



| VECTOR

Vector 2020/21 update

Using Vector to Inform Curriculum Planning

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Purpose of the webinar

Introduce the latest data updates (20/21) and new features. Show how Vector can be used to:

- Identify local learner participation and your college's market share.
- Identify local learner recruitment trends and curriculum of other local providers.
- Identify demand, trends and popular courses within each curriculum area.
- Identify local skills needs (employment and community data).



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Three years of Learner Data included

- ILR data - 18/19, 19/20 (R14) & 20/21 (R10)
- School sixth form (NPD) data – 18/19, 19/20 & 20/21
- HE data - 17/18, 18/19 & 19/20 (20/21 update in May 2022)

Planned Updates

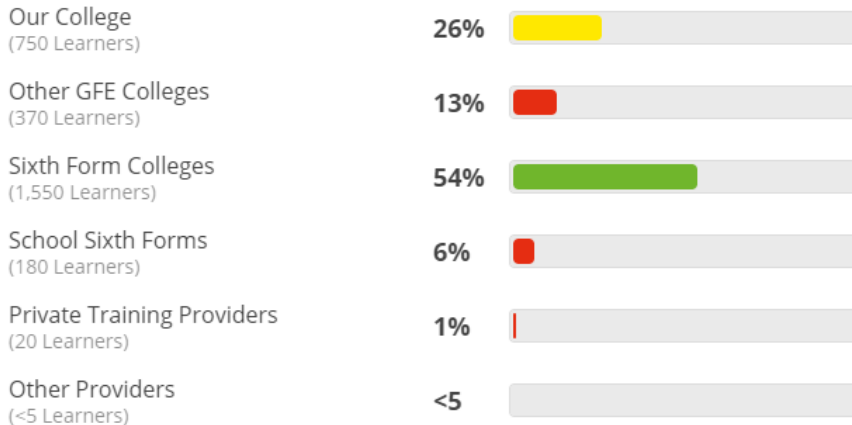
- ILR data 2020/21 R14 ILR update in January.
- HE data - 2020/21 update in April / May 2022.



Summary Dashboard

- Performance indicators for largest providers
- New top courses list – restricted to vocational courses
- Learners on short courses (not main aim) excluded from totals

Market Share



The chart compares your college's market share of 16-19 year old ESFA funded learners with other provider types. Market share values greater than 50% are shown as green bars, market share values of 20% to 50% are shown as yellow bars and market share values less than 20% are shown as red bars. The filters at the top of the page can be used to select the year and the geography

Selected Area Key Figures

Total College Learners in Selected Area	Total Learners in Selected Area
750	2,880
Total Population in Selected Area	
4,487	

Key figures for the selected area

Provider Information

Total College Learners	Total College Enrolments
1,630	3,710

Key figures for the entire college, not restricted to the selected area



Headline learner numbers for each subject area

Subject Area	College Learners	All Learners	%
Health, Nursing and Social Care	110	1,190	9%
Public Services	50	610	8%
Child Development and Well Being	40	390	10%
Science and Mathematics	70	1,080	6%
Agriculture, Horticulture and Animal Care	0	330	0%
Engineering	110	650	17%
Motor Vehicle and Transportation	80	310	26%
Construction, Planning and the Built Environment	190	540	35%
Information and Communication Technology	30	820	4%
Retailing, Wholesaling, Warehousing and Distribution	0	10	0%
Hair, Beauty and Services	110	340	32%
Hospitality and Catering	20	160	13%
Sport, Leisure and Recreation	90	840	11%
Leisure, Travel and Tourism	40	220	18%

- Identify most popular curriculum areas in your locality.
- Compare your college's recruitment with overall demand.
- Switch to subject summary dashboard and curriculum tables for more insight.



Subject Summary Dashboard

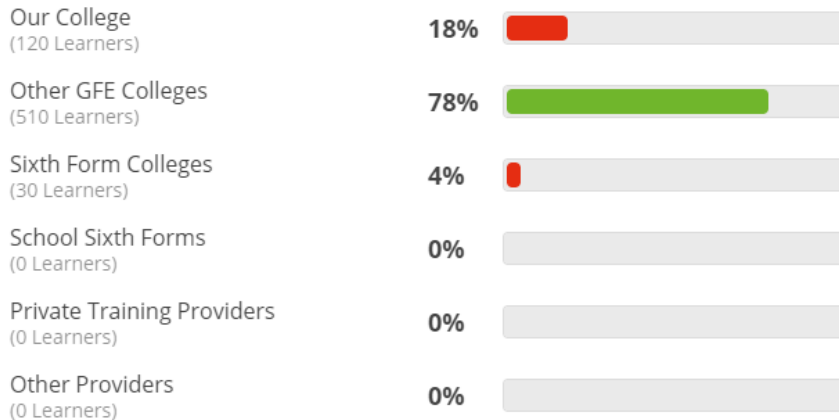
- Identify demand and 3 year trends for each subject area
- Compare your college's presence / market share to other providers

