





Courses, Apprenticeships and other learning opportunities for 14- to 19-year-olds in and around Derby and Derbyshire.

## Data collection

Data collection continues to need much attention, but again in comparison to other prospectuses, Routes Ahead stands up very well to comparison in terms of its content. Although we have data on for all learning providers at both KS4 and post-16, some schools are still finding it difficult to keep the system up to date. We are currently working with 14-19 managers and learning communities to address these difficulties. It is already clear however, that the prospect of the new common application process — which is at an early trial stage in Derby and Derbyshire — is causing learning providers to see how important it will be to ensure the accuracy of the data.

Handling out of area courses continues to be a major weakness of the whole national area prospectus initiative. Steps are still being taken to investigate ways of linking data across areas — including the East Midlands XCRI pilot — but these are not likely to bring short-term solutions. Burton College remains the only out of county provider to have their full post-16 offer on Routes Ahead at this time.

## Summary of first full year in operation April 08 - April 09

### Website developments

- Register and login facility for users to save courses and searches to their accounts plus a facility to create reports from this information
- Detailed statistics made available – records hits, visitors, number of searches, number of results, hits for each section of the site and comparisons of hits to number of visitors and number of searches to number of results. A link to these will be made available in the Practitioners section of Routes Ahead shortly.
- 'Create Prospectus' facility developed to allow learning providers to download information on the area prospectus into an options booklet
- Print matrix facility developed to download information on the site into a 'Route 16' like document for users to print out — designed specifically for staff who may not always have access to the web
- Learning community profile system set up for Chesterfield and Bolsover and Staveley which is being considered for roll out across other learning communities
- Keyword search created to identify common misspelt words



**Courses, Apprenticeships and other learning opportunities for 14- to 19-year-olds in and around Derby and Derbyshire.**

- News and updates feature on homepage added to reinforce key messages and give a higher profile to local events
- Revolving front page icon which link to key features such as labour market information sections, Diploma information and LSC podcasts
- New/updated bus maps from City and County Councils for all schools, colleges and sixth forms in Derby and Derbyshire

## **Promotion/Marketing**

Routes Ahead is referenced in all appropriate Connexions Derbyshire's promotional materials that are distributed to young people, advisers, parents and learning providers.

- A television advert was produced to promote Routes Ahead on the new UK Youth Channel in three Connexions centres
- Advert and editorial in School Matters newspaper (July 08) – a local paper for pupils, parents and carers and school staff in the Amber Valley and Chesterfield area
- 26,000 x Routes Ahead flyers were mailed out to parents and carers of young people in Years 9 and 11 on 15 September and 19 November 2008.
- 55,000 x Routes Ahead business cards and flyers were distributed to all schools and colleges in Derbyshire, along with key partner organisation, Connexions centres and so on.
- 500 x parent's information packs – containing information on Routes Ahead were distributed at the Derbyshire Skills Festival on 25 and 30 September 2008
- 13,000 x copies of Info9 were distributed to Year 9 cohort. This publication contained four pages on using Routes Ahead and a full page advert on the back of the publication
- 14,000 x copies of Trax were distributed to the Year 11 cohort. This publication contained four pages on using Routes Ahead and a full page advert on the back of the publication
- 5,000 new Routes Ahead posters are to be distributed to all schools, colleges and partner organisations
- 13,030 Moving on Flyers – containing a Routes Ahead advert – mailed out to Year 11 school leavers (07/08)



Courses, Apprenticeships and other learning opportunities for 14- to 19-year-olds in and around Derby and Derbyshire.

## Coming web developments

- **New search facility**

As reported last quarter, the new search will take users through to a basic Keyword search — with the option to do an Advanced search. The Keyword search will include a useful feature which recognises common misspelt words.

- **New data collection system**

An improved online data collection system will be launched shortly to help learning providers keep their information on Routes Ahead up to date. The improved system will include a help feature, frequently asked questions, and good practice examples to help improve the quality of information published on Routes Ahead. Learning providers will also be able to use the system to find out which of their learners have registered with Routes Ahead and how many searches and courses they've saved to their accounts.

- **Routes Ahead header for print outs**

A header has been designed and to appear on the first page of all print outs from Routes Ahead. It will include the strap line and website address to acknowledge the source of information and raise Routes Ahead's profile.