



INFORMED
STRATEGIC
DECISIONS

DATA INSIGHT AND EVIDENCE

Innovative data
analysis

Market research

Consultancy support

www.rcu.co.uk

Welcome to RCU.

We are the leaders in innovative data analysis, evidence based research and market intelligence services for the post-16 education and skills sector.

If you are seeking data insight and evidence to inform strategic decision making, then RCU can help.

"Thanks to RCU we have been able to identify specific opportunities for growth and can plan our marketing communications more effectively, maximising our ROI. We are also able to ensure our curriculum offer is better informed by demand and provides the rights skills to our local community".

Nottingham College





What's different about RCU?

For more than 25 years RCU has operated as an independent organisation providing robust and flexible market intelligence to help education and skills leaders make informed strategic decisions.

Our team consists of highly skilled and experienced professionals in their fields including senior researchers with senior management track records in the sector, specialist data analysts, software developers, statisticians and economists, all experts working with school, college and higher education learner data.

Unrivalled understanding of post-16 education and skills data

No other organisation comes close to RCU's understanding of Technical and Professional Education, Further Education and Higher Education data.

Our specialist data analysts use highly innovative techniques to bring learner data to life, linking it to key socio-economic data and other national datasets.

This provides quick and flexible access to market intelligence to inform strategy and curriculum planning.

Experts in Data Security

RCU is accredited to the ISO 27001 standard for information security management and hold Cyber Essentials certification. Our team are all trained and aware of GDPR and data protection responsibilities to ensure that we have the highest levels of controls in place for maintaining the security of the data we manage.

Research based on the highest professional standards

As a Company Partner of the Market Research Society and accredited to the prestigious international research industry standard ISO 20252, we apply the latest techniques of research and analysis to our work and adhere to strict codes of professional ethics.

Our team of ONS accredited researchers have a wealth of experience in the post-16 education and skills sector, ensuring all outcomes are statistically reliable and provide meaningful insight.

Commitment

Above all what sets us apart is the commitment and dedication of our team. RCU staff are joint owners of the company and you will notice the difference that makes in every contact you have with us.

RCU supports the post-16 education and skills sector with powerful market intelligence tools and services.

BESPOKE DATA ANALYSIS & CONSULTANCY

We recognise that all organisations have unique needs. We are happy to work with you to design customised solutions to meet your requirements. Our long-standing experience and knowledge of the post-16 education and skills sectors means we can respond quickly to the changing needs of our customers and tailor solutions to increase their efficiency, effectiveness and reputation.

PRODUCTS

Working closely with our clients in the post-16 education and skills sector, we have developed a range of easy to use products and services that inform decision making, planning and marketing activities.

Our core products include:

- Vector
- Apprenticeship Analyser & LMI Tool
- MiDES
- Structures and Prospects Appraisal (SPA) Report
- College merger data pack
- Perceptions Surveys
- Staff Surveys.

RESEARCH

With more than 25 years experience, we are respected and trusted within the post 16 education and skills sector for delivering high quality and reliable research methodologies to support national policy formation and evaluation.

Working with organisations such as the Department for Education, the Education and Skills Funding Agency, the Education and Training Foundation, The Gatsby Foundation and several Combined Authorities, many of our research reports have been published and are available via our website.

Our particular strength is in data analysis with extensive knowledge of learner datasets such as the Individualised Learner Record (ILR), National Pupil Database (NPD) and HESA.





BESPOKE DATA ANALYSIS & CONSULTANCY

Bespoke data analysis, consultancy and research solutions to help you make the right strategic decisions.



We recognise that many of our clients have unique requirements which need tailored solutions.



Examples of recent bespoke data analysis and consultancy support include:

- Recruitment and curriculum SWOT analysis to inform the strategic marketing plan
- Pre-merger and Post-merger market analysis reports to identify the combined potential or strengths of merged organisations
- Structures and Prospects Appraisal (SPA) support and local market analysis for colleges
- Regional analysis of the potential undergraduate and access to Higher Education market to inform recruitment and portfolio planning
- Analysis of the impact and profile of Higher Education delivered in FE Colleges
- Impact of devolution on adult skills budgets for combined authorities
- Qualifications, delivery centre and market share analysis for Awarding Organisation.

"We are really pleased with the results the team at RCU have delivered which have already had a hugely positive impact. For the first time we have the evidence we need to deliver a curriculum which is aligned to demand and meets the needs of our future students".

London Metropolitan University





| VECTOR

Vector is the only product available that provides a complete picture of post-16 further education, technical education, higher education and skills requirements in your local area.

