

<b>Name of Capital Programme:</b> e-Learning		
<b>Name of Lead Institution:</b> North East Worcestershire (NEW) College		
<b>Name of Proposed Project:</b> A Safer Life For E-learning		
<b>Name of Project Partners:</b> NEW College and StayWise		
<b>Full Contact Details for Primary Contact:</b>  <b>Name:</b> Mr G Moss <b>Position:</b> E-learning Coordinator <b>Email:</b> gwmoos [gwmoos@ne-worcs.ac.uk] <b>Address:</b> NEW College, Slideslow Drive, Bromsgrove, B60 1PQ  <b>Tel No:</b> 01527 572 963 <b>Fax No:</b> 01527 572 623		
<b>Length of Project:</b> 3 years		
<b>Project Start and End Dates:</b> September 2006-March 2009		
<b>Total Funding Requested from JISC:</b>  <b>£179167</b>		
<b>Funding Broken Down over Project Years:</b> <b>Year 1 - £128943</b> <b>Year 2 - £25112</b> <b>Year 3 - £25115</b>		
<b>Total Institutional Contributions:</b>		
<b>Outline Project Description</b>  To design and deliver an e-learning environment for Health and Safety for all learners (from 6 to 106) to include qualification based assessment.		
<b>I have read the Circular and associated Terms and Conditions of Grant at Appendix B (Tick Box)</b>	<b>YES</b> Yes	<b>NO</b>

## Introduction

North East Worcestershire College is one of the UK's leading exponents in Health and Safety, having pioneered e-learning and assessment with City and Guilds from Levels 3 through to 5 in NVQ delivery. Graduate work has been undertaken and staff are working towards the launch of a Foundation Degree course in Health and Safety. North East Worcestershire College is a two-tiered site based in Redditch and Bromsgrove.

An innovative deliverer of education we recently achieved all grade ones as assessed by OFSTED. (One of only two so far in the whole of the country.)

Accordingly North East Worcestershire College is committed to work with employers which is shown by Harley Davidson choosing to have its European Training Headquarters based here inside our College and staffed by our trainers. Our links are equally strong with local employers.

We have been recognised by the ADULT LEARNING INSPECTORATE as their staff members are on e-learning management courses with us. Indeed their Assistant Director recently achieved a Level 5 NVQ in Strategic Management with us.

In Health and Safety we are recognised nationally as a lead provider. ISOH is particularly keen for its practitioners to have hands-on skills and promotes NVQ as a recognised pathway. As can be seen in IOSH discussion forums on their website North East Worcestershire College is spoken of very favourably for its e-learning and delivery nationwide.

North East Worcestershire has already achieved e-based learning attainment at NVQ Levels 3 and 4 in Occupational Health and Safety with candidates at Level 5 now close to achievement.

The College is totally committed to expanding Health and Safety for life as part of its educational commitment. We also strongly feel Health and Safety lends itself to e-learning with many practitioners out and about being unable to access traditional routes of learning.

The significant increase in candidates during the last year is testimony to this belief.

StayWise is a multi agency website initiated within the Royal Berkshire Fire and Rescue Service to promote safety education. In two years the StayWise project has moved from a Key Stage 3 fire safety CDROM for use within Berkshire to a multi agency, safety education website holding a diverse resource bank for learners of all ages.

A collaboration between NEW College and StayWise to deliver Health and Safety messages and qualification to young people and their communities, through e-learning has been developed. The educational synergy of the two major partners matches precisely. NEW College's expertise in Health and Safety at Further Education and Higher Education level links with StayWise knowledge of web-based design and educational learning tools, making this an ideal partnership.

