

How Does a College Compete in Providing Industrial Training

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Vision



To be a world class education and training organisation which creates outstanding progression opportunities for our students, customers and our communities through leading edge practice and partnership with our employers

Lunch Money

- Nick Boles, stop letting independent training providers “nick your lunch”. - *Association of Colleges conference 2015*
- Proportion delivered by Colleges fallen.

All ages apprenticeship allocations				
Provider type	August 15/16	August 16/17	Shift	
Colleges	£528,786,369	£564,697,386	£35,911,017	7%
	37%	32.5%	-4.5%	
Non-colleges	£905,999,576	£1,175,506,126	£269,506,550	30%
	63%	67.5%	4.5%	
Total	£1,434,785,945	£1,740,203,512	£305,417,567	21%

Routes to market

- Established employer relationships
- LEP, Chambers, community stakeholders
- B2B networking
- PR
- Print and digital marketing – inform, promote
- Events
- Door to door, telesales

Building the foundations

- World class ambition
- Strong stakeholder partnerships
- Genuine collaboration
- Culture - 'Can do' approach
- Commitment to excellence
- 'Dual professionals'
- Share best practice.

Overcoming key barriers

- Strategic, proactive and *early* engagement
- Bold investment in facilities, curricula
- Industry sponsorship and ‘buy in’
- Strong PR – position as sector expert
- Lobby local, regional, national government
- Access & unlocking funding/grants
- Key account management.

Working with large employers

- Understand their needs
- Co-develop curriculum
- Close account management
- Utilise their expertise and contacts
- Seek funding and sponsorship
- Cross-sell
- Access their supply chain
- Excel.

SMEs

- Position as a reliable source of advice, information and guidance
- Share best practice and facilitate networking
- Think creatively
- Be flexible and responsive.

Quality assurance

- Accredited, industry-recognised qualifications
- QA team working alongside BD
- Clear progression routes
- Regular, robust review processes
- Employer engagement at multiple levels
- Act early to address barriers to achievement
- Additional support when needed.

Case study

Ministry of Defence

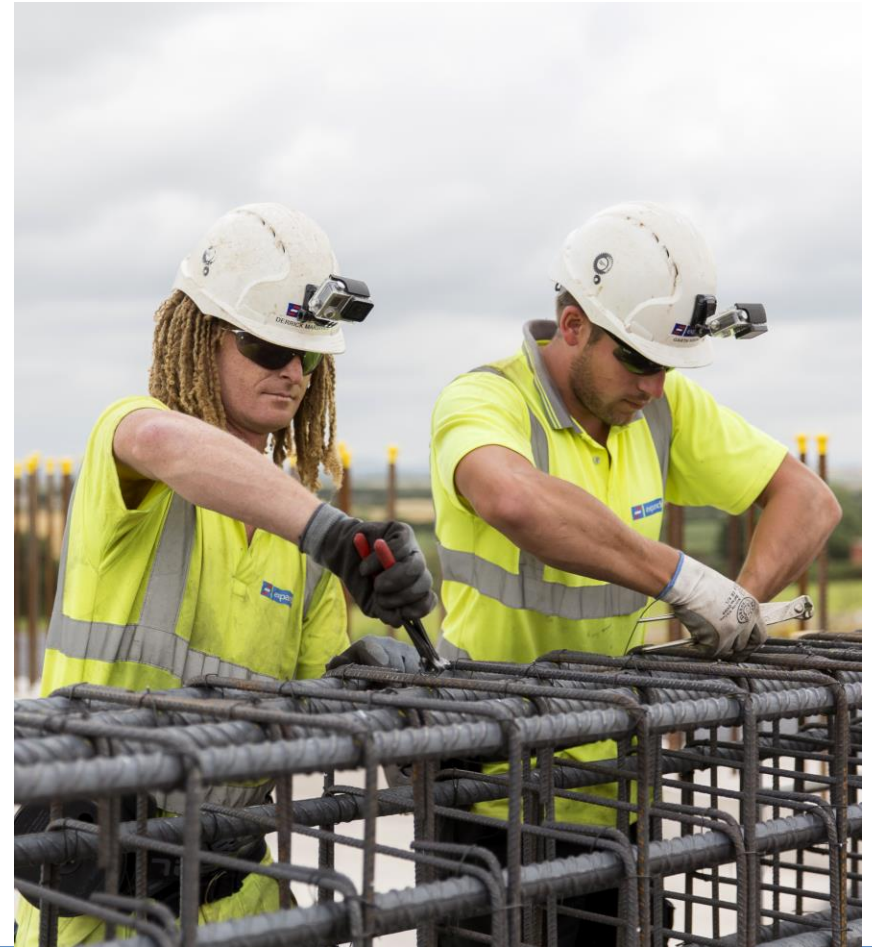
- £5m contract
- Two months to 'mobilise'
- Significant investment
- New degree apprenticeships.



Case study

Laing O'Rourke

- Massive demand
- No nationally-recognised standards
- Partnership
- New, elite team
- 300 more for HPC alone.



Case study – National College for Nuclear (NCfN)

- LEP, Local and National Government
- Other Stakeholders – Nuclear SW, NIA, NDA, NSAN...
- Innovative collaboration between FE, HE and leading employers
- Action to address key skills gaps L2-L6
- World class vocational pathway to the nuclear industry
- Lean, agile and sustainable.



Summary

- Be bold
- Invest in your people
- Multi-level account management
- Throw out the prospectus
- Stay focused on quality
- Do more of what works well
- Celebrate and promote success.



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2015

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