Engineering

All Areas

Apply Filters

Market Share



The chart compares your college's market share of 16-19 year old ESFA funded learners for each subject area with other provider types. Market share values greater than 50% are shown as green bars, market share values of 20% to 50% are shown as yellow bars and market share values less than 20% are shown as red bars. The filters at the top of the page can be used to select the year and the geography

Key Figures

Total Learners 2019/20	Total Learners 2017/18
650	670
Our College 2019/20	Our College 2017/18
120	110

Learner volumes (2017/18 and 2019/20) enrolled in selected subject area at all providers compared to your college

Change in Learners (2017/18 to 2019/20)

Total Learner Change	College Learner Change
-20	10

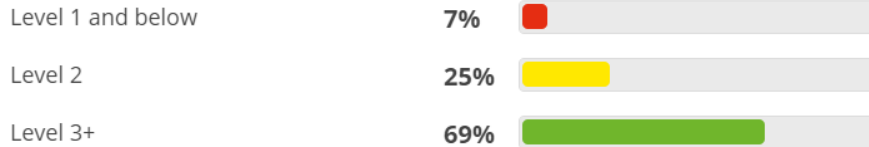
Three year change in learner volumes enrolled in selected subject area



Subject Summary Dashboard

- Learner profile and markets share by highest qualification level
- Identify largest providers also recruiting within selected subject area

Level Profile - All Learners



Proportion of all learners in selected subject area by highest qualification level

Market Share by Level



Your college's market share by highest qual level for selected subject area

Largest Providers

#	Provider Name	Learners
1	Example Provider	220
2	Example Provider	120
3	Example Provider	110
4	Example Provider	100
5	Example Provider	30
6	Example Provider	30
7	Example Provider	20
8	Example Provider	20
9	Example Provider	<5
10	Example Provider	<5

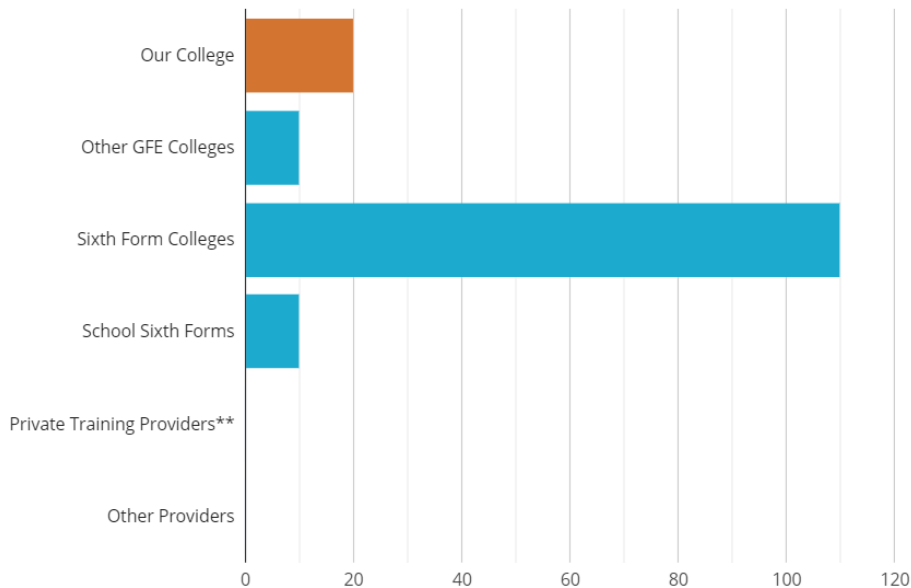
Providers ranked by highest volume of learners in selected subject area (excludes School Sixth Forms)



