Guidance on producing evidence to demonstrate market demand for new programmes

The following list of sources is intended to help you in gathering the information you will need to complete the Demand section of Programme Approval Part One. There is no obligation to use them all, we suggest that you select those that are most appropriate to your particular programme proposal.

- Give details of the anticipated student profile, e.g. home, overseas (indicate specific countries if appropriate), widening participation, mature, local students, workforce etc. Please provide an estimate of projected student numbers. How will students be recruited?
- Are there similar programmes offered elsewhere? What differentiates the programme from those offered by competitors?
- What informal consultation has taken place with external academics (and, if relevant, industry or professional bodies) on the rationale and suitability of the proposal?
- Is there any evidence of employer support/demand?
- Will permission be sought to advertise the programme prior to University approval? If so, what is the rationale for this?

Building the anticipated student profile and identifying similar programmes

Professional Service contacts:

- Planning Office – Rebecca Walker (for advice on fee-setting, costing and funding allocation, and student quotas / target numbers)
- Marketing and Publicity Unit – Kelly Deary (for UG programmes); Helen Gunter (PG) (to gain maximum impact from publicity and associated opportunities to promote the programme, linked with recruitment activities)
- International Office – Gillian Thompson (for advice on overseas recruitment potential and strategy)
- INTO Newcastle University – Helen Douglas (to discuss potential student demand for INTO In-sessional English programme)
- Undergraduate Recruitment and Admissions – Gemma Kirkbride (for advice relating to widening participation)

Newcastle University specific

http://www.ncl.ac.uk/internal/planning/statistics/student_statistics.htm

A suite of management information including:

- Postgraduate Applicant Monthly Summaries - application data by School
- UCAS Management Statistics - annual application and acceptance data for UG programmes by UCAS code for the University (individual applications) and across the UK (aggregate applications)
• Data on Myworkplace portal. The data held here (under Registration Statistical Reports / Degree Programme Stats) includes application data by degree programme, qualifications on entry and more. If you are not sure whether you have access to the Portal, contact the ISS Service desk on x5999 or by email helpline@ncl.ac.uk

National

UCAS Management Statistics – UG programmes only

HESA (Higher Education Statistics Agency) collects and publishes annual figures showing the number of UG, PGT and PGR students at each Higher Education Institution in the UK (by subject area JACS code), and the number of students attaining first degrees and PGT and PGR qualifications:

www.hesa.ac.uk/index.php/component/option,com_datatables/Itemid,121/

Competitor/comparator institutions

To identify other institutions offering similar programmes you can use the statistical data, reinforced with information from: UCAS www.ucas.com, the Complete University Guide www.thecompleteuniversityguide.co.uk, Virgin guide, www.prospects.com, and Guardian and Times league tables,

Once the competitor institutions are identified, obtaining detailed information about their programmes from their websites is usually easy.

Good questions to concentrate on are:
• Is there a gap in the market for my programme?
• Will it provide something currently not on offer
• Are there too many programmes in this subject area already?
• Are there any other similar programmes in the NE/northern area?
• What differentiates my programme from those of the competition?
• Is there anything that can be learned from the competition to improve my proposed programme?

Evidence from others

Evidence (whether through direct consultation or review of information readily available) of potential demand can be identified from an appropriate selection of the groups listed below. Again, please note that there is no obligation to use all of the sources.

Potential Employers: the Recruitment and Events Team in the Careers Service are happy to search their database and provide contact details for potential employers which you can add to any contacts you may already have (Careers contacts: www.ncl.ac.uk/careers/about/).

Professional / Industry bodies: is there any evidence of demand from relevant Professional or industry bodies?
Sector Skills Councils: Is there any evidence of demand on the relevant Sector Skills Council website (www.ukces.org.uk/sector-skills-councils/about-sscs/the-list-of-sscs/)

Industrial/Employer Liaison or Alumni Liaison Groups: from 2011/12 all academic units will be asked to establish one or other of these groups if they do not already exist, and you may find that they are a good source of information. It is important that you consult with the person(s) in your School responsible for the running of such groups before making contact with them.