

Project Name: Herefordshire and Worcestershire Health and Social Care Course Market Research Proposal

Amendment History:

Version No.	Date	Reason for Amendment
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Project Manager

Andrew Corcoran

Business Partnerships Office

Document Distribution

<i>Name</i>	<i>Location</i>	<i>Responsibility</i>	<i>Action/Information</i>
Elizabeth Davies-Ward	LLN		
Debbie Lambert	LLN	Manager of the LLN	For information
Geoffrey Elliott		Members of LLN	For Approval
Gail Rothnie		Steering Group	
Mike Rookes			
Chris Morecroft			
Ian Peake			
Donna Obrey	LLN	Project Officer	To track project

Background

Purpose

This research proposal seeks to understand the need, demand and value-adding potential for a programme of level 4 courses to be provided across the Herefordshire and Worcestershire Region

Background

Delivering a programme of qualifying, post-qualifying, higher and continuing professional development courses are specific development objectives as stated through:

- Lifelong Learning Network for Herefordshire and Worcestershire

Objectives of the Project

Research Outcomes

- Understand the marketing mix (product, price, distribution and promotion) required to launch, sustain and grow a short course
- Segment, target and position to serve attractive customers.
- Quantification of demand in target sectors.

Outputs

Plan for a pilot suite of up to 5 new courses recruiting 20 learners each, running from June to September 2009

Project Approach

Key Products from the project

Research Questions

- Who are our potential customers?
- What do they want to buy now and in the future?
- Who are our competitors?
- How are we different in the eyes of the customer?
- What value proposition is required by our chosen customers?
- How do we secure a customer for life?
- Who are the key purchasing decision makers?
- What service levels will identify us as market leaders?

Sample

We will approach 500 organisations anticipating a 10% response rate. The sample will be representative of the target categories to include:

- Voluntary care organisations
- Primary Care Trusts
- Acute Hospitals Trusts
- Social Services
- Social care providers
- Residential care providers
- Nursing homes
- Ambulance Service
- Prison Service
- Probation Service
- Independent health and social care providers

The sample will aim to be representative of the employment base profile of both counties.

Questionnaire

1. Please provide a little information about yourself (age, profession, job title, town or city where you currently work) – responses in open text boxes
2. What is the highest education level you have achieved so far? (None, GCSE or equivalent, A-level or equivalent, Certificate/Diploma, Undergraduate degree, Postgraduate degree)
3. What type of organisation do you work for? (Voluntary care organisation, Primary Care Trust, Acute Hospitals Trust, Social Services, Social care provider, Residential care provider, Nursing home, Ambulance Service, Prison Service, Probation Service, Independent health and social care provider)
4. What would be your main motivator for undertaking a course? (increased job satisfaction, increased professional standing, promotion opportunities, personal fulfilment, update skills, improved practice, increased knowledge and understanding)
5. Career aspirations (happy and performing strongly in my job, underperforming, working towards a promotion, looking to change employers but remain in the same field, looking for a career change)
6. What might be the biggest challenges to you undertaking a programme of continuing professional development? (time, cost, flexibility, relevance to my work, recognition within my career structure, other (text box))
7. When do you expect the next change in your employment/career to take place? (6 months, 1 year, 3 years, 5 years)
8. When in the year would you prefer to go on courses (summer, Easter, winter)
9. When during the week would you prefer to go on courses (Saturday, Sunday, weekday evenings, weekday daytime)
10. What is your preferred length of study? (1 day, 1 week intensive, 4 months part time, 1 year, 2 years, 3 years)
11. Where would you expect the majority of the learning contact to take place (at the University of Worcester, at your local Further Education College, at your employer's premises, online, a combination of all four)
12. Would you want your course to lead to a recognised academic award? (yes - immediately, yes – longer term, not necessarily)
13. What next after your course? (continue with courses where my interest lies, collect courses to build a bespoke larger qualification, progress into a formal academic programme)
14. If you want to build up towards a formal academic qualification, how far would you want to go? (Foundation Degree, Certificate, Diploma, Undergraduate Degree, Post Graduate Degree)
15. If your desired course is intended to enhance your career, what is the anticipated salary increase you would expect to receive over the next 12 months? (£1-3K, £3-5K, £5-7K, £7-10K)
16. How would you best like to inquire, book and pay for the course? (all online, by 'phone, face-to-face)
17. Who will pay for the course? (you, your employer, other sponsorship, joint)
18. Please indicate which of the following subject areas might interest you (Adult health assessment, Advanced Nursing, Advocacy, Analytical Thinking, Assertiveness Training, Becoming an Independent Learner, Changing health behaviours, Child development, Child protection, Clinical nursing, Cognitive Behavioural Therapy, Consultative Supervision, Counselling, Counselling People with Chronic Illness, Communication Skills, Critical Thinking, Customer Service, Developing Self and Others, Dietary management, Education, Emergency care practitioner, Getting The Best From Your Staff, Grief and Loss, Health and Social Care, IT Skills, Leadership and Management, Learning Difficulties and autism, Legal issues, Managing Finances in Health Care,