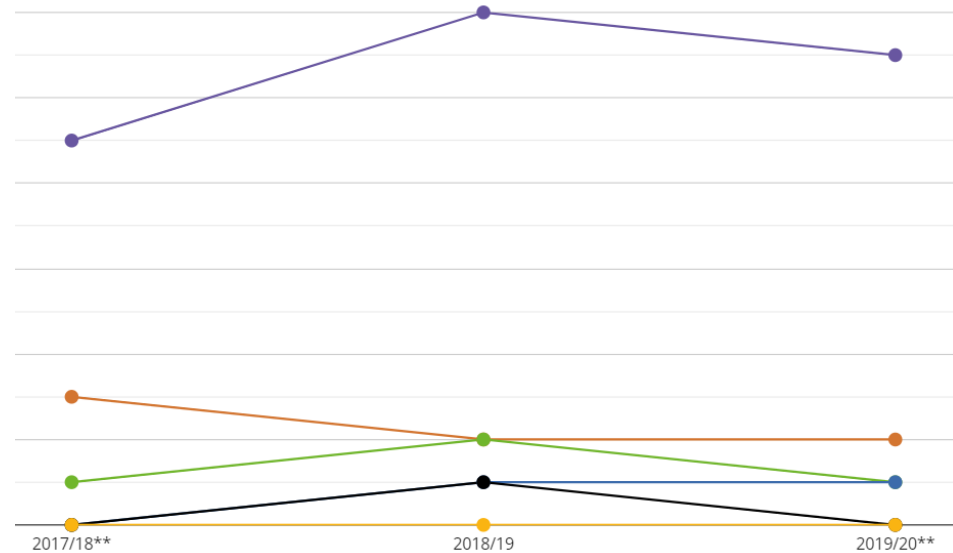
Vector charts

- Identify learner volumes and trends in each subject area by highest qual level
- Focus on your college's local or wider catchment area

Learners by Provider Type



3 Year Trends





Curriculum Tables

- Identify most popular courses and potential gaps in the curriculum
- Filter by subject area, qualification level and geography

