

## The Ride the Wave Programme

# Funding Approaches – a guide for Colleges

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## Overview

More than 20 Colleges are now using Ride the Wave programmes, enjoying the benefits of using this National Award Winning programme to help their students and their Colleges succeed.

Our initial offer of using the programmes to create the portfolios for Wider Key Skills has been well received. However, some Colleges are already successfully delivering WKS or choose not to deliver them at all, but would still like to use Ride the Wave with their students. So, supported by partner Colleges, we are developing other funding routes for Ride the Wave programmes.

## Funding routes

There are a number of funding approaches that Colleges can use to fund their Ride the Wave programmes:

- Supporting the achievement of qualifications, eg:
  - Core and Wider Key Skills
  - Employability Awards and Certificates
  - Diploma delivery Personal Learning and Thinking skills
- Supporting achievement of College objectives through corporate budgets, eg:
  - Marketing, PR and employer engagement
  - Staff 'Continuing Professional Development'
- Supporting the delivery of initiatives using project or other funding, eg:
  - Programmes for NEETS
  - Response to Redundancy initiatives
  - Enterprise initiatives
  - Improving community involvement through corporate sponsorship

## Benefits

So, there are a wide range of opportunities to fund Ride the Wave, while enjoying the outcomes and student benefits associated with Ride the Wave activities, eg:

1. Raise the employability skills of students, while stimulating enterprise and innovation
2. Raise the motivation of students to, in turn, boost retention and attainment levels
3. Introduce students to processes inherent in the growth and creation of businesses
4. Facilitate learning of business terminology and commercial awareness
5. Highlight the importance of communication and collaboration within teams and the development of life skills
6. Add significantly to progression activities, eg AimHigher while in some cases also

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## The Qualification approach

Ride the Wave programmes are based on activities and student experiences that can contribute to the achievement of a number of qualifications [For some qualifications we are seeking reference sites to complete development of the programme], for example:

Qualification	Awarding Body	Level[s]
Core and Wider Key Skills	City and Guilds OCR Edexcel	1, 2, 3
Award and Certificate for Developing Enterprise Capabilities	NCFE	2
Award and Certificate for Exploring Enterprise Capabilities	NCFE	1
Workskills Units for BTEC Award, Certificate or Diploma [selected units]	Edexcel	1, 2
Award and Certificate in Employability	Asdan	1, 2
Certificate in Employability	NOCN	2
Award and Certificate in Starting a Business Venture	OCR	3

Please note that the half, one or three day Ride the Wave events provide opportunities for assessment of specific learning outcomes in the above qualifications and will need to be integrated into or used in conjunction with other activities and assignments to deliver the full qualification.

Ride the Wave activities allow a number of assessment methods to be used, appropriate to the award being undertaken and the awarding body requirements:

- Tutor formative assessment recorded against the assessment criteria throughout the activity and summative assessment on completion of the assessment
- Tutor observations of learner performance e.g. oral presentations, role play, work based assessment
- Visual or audio materials, artefacts and products
- Peer and self assessment.

Funding is claimed for the GLH associated with the qualification using the SLN methodology. The following are examples of the funding associated with a number of relevant qualifications:

SLN Methodology	GLH	SLN	Funding*
Key Skill	36	0.080	£247
Award – eg L1, 10 hour unit	10	0.067	£69
Award – eg 3 x 10 hour units	30	0.067	£206
Certificate – eg: 12 x 10 hour units	120	0.267	£824

\*These calculations are based on the average provider factor of 1.0725

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#### Example funding approach – Wider Key Skill

The **Ride the Wave** programme produces portfolio to evidence the achievement of a key skill. Using 'Working With Others' at level 2 as an example:

- **The Plunge**, based on a 3 day event of 21 GLH, together with 5-7 hours of additional college based activity, produces all of the evidence necessary for successful achievement of the Key Skill.
- **Make a Splash**, based on a 1 day event of 7 GLH produces 50% – 66% of the evidence necessary for successful achievement of the Key Skill. To complete the portfolio 12 or more hours may be required of college based activity.

**PLEASE NOTE:** these examples are based on our experience with External Verifiers to date. There is room for interpretation and all of these assumptions **MUST** be checked with your awarding body EV using sample portfolios which Working Knowledge will provide.

To consider:

- An EV, reviewing a three day Plunge in the SW, was happy that the event itself [21 hours] delivered both the learning and the necessary portfolio to evidence successful achievement of the award, without further college activity
- An EV reviewing a three plunge Plunge in the NE indicated that, had the evidence been collected, there was sufficient to demonstrate successful achievement of a second Wider Key Skill – Problem Solving – alongside the Working With Others the students were working towards.