Accidents are a major cause of injury and death in children (aged 1-14) in developed nations (UNICEF, 2001). In the UK around two million children are taken to hospital accident and

emergency departments as a result of accidents. As a result some children are disfigured for life, permanently disabled or left with behavioural or psychological problems as a result of their accident. Treatment and aftercare are financial burdens on over stretched health and social services. For example the cost of one severe bath scald may be £250,000. (Child Accident Prevention Trust)

A National Health and Safety Qualifications Strategy Group report (March 2005) identified the need for courses, which are competency based, for those in and about to join the workforce but suggests that this work must commence at as early an age as possible, ie within schools, to develop a culture of health and safety on which to build. It notes that teachers, who are expected to deliver such learning as part of the National Curriculum, urgently need training, support and resources.

We believe that our proposal would address these points thoroughly, accessibly and economically. Our aim by joining the resources of NEW College and the StayWise is to create and promote lifelong Health and Safety learning from primary age through to Higher Education. A two tier approach is envisaged with general information on the website available world wide with a secure area dedicated to qualification base progressive development.

Over a three-year period, commencing September 2006 the objective is to develop a general site whilst expanding the NVQ base creating e-learning opportunities at all levels of education. The aim of this project is to develop the Staywise website to become an e-learning portal giving both information on Health and Safety and a development area to progress qualifications through to Level 5 NVQs and beyond in e-learning.

The project will expand e-learning technologies by use of web based and remote site teaching using interlinked cameras to enable links from Bromsgrove to classrooms throughout the UK. Digital recordings and photographic evidence will be required for submission by learners, supporting our aim to develop a leading edge example of e-learning technology, giving both examination/qualification and experience-based opportunities in Health and Safety.

## Project Description

The main focus of the project would be in two distinct phases, corresponding to academic year 2006/7 and 2007/8. Academic year 2008/9 would represent the evaluation and dissemination phase.

Consultation with other partners including IOSH, RoSPA, Education Business Partnerships, businesses and the school community, (eg for Key Stage 2 content and Key Stage 4 work experience issues). It will be necessary to commission the Computer Generated Image work, to write and create the scenarios and to ensure that this is transferable and versatile.

Artwork for 'safety stories' already created (to also support thinking skills strategy) will be commissioned. There will be ongoing research to ensure curriculum cross-referencing for the Key Stage 2 content with regard to PSHE and thinking skills. Teachers will be provided with training workshops to facilitate e-learning delivery.

### Phase one

In the first year work will be undertaken to adapt an existing Health and Safety Level 2 award to enable it to be delivered by e- learning . The overall aim of this is

- to meet the needs of a Key Stage 3/4 (11-16 years) learner. The course would contribute to the GCSE points of the student and meet the need for Health and Safety training prior to work experience placement.
- to meet the needs of a life-long learner from elsewhere eg Head Teachers Teacher, Lab Technician, Facilities Manager, within a school, etc. In addition, to Teachers' needs by providing the opportunity of delivering nationally recognised health and safety qualifications.

In the short term this would be measurable by learners' attainment and responses ( since the qualification is equivalent to a GCSE grade A to C), behaviour (skills).

In the long term it would be measurable by monitoring accident statistics especially in Work Experience placements/ new or young employee accident data.

### Phase two

In year two the aim will be to produce a truly interactive Key Stage 2 e-learning resource for Health and Safety Education, with due regard to Safety Education Guidance DfES/0161/20002, identifying the generic and specific knowledge and skills, to be used ideally with Year 6 either in school (ie in PSHE/ICT or as part of Safety Centre/Junior Citizen events). This will be targeted against learning issues in a way which exploits the full potential of e-learning. Also learners would be encouraged to achieve a Health and Safety award to confirm and value their competence. The project team will liaise with RoSPA to ensure relevance and to accredit learning at this Key Stage. The work will

include creating scenarios to include Computer Generated Images, page-turning technology, to support stories for Thinking Skills.

In the short term this would be measurable by pupils' responses (knowledge), behaviour (skills) and problem solving abilities.

In the long term this would be measurable by monitoring accident statistics in schools and the local community, eg using Health Authority data.