2019/20

All Areas

Engineering

Level 3+

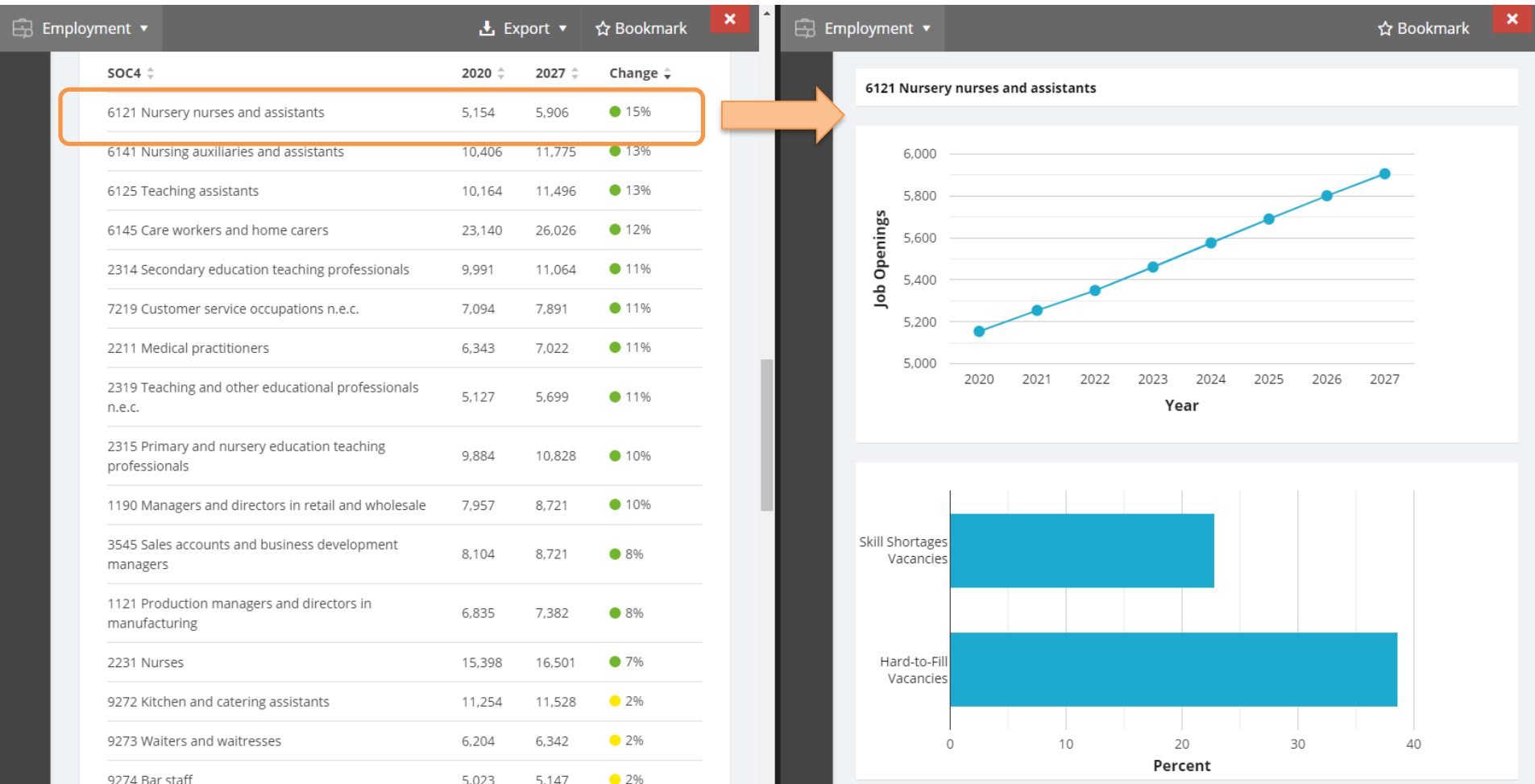
Apply Filters

Course	College	Other GFE Colleges	Sixth Form Colleges	School Sixth Forms	Private Training Providers	Other Providers
Extended Diploma in Engineering (QCF) - 50081652	0	210	0	0	0	0
(Technical) Certificate In Engineering (VRQ) - 60145353	0	50	0	0	0	0
BTEC National Foundation Diploma in Engineering - 60175916	20	40	0	0	0	0
BTEC National Extended Diploma in Engineering - 60175886	30	20	0	0	0	0
Non regulated provision, Level 3, Engineering - Z0001890	0	20	0	0	0	0
Extended Diploma in Motorsport Vehicle Maintenance and Repair (VRQ) - 60027605	0	10	0	0	0	0



Employment Forecast – Largest Occupations

- Identify the largest occupations locally, related job openings and Skills Shortages.





Compare Learner Demand to Job Openings by Curriculum Area

Engineering and Manufact... ▾

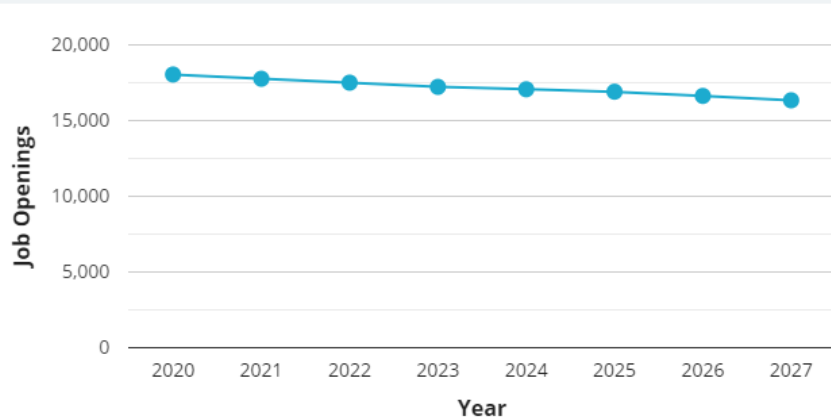
Lancashire LEP ▾

Apply Filters

Select Curriculum Area ↕	College Learners ↕	All Learners ↕
Engineering	60	1,010
Motor Vehicle	30	350
Electrical Installation (Engineering)	30	70
Aviation/Aeronautical	30	50
Manufacturing	0	30

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Engineering



Course Title	Level	College Learners	All Learners
Technical Certificate in Engineering (6030294X)	Level 2	0	20
BTEC Extended Diploma in Mechanical Engineering (QCF) (50072961)	Level 3	0	80
Diploma in Engineering (QCF) (50081548)	Level 3	0	10
BTEC First Extended Certificate in Engineering (60066301)	Level 2	0	20
Cambridge Technical Extended Diploma in Engineering (60303220)	Level 3	0	60



Compare Skills Supply and Demand

- Identify and compare concentration of skills delivery and employment

Lancashire LEP

Engineering

Advanced

Apply Filters

Installation Electrician/Mai...

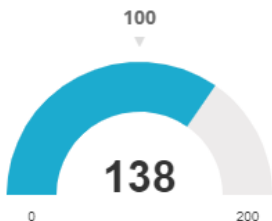
Apprenticeship Concentration (% of all Apprenticeships)

Geography	Selected	All	Concentration
Lancashire LEP	240	5,290	4.50
National	5,470	166,800	3.30

Employment Concentration (% of all jobs)

Area	Selected	All	Concentration
Lancashire LEP	5,580	702,450	0.80
National	231,720	32,347,330	0.70

Apprenticeship Index *i*



This is the ratio of the selected area concentration to the national concentration (national average = 100).

