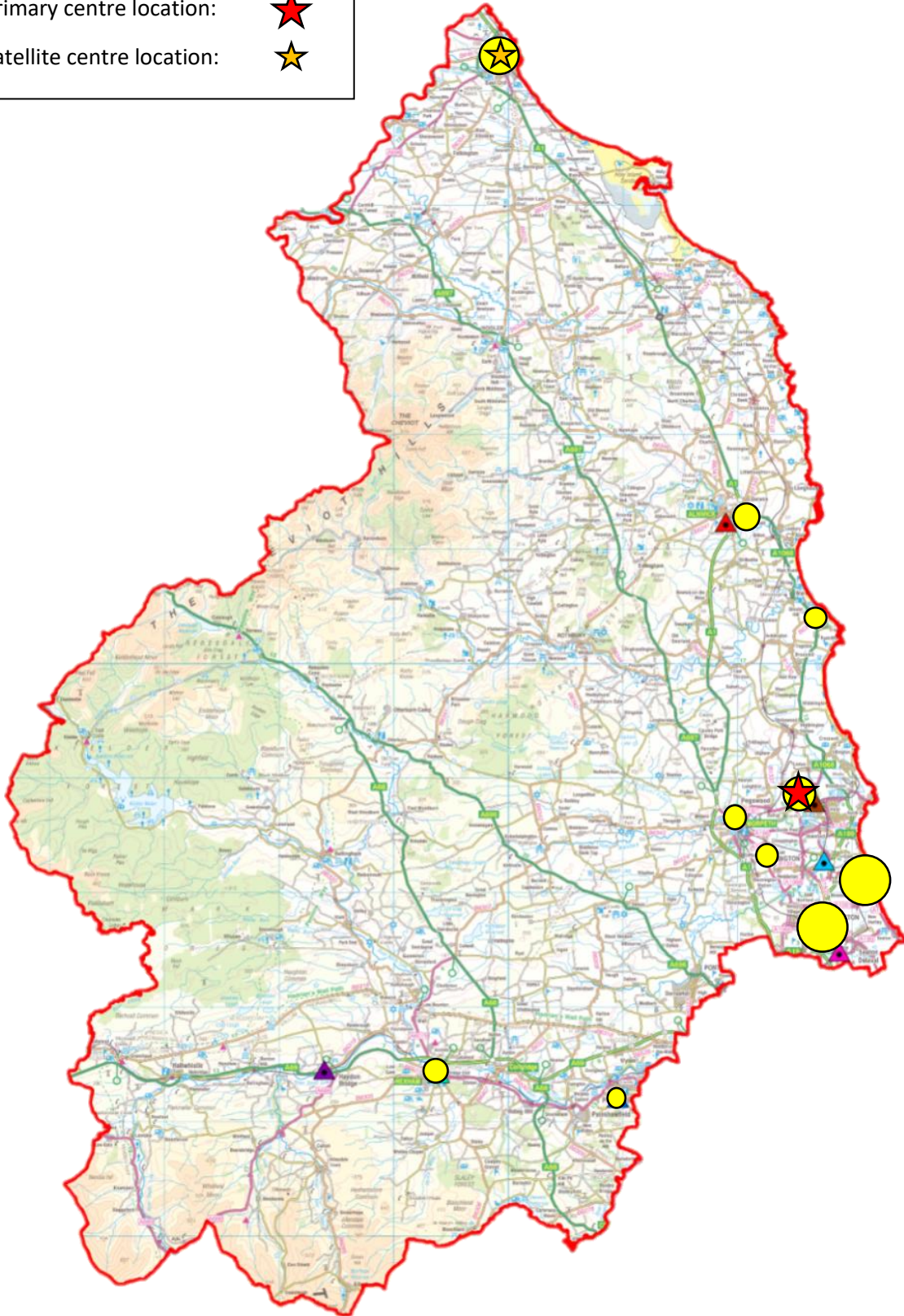
Potential stakeholders

- Significant local organisations with digital & IT related infrastructure (contribute to CSR policies).



Accommodation & Foodservice Activities – occupation hot-spots:

- Occupation density zone: 
- Primary centre location: 
- Satellite centre location: 



Accommodation & Foodservice Curriculum Proposal:

Curriculum

- Full time L1 and L2 programmes of study in either Hospitality or Food pathways.
- Apprenticeship Standards at L2, L3 and into management at L4.
- Commercial short courses.

Progression

- Next level study programme.
- Apprenticeship Standard at L2 and L3, progressing to L4 for management.
- Higher Education/University Undergraduate degree (UoS BSc Tourism Management).

Audience

- 16-18 study programme.
- 19+ study programme.
- Adult (short course).
- Commercial full cost short course.

Location

Placement in or around the Ashington/Wansbeck Business Park area would allow exceptional transport links for those traveling from the densely populated South East but also be well placed for those travelling from the more rural North and Western areas where accommodation and food service activity also occurs. Satellite delivery in Berwick would service the extreme North and Borderlands, transport to the primary centre could be arranged for specialist topic coverage as required.