Managing minor illness, Managing minor injuries, Managing Self and Others, Mental Health Awareness, Mentoring and Coaching, Midwifery, Motivational Interviewing, Nursing, Partnership Working, Philosophies of Disability, Problem Solving Skills, Psychology, Sexual Abuse, Sexual health, Teacher Training, Team Building, Understanding the Research Process, Understanding Your Organisation, User and carer involvement, Working in a Diverse Community, Working with Children and Young People)

19. Please indicate at which you might want to study on your next course (Foundation Degree, Bachelors Degree, Post Graduate Certificate, Post Graduate Diploma, Masters Degree, Doctor of Philosophy)
20. Which other University and College services would you use? (meeting and conference facilities hire, library, catering, gym and sports facilities, careers service, professional coaching, consultancy, research and development support)
21. How do you know about the University and Colleges in Herefordshire and Worcestershire? (press/PR, advertising, as a student, through friends relatives, previously unknown)
22. Would the University and Colleges be your first choice for career development and short course programmes (strongly agree, agree, disagree, strongly disagree)
23. What other short course providers would you use? (local private provider, national private provider, professional body, employer's in-house training, university outside Herefordshire and Worcestershire, college outside Herefordshire and Worcestershire)
24. Respondent name, organisation and contact details with a request for permission to contact them.

Timing

- Approval of Project Initiation Document – early July 2007
- Internal questionnaire pilot – mid July 2007
- Email questionnaire URL – early September 2007
- Complete data gather – late September 2007
- Analyse results – early October 2007
- Report to audience – late October 2007

Data Analysis and Reporting

Andrew Corcoran

Scope

What products are we marketing?

- Health, Social Care and Psychology
- Leadership and Management
- Health, Wellbeing and Biomedical Sciences

Constraints

Ready access to at least 500 respondents in the target sectors.

Liz Davies-Ward will use existing internal and external contacts to reach the target audience.

Initial Project Case

Gaps in Current Research

No specific research undertaken which focuses on all three sectors (public, private and voluntary) in the Herefordshire and Worcestershire sub-region.

Benefits of the Project

Clear understanding of immediate and developing needs will enable a pro-active approach to course development, delivery and evaluation.

Key Assumptions

None

Costs

£10 amazon.co.uk voucher for first 100 respondents	= £1,000.00
Payment of CP@W for facilitation of online questionnaire	= £750.00
TOTAL	= £1,750.00

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
Inadequate responses	High	High	£10 Amazon gift voucher incentive
			500 contacts aiming for 10% response will give an adequate sample
			Keep questionnaire easy to complete and submit
			Offer paper survey with Reply Paid envelopes or fax return

Project Team

Elizabeth Davies-Ward – Herefordshire and Worcestershire Lifelong Learning Network

Andrew Corcoran – Head of Knowledge Transfer and Business Partnerships Office, University of Worcester

Catherine Steele – Centre for People at Work, Worcester Business School, University of Worcester