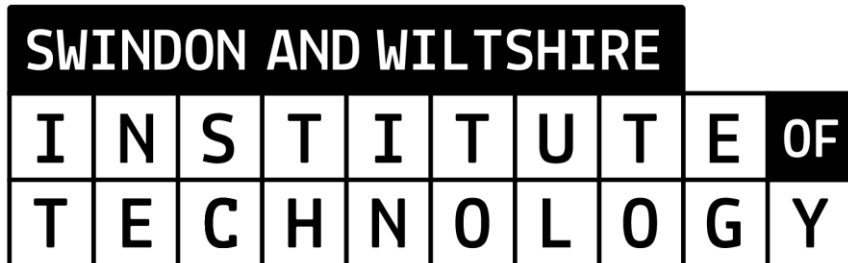


# Swindon and Wiltshire IoT Update

Chris Baish – Managing Director, IOT

[chris.baish@newcollege.ac.uk](mailto:chris.baish@newcollege.ac.uk)

<https://www.sawiot.ac.uk/>



**1. Curriculum**

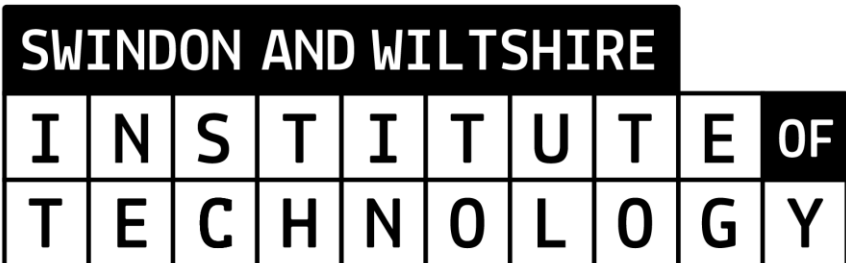
**2. Project Updates**

**3. Employer Engagement**

**4. Learner Engagement and Recruitment**

# Curriculum and Progression

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# SECTORS