Local Employment Index *i*



This is the ratio of the selected area concentration to the national concentration (national average = 100).



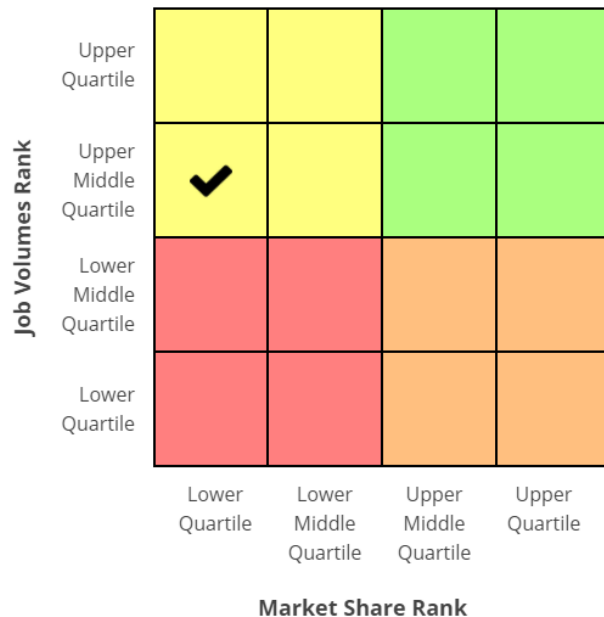
Analysis Matrix – Market Share vs Job Volumes / Growth

- Identify best opportunities by comparing your college's relative market share vs employment volumes and employment growth

Job Volumes v Market Share

Lancashire LEP Data analyst

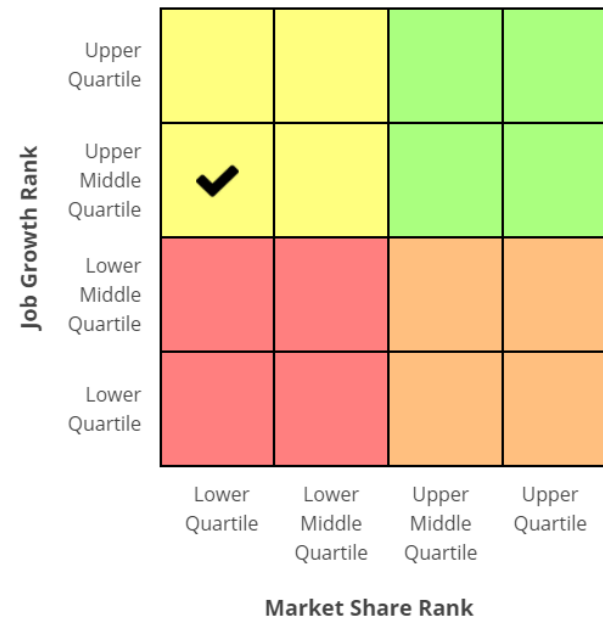
Job Volumes v Market Share



Job Growth v Market Share

Lancashire LEP Data analyst

Job Growth v Market Share





Employment demand

- Identify number of job openings by highest qualification level for all occupations

