

The North East Collaborative Outreach Programme Impact Review

The North East Collaborative Outreach Programme (NECOP) is a collaboration of all of the colleges and universities in the North East, working together to make a rapid improvement in higher education progression rates.

▶ colleges

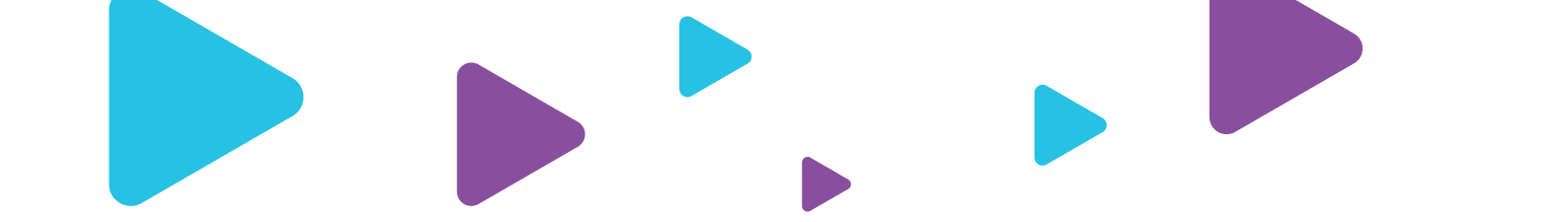
- Bishop Auckland College
- Cleveland College of Art and Design
- Darlington College
- Derwentside College
- East Durham College
- Gateshead College
- Hartlepool College of Further Education
- Middlesbrough College
- New College Durham

- Newcastle College
- Northumberland College
- Prior Pursglove and Stockton Sixth Form College
- Queen Elizabeth Sixth Form College
- Redcar and Cleveland College
- Stockton Riverside College
- Sunderland College
- Tyne Coast College

▶ universities

- Durham University
- Newcastle University
- Northumbria University
- University of Sunderland
- Teesside University





Following the commencement of funding in January 2017, the institutions involved in NECOP have worked together to create FutureMe. This high quality programme of interventions supports young people in years 9-13 or equivalent who have been identified as unlikely to progress to higher education, despite having the academic ability to do so.

▶ developing a collaboration

NECOP has been developed in partnership with the five universities and 17 colleges in the region, as part of a national project funded by the Higher Education Funding Council for England.¹ Through its FutureMe programme of activities, NECOP is working with young people who reside in areas where progression to higher education is low generally, and especially low given GCSE attainment. Acting as an impartial source of advice, NECOP equips young people with knowledge on the full range of higher education options available, and supports them in making informed decisions about their future.

▶ working with young people

Across the region a team of Project Co-ordinators and Higher Education Ambassadors have been working with schools who support young people residing in target areas. The school based programme has been developed around a Regional Progression Framework which outlines key learning outcomes related to higher education progression. The Regional Progression Framework has been mapped to both the Careers Development Institute framework and the Gatsby Benchmarks for Good Careers Guidance to demonstrate how NECOP can support schools to deliver meaningful information, advice and guidance for their pupils in relation to higher education. Targeted students have been offered a range of support and activities to encourage them to think about their future options, including:

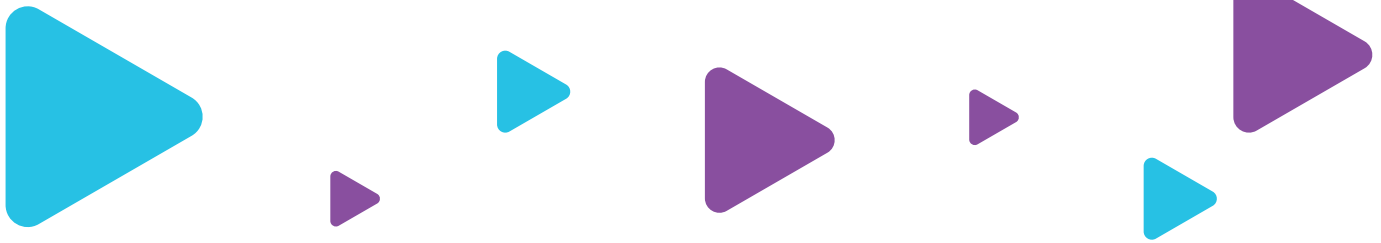
Online tutoring from undergraduate students to support young people with GCSE Maths and English, as well as raising aspirations.

Face to face mentoring sessions with undergraduate students to support aspiration raising.

A range of Higher Education Ambassador sessions to give young people key information and advice from recent graduates.

In all of the colleges a NECOP target cohort has been identified and College Activity Delivery Plans have been created, to support over 3000 students. Colleges will deliver a variety of activity according to the needs of the cohort, existing provision and where NECOP funding could add the greatest value. Examples of activity on offer include masterclasses, career advice clinics, self-confidence/resilience workshops and higher education application advice and support. By working intensively with Level 2 and 3 learners the activities will encourage more young people to extend their education to Level 4 and beyond.

