

Market Researcher Procurement Brief

To conduct 3 weeks of market research and produce a report by 15th July 2023

TechUP specialises in running blended learning training programmes which train individuals from minority groups into entry level tech roles. Developed in collaboration with industry, TechUP programmes include a mix of training in relevant tech skills, one to one mentoring, empowerment and confidence building. Our flexible approach to training ensures that anyone can benefit whatever their learning style and other commitments.

One of the unique selling points of TechUP programmes is our ability to customise our curriculums to the needs of industry, so our curriculum will always need to be very agile. However, we believe there is a common set of subjects and skills that can be developed in advance. By having this content, fully developed, accredited where possible, and samples available to share with funders we are confident that we can secure more funding and reduce the cost of programme delivery long term.

We would therefore like to engage a market researcher for a period of 3 weeks to identify the main skills gaps and recruitment shortfalls in the tech sector. By identifying which roles are most in demand and what core skills a candidate needs for those roles, we can pre-develop core content in preparation for securing funding and running TechUP programmes to fill those gaps. The researcher will also look at the importance of accreditation of those skills.

Durham University TechUP invites proposals for a market researcher for the following work package:

Start date: 12th June 2023

Brief – to research the following questions:

- Identify the main skills gaps in the tech sector at entry level (18-24 year olds without degrees).
- Identify the main skills gaps in the tech sector for those who have had a career break (any age).
- Identify the main areas where there is a shortage of skilled tech specialists.
- Investigate how many NEET 18-24 year olds who identify as female or non-binary, and live in the following postcodes there are? BD – Bradford, BB – Blackburn, CA – Carlisle, DH – Durham, DL – Darlington, FY – Blackpool, HG – Harrogate, L – Liverpool, LA – Lancaster, LS – Leeds, NE – Newcastle, PR – Preston, SR – Sunderland, TS – Teesside/Cleveland, WF – Wakefield, WN – Wigan, YO – Yorkshire
- What is the demand amongst NEET 18-24 year olds (non-specific criteria – but differentiate between those with post 16 qualifications and those without) for training in tech skills?
- What is the demand amongst women over 30 years of age for training in tech skills?
- What is the value of accreditation for a short course delivery?

Project Timetable:

Date	Activity
May 2023	Engage market researcher
June –July 2023	Market research conducted and report delivered by 15 th July 2023

If you are interested in this, please submit the following to info@techup.ac.uk by 1st June 2023:

1. A proposal that indicates how you will fulfil the deliverables as listed in the brief.
2. The cost for a 3 week period of market research including a report of findings to be delivered by 15th July 2023.
3. References from two other similar engagements.
4. A CV.