

**JISC Capital Programme**

<b>Name of Capital Programme:</b> (e-Learning; e-Infrastructure; Repositories and Preservation)			<b>E-Learning</b>		
<b>Name of Lead Institution:</b> THAMES VALLEY UNIVERSITY					
<b>Name of Proposed Project:</b> FLEXIBLE LIFELONG LEARNING SCHEME FOR THE HOSPITALITY SECTOR					
<b>Name of Project Partners:</b> <ul style="list-style-type: none"> <li>■ Stratford-upon-Avon College</li> <li>■ Newry College of Further Education</li> <li>■ The Royal Household Buckingham Palace</li> <li>■ Hotel Catering International Management Association</li> </ul>					
<b>Full Contact Details for Primary Contact:</b>  Name: Mr Tad Leduchowicz Position: Head, E-Learning Unit Email: tad.leduchowicz@tvu.ac.uk Address: Thames Valley University Wellington Street, Slough, Berks, SL1 1YG Tel No: 01753 697583 Fax No: 01753 697535					
<b>Length of Project:</b>		2 years 3 months			
<b>Project Start and End Dates:</b>		September 2006 – November 2008			
<b>Total Funding Requested from JISC:</b>		£199,940			
<b>Funding Broken Down over Project Years:</b>					
Year 1	£119,690	Year 2	£64,300	Year 3	£15,950
<b>Total Institutional Contributions:</b>		£23,700			
<b>Outline Project Description</b>  The project aims to develop a flexible lifelong learning scheme for the hospitality sector, building on five individual e-learning initiatives. The scheme will include a clear qualification progression route for hospitality students based around a modular provision and blended learning design principles. Key features will include e-portfolios, work-based learning, e-assessment, online tutor support and access to an e-repository of learning resources.					
I have read the Circular and associated Terms and Conditions of Grant at Appendix B (Tick Box)		Yes ✓	No		

# Thames Valley University

*Project title: Flexible Lifelong Learning Scheme for the Hospitality Sector*

## **Introduction**

### **Thames Valley University (TVU)**

Thames Valley University is a genuinely dual-sector or tertiary institution with equal commitment given to both further and higher education, and a mission to encourage and enable progression between them. The University houses a diverse range of subjects and offers progression opportunities from access-based courses through to doctoral degrees. It is one of the largest universities in the UK with 47,000 students based along the Thames Valley. Student diversity is reflected in the metrics including nationality, race, gender, age, level and mode of study. The student profile embraces 126 nationalities with 45 per cent ethnic minorities, 60 per cent female, 30 per cent registered on further education courses, 60 per cent part-time and 50 per cent over the age of 30.

Our new Learning, Teaching and Assessment Strategy stresses the need for improved progression and full participation through more flexible and responsive patterns in combining work and learning. A central need identified within the University is to develop a curriculum that is dynamic and enhances the student experience by facilitating progression.

### **London School of Tourism, Hospitality and Leisure**

The London School of Tourism, Hospitality and Leisure has been in the business of providing expert training and development to the sector for more than 53 years. The international reputation of the School is based on the quality of its teaching and learning. The School represented the UK in the finals of the 'European Hotel School of the Year' competition and is a previous winner of the Hospitality Partnership Award. The School is recognised by prestigious bodies such as The Academy of Culinary Arts and Craft Guild of Chefs as a centre of excellence, quality and innovation.

All the hospitality-focussed courses and programmes carry accreditation by the Hotel and Catering International Management Association (HCIMA), the industry's professional body for managers. The School has pioneered the introduction of Foundation Degrees within hospitality, working closely with Radisson Edwardian Hotels.

The School also benefits from extensive corporate sponsorship from companies as diverse as Thompson Tour Operators, British Airways, Thomas Cook Travel and the London Visitor and Convention Bureau. Many of these provide opportunities for our students to undertake 12 month work placements, adding to their attractiveness to the job market.