1. For more information about the National Collaborative Outreach Programme see <http://www.hefce.ac.uk/sas/ncop/>.



The result of NECOP's collaborative work in 2017 is a progressive, intensive programme of FutureMe activities for target students across the North East region.

▶ regional projects

As well as the activity that has been delivered in schools and colleges, discrete projects are being delivered across the region to address specific issues. These have been led by universities and colleges involved in NECOP working in partnership with community organisations and employers. There are currently seven projects running across the region.

Some of the issues projects have focused on include:

Supporting young people with personal development and resilience.

Linking with key employers in the region to support working class boys.

Creating support for teachers related to STEM progression opportunities, linking careers to the curriculum.

Beneficiaries of these projects will include up to:

3970
young people

600
teachers

400
parents/carers

▶ demonstrating impact

To allow NECOP to develop an understanding of which interventions have the greatest impact to support higher education progression, a programme theory has been developed. This will allow NECOP to be evaluated as part of an academic study using theory based evaluation methods which will determine why and how impact was achieved.

The evaluation has been designed to be both formative and summative so that a detailed understanding of what works and why can be gained in the short term, and longer term tracking of student destinations can take place through robust data analysis.

The results of the programme evaluation will help shape the future design of all activities and interventions with young people.

In 2017...



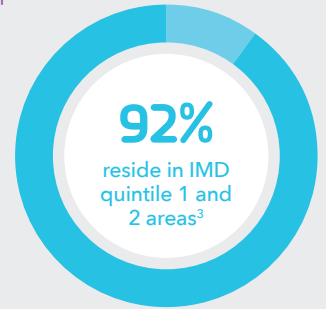
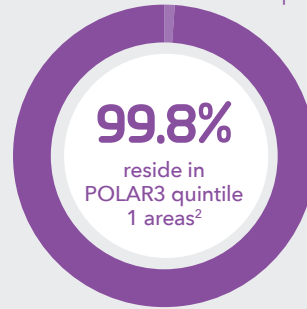
6727
target young people

across **92 target wards** were identified by colleges and schools to take part in FutureMe activity.

2337
young people

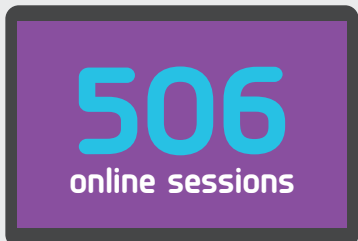
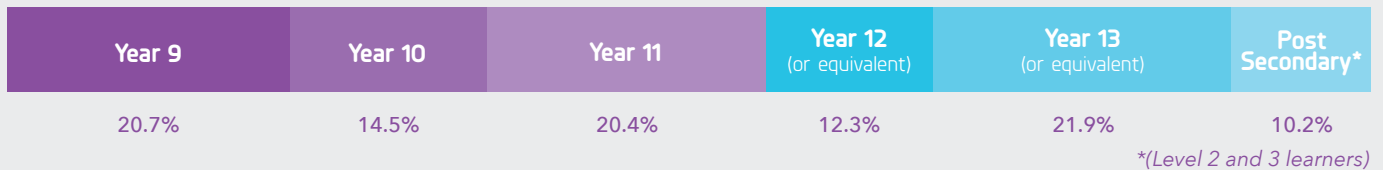
engaged in FutureMe activities delivered by NECOP in **89 target wards.**

of these young people...



FutureMe activities

were delivered to young people in years 9 -13 or equivalent:



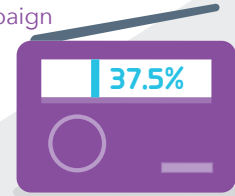
During the pilot phase of online tutoring - **224 students** from **17 schools** completed a total of **506 online sessions** supported by a team of **48 undergraduate tutors.**

during the 'futureme is...'

regional marketing campaign



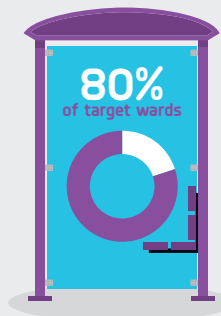
...impressions were made through mobile apps to 13-19 year olds in NECOP target wards.



... of parents in the North East were reached through radio messaging.



from **NECOP schools and colleges** were supported to attend a **UCAS** conference about inspiring choices and progression to higher education.



...were exposed to messages about higher education through outdoor advertising.



were used to promote positive messages about higher education.



DATA NOTE: All data is correct as of January 2018.

2 The POLAR3 classification looks at how likely young people are to participate in higher education and how this varies. Students from quintile 1 are the least likely to participate.

3 IMD (Index of Multiple Deprivation) measures relative deprivation in England, including Education, Skills and Training Deprivation. Areas which fall in quintiles 1 and 2 are the most deprived.