Engineering and Manufact... ▼

Apply Filters

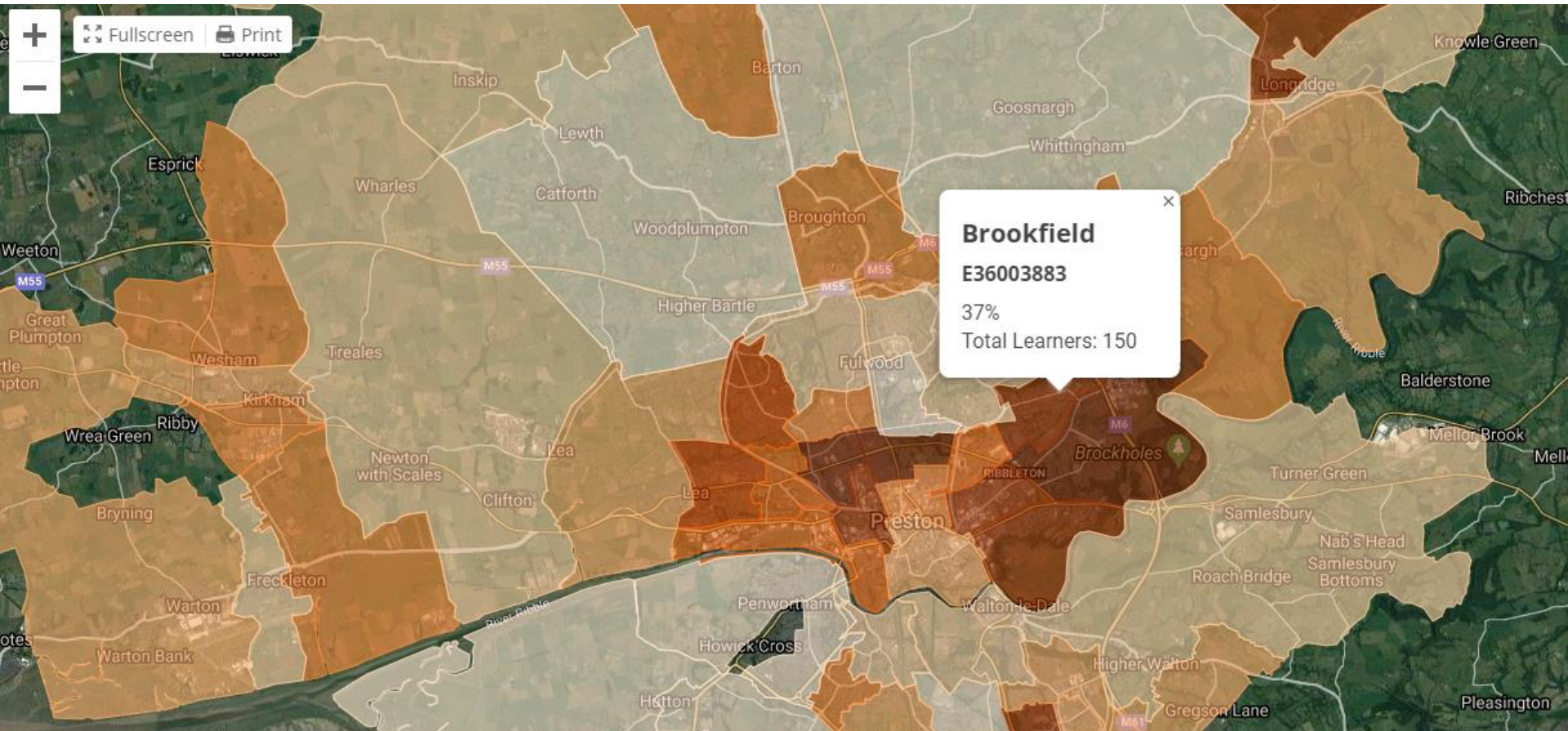
SOC Level 4 ▲	No Qualification ▲	Level 1 ▲	Level 2 ▲	Level 3 ▲	Level 4 ▲	Level 5 ▲	Level 6 ▲	Level 7 ▲	Level 8 ▲
3112 Electrical And Electronics Technicians	307	5,897	4,540	8,537	2,268	784	6,046	236	192
3113 Engineering Technicians	972	8,274	12,954	18,533	13,885	3,993	21,383	4,257	1,338
3115 Quality Assurance Technicians	95	2,614	2,690	3,692	3,365	1,501	6,448	3,252	809
3116 Planning, Process And Production Technicians	1,058	4,201	4,608	7,265	3,201	1,185	5,132	645	118
3119 Science, Engineering And Production Technicians N.e.c.	1,247	7,298	6,024	11,472	2,813	1,131	8,900	3,617	381
5211 Smiths And Forge Workers	207	612	1,779	903	276	286	123	0	0
5212 Moulders, Core Makers And Die Casters	200	1,204	1,084	381	223	55	88	0	0



VECTOR

Student Recruitment

Vector maps can be used to identify areas where student population is high, where your college has a strong market share and where there is greater potential for recruitment.





Student Recruitment – Identify target areas

3. High Market Share vs Small Market (or Decline)

The college has a strong presence in these areas. However, since the market is small there is relatively little to be gained by investing heavily to attract more learners. Focus on maintaining market share and monitor school leaver projections for growth.

4. High Market Share vs Large Market (or Growth)

The college has a strong presence in these areas and the learner market is large. Identify areas which offer further opportunity for growth by monitoring school leaver projections and competitor recruitment trends.

1. Low Market Share vs Small Market (or Decline)

The college has a weaker presence in these areas and the learner market is small. Relatively little would be gained by investing heavily to attract more learners. Focus on wards with more learners and potential for growth.