The School is fortunate to have as its patrons well-known chefs including Garry Rhodes, Anthony Worrall-Thompson, Brian Turner and Chris Galvin.

## **E-Learning and Blended Learning**

Flexible learning methods have been employed in TVU over many years. Initially these were based around physical learning materials, occasional face-to-face workshop sessions and work-based learning. Online learning approaches were first applied around four years ago when our Virtual Learning Environment, based on Blackboard, was installed.

In order to consolidate e-learning developments an E-Learning Unit was established in September 2005 to promote the use of ICT across the whole of the University curriculum.

We now have over twenty focussed e-learning development initiatives underway that are resulting in the production of new blended learning courses for our learners. There are areas of particularly concentrated work in the Faculties of Health and Human Sciences, Arts and Professional Studies.

The development work is project managed by Faculty-based E-Learning Coordinators, who are members of the Faculty Learning, Teaching and Assessment Committees and can exert an important influence on curriculum development.

Thames Valley University has secured involvement in the Higher Education Academy / JISC e-learning benchmarking exercise in May 2007. Through this process we will take stock of our progress in embedding e-learning and will consolidate further our action plan so that blended learning programmes become TVU's mainstream course offer.

We are able to call on existing experience of involvement in JISC e-learning project work through our colleague Balbir Barn. The University has recently established an E-Learning Advisory Group that acts as a forum for e-learning planning, as well as an e-learning operations team that looks after the e-learning software and hardware infrastructure issues.

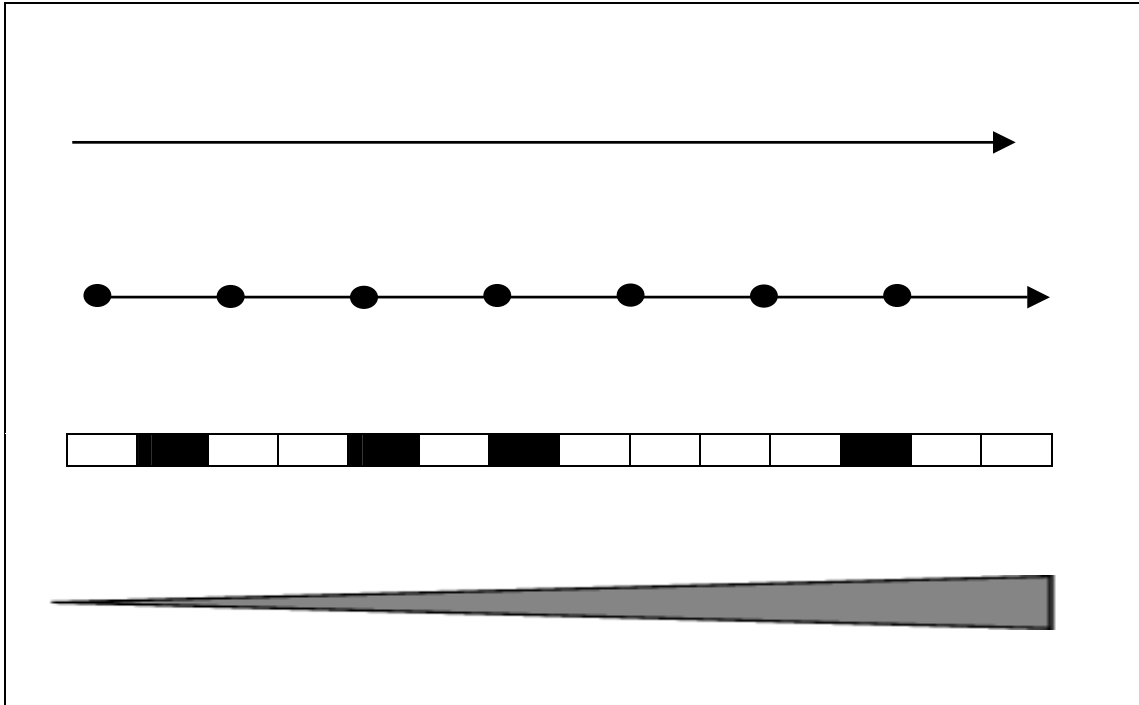
We believe that we are well prepared to capitalise on the proposed project. This initiative is a natural next development that will help us to construct flexible learning pathways that make optimal use of e-learning.

