

# Where to now for widening access? 2020 and beyond

A brief story of University Campus Oldham... History, location, context, challenges, opportunities.

Parallels with the students' journeys



# Oldham's History

At its peak, the most productive cotton spinning mill town in the world producing more cotton than France and Germany combined.



# Oldham's People

Total population (000s): 218.8

% White, British: 80.484

% White Irish: 0.823

% White, other: 1.463

% Mixed: 1.6

% Asian or Asian British:  
13.574

% Black or Black British: 1.234

% Chinese: 0.32

% Other: 0.411

*SOURCE: ONS*



# Employment

Oldham (64.8%) currently has the 8th highest employment rate within Greater Manchester... significantly lower than the national average (73.9%).

The employment rate in Oldham over the last 5 years has shown no measureable improvement whereas across England the employment rate has increased by 3.9 percentage points.

Source: *Annual Population Survey 2015*

# Wages

Oldham has traditionally had low wage levels in terms of residents and work place earning potential.

In 2011, Oldham had both the lowest residential (£412 per week) and workplace (£399 per week) median weekly wage levels in Greater Manchester.

By 2015 wages for both residents (£444 a week) and those working in Oldham (£428 a week) remain significantly below the England averages (£533 and £532 a week respectively).

# Qualifications

Even though progress has been made in recent years, Oldham still has a significantly higher percentage of its **working age population with no qualifications (15.0%)**, compared to the GM (10.1%) and national (8.4%) averages.

Young people are gaining higher levels of qualifications, it will take many decades for Oldham to narrow the gap to national rates.

**81%** of adult population of Oldham are **not qualified to Level 4** or above

# Educational Achievement

**% of children attaining the expected level at KS2  
by ethnic group**

	<b>White</b>	<b>Mixed</b>	<b>Asian</b>	<b>Black</b>
<b>England</b>	79	80	80	77
<b>Greater Manchester</b>	80.8	80.8	79.2	77.8
<b>OLDHAM</b>	82	72	77	74

*Source: Educational inequalities in Greater Manchester*





# Social challenges for a local provider

**Oldham** and **West Bromwich** both had over 60% of their local areas ranked in the most deprived 20% of areas in England. *OFNS (March 2016)*

The average distance to study for our students is **5 miles**  
(HEI's 50+ miles)



**This is political...**

# Partnerships – external forces

**2012** - 1,300 students enrolled, stability..?  
Withdrawal of University of Huddersfield

**2015** 500+ students enrolled.  
University of Teesside, 9 new courses -  
Withdrawal of Teesside University

2016/17 period of more development, negotiations, change...

**2017** UCLan, Sheffield Hallam, Bedfordshire  
21 new courses in September

# The opportunities

Design new, relevant programmes to meet the needs of Oldham

Develop curriculum that supports WP

To focus on employability

To recognise and address the students' support needs

Reward our efforts – Research Symposium

# Support Services

2 x Academic Skills Lecturers

1 x Graduate intern in the Academic Skills Hub

Careers Officer

1 x HE Disability Advisor

Bespoke HE Pastoral and Mental Health support  
planned for 2017/18

# Students' support needs

10% of students with statement of learning need

12 students diagnosed with Dyslexia over the last Academic year

Embedding strategies across admissions, induction supporting transition at each stage – *all benefit*

# The Students

**40% over 25**

**27% 21-24**

**33% under 21**

The new programmes and new partners have presented opportunities to work more closely with our students

They succeed, they go into the workplaces, many stay to do the PGCE

# Gary Longley

Neon  
Commendation  
2017





# Thank you