Vector is an easy to use, cloud-based market intelligence tool that provides direct access and insight into your local learner market. It shows your organisation's penetration and market share in the local area, identifying strengths, weaknesses, opportunities or threats within your local recruitment and curriculum offer, with comparisons to other providers.

How can Vector help?

Vector uses the very latest web-based technology which is integrated with Google interactive maps, charts and data tables. This high quality and visual technology enables information to be gathered into a single tool and shared effortlessly across the whole organisation.

Vector uses post-16 learner data which has been released by the relevant data agencies (subject to data

sharing agreement). This ensures that comparisons are consistent and avoids the need for individual providers to supply data.

Vector provides a detailed analysis of the local post-16 learner market, including detailed comparisons with other providers and local demographics to ensure your organisation meets and responds to local skills needs.

Vector is endorsed by the Association of Colleges



ASSOCIATION
OF COLLEGES

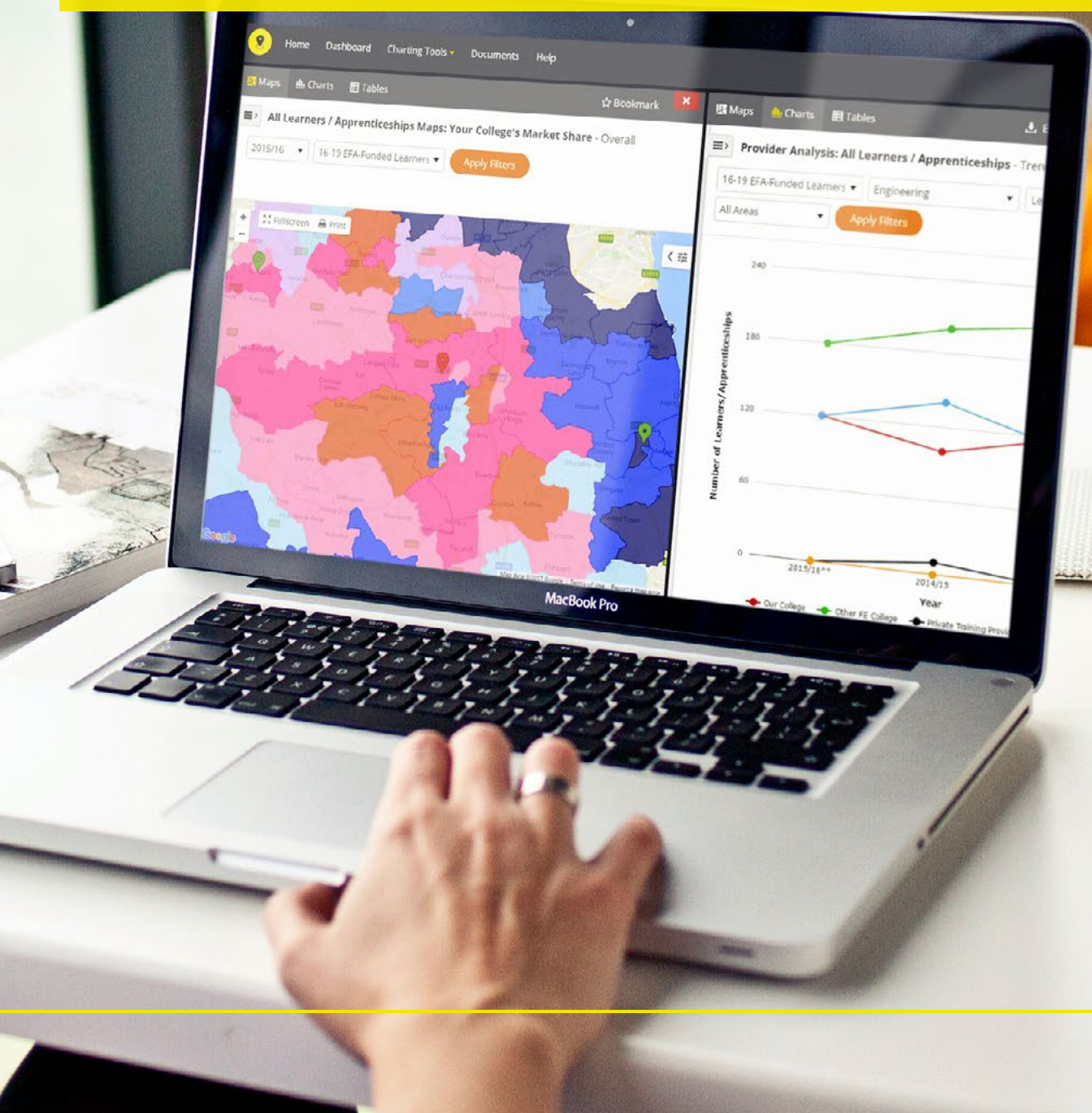


Benefits of Vector:

- Detailed analysis of post-16 learning in your local recruitment area ensuring you meet the needs of the community and employers
- Analyse your market share and penetration in key sectors
- Competitor analysis including comparisons to other local providers
- Detailed curriculum tables and supporting labour market information to enable more informed curriculum planning
- Identify strengths, weaknesses, opportunities and threats to inform your recruitment strategy
- Three-year trend data to show changes over time and the impact of decision making.

"The information RCU provided us has proved invaluable in supporting our marketing strategy. Working closely with the team at RCU has led to a number of efficiency savings and we have been able to achieve a great deal more from our ever tightening budget".

Priestley College





APPRENTICESHIP ANALYSER



ASSOCIATION
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The Apprenticeship Analyser offers unique and valuable information on the apprenticeship market in your local and wider area.

Within the online tool, apprenticeships are linked to LMI and relevant occupations enabling you to compare skills supply and employment demand in the area to better inform planning and development of your apprenticeship offer.

KEY FEATURES



Apprenticeships linked to occupation demand and skills shortages



Curriculum design linked to skills supply and demand



Competitor analysis at subject level



Market share and rank within the local area



New standards included as they become available

Providing in-year benchmarked reports for AoC member colleges. MiDES is a shared service developed by RCU for the Association of Colleges.



Participating colleges upload their learner data to the secure MiDES data server creating a new MiDES sector-owned shared dataset. This creates a hugely powerful data resource for members that provides unique in-year benchmarking information. MiDES includes a variety of reports for members that focus on:

- Recruitment change
- Curriculum profile
- In-year retention
- Apprenticeships
- GCSE English and maths
- Value added and progress measures
- Progression
- Learning and performance summary.



MiDES reports can be accessed from the Further Education Data Hub website which also provides a library of key statistics about the education and skills sector including data relating to:

- FE sector performance data
- Employers & apprenticeships data sources
- Socio-demographics.

<https://mides.rcu.co.uk>

RESEARCH

RCU works with a wide range of important and influential organisations providing unrivalled insight into the post-16 education and skills sector.



We are respected and trusted within the sector for delivering high quality and reliable research methodologies to support national policy formation and evaluation.

As a Company Partner of the Market Research Society and accredited to the prestigious international research industry standard ISO 20252, we apply the latest techniques of research and analysis to our work and adhere to strict codes of professional ethics. Key staff are Accredited researchers by the Office of National Statistics (ONS).

Organisations we have worked with include the Department for Education, the Education and Skills Funding Agency, the Education and Training Foundation, The Gatsby Foundation and several Combined Authorities.

Recent projects include:

- Local Area Based Review Support - DfE
- Understanding Higher Level Technical Education - The Gatsby Foundation
- Analysis of FE Choices Learner Satisfaction Survey - ESFA
- Developing outcome measures for the Devolution of the Adult Education Budget - Greater Manchester Combined Authority
- FE Colleges Teachers and Leaders Survey - DfE
- Evaluation of Community Learning Pilots - DfE
- Analysis of FE Choices Employer Satisfaction Survey - ESFA
- Local Impact of College based Higher Education - Education and Training Foundation.

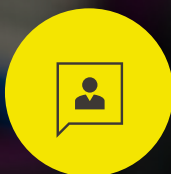


| PERCEPTIONS

In an increasingly competitive market it is more important than ever to understand how your community, including students, parents, employers and feeder schools perceive your organisation.

RCU have carried out perceptions surveys for many years to provide robust and clear

evidence on how stakeholders view the breadth and quality of learning options available locally, their preferred progression routes, the influence of travel on a student's choice over where to study as well as the perceptions of quality and reputation of local competitors.



| STAFF SURVEYS

RCU's staff satisfaction surveys add value by benchmarking your results with other similar providers in the sector.

Our surveys not only measure what your staff think about specific issues in the organisation

but also how important they perceive those issues to be. This enables you to be responsive to the most important issues first in order to have the greatest impact on improving staff perceptions and morale.



| DESTINATIONS

Our student destinations surveys help to identify the internal progression and external destination routes of your students on completion of their studies.

RCU can help you fill in the gaps in your evidence on post-course outcomes by determining what recent learners are doing now and whether they believe your organisation added value to their lives.

Contact us for more information
or to book a free demonstration of
our products or services.

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