



INFORMED
STRATEGIC
DECISIONS

EDUCATION AND SKILLS DATA

INSIGHT + EVIDENCE

Innovative data
analysis, research
and consultancy for
the Education and
Skills Sector



Welcome to RCU.

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

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“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”.





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

What's different about RCU?

For over 30 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 in 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.



| CONSULTANCY

Helping your organisation make informed strategic decisions.

We recognise that organisations have unique data and research needs which require tailored solutions to help them make the right decisions.

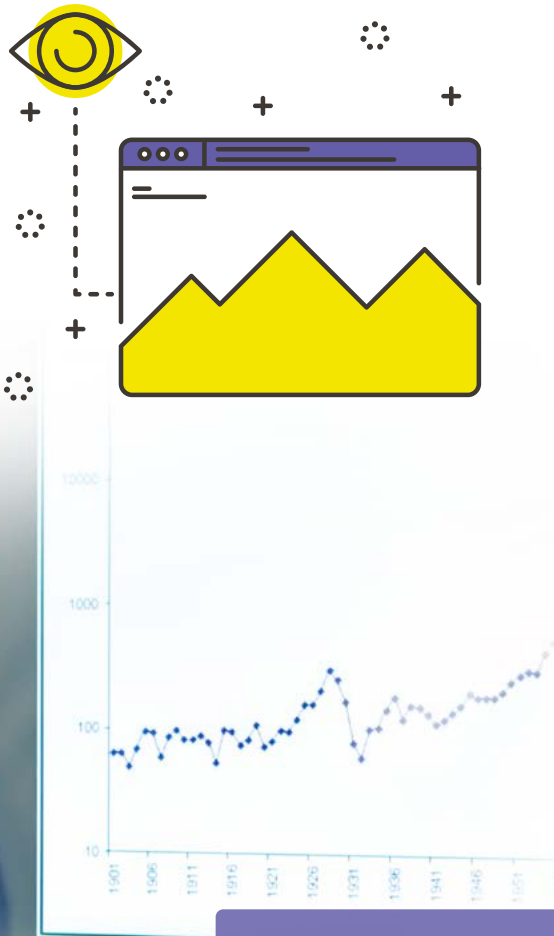
Our long-standing experience and knowledge of the post-16 education and skills sectors means we can respond quickly to the diverse and changing needs of our customers and tailor solutions to help increase their efficiency, effectiveness and reputation.



“To really understand your business, you need to translate high volume data into good information. I have been working with RCU for many years and can confidently recommend this product and the superb service that they wrap around it to provide a tailored solution at an off the shelf price”.



Here are some examples of bespoke data analysis and consultancy support we have delivered to clients:



- ✓ Duty to Review Local Skills Analysis and Reporting
- ✓ Local learner market analysis and recommendations for growth
- ✓ Regional benchmarking and data analysis to demonstrate the combined presence and strengths of the college sector
- ✓ Curriculum SWOT analysis
- ✓ Creative and digital sector skills gap analysis and opportunities for growth
- ✓ Green sector skills gap analysis
- ✓ Pre-merger and post-merger market analysis reports for colleges
- ✓ Structures and prospects appraisal (SPA) support
- ✓ Regional analysis of the potential undergraduate and Access to HE learner market
- ✓ 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 organisations



“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”.



How can Vector help?

Endorsed by the Association of Colleges, Vector is a powerful resource designed specifically for colleges in England.

Vector provides access to ILR, NPD and HESA data to help colleges make informed decisions about local skills needs.

Vector provides a detailed analysis of the local post-16 learner market, and includes detailed comparisons with all other providers, employment demand and local demographics, to ensure your organisation can respond to local skills needs.

Vector is endorsed by the Association of Colleges



ASSOCIATION
OF COLLEGES

Benefits of Vector

Offering a complete picture of learning and skills, Vector enables your college to identify and carry out:

- ✓ Local Learner Market and Trend Analysis
- ✓ Competitor Analysis
- ✓ Detailed Curriculum Analysis
- ✓ Response to LSIP Priorities
- ✓ Skills Supply and Demand Analysis
- ✓ Learner Projections Modelling
- ✓ Identify Learner Recruitment Opportunities



BOOK A DEMO

To explore how Vector can be of benefit to your college please get in touch and we will arrange a free demonstration.