## Digital and Computer Science

Apprenticeships / Full Time / Part Time

Levels 3 - 6

## Business and Management

Full Time / Part Time

Levels 4 – 5

## Creative and Media Professions

Apprenticeships / Full Time / Part Time

Levels 3 – 6

## Engineering and Manufacturing

Apprenticeships / Full Time / Part Time

Levels 3 – 7

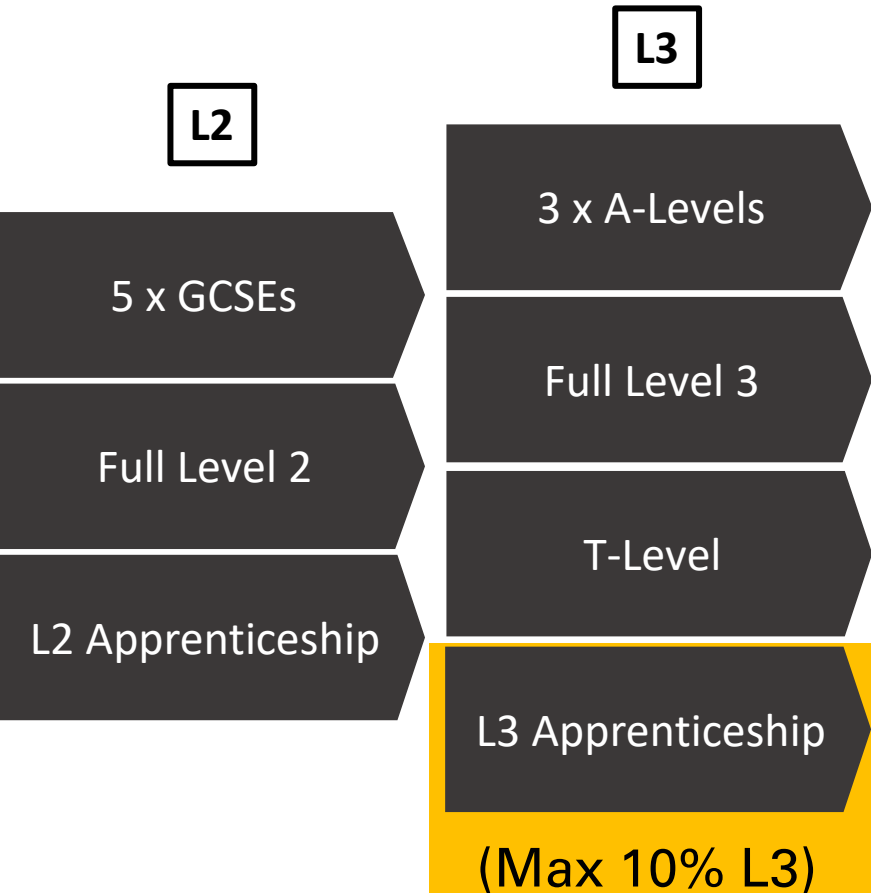
## Science and Health Care

Apprenticeships / Full Time / Part Time

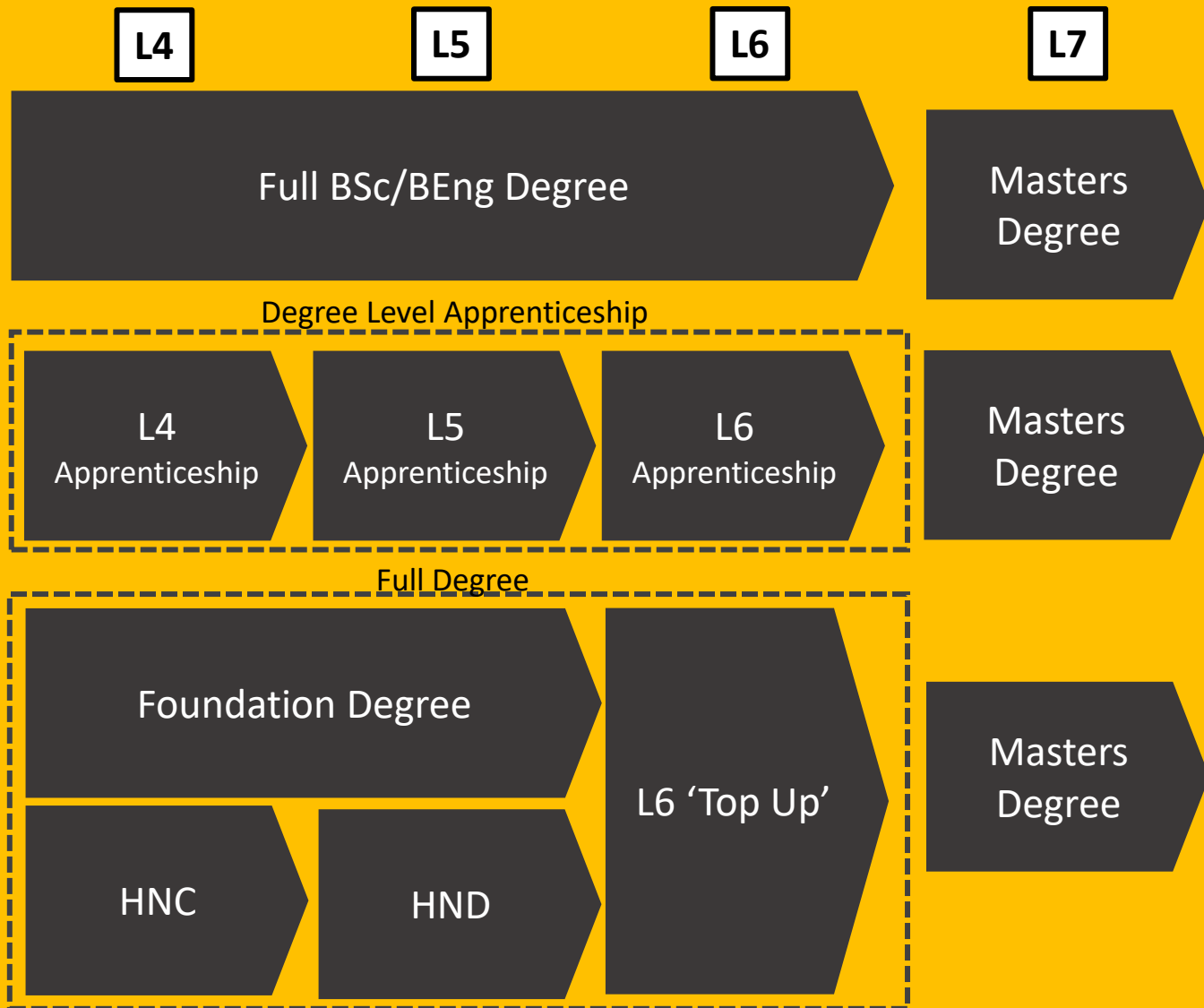
Levels 3 – 5



# PROGRESSION MAP

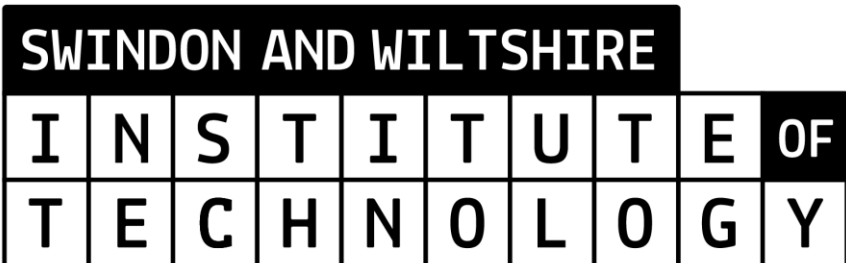


