

Nano Conference #8 February 2024

Mathew Butterworth

Coventry University

**Top 15 UK university
5 years running**

Guardian University Guide 2016-2020

Coventry University

**Gold for outstanding
teaching and learning**

Teaching Excellence
Framework (TEF) 2017

Coventry University

**97% employed
or in further study**

DLHE survey, UG UK, 2016/17
(published 2018)

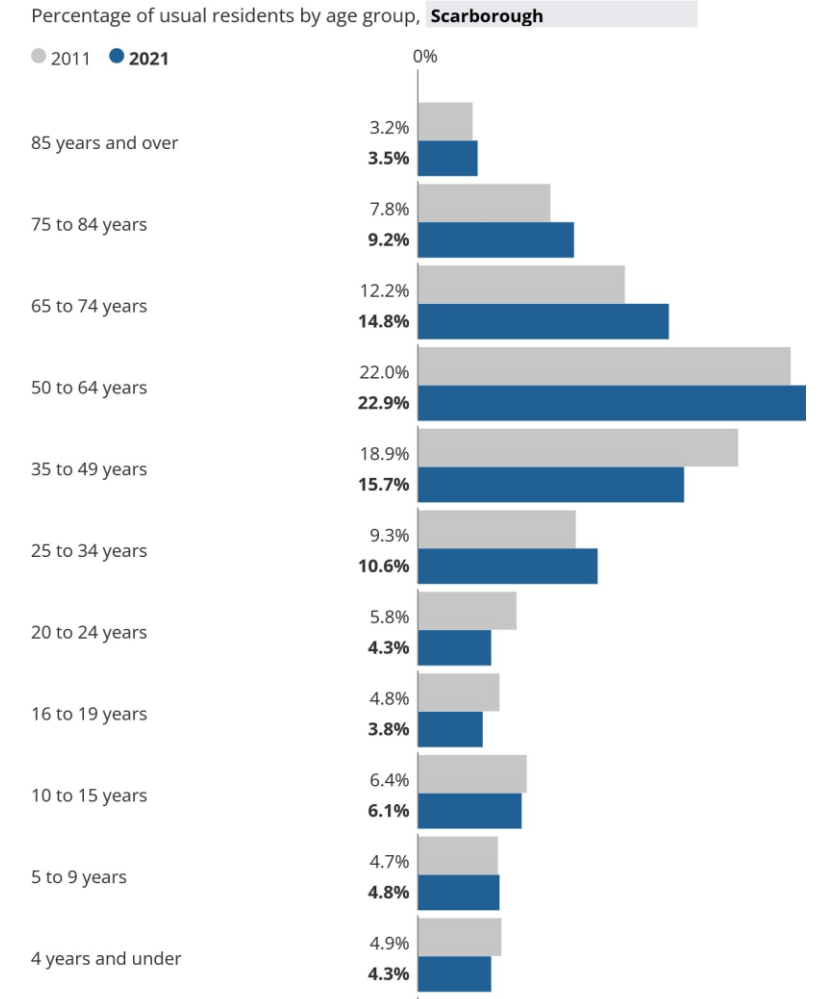
Content

- Project background
- Project overview
- Key achievements
- What have we learned.



Project background

- Prior to the arrival of Coventry University (CU Scarborough) the Borough of Scarborough has been identified by HEFCE as a Higher Education cold spot.
- Scarborough is one of just ten Government identified “Opportunity Areas”, is the lowest paid Borough in the Country and is isolated with 180 degrees of sea running to the east.
- Scarborough has an ageing population (higher than other regions).



Source: Office for National Statistics – 2011 Census and Census 2021

Problem statement

“Our past experience has been that, with the most local provisions in Hull and York our services in Scarborough, across the east coast and north Yorkshire have found attracting newly qualified recruits difficult, with graduates preferring to remain near their university or returning back to home.”

(Mike Proctor, York Hospital NHS Foundation Trust CEO)



Improving graduate outcomes for health and social care students on the North Yorkshire coast

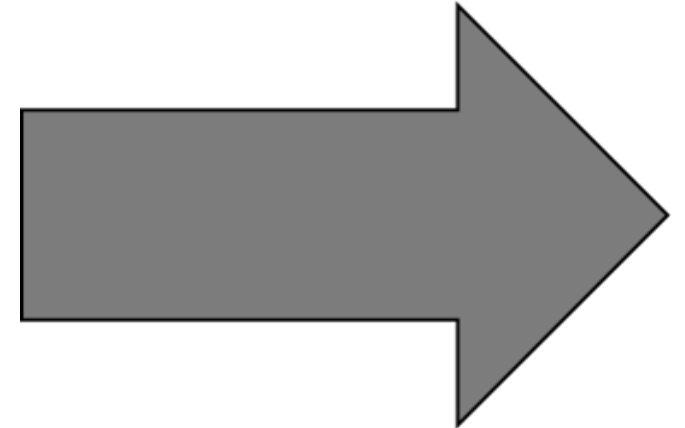
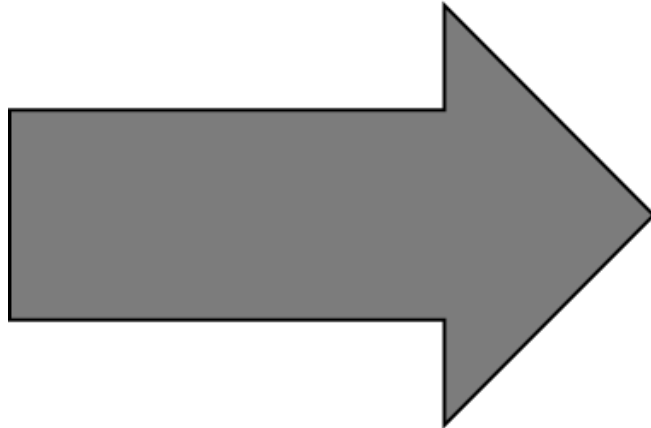


Project funding

- CU Scarborough (part of the Coventry University Group) successfully secured £247,600 over a 3-year period from the Office for Students (OfS).



