

UCEN MANCHESTER

“BELIEVE IN DIFFERENT” STRATEGY 2027

UCEN MANCHESTER'S OFFER WILL:

1. Be employer focused and local:

- White Paper – Putting employers at the heart of the system so that education and training leads to jobs that can improve productivity and fill skills gaps
- GM Local Skills Report - Local Industrial Strategy, together with GMS, provides a strategic framework to drive skills and work planning and set out a vision for an integrated education, skills and work system
- GM Skills Report – Employers should have access to a system that is flexible, resilient and adaptable, and which meets their needs... driving a sustainable economic future for GM in which companies compete based on high productivity, good quality work, and excellent employment practices
- Interim Response to Augar – provision should be employer-led and local

2. Focus on specific sectors/aspects of provision:

- GM Industrial Strategy - Focus on key sectors - health and care innovation, advanced materials, digital and creative industries (broadcasting, content creation and media and cyber security) and carbon neutral
- Additional focus on strengthening the leadership and management capacity of businesses.



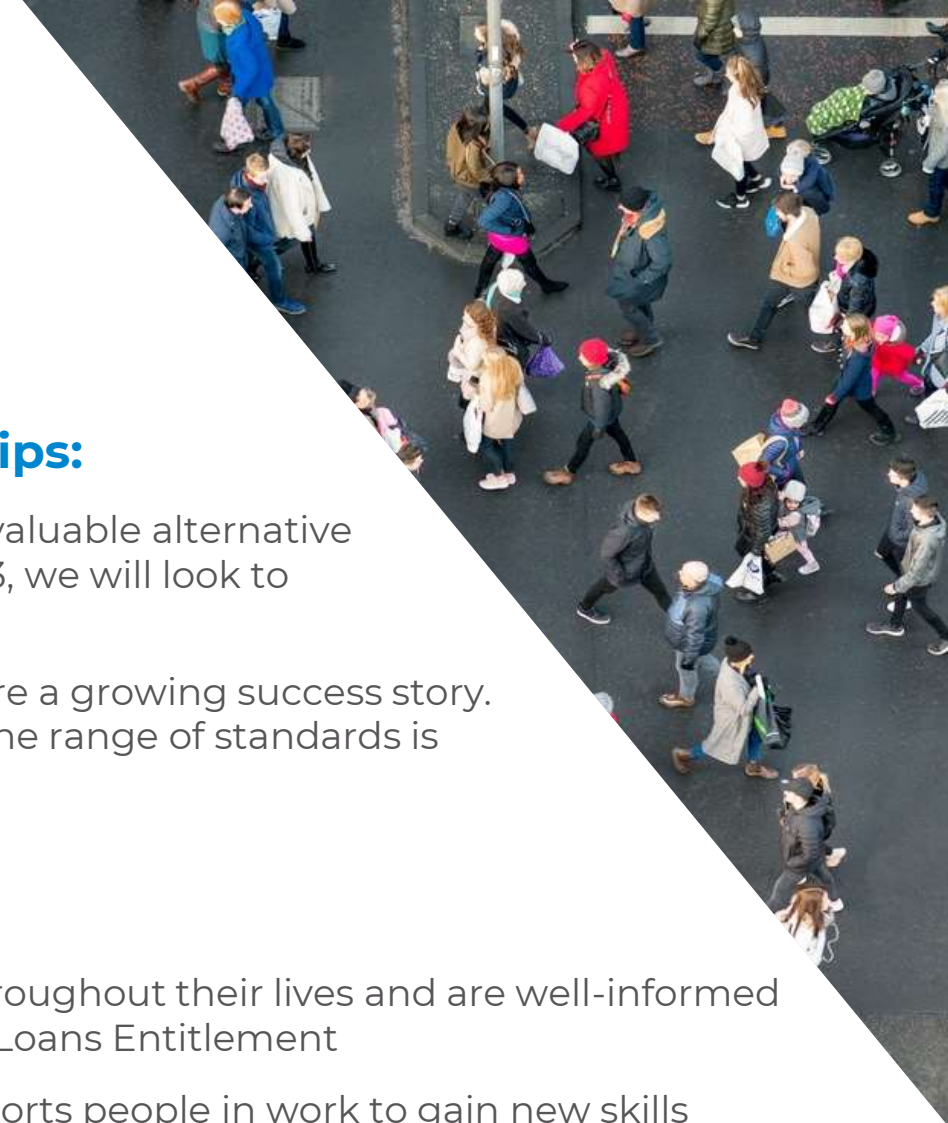
UCEN MANCHESTER'S OFFER WILL:

3. Include Higher Technical Qualifications and Apprenticeships:

- White Paper – Investing in higher-level technical qualifications that provide a valuable alternative to a university degree. Apprenticeships that work for all employers. “From 2023, we will look to reduce funding for non-approved higher technical qualifications.”
- UK Universities: Future of Degree Apprenticeships - Degree apprenticeships are a growing success story. The number of people starting a degree apprenticeship is rapidly increasing, the range of standards is broadening, and the first-degree apprentices have recently graduated.

4. Be flexible and include part-time, modular, etc. provision:

- White Paper – Making sure people can access training and learning flexibly throughout their lives and are well-informed about what is on offer through great careers support. Introduction of Lifelong Loans Entitlement
- British Chambers of Commerce – More bite-sized, flexible learning which supports people in work to gain new skills
- TEF Review and response - The inclusion of metrics from part-time study, and over a longer period of time, will position UCEN Manchester more favourably for some of its provision



UCEN MANCHESTER'S OFFER WILL:

5. Ensure an emphasis on quality:

- Augar Report – Unless the sector has moved to address the problem of recruitment to courses which have poor retention, poor graduate employability and poor long-term earnings benefits by 2022/23, the government should intervene.
- TEF Review and response – Areas with poor outcomes may well be targeted for reductions in funding to "drive out low quality provision"

6. Address trends in demand:

- Future of Higher Education – Demand could easily be a lot higher than 300,000 over the coming decade, at closer to half a million places.
- Demand for Higher Education - With the growth in participation expected, all regions would expect to see growth in demand for places.

7. Be focused on graduate destinations:

- TEF Review and response – Graduate destinations will need to be more closely followed up for every student to ensure we have robust evidence for any future TEF review



CURRICULUM STRATEGY:

- Our offer will be built around our Faculty and School structure, and programmes within each School will complement, reflect and enhance each other, building on the Learning Community reflected in our NSS:
- Our curriculum offer will broadly encompass 3 types of qualification – 3 Year Hons degrees; Higher Technical Qualifications and Professional HE; and Access to HE Diplomas, to meet the needs of our different markets
- All Schools will strengthen and formalise their industry links and develop employability skills through the establishment of Industry Advisory Groups and the introduction of formal work experience and employer sponsored programmes



OUR SCHOOLS

Faculty of Creative Arts & Media Industries

UCEN
MANCHESTER

ARDEN
SCHOOL OF
THEATRE

UCEN
MANCHESTER

MANCHESTER
**FILM
SCHOOL**

UCEN
MANCHESTER

SCHOOL OF
**ART, MEDIA
& MAKE-UP**

Faculty of Higher Technical and Professional Industries

UCEN
MANCHESTER

SCHOOL OF
**COMPUTING &
CYBERSECURITY**

UCEN
MANCHESTER

SCHOOL OF
**COUNSELLING
& EDUCATION**

UCEN
MANCHESTER

SCHOOL OF
**SPORT, HEALTH
& WELLBEING**

UCEN
MANCHESTER

SCHOOL OF
**BUSINESS
& LAW**

UCEN
MANCHESTER

SCHOOL OF
**CONSTRUCTION
& ENGINEERING**



CURRICULUM STRATEGY:

- All Schools will develop flexible, part-time, modular and blended learning provision, particularly as part of a Higher Technical & Professional B2B offer, in line with implementation of the Lifelong Loan Entitlement:
- All Schools will enhance their programmes by embedding accreditation/additionality, either bespoke to their area or as part of a UCEN Manchester offer. Leadership and Management will become a core theme across all provision:
- Quality improvement, excellence in teaching, learning and assessment, high student satisfaction and positive destinations will sit at the heart of our curriculum offer:
- Each School will make a measurable contribution to the achievement of our Access and Participation Plan targets through their curriculum offer:



ENABLING ACTIONS

Validation Strategy – we will achieve Degree Awarding Powers (DAPs) and take a ‘best in class’ approach to validating arrangements with chosen partners – validating our own degrees where our brand proposition is strong and working with others to maximise demand where it is weaker:

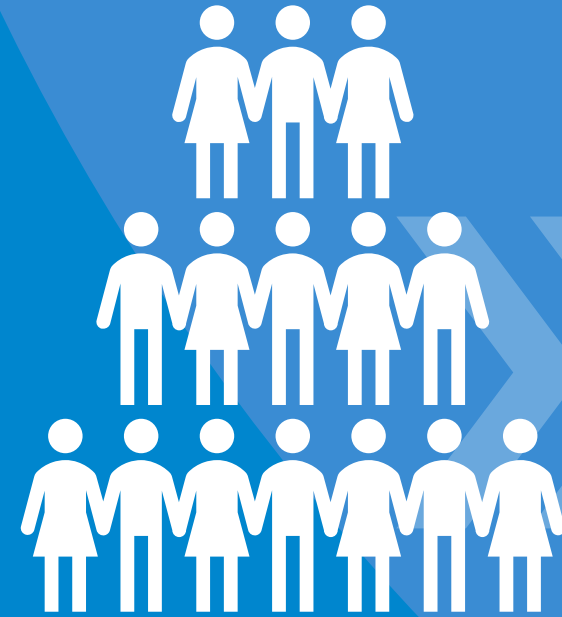
DAPs application submitted to OfS in February 2023 but implications of changes to Designated Quality Body and DAPs process still not fully clear.

Portfolio Development Teams – will be immediately established within each School and will oversee the development of all aspects our curriculum offer, ensuring our underlying principles are fully embedded and adhered to:

Portfolio Development Teams established in March 2022 and fully operational. Range of external partners involved and several proposals in development.

Development of a specific B2B offer – through a partnership approach we will develop a bespoke B2B offer by 2022, including short courses, to meet the skills needs of the Greater Manchester economy as articulated in the Local Skills Improvement Plan (LSIP):

In development as part of the work of the Portfolio Development Teams.



ENABLING ACTIONS

Differentiated Marketing and Recruitment Strategies for our two Faculties

– a new School-focused strategy was introduced in Dec 2021 to maximise recruitment opportunities, recognising and embracing the different markets our two Faculties face – the ‘HEI market’ (Creative Arts & Media) and the ‘HE in FE’ market (Higher Technical & Professional):

New Schools developed throughout 2022 with School of Business & Law being added to those originally planned. Brand identity continues to grow in line with School-focused Marketing strategy, supported by introduction of HE Outreach & Recruitment Co-Ordinator posts.

TMC to UCEN Manchester Progression Strategy

– implemented from Nov 2021, our internal Progression Strategy – Accelerate2Industry - will join both parts of the organisation and allow us to capitalise on the significant and growing L3 numbers in TMC by incentivising students to remain with us:

Accelerate2Industry initiative launched and Accelerator Award introduced to encourage internal progression to specific courses, internal applications and enrolments increased for 2022/23 and further work ongoing.



ENABLING ACTIONS

Estates Strategy – we will maximise the opportunities created by the completion of the City Centre Campus in summer 2022 and redevelopment of the existing estate to develop a true HE environment, attractive to both local and national students:

UCEN Manchester moved into City Campus Manchester in summer 2022. Further £1.9M capital investment secured from the OfS to redevelop The Cube in summer 2023.

Future U Strategy – our Student Support Service will be re-aligned as a full part of UCEN Manchester to provide a ‘one-stop shop’ specifically designed to meet the needs of different groups of HE learners, to reflect our different markets:

Decision made to allocate specific Student Support staff to UCEN Manchester from Sept 2022 and Future U structure full in place and providing differentiated support for HE students.

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ENABLING ACTIONS

Project Connect and dual professionalism – the implementation of Project Connect will allow for the creation of dedicated Programme Teams, made up of a mix of permanent and sessional staff to provide the right blend of academic expertise and industrial experience

Creation of a genuine Higher Education ethos – the continued embedding of the “Be HE” approach and the development of professional standards will move us from being ‘HE in FE’ to being a true Higher Education Institution

Professional Development Strategy – we will improve our staff profile by ensuring that within 5 years all core staff will be qualified to at least one level above the level they teach and are Fellows of the Advance HE Fellowship.

Higher & Degree Apprenticeship provision – development of a targeted Apprenticeship offer for 2023-24, underpinned by appropriate structures and working with colleagues across LTE group

All of the above actions will continue to be developed throughout 2023/24