SWINDON AND WILTSHIRE  
INSTITUTE OF  
TECHNOLOGY

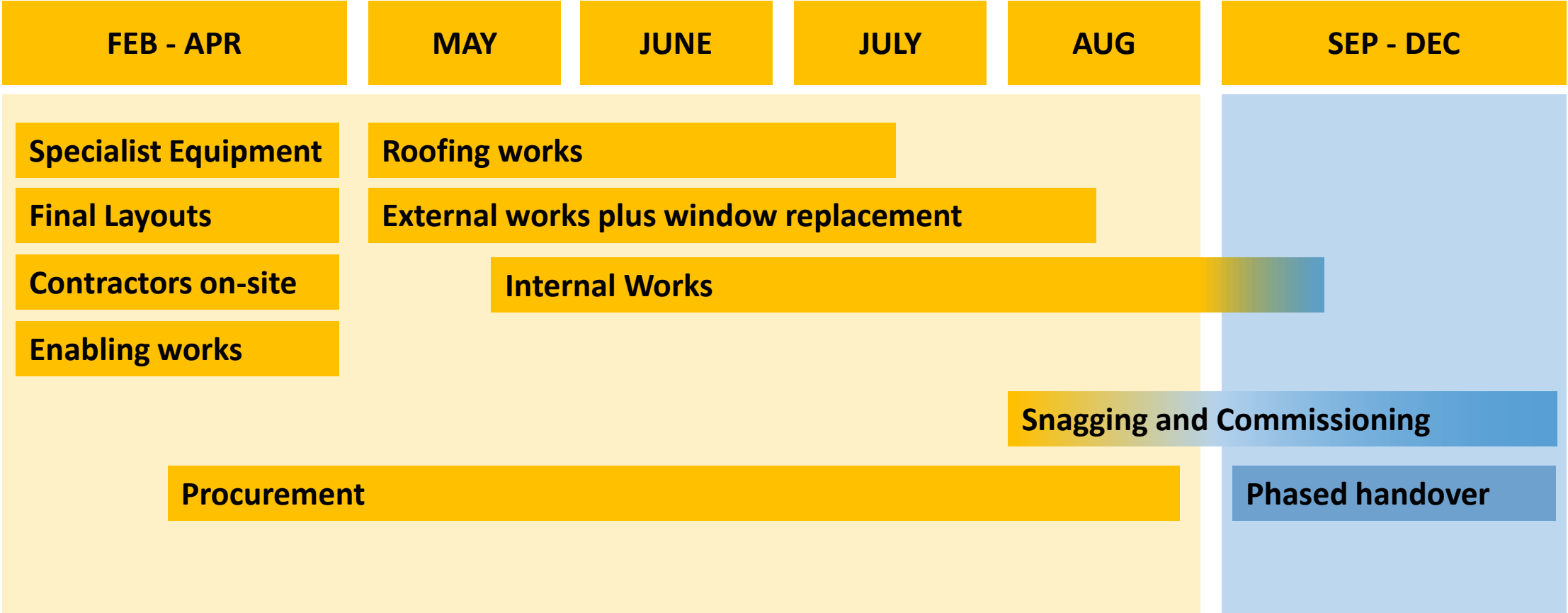


# Project Updates

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# TIMELINE – CAPITAL PROJECT



# SUMMARY OF PROGRESS - DEVELOPMENT

## Capital Project

Excellent progress with kit, equipment, room specs. Good input from employers. Internal works approx. 4 week delay – phased handover/utilising College spaces. On track to overcome budgetary/cost indexation challenges.