**Project Description**

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## Key Features

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## Schedule of Work

There will be three distinct stages of work.

### Stage 1 (Sept 2006 – Aug 2007)

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### Stage 2 (Sept 2007 – Aug 2008)

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### Stage 3 (Sept 2008 – Nov 2008)

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## Budget

The total project funding that we are requesting is £199,940.

This is broken down across the years as follows:

Stage 1. Sept 2006 – Aug 2007 (1 year)	£119,690
Stage 2. Sept 2007 – Aug 2008 (1 year)	£64,300
Stage 3. Sept 2008 – Nov 2008 (3 months)	£15,950
	£ 199,940

In addition to this sum the contribution in staff time that TVU will be making is £23,700.

The attached spreadsheet provides more detailed breakdowns.

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## Key Personnel

### London School of Tourism, Hospitality and Leisure

Peter Jones - Subject Head, Tourism, Hospitality and Leisure  
(Project Manager)

*Professor Peter Jones has a range of experience in using technology based solutions in the hospitality sector and is currently working on a range of blended learning projects including one with the HCIMA in developing a new awards framework. In his previous post in Australia he was responsible for the development of materials for distance education.*

David Foskett - Associate Dean, Faculty of Professional Studies

Peter Pelham - E-Learning Coordinator, THL/Senior Lecturer  
Peter Pelham has integrated e-learning into FE/HE courses in the past four years using Blackboard, dedicated websites, PowerPoint, Macromedia Flash/Slides. He pioneered the use of digital media in kitchens and this has been adopted by colleagues. He is currently project managing the development of interactive media for FE/HE students and is investigating the potential use of Macromedia Contribute as a learning resource as well as materials produced by Creative Learning Media for integration across the curriculum.

James Edmunds - Senior Lecturer/Course Leader, Airline and Airport  
Management

*James Edmunds has developed various e-learning materials that are delivered using a mix of Blackboard, Powerpoint Producer and Mediator. He is currently working on transferring materials onto Dreamweaver for access via the web.*

Rolfe Partridge - Programme Leader BA (Hons) Hospitality Management by  
Supported Distance Learning

*Rolfe Partridge was on the University's e-learning platform steering group and remains a member of the Blackboard early adopters group. He has successfully integrated Blackboard into all of his current modules as a student support blended learning mechanism. He has also delivered a module exclusively within a VLE, and makes extensive use of computer mediated communication.*

### Educational Development department

Bruce Macfarlane - Head Educational Development

*Bruce Macfarlane is Head of Educational Development and Professor of Education at Thames Valley University. He was previously Reader in Higher Education at City University with a background as a lecturer in business and management. His research interests focus on applied and professional ethics and the pedagogy of business and management. His books include 'Teaching with Integrity: the ethics of higher education practice' (Routledge Falmer, 2004) and 'The Academic Citizen: the virtue of service in university life' (Routledge, 2006). He was a founding co-editor of the 'Journal of Business Ethics Education' and is a member of the editorial board of a number of other business and higher education journals, including 'Teaching in Higher Education'. He works for the Higher Education Academy as an accreditor and as an external examiner at Kings College, London and at the Universities of Middlesex and Sheffield.*

Tad Leduchowicz - Head E-Learning Unit

*Tad Leduchowicz is Head of the E-Learning Unit and coordinates e-learning development at Thames Valley University. He was previously Head of Learning Materials Development with responsibility for the development of flexible learning programmes. He has carried out applied research into models for blended learning approaches, project managed a large number of educational development initiatives and taught Biology.*

