

**NOTES OF STEERING GROUP MEETING**

**24 May 2006 at South Trafford College**

**Present** Jane Bracewell (chair)  
Sue Denny  
Tarun Kapur  
Bernice Kostick  
David Lawrence  
Bill Moorcroft  
Elaine Nelson  
Dana Ross-Wawrzynski  
David Wilson  
Margaret Woodhouse

**In attendance** Nina Ketcher (LSC Greater Manchester)  
Derrick Jones (KPMG)  
Lee Oliver (KPMG)  
Suzanna Prout (KPMG)

**Apologies** Derek Davies  
Kathy Leaver  
David McNulty

**1 Welcome and introductions**

1 Jane welcomed everyone to the first meeting of the steering group and everyone introduced themselves round-the-table.

**2 Terms of reference to the group**

2 The terms of reference were circulated in advance. Jane highlighted the group's role in overseeing the project and keeping to the timetable.

**3 Objectives of the review**

3 The group have already had copies of the project specification - Jane drew the group's attention to paragraph 8 setting out the primary objective. She also explained that only provision funded by the Learning and Skills Council (LSC) is within the scope of the review.

4 Jane also explained that responsibility for taking forward any recommendations arising from the review rests with the LSC as the strategic

planning body for post-16 provision (excluding higher education). The final report will be presented to the LSC's local Council, most probably in September 2006, for their consideration. The LSC would involve Trafford Metropolitan Borough Council (MBC) closely in implementing any agreed recommendations. Similarly, any recommendations relating to provision for 14-16 year olds would fall within Trafford MBC's remit. The report will also be presented to the Trafford 14-19 Partnership for their consideration.

#### **4 Progress to date**

5 Suzanna gave an overview of the project plan (previously circulated), explaining how some activities run in parallel and are then drawn together:

- a 'literature review' looking at local/regional/national policies, plans and strategies that impact on Trafford
- a review of learner and community demand - eg, demographic information, travel to learn area, skills' needs
- a review of supply - a review of existing/current provision including quality. KPMG already have sourced all of the data needed for this stage of the project
- a comparison of demand and supply - identifying gaps and overlaps, forming judgements as to whether action needs to be taken or not
- stakeholder interviews including learner and community focus groups. The questions posed to stakeholders and focus groups are all linked to the themes of the report. Stakeholder views are a crucial part of the process. Their views will be presented in summary in the final report, albeit without identifying individuals.

6 KPMG has a team of around 12 people working on this, in regular contact, who will gather to identify collectively the strategic options arising out of their findings. These options will then be scored to identify the recommended option to be included in the final report. At the steering group meeting on 3 July, firm indications as to the strategic options will be presented.

7 In response to questions and discussions:

- a. Suzanna confirmed that data analysis is based on the learner's residence, ie, will capture Trafford learners who access provision outside Trafford;
- b. Suzanna and Sue agreed to discuss what existing research from Connexions could be used to consider the needs of unemployed 16 to 19 years olds. (The possibility of a focus group was discussed but rejected due to the difficulties of finding a group of individuals that would be

sufficiently representative and recognising that these young people may find it difficult to be open about their circumstances and needs in a group setting). **ACTION: KPMG/Connexions;**

- c. similarly, at Margaret's suggestion, Suzanna will liaise with the local authority's information unit regarding the review of pupil referral units (PRUs) in 2004 which may have useful information regarding the needs and aspirations of disaffected 14 to 16 year olds. **ACTION: KPMG/Trafford MBC.**

8 Lee circulated some very early examples of KPMG's data analysis (attached) and drew the group's attention to the following:

- employer sectoral demand 2004 to 2014 - showing that overall the replacement demand is 10 times greater than the net change
- employer occupational demand 2004 to 2014 - demand for elementary occupations drops whilst for managers and senior professionals it increases
- employer qualification demand 2004/ to 2014 - demand for level 0 decreases and level 4 increases, demonstrating a clear need to progress learners
- employer demand in health and social care qualifications 2004 to 2014 - mirrors the overall qualification demand. This analysis will be carried out for all occupational areas, health and social care is just one example.

9 Lee introduced some examples of the MOSAIC analysis, based on 'lifestyle groups', a technique more usually used for targeted marketing by postcode. He explained that 61 significant lifestyle groups have been identified for Trafford - the number is usually smaller for a local authority area - which indicates how diverse Trafford's population is. The examples shown were the conglomeration of 'corporate chieftains' around Altrincham and 'urban colonists' in Altrincham, Sale and Timperley along with the selected characteristics of an 'urban colonist'.

10 Lee then introduced the early examples of maps looking at travel to learn patterns for North Trafford College and South Trafford College. The examples showed that North Trafford's adult learners have a wide travel to learn area encircling Trafford whilst South Trafford's is more compact and extends particularly to the east of Trafford and a group around Lymm. KPMG agreed that the learner's main programme should be the focus of any conclusions about provision in Trafford and the effect on travel in/out of Trafford. The group also noted similar issues around in/out of Trafford are likely affect school pupils who may attend a school in Trafford then go onto further study outside (or vice versa).

11 A separate issue was raised around the travel to learn patterns of learners with learning difficulties and/or disabilities in schools. Schools' analysis is based on PLASC returns and is difficult to track pupils from schools to colleges as the majority of the data from the colleges is anonymised. Trafford's PLASC data will not include pupils at St John Vianney School (an independent special school for 5 to 16 year olds) which covers both Stretford and Stockport. It was thought those

data are reported to Stockport MBC so KPMG agreed to source the data from Stockport MBC (facilitated by LSC colleagues). **ACTION: KPMG/LSC.**

12 Suzanna explained that only top level data will be presented in the actual report with more detail in an appendix.

13 Suzanna gave a brief update on making the arrangements for interviews with stakeholders - around 50 different meetings covering 70 individuals/organisations. She noted that people are being very responsive and accommodating to get these dates in their diaries. Margaret advised that KPMG should approach the Leader of the Council rather than the lead Council member for education as originally planned. **ACTION: KPMG/LSC.**

14 Various focus groups have already been arranged:

- two learner groups at North Trafford College on 24 May
- two learner groups at South Trafford College on 25 May
- two community groups in Partington and Old Trafford in early June
- selected WBL providers on 5 June.

It was agreed to add additional focus groups:

- schools to be asked (if they wish to) to set up small groups of year 10 pupils for no more than 30 mins discussion, on the same date as the stakeholder interview
- this to include special schools
- Quantica and Manchester Solutions to be invited to make similar arrangements.

**ACTION: KPMG/LSC.**

## **5 Next steps**

15 At the next meeting the group will be presented with:

- more comprehensive demand analysis
- more detailed supply mapping
- a flavour of stakeholders' perceptions
- a review of progress against the project plan.

### **Dates of next meetings**

Tuesday 13 June 15.30 to 17.30 at Trafford Town Hall (*NB. Please note change of start time, it was previously 15.00*)

Monday 3 July 14.30 to 16.30 at Sale West Development Centre