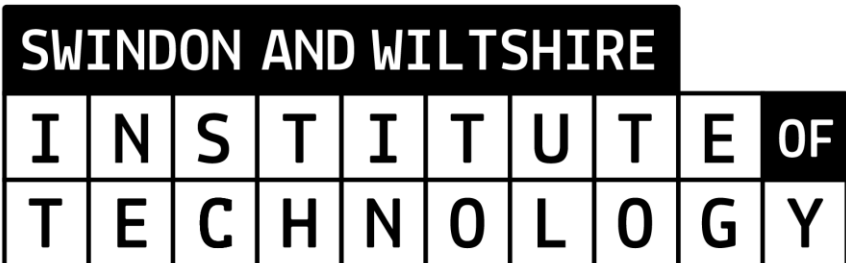
## Curriculum and Delivery

Delivery/curriculum offer finalised.  
On track with validation processes for HE programmes.  
Staff recruitment in progress.



# Employer Engagement

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# SUMMARY OF PROGRESS – EMPLOYER ENGAGEMENT

## Employer Engagement

Apprenticeships challenging due to Covid. Slow progress until recently.

Signs of increased engagement, particularly in engineering (which had suffered).

Market tentative, but engagement doubled since March. Now at just over 50% of engagement target.

Covid has condensed 'sales' timelines into 4-5 months.

Developing good links/brokerage with new companies entering the region.

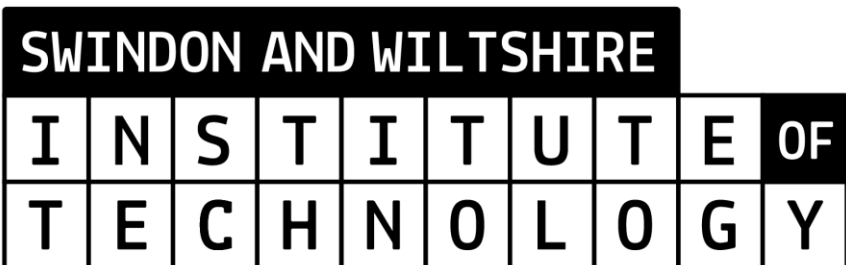
Focus on securing further 'volume' partners.

# EMPLOYER ENGAGEMENT- ACTIVITIES

What's already happening	Areas of further action
<b>Direct marketing</b> – social media, billboards, press releases.	<b>Geographical analysis</b> – expanding potential reach by sector. Benefits of remote learning.
<b>Sales calls and emails</b>	<b>Further video content</b> aimed at specific sectors and employer experience/benefits
<b>Virtual Events, including BW and TVCC</b>	<b>Physical Open Events/Engagement Activities</b>
<b>Brokerage and introduction to decision makers</b>	Further development of <b>Employer Partnership model</b> .
<b>Utilising LMI, contact databases and inward investment developments</b>	
<b>Website / Course information</b>	

# Learner Engagement and Recruitment

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# SUMMARY OF PROGRESS – LEARNER RECRUITMENT

## Learner Recruitment

Positive progress with applications – over 50% target.

Internal Progressors plus Clearing to come.

Focus on **YR13 progressors** – internal and external.

Key Message to Schools/6<sup>th</sup> Forms and other Colleges:

**Progression not competition.**

# TARGET LEARNER AUDIENCES

## Target Learner Audiences

Particular target audiences for 2021-22 (widening HE participation):

Undecided about next steps/not committed to studying away.

No history of HE progression in family.

Don't see themselves as an HE student – technical not 'academic'

Wanting to earn but not considered L4+ Apprenticeships as an option

In employment for a few years but limited progression opportunities

In employment, looking to upskill or retrain.

# LEARNER ENGAGEMENT - ACTIVITIES

What's already happening	Areas of further action
Direct 'external' learner marketing – social media, email, billboards, press releases.	Raising awareness/gaining buy-in from <b>School and 6<sup>th</sup> Form Heads</b>
Internal marketing	<b>School/Cohort-specific events</b> – target audiences
Internal Progression Planning	<b>Physical Open Events/Engagement Activities</b>
Schools Liaison via Careers Leads	Develop <b>wider reach into Wiltshire</b> – new school partnerships
Virtual Open Events – open invite	Further video content to promote <b>student experience</b>
Website / Course information	