## **Learning and Information Services (LIS)**

Maggie Stephens - Director, LIS

*Maggie Stephens is a member of the University's Core Executive and is responsible for Information Technology (applications and infrastructure) and Learning Resources across the University. A former head of an academic department and subsequently Assistant Vice Principal Resources in a further education college. She brings the ability to contribute to projects from both an academic and a technological perspective.*

Andy Turner - Online Systems Group Manager

*Andy Turner has a background in learning resources work and the development of e-learning systems. As Learning Resources Manager of the former Reading College, he developed the staff and student intranets and oversaw a major expansion in the College's electronic resource provision. Subsequently, as E-Learning Manager for the College, he was responsible for development of, and staff training in, an in-house content repository. Since the merger with TVU, he has assumed responsibility for the management of Blackboard, with particular emphasis on new developments such as Blackboard's Portal features and Content System. The Online Systems Group includes web / multimedia designers able to produce learning objects (e.g. using Flash) and web programmers who develop online database-driven applications.*

Yiannis Seglias - Corporate Networks Manager

*Yiannis Seglias brings 14 years of knowledge and expertise in IT infrastructure, software development and project management, having worked for large organisations such as Ogilvy & Mather as well as SMEs. Since joining TVU as Head of the Corporate Systems Group, he has been on the board of two of the University's most important projects, the replacement of the student records and the HR / payroll systems and has contributed to the successful delivery of both. His team develops and maintains TVU's business-critical systems and its remit includes the development and maintenance of the University's VLE – Blackboard.*

Najib Maan - Blackboard Administrator

*Najib Maan works within the Learning and Information Services team. He is responsible for rolling out Blackboard, testing and implementation. He provides Blackboard support to students and staff via telephone, e-mail, one to one and group training sessions. Other responsibilities include implementing script run batch processes, working on upgrades, Blackboard Content Management System and Blackboard Portal.*

## **Partners**

Tim Astbury - Stratford upon Avon College

Sandra Gorham - Newry College of Further Education

Edward Griffiths - Deputy Master of the Royal Household, Buckingham Palace

Kathryn Benzine - Director of Professional Development, Hotel Catering International Management Association

## Letter of Support

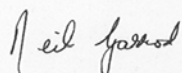
*Re: JISC bid: 'Flexible Lifelong Learning Scheme for the Hospitality Sector'*

Thames Valley University fully supports this funding proposal. The initiative will strengthen TVU's ability to offer more flexible and innovative programmes, especially in this critical curriculum area.

The Hospitality programme portfolio is one of the most successful aspects of the University's work and we wish to build on this solid base. The project will create a pathway of courses that will be open to students who are unable to attend the University's traditional taught programmes and, thereby, open a new market and route for access.

The lifelong learning design of the proposed pathway will enable the provision of ongoing development for students in collaboration with Further Education, Employer and Awarding Body partners.

The e-learning development team for this project has the required experience and track record of achievement that will deliver the project outcomes to timescale and budget.



Professor Neil Garrod  
Deputy Vice Chancellor



Thames Valley University  
London Reading Slough



1244/TA/thd

13 June 2006

Peter Jones  
Thames Valley University

**By Email**

Dear Peter,

**E-Learning Project / Flexible Life Long Learning for the Hospitality Sector**

I am writing to confirm my whole hearted support for this project as one of Thames Valley University's Key Strategic Collaborative FE partners.

The opportunity for this College to participate with the university in the delivery of increased learning opportunities for the Hospitality sector is of great interest and importance to the College as a Centre of Vocational Excellence.

The College is already actively using a Virtual Learning Environment (Moodle) to support learners at levels 2 – 3 (FE) and the Foundation Degree in International Culinary Arts / Hospitality Management.

We would welcome the opportunity to participate in the piloting of E-Learning as a delivery mode, writing of materials and evaluation of contribution to success.

We believe that with the unusual working patterns experienced by employees in the Hospitality sector that any means of flexible delivery would be welcomed both by learners and employers.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Tim Astbury".

Tim Astbury  
Head of School  
Professional & Academic Studies