

EST 1892 **LSBU**

Testimonial

“LSBU is one of the leaders of higher and degree apprenticeships in England. Since starting in 2016 LSBU has grown to around 2600 apprentices across 30 standards and is on a continuous journey to meet the demand of local and national employers and communities. As part of future development and to ensure that LSBU is delivering the programmes required to support the growth of the economy especially during these times, LSBU invested in the RCU Insight U platform. The platform has provided LSBU with a unique system that delivers valuable data and insight easily, which is used to inform high level discussions around the shape and nature of our future curriculum offer.

The team at RCU were excellent at listening to LSBU’s requirements and developing the tool for us timely as promised.”



Sammy Shummo
Group Director of
Apprenticeships, LSBU

Case study

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**DEVELOPMENT OF
DEGREE AND HIGHER
APPRENTICESHIP
INSIGHT TOOL**

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INSIGHT U
University Apprenticeship Insight Tool

Insight U is an online tool created by RCU Ltd. to help universities make informed strategic decisions



INSIGHT U
University Apprenticeship Insight Tool

Using data and insight about degree and higher apprenticeships, participation, competition, and local skills needs to inform the university’s strategy for growth and curriculum planning.



Problem / Brief

London South Bank University (LSBU) is a cosmopolitan university with over 15,000 students, from over 130 countries and a global alumni network of over 80,000. The University is located in central London and is part of the wider LSBU Group which also comprises Lambeth College, South Bank University Academy, South Bank UTC and South Bank University Enterprises.



In recent years LSBU have expanded their degree and higher level apprenticeships provision to become one of the largest university apprenticeship providers in the region.

Planning for the future, LSBU are focused on delivering apprenticeship programmes which respond to local skills demand and support the growth of the economy.

This required a more data and evidence driven approach to LSBU's curriculum planning and apprenticeship growth strategy.



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Solution

To help deliver their strategy, LSBU commissioned RCU to develop the 'Insight U' market intelligence and curriculum planning tool, which provides access to powerful data and insight about degree and higher apprenticeships, participation, competition, and local skills needs.

Working closely with the University, RCU developed the 'Insight U' platform, which combines national data reporting on degree and higher apprenticeship starts and completions, alongside information about employment demand and local community skills needs.

The new 'Insight U' tool was designed specifically for LSBU and the wider university sector, to carry out detailed analysis of the degree and higher apprenticeship market and explore skills data quickly and easily.

The solution now provides LSBU with a highly visual, easy to use platform which enables users to quickly access, interpret and share data with decision makers across the organisation, which are used to inform high level discussions around the shape and nature of the curriculum offer.

The tool includes a range of highly visual maps, interactive dashboards, charts and data tables which enable LSBU to compare their own apprenticeship offer against other providers including other universities, private training providers and colleges.

With the addition of labour market information such as employment forecasts by sector and valuable data about local participation rates by learner characteristic, the University can make more informed decisions about their future curriculum and apprenticeship offer, whilst also responding effectively to the requirement for widening access and participation.

Results / outcomes

Following the investment in the 'Insight U' platform, the apprenticeship team at LSBU have been delighted to see some immediate benefits and are confident this will continue to support them well into the future.

Almost immediately Sammy Shummo, the Group Director of Apprenticeships at LSBU, reported that having access to all the data in one place, in such an easy to use platform has given him a lot of time back. Finding the data and evidence required when reporting to colleagues and managers has never been easier.

The new tool has supported the move to a more informed position whereby the apprenticeship team have begun to refine and align LSBU's apprenticeship offer to meet local demand. The data has been used to provide evidence on the level of demand for apprenticeships to the relevant curriculum leads across several departments.

The data has been used by the apprenticeship team to provide evidence of significant demand for specific Business and Engineering apprenticeship standards, which are not currently being delivered by LSBU, to the relevant heads of schools, opening up discussions about the viability of running these popular programmes in the future.

With data in the tool also demonstrating more flexible patterns in apprenticeships starts, LSBU are now also taking a view on how they might adapt their own delivery model to be more flexible in their response to demand.

LSBU have also found the competitor data extremely useful. Knowing who the largest providers are in specific sectors has enabled the team to explore the delivery models and performance of key competitors in the region. This again has opened up the debate internally to explore the benefits of other successful delivery models, which may be of significant value to the University in the future.