Evaluation is likely to be done by adopting a randomised matched control design for the students at Key Stage 2, 3 and 4as well as for the adults. The intervention and control schools could be matched ie by location, size, performance etc. It is anticipated that the work would be with seven schools in the Bromsgrove area and eight within Berkshire. This would produce a sample of 450 students. Knowledge would be tested twice, before the intervention and approximately six months afterwards. This would produce quantitative data. Attitude and behaviour changes would also be recorded. This could be achieved by guided interview. Evaluation would also be conducted with the assistance of parents and teachers of both groups of the students, to see if the work had impacted on home and school environments. It would be important to ensure a representative response and this could involve personal semi-structured interview rather than paper submissions. This would produce qualitative data.

Qualitative Benefits include-

One stop area for Health and Safety delivery with user-friendly interfaces appropriate to suit differential learning abilities and styles.

Linked site indexed to other valuable advice sites for Health and Safety (ie HSC).

User friendly interfaces to be designed as teaching tools for all key stage levels with separate assessment delivery on a ringed fence site (City and Guilds, NVQ link).

Lesson plans to assist teachers advising on Health and Safety.

All web access to non-assessed information.

Promotion of multi agency approach to Health and Safety.

Health and Safety educational website effects to be targeted at appropriate levels (ie cartoon characters to identify students with relevant issues).

Finally the impact of the initiative would need to be evaluated and disseminated widely to the JISC community. Achievement measured by attainment and qualifications gained will be reported on the World Wide Web to encourage others and increase awareness of the project work nationally and internationally. Furthermore the various partners will disseminate the value and significance of this e-learning initiative throughout the wider community that is beyond the academic.

A potential risk is that the initiative is so successful that the project needs to be delivered more widely or quickly than anticipated. There is a risk with any IT development work that it will slip in time and impact on other planned elements of the work. Care will be taken to allow realistic timescales for this element of the work to minimise the possible knock-on effect. Any work to be undertaken by external companies (eg animation) may also present a risk in that it is not deliverable

in the time frame expected. Thorough discussions to establish exactly what is required of the company will be held and honest and open dialogue will be encouraged, so that any issues regarding delivery can be flagged up early before the problem has a greater effect on subsequent planned interventions. These matters are likely to impact the number of resources available rather than their quality and although important would not unduly affect the delivery of any examined course.

Intellectual Property Rights for the course content would remain with the examination body (syllabus, examination, award of qualification). All resources created by StayWise offered on the site in the StayWise format would be the property of StayWise. The Intellectual Property rights for any artwork or animations are negotiable with the company concerned but would form part of any business agreement. The results of the work would be widely disseminated through StayWise and its contacts and would be free for all to refer to and quote from as long as the source were to be acknowledged.

This project supports life long learning. The work identified is pivotal, allowing for progression and continuity above and below the Level two resources. The work allows for flexibility in delivery and personalises the learning experience. It serves to promote the use of e-learning within schools for students and staff alike and in the wider community so that cost and time effective learning can be offered to all. The experience gained would be shared to the JISC community to benefit those aiming to establish other e-learning opportunities.

## Budget

<b>YEAR 1 COSTS (2006/7)</b>	
6 Polycom, Classroom Cameras 6 x £3955 (inc 3 years support)	£23730
5 cases for movement between site 5 x £350	£1750
Web Cam and headsets 2 staff 2 x £42	£82
Dell Laptops	£12750
Initial Meetings 3 x 120 miles x 40p x 3 persons + overnight stay £85 x 3	£687
4 Review Meetings (4 x 120 x 40)	£192
Site Visits	
5 Sites x 150 miles x 40p x 3 persons	£900
4 visits per course (start, exam, feedback) Overnight Stay (3 x £85 x 4)	£1020
Exam/Fees Costs (5 x 30 students x £35)	£5250
E Learner Server Fee	£250
Bespoke Computer Generated Images for scenarios- Storyboard creation to 3D animation to pupils for market research to Flash format for swift downloads (Broadband, Dial up) (10x 30 seconds)	£18532
Artwork - to create/enhance resources, 10 x 1050	£10500
IT Set up/Support, Trove/Search facility work,	£17300
IT Network for the project period (2006-9)	£21000
Project Support ( personnel time)	£15000