2. Low Market Share vs Large Market (or Growth)

This is where the college should focus investment. Although market share is lower in these areas, the learner market is large and may offer greater opportunity for growth. Monitor competitor recruitment trends and identify wards offering growth opportunity.



Student Recruitment

Learner data presented in the interactive maps can also be exported and explored by subject area or highest qualification level to identify areas of demand.

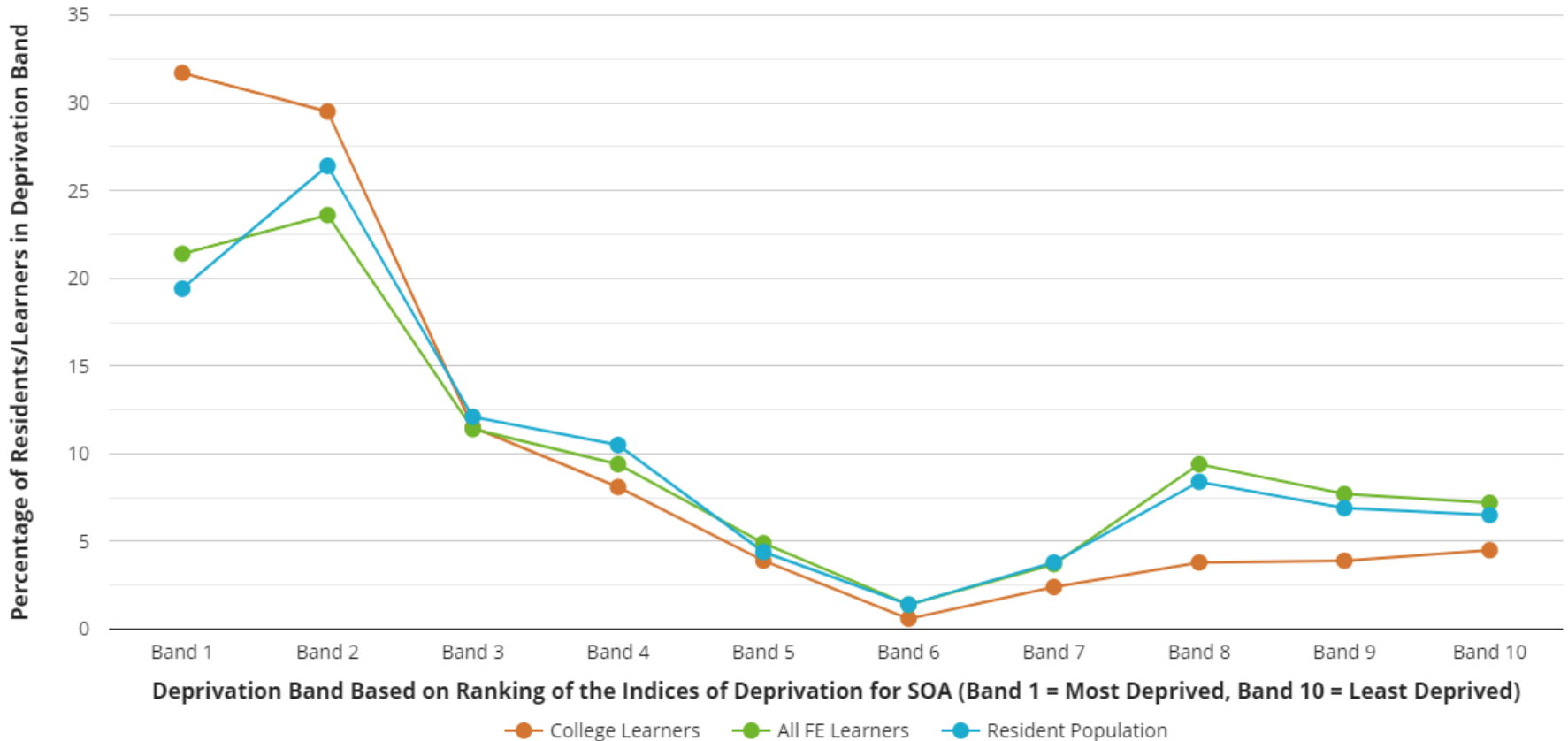
2019/20 ▼ Level 3+ ▼ [Apply Filters](#)

Area ⌵	Our College ⌵	Other GFE Colleges ⌵	Sixth Form Colleges ⌵	School Sixth Forms ⌵	Private Training Providers ⌵	Other Providers ⌵	Market Share (%) ⌵
Example LEP Area	620	10,020	6,740	4,710	190	10	3
Core Recruitment Area	540	4,600	5,060	1,720	120	10	5
Example District 1	290	260	1,510	180	10	0	13
Example District 2	90	810	610	120	20	<5	6
Example District 3	50	220	700	50	30	<5	5
Ward Area 1	40	1,340	810	780	20	<5	1
Ward Area 2	40	1,300	300	30	10	<5	2