Justification

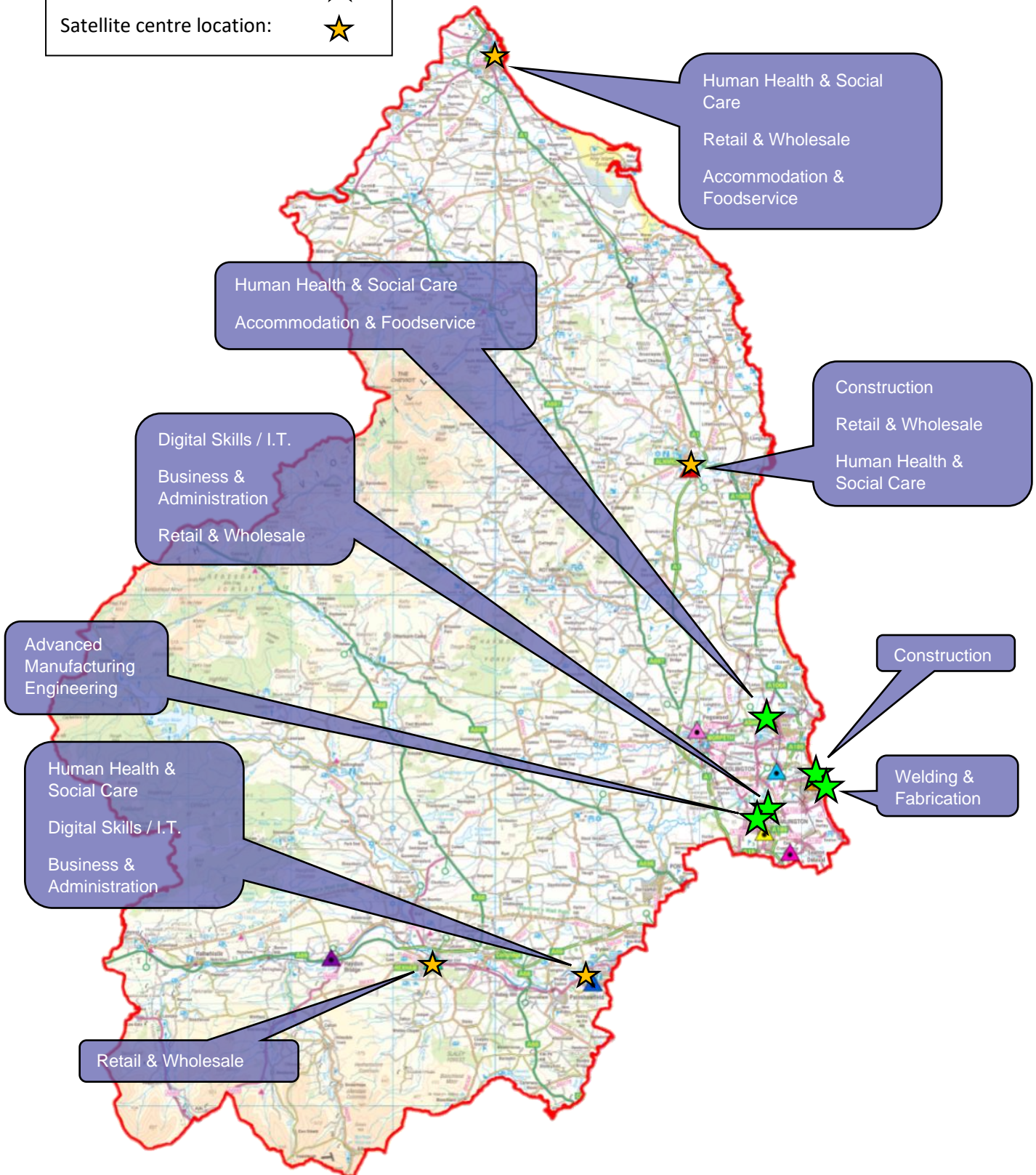
Accommodation and Foodservice provides the fourth greatest industry share of jobs in Northumberland and is in the top 10 GVA contributors as well as continuing to demonstrate sector growth but also suffers recruitment challenges. Emsi Economic overview published 2018 indicates that within Northumberland County 'Hospitality & Catering Operations' has remained in a period of significant inability to satisfy employee demand 2014-2017 for roles pitched at L2 and L3 qualification with 500 unfilled roles over the period.

Potential stakeholders

- Larger food/accommodation service providers.

Overview of proposed curriculum placement (map):

Primary centre location:	★
Satellite centre location:	★



Overview of proposed curriculum placement (matrix):

	Port of Blyth	Cramlington Ind Est area	Manor Walks area	Wansbeck Business Park	Prudhoe	Alnwick	Berwick	Hexham
Human Health & Social Care				Primary	Secondary	Secondary	Secondary	
Advanced Manufacturing Engineering		Primary						
Welding & Fabrication	Primary							
Construction	Primary					Secondary		
Retail & Wholesale			Primary			Secondary	Secondary	Secondary
Business & Admin			Primary		Secondary			
Digital/IT			Primary		Secondary			
Accomodation & Foodservice				Primary			Secondary	
