



The solution to learner destination surveys



EDUCATION & SKILLS PROFILE

Marketing Innovation Ltd (MI) is a dynamic, growing research consultancy established in 1984.

MI has an extensive record in educational and skills research for over 10 years and has been involved with learner progression and destination studies for 14-19 and 19 plus since 2002. We now offer colleges of further education a cost effective and efficient solution to the collection of destination data from learners completing a course to comply with funding body requirements.

Experts in learner tracking and destination studies

Awarded the Review of Skills Shortages for the Black Country tracking 1500 learners from 6 FE colleges. FE.HE learner destination studies for Greater Nottingham and Staffordshire. We became lead suppliers of LLDD tracking surveys to sector skills bodies across the East Midlands, and our work with LLDD received national acclaim.

How we deliver destination studies for FE Colleges

1. An efficient telephone based tracking service from our call centre which establishes learner destinations following course completion to meet your obligations under funding regulations.
2. Annual surveys by academic year to track outcomes from 16-19 and 19 + cohorts on full and part time courses according to year/phase and deliver timely data as per your timetable.
3. Raw data in spreadsheet detailing the results for each college and course achieving a high rate of return and provide statistical analysis tables collating results for your curriculum teams
4. We give a personal, customer-friendly service meeting industry standards and regulations in regard to the Data Protection Act and the Privacy Electronic Communications Act.

“Our best investment this financial year”

Charnwood Children’s Centres

About Marketing Innovation LTD

Marketing Innovation Ltd is an Investor in People and our quality meets British Standards and those of the Market Research Society. We have first class facilities used by many local authorities because of rigorous quality and evaluation. Data is securely held and remains the property of LCC.MI Ltd is Data Protection Reg.



Our Skills and facilities

- A professional team of 8 researchers lead by experienced project managers
- High capacity call centre equipped with the latest Cati technology
- 10 years of consultancy experience in learner tracking and skills audits
- Working knowledge of the relevant ILR's for FE and WBL
- Familiarity with the policy context (eg Leitch, Sector Skills, small business)
- Full service capability (survey design, fieldwork, data entry and reporting)
- Facilities for face to face, focus groups, and depth interviews



“With our experience and attention to detail your destination tracking processes are in safe hands with Marketing Innovation Ltd”

Paul Lockton MD

Our experience in Learner Tracking

Mapping Surveys for ALS & learners with learning disability/difficulty:

Nottinghamshire Skills Council - Geoff Baldry	(14-18 and 19+)
Derbyshire Skills Council - Sandra Wilson	(14-18)
Leicestershire Skills Council - Claire Parry	(14-18)
Cambridgeshire Skills Council	(14-18 and 19+)

Learner tracking of LLDD in four counties has been completed. These have involved consultation with all regional providers, LEA's, Social Services, Health Authorities, Connexions in City and County, FE colleges, schools, Special schools, work based learning providers, and accurately assess current provision and future needs.

Reasons for non completion of Work based Learning programmes in Leicestershire

Studies amongst learning providers' involved in-depth interviews with senior executives of training companies, learners, and agencies on the causes and their solution. Contact Mick Evans, Leicester.

Learner satisfaction & tracking study for FE learners in the Black Country

The survey was commissioned to provide information that would help the Learning & Skills Council complete a regional FE college review of value for money in the funding for skills shortages in the Black Country. In its capacity as a funding agency for post 16 education and training the funding agency had to ensure that the programmes funded and courses delivered met the requirements of learners and sector employers. Black Country Skills.

Financial, Legal and Business Sector Skills Audit for Greater Nottingham Partnership

The aim of the Skills Audit was to develop a better understanding of the challenges firms faced in finding suitable courses for staff, recruiting and retaining staff, staff shortages, graduate retention and lack of relevant qualifications. A phone survey to employers and visits made to schools/colleges reviewed training provision and future plans for the sector. This helped identify how Financial and Business course providers could respond to employers needs and also to individuals wishing to train to work in the sector. Nottingham City

Transport issues and how they affect the options for learners Post 16

Surveys among 300 Year 11 learners and 300 Post 16 learners to understand their aspirations/attitudes towards transport provision and how it influences young people making choices for education Post 16. Delivered evidence on the barriers real and perceived by young people, parents and 6th form heads and informed the local Partnership to assist planning of transport policy cross county. Leicestershire Education.

College branding and awareness surveys

We were retained by both Leicester College and Loughborough College to carry out regular awareness/profiling or attitude/opinion studies with the local public. These involved street interviews to determine the provider's status and assist benchmarking and trends.

Why young people become NEET and out of touch with Connexions in Nottinghamshire

Investigates the issues and context concerning NEET and why some young people become disengaged from training, education or employment. Survey advised Connexions and Youth Services how young people can in future be re-engaged and receive better support by Nottinghamshire Connexions.

Reasons why adults in Leicestershire do not access life long learning

A qualitative study across the County involving all 6 colleges of further education in a joint survey of the reasons for low take up of courses. Multiple focus groups across the county included adult non-learners of all ethnic groups, ages and status + employers.
Contact: Leicestershire Learning Partnership.

School Relocation and consultation on a new Academy in Leicester

500 School gate interviews conducted with learners and parents living in a catchment where schools would close to make way for a new Academy. Survey involved face to face interviews, telephone interviews, and used focus groups to establish parental motivations.
Contact: Director of Education, Leicester City Council.

Assessing effectiveness of NIACE national promotion of life long learning

A national survey involving telephone interviews and multiple focus groups established consumer reactions to the promotion of learning to hard to reach groups of adults. Measured the encouragement/take-up, and assessed the interest/impact of messages and their relative influence on adult propensity to learn. Drew conclusions on the effectiveness of media, displays, promotions and the messages consumers' saw/heard.
Contact: Niace, Leicester.

NIACE/Adult Learners Week

National telephone survey of FE/HE providers to obtain reactions to the 2004 ALW campaign. Measured the impact of events launched during this period, assessed the interest staging future ALW events, and drew conclusions on the effectiveness of money spent this way.
Contact: Niace, Leicester.

JISC (Joint Information Services Committee) - Information services

A national telephone survey of heads of information services in universities and colleges. Purpose to establish awareness levels for JISC and their services, and to establish the needs of educational providers in developing information systems. Sample: 180 universities/colleges.
Contact: JISC, Nottingham University.

Assessing the value of NRU projects in moving people into work/training

This was a national study of Neighbourhood Renewal and Regeneration projects in 9 local authorities, to assess how well they engaged workless people. Research took the form of a national fact finding with specific focus on BME, Lone parents and people with disability/on incapacity benefit. Involved literature review, web site search, telephone and face-to-face interviews. Contact: Greater Nottingham Partnership.



For further information on these and other projects contact us

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