enquiries@rcu.co.uk

01772 734855



MiDES

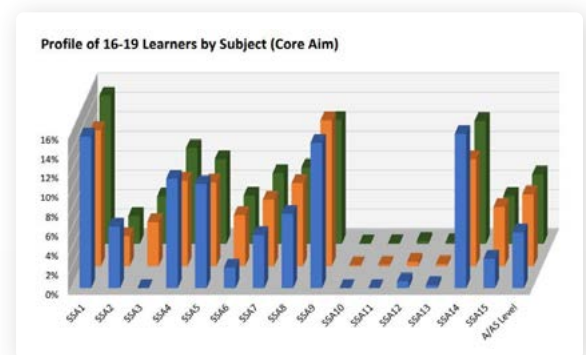


ASSOCIATION OF COLLEGES

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

Colleges upload their learner data (ILR) to the secure MiDES data server creating a new MiDES sector-owned shared dataset.

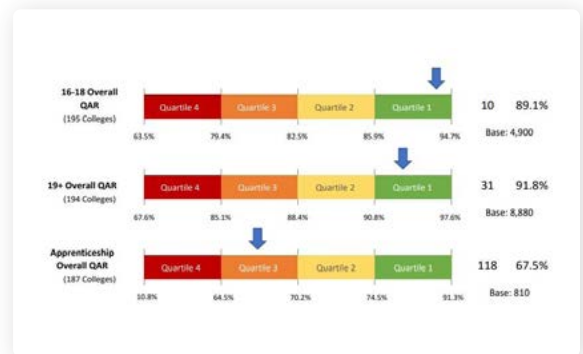
This creates a hugely powerful data resource for all college members and the AoC national team which can be used to support the sector.





MiDES includes a variety of in-year, benchmarked reports and data updates that focus on:

- ✓ Recruitment Change
- ✓ Learning and Performance Summary
- ✓ In-Year Retention and Pass Rates
- ✓ GCSE English and Maths grades
- ✓ Grade Profiles
- ✓ Learner Progression
- ✓ Value Added and Progress Measures
- ✓ Apprenticeships
- ✓ Higher Education delivery in Colleges



A powerful, sector owned dataset

The MiDES dataset is a powerful resource for individual colleges, or regional college groups who want to explore the data further and demonstrate their impact within the sector.

To access the latest benchmarked reports and data updates for your college, visit the MiDES website.

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





RESEARCH

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

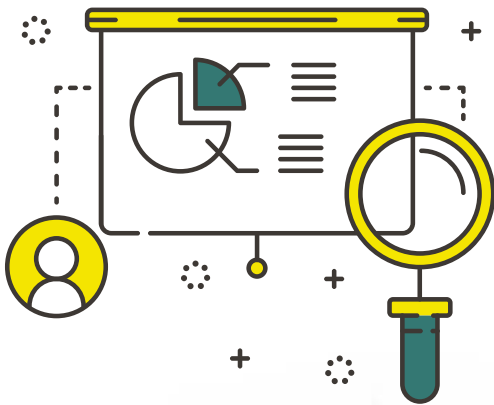
With over 30 years experience, we are respected and trusted within the sector for delivering high quality and reliable research methodologies to support national policy formation and evaluation.

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

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



Working with organisations such as the DfE, ESFA, ETF, the Gatsby Foundation, and combined authorities, many of our research reports have been published and are available on the RCU website. Here are some examples of RCU research projects:



- ✓ Understanding T Level Progression and Destinations Analysis (The Gatsby Foundation)
- ✓ The Educational provision for 14-16-year-olds in Further Education in England (The Nuffield Foundation) in partnership with AoC.
- ✓ Higher Technical Education Research (The Collab Group) in partnership with Chalkstream Ltd.
- ✓ Green Skills Adult Education Provision in London (Greater London Authority)
- ✓ FE Covid-19 Learners and Apprentices Experience Survey (DfE)
- ✓ Understanding Higher Level Technical Education (The Gatsby Foundation)
- ✓ Developing outcome measures for the Devolution of the Adult Education Budget (Greater Manchester Combined Authority)
- ✓ Local Impact of College based Higher Education (The Education and Training Foundation)
- ✓ Analysis of FE Choices Learner Satisfaction Survey (ESFA)
- ✓ Analysis of FE Choices Employer Satisfaction Survey (ESFA)
- ✓ Further Education Colleges Teachers and Leaders Survey (DfE)
- ✓ Evaluation of Community Learning Pilots (DfE)

DISCUSS YOUR PROJECT

If you would like to discuss our research and evaluation work or are looking for a research partner to collaborate with on a specific project, please get in touch.

enquiries@rcu.co.uk

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

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