<b>YEAR 2 COSTS (2007/8)</b>	
Exam Fee plus Costs 5 sites x 30 students x £35	£5250
E Learning Registrations 5 x £15 x 30	£2250
E Server Fees	£250
Review Meeting Committee 4 x 120 miles x 40p	£192
Site Visit Costs 5 sites x 4 visits x 150 miles x 40p x 3 persons	£900
Overnight Stay 3 x £85 x 4 visits	£1020
Courier Costs 5 x £50	£250
Project Support (personnel time)	£15,000

<b>YEAR 3 COSTS (2008/9)</b>	
Exam Fee plus Costs 5 sites x 30 students x £35	£5250
E Learning Registrations 5 x £15 x 30	£2250
E Server Fees	£250
Review Meeting Committee 4 x 120 miles x 40p	£192
Site Visit Costs 5 sites x 4 visits x 150 miles x 40p x 3 persons	£900
Overnight Stay 3 x £85 x 4 visits	£1020
Courier Costs 5 x £50	£250
Project Support ( personnel time)	£15,000
<b>TOTAL</b>	<b>£179167</b>

The costs to be borne by StayWise, with the support of Royal Berkshire Fire and Rescue Service include strategic management, project management, project team personnel (Desktop Publisher, Computer Graphics Technician), web hosting costs, office overheads (light, heat, stationery, telephone), vehicles and use of plasma screens.

NEW College costs to be borne include teaching and lecturing staff costs (training in teacher workshops), technical equipment costs, links to JANET to facilitate the learning environment, office overheads and project management.

## Key Personnel

The project committee would comprise:

- **Sarah Newton** Vice Principal (Academic) of NEW College
- **Dr Brian Pickthorne** (Health and Safety) of NEW College  
External Examiner for various awarding bodies, collaboration work with City and Guilds Health and Safety, 15 years experience delivering high quality Health and Safety qualifications Levels 1-5 and Post Graduate education
- **Geoff Moss** (E-learning) of NEW College  
E-learning coordinator, 6 years development experience e-learning delivery, recently part of team that achieved a level 5 e-learning development for Adult Learning Inspectorate Director, 20 years management experience with major plc company.
- **Divisional Officer David Phillips** (Community Safety Manager RBFRS)  
Strategic Manager for Community Safety partnership work
- **Elizabeth Rhodes** (Education Development Officer/Project Manager StayWise)  
Ex-Head Teacher, experience throughout the Primary and Secondary phases of education.

This committee will be the decision-making and management structure of the project team. Funds would be held by the Vice Principal and streamed to the project via the appropriate individual and to the area of responsibility they represent.

StayWise has attracted corporate sponsors and is currently working with FireBrake Wales and the three Welsh Fire Services towards creating a StayWise Cymru site, thereby addressing another curriculum and a second language. This demonstrates the credibility and recognition StayWise already enjoys.

Similarly agreements with:

- Fire and Rescue Services, Police Forces and Ambulance Services
- RoSPA, who wish learners to experience risk in order to learn about safety
- The Injury Minimization Programme For Schools, who work with pupils and within hospitals
- Environment Agency, RNLI, MCGA regarding water safety
- TRL and the Bicycle Helmet Initiative to promote road safety

demonstrate the quality of the resource, the esteem with which the StayWise project is held and the breadth and number of organisations on which the new committee could draw for expertise and support, both in the development work and subsequently in the dissemination and evaluation phase.

The creation of a ring fenced area in association with a corporate sponsor, CA, has demonstrated that StayWise can create the necessary web pages and resources to support this work. This has

also identified schools who would wish to be further associated as well as a facility in which to deliver teaching and examinations.