Our experience therefore suggests that a Ride the Wave event is a cost effective way of delivering a Core or Wider Key Skill – achieving the necessary outcomes comfortably within the allocated time.

For colleges where a Key Skill is delivered as an enrichment activity no additional funding should be claimed, however, using Ride the Wave for the delivery will likely require less time than the notional 36 hours allowed allowing further hours to be allocated to other enrichment activities.

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#### Achieving other College objectives

##### Continuing Professional Development

There is a legal requirement for college teaching staff to do up to 30 hours of continuing professional development a year. Part of the delivery included with a Ride the Wave programme leading to a qualification is a 7 hour programme for staff members to prepare them for the event. This programme can be treated as part of the 30 hours CPD and this is already being applied in a number of colleges. While the numbers required to attend a Ride the Wave event to support students are relatively low – 1 staff member for 20 students – we will train as many staff members as can be spared on a single day, prior to the student event.

The activity includes familiarisation with the event and with the Key Skill or Wider Key Skill being delivered and some training in facilitation and coaching to support students in their activities.

##### AimHigher and Widening Participation

Ride the Wave meets all of the criteria used by AimHigher and Widening Participation when run with appropriate students. The programme has also attracted support – in cash and kind – from Higher Education Institutions where the Ride the Wave delivery has met their own AimHigher and WP objectives.

A number of programmes have been run supported by a local University which has provided space to run an event at the University, as well as catering for the students, staff and employers involved in the programme.

##### Employer Engagement

Ride the Wave has been used by Colleges to improve their relations with local or regional employers. Business Experts are included as part of Ride the Wave programmes and the experts play a major role in increasing the confidence of students during the programme.

Colleges who set a budget for employer liaison or engagement, may consider that a standard Ride the Wave delivery for say 60 students will involve 8 'experts' drawn from the local business community.

The employers who are attracted are often major local employers and can be a target for College 'Employer Responsive' activities. The Ride the Wave programmes show Colleges in a very good light, bringing out the best in students and demonstrating the range of skills, talents and the positive attitude that students can develop undertaking courses at the College.

Feedback from experts after a Ride the Wave event:

*"The improvement through the day is quite remarkable and should provide confidence for the future"*

**Paul Merone, Corporate Finance Senior Manager, Armstrong Watson**

*"I fully enjoyed the event. The students performed to a high level in presentations and business plans. I would recommend all businesses to be involved in the future of students via this event."*

**John Barany, Managing Director, The Leaning Planet (Cumbria) Ltd**

*"A fabulous rewarding experience working with the business leaders of the future. I've learnt as much as I've shared."*

**Marcus Robinson, Customer & Market Insight Manager, Lloyds TSB**

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#### Funding from other sources

##### NEETS

Ride the Wave events have successfully integrated into programmes for NEETS delivering a number of key outcomes for students and colleges:

- An engaging and fun college-based experience
- A qualification [where appropriate or required]
- Improved confidence and enhanced aspirations

The programmes are tailored to meet specific needs and to deliver the objectives Colleges have for their NEET activities.

##### Response to Redundancy initiatives

Many Colleges are involved in providing a 'response to redundancy' service to their local business community funded through the LSC. There are also collaborative approaches with local Universities funded through HEFCE. Variations of the Ride the Wave programmes have been used with employers to enhance the service offered to employers where their staff are at risk of, or in the process of, being made redundant.

The programmes are particularly effective at stimulating an interest in re-skilling for a new industry, self-employment or even starting a business.

##### Enterprise initiatives

At a fundamental level, Ride the Wave programmes are about stimulating innovation, enterprise and entrepreneurship. They provide an accessible, fun and engaging way of engaging students in an enterprise activity where raising awareness of what it takes to take an idea through to successful implementation of a business strategy is the key objective.

Ride the Wave programmes are popular during enterprise week and can be run as in-house events for students as well as external events involving employees from local employers.

##### Improving community involvement through corporate sponsorship

Working Knowledge events are great for PR purposes and employers recognize the value of good PR in their local community. At a recent event at the University of East London, the Secretary to the Treasury, Stephen Timms, met a group of 60 students going through a one day event. This provided significant PR opportunities for the sponsor of that event, Experian, the 'world leaders in helping people and organisations make sense of complex data'.

Employers can also benefit from providing Continuing Professional Development opportunities for their management and staff members acting as business 'experts' during the events.

*"For me [this] event was one of the most focused and challenging but inspirational days I have spent in a long time. Without doubt [the students] were much sharper than I was at their age, and that's due to the progress made in Education as well as their competitive desire to succeed. So finally, it was my honour to have attended, and would welcome the opportunity to repeat on another occasion."*

**Bob Beard, Purchasing Director, Warburtons**