Deprivation Profile

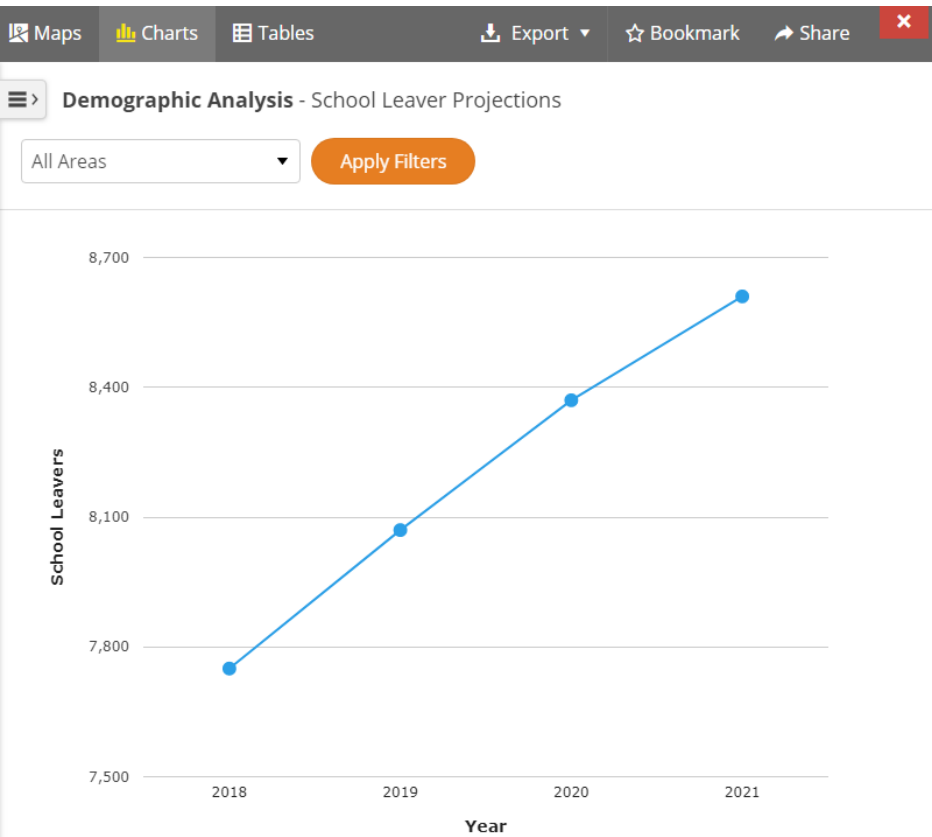
Identify the resident deprivation profile of your local area and explore how well your recruitment of learners matches this.





Student Recruitment – Identify School Leaver Projections

Vector charts and tables include school leaver projections presented by area and school. These can be used to identify future demographic changes and are useful for projecting learner numbers to support strategic planning and funding bids



School Name	2018	2019	2020	2021
Pleckgate High School	230	230	190	200
St Wilfrid's Church of England Academy	210	230	220	240
St Michael's Church of England High School	210	220	230	220
Lytham St Annes Technology and Performing Arts College	190	220	220	270
St Bede's Roman Catholic High School, Blackburn	190	190	210	210
Ribblesdale High School	190	190	200	180
Parklands High School	190	210	220	230
Carr Hill High School and Sixth Form Centre	190	190	220	240



Learner Projections

Vector contains information on school leaver cohorts and provides a unique 16-18 learner projections tool to inform planning and target setting.

To change the learner projections model, click on the table below to update the proportion of 16 year olds which will attend your college in each year. Select export to PDF from the menu above to save the results of your analysis and view the table of results.

Overall ▾

2% Error ▾

Change 18/19 to 28/29: **246**

[View our Advanced Guide](#)

[Reset All Values](#)

	18/19	19/20	20/21	21/22
Blackburn with Darwen	1%	1%	1%	1%
Blackpool	1%	1%	1%	1%
Chorley	3%	3%	3%	3%
Fylde	8%	8%	8%	8%
Lancaster	1%	1%	1%	1%
Preston	19%	19%	19%	19%
Ribble Valley	2%	2%	2%	2%
South Ribble	9%	9%	9%	9%
Wyre	2%	2%	2%	2%