### **Submission summary**

The project Committee considers that the work proposed would be of benefit to the JISC community, to inform future initiatives and that it would yield wider, significant benefits to the young people and adults it seeks to recruit to the e-learning courses for Health and Safety education.

Once established the work could be used throughout the UK and indeed abroad.

The project would build on foundation work already undertaken and shown to be valued widely. The mechanisms are in place to carry out the work and to ensure that the work can be sustained.

## **ROYAL BERKSHIRE FIRE AND RESCUE SERVICE**



My reference: OCB/SP

When dialling ask Mr O Baars  
for: 0118 932 2226  
Direct telephone line: baarso@rbfrs.co.uk  
Email address:  
JISC Funding Committee  
28<sup>th</sup> Floor  
Centre Point  
103 New Oxford Street  
London  
WC1A 1DD

**Royal Berkshire  
Fire and Rescue Service**  
103 Dee Road  
Tilehurst  
Reading  
Berkshire  
RG30 4FS

Telephone 0118 945 2888  
Fax 0118 959 0510  
Web [www.rbfrs.co.uk](http://www.rbfrs.co.uk)

**Chief Fire Officer**  
Iain Cox MA BSc(Hons)  
MCIPD

Thursday, 22 June 2006

### **Re: JISC Bid**

Dear JISC Funding Committee Members

Royal Berkshire Fire and Rescue Service is committed to minimising loss of life, injury and damage from fire and that caused by hazards other than fire. It is imperative that the Service delivers community safety education and that these interventions are tailored to the needs of the user, whether a young person is in school or college, in the work place, or community.

Royal Berkshire Fire and Rescue Service's contribution to StayWise helps our service to meet these requirements, demonstrating curriculum relevance, and with regular updating of the messages, whilst ensuring that it is available to all.

This project collaboration will enhance our work and build on the development of the StayWise multi agency 'one-stop-shop' already created. It will provide specially designed materials and e-learning opportunities to all levels in Health and Safety, for learning providers and employers, and thereby help create a culture of risk assessment, which has relevance to skills and employability.

It is to be commended and encouraged.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Olaf Baars'.

Olaf Baars  
Deputy Chief Fire Officer



**Bromsgrove Campus**

Slideslow Drive  
Bromsgrove  
Worcestershire B60 1PQ  
Telephone 01527 570020  
Fax 01527 572900

**Redditch Campus**

Peakman Street  
Redditch  
Worcestershire B98 8DW  
Telephone 01527 570020  
Fax 01527 572901

Email [info@ne-worcs.ac.uk](mailto:info@ne-worcs.ac.uk) [www.ne-worcs.ac.uk](http://www.ne-worcs.ac.uk)  
**North East Worcestershire College**

**Please reply to Redditch campus**  
**Direct Line: (01527) 572963**

Ref SN/IM

22 June 2006

The JISC Funding Committee  
C/o JISC / HEFCE  
28th Floor Centre Point  
103 New Oxford Street  
London  
WC1A 1DD

Dear Sirs

NEW College is a large and highly successful College of Further Education offering programmes of learning up to levels 5 and 6. Our mission statement emphasises our commitment to increasing employability skills:

*"The purpose of our organisation is learning. By providing high quality and flexible learning opportunities throughout the whole of our community, we will promote independence, the development of skills and employability."*

The proposed project collaboration will enhance our work and build on the development of our e-learning delivery in Health and Safety which has been so successful to date. It will provide specially designed materials and e-learning opportunities to all levels in Health and Safety, for learning providers and employers, and thereby help create a culture of risk assessment in a range of organisations.

Yours sincerely

Sara Nugent  
Vice Principal, Academic



INVESTOR IN PEOPLE

Committed to excellence in post 16 education and training  
**Principal Neil Bromley BA MA PGCE FIMgt**