Project design



Project milestones

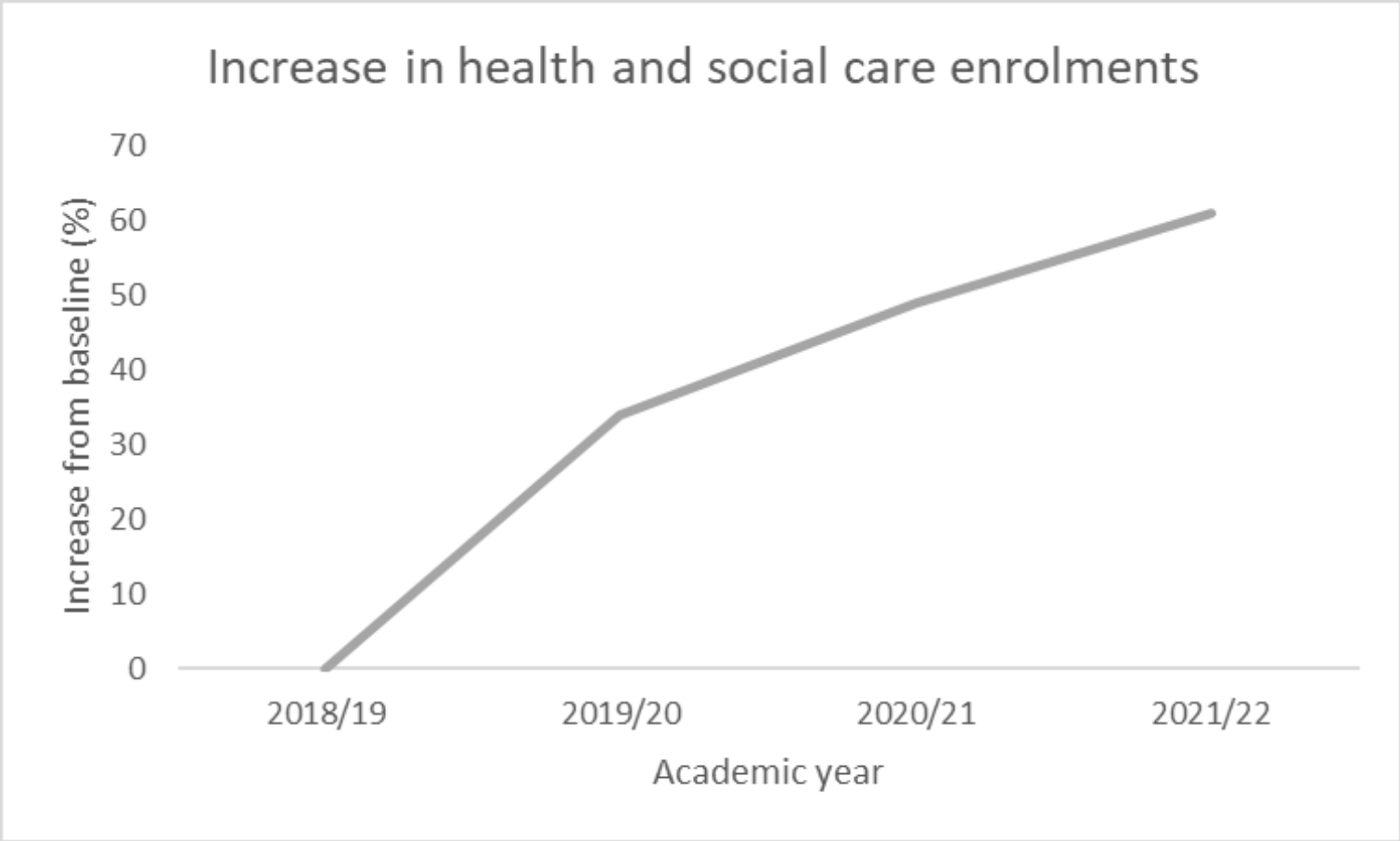
- New degrees launched throughout the project.
- Graduate nurses in 2021.
- Increased number of applications from the YO postcode.
- Develop a project steering group.
- Recruit staff to the project .
- Project conference.



Milestone 1 and 2



Milestone 3



Milestone 4



Milestone 5 and 6



Key learning

- Collaboration was key (intra and interconnection).
- Flexibility (important to embrace change).
- Recognising the success and how we could map to new student services.
- Embracing challenges (negative to positive).
- Extrapolating and transferring the concept.



Thank you

Matt Butterworth
ac9932@coventry.ac.uk



Matt Butterworth
Head of Academic Studies at CU
Scarborough (Coventry University Group)



References

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<https://www.timeshighereducation.com/news/university-cold-spots-mapped-by-hefce/2016121.article>

- Office for National Statistics (ONS), (2021). How life has changed in Scarborough: Census 2021.

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