

**Postgraduate Internship Project (PIP) Evaluation Brief**

**1 Introduction**

**1.1 Project Description**

The PIP project was set up in November 2014 to arrange and deliver 100 internships in West Midlands SMEs undertaken by post-graduate students. The project is due to end 31st October 2015. Eligible students need to be graduates studying for higher degrees. Their higher level skills and attributes are applied to short term projects within businesses providing additional resources, ideas and skills for growth and innovation delivered at an affordable price.

. The following services are provided:

* The promotion of internships as a vehicle for business growth
* Assisting businesses in developing a suitable project specification
* Providing access to a pool of skilled postgraduate students
* Matching candidates to the project specification
* Administering a maximum £1000 bursary towards payment of selected students, with the remainder being contributed by the business.

Most internships last for approximately 12 weeks although some can extend for up to 12 months. Projects can be delivered on a full or part-time basis.

**1.2 Smart Objectives**

The original objectives of the project were articulated at the application stage. These were as follows:

Overall Project Objective**:**

* Through the establishment of a postgraduate internship programme deliver 100 internships for West Midlands SMEs by October 2015.

Sub-Objectives**:**

* Thirteen post graduates placed in SMEs to develop into jobs created, generating £455, 000 net additional GVA to the region per annum by October 2015 (based on an average salary of £35,000 per annum);
* By October 2015 100 businesses will have been assisted to improve performance.
* To increase the number of graduate level postgraduate jobs by 10% by October 2015 (13 Jobs Created)

**1.3 Contracted Outputs**

The contracted outputs for the project are as follows:

|  |  |
| --- | --- |
| Outputs | Number |
| O1a Jobs Created | 13 |
| O3 Businesses Assisted to Improve Performance | 100 |
| O3c Business Support - SMEs Assisted | 100 |
|  |  |
| Results | Number |
| R1a Jobs Created | 13 |
| R6d Graduates Placed in SMEs | 100 |
| R3a Businesses with new/improved products, processes or services | 25 |

**2. Aims and Objectives of the Evaluation**

This evaluation needs to include the following -

1. The extent to which the project has met its contracted outputs and SMART objectives.
2. Observations regarding the project’s impact on the following groups

Employers/SMEs

* The business benefits of recruiting a postgraduate e.g. increased turnover, increased GVA, new ideas/innovation, additional resources to get work done, opportunity to reduce risk in recruiting a new member of staff etc.
* Impressions of the abilities of the post graduates (technical skills, communication skills, team working skills etc)
* Transforming the attitudes of West Midlands SMEs regarding recruiting postgraduates including raised employer demand for postgraduates
* Employers awareness of the benefits of working with post graduate vis a vis graduates including SME awareness of postgraduate level, ability and skills
* Increasing the number of graduate opportunities within the region
* The impact of the project on SMEs that took part (bursary payment, additional skills)
* Assess to what extent the SME could have received similar support from elsewhere
* Assess whether the SME would have delivered the same outcomes without the project
* Any benefits to the employer of university engagement beyond the placement of the post graduate?
* Graduate Advantage Customer Service
* Recommendations for improvement

Post graduates

* The extent to which the project has transformed the attitudes of postgraduates regarding working in the West Midlands and in SMEs;
  + assisted postgraduates to improve their skills base.
* Were there any other benefits of the project to postgraduates
* Assess postgraduates’ impressions of the Graduate Advantage customer service
* Recommendations for improvement

Partner universities

* Benefits to the university of employer engagement
* PIP project ’s fit with the partner University’s strategic goals

Where data allows, comment on these findings in relation to particular sub-groups including, for example male/female, university partner, degree subject, type of employer (this will be discussed as part of the project engagement meeting).

1. An assessment of the extent of post internship Job Outcomes (post-internship, employability impacts)
2. Project financial spend against budget
3. An assessment of the effectiveness of project management arrangements
4. Recommendations for the future needs of postgraduates surrounding employability and internships

**3. Methodology**

Consultants may recommend their own methodology. **However, as a minimum the evaluation should include the following-**

* Contact with 60 SMEs to generate at least 25 responses to a telephone survey
* Contact with 40 postgraduate students to generate at least 15 responses to a telephone survey
* Review of all project documentation
* Application
* Grant Funding Agreement
* Output evidence documentation
* Project Change Requests
* Discussions with project team members and senior university representatives
* Production of 5 case studies via face-to-face or telephone interviews
* Production of a draft and final electronic report

Evaluation methodologies to include a minimum of 3 face-to-face progress meetings with the project team including an initial inception event.

**4. Timescales**

The project evaluation completion date is 30th September 2015.

**5. Evaluation Outputs**

The consultant will clarify the report structure with an agreed project contact and prior to writing. The final report will be produced in electronic format.

**6. Budget**

The project has a total allocation of £10,000 including VAT. Consultants are invited to submit a fixed price quotation including all expenses and VAT for undertaking this project.

**7. Submission**

The project invites submissions for the evaluation that include;

* + Background to the company and experience (to include details of a minimum of three evaluations of a similar nature conducted in the past 3 years). Some knowledge of ERDF is an advantage.
  + 3 references from recent evaluations conducted
  + Methodology
  + Timescales to meet completion date (clearly detailing number of days on each task, day rates and individuals involved)
  + Total budget
  + CVs of all individuals that will be taking part in the evaluation

Submissions to be provided electronically to PIP Project Manager, Rachel McIntosh, by 5pm on Monday 27th July 2015 via email [r.mcintosh@graduateadvantage.co.uk](mailto:r.mcintosh@graduateadvantage.co.uk). All submissions will be confirmed by email. If you do not receive confirmation of receipt please call Rachel McIntosh on 0121 204 3020 before the deadline date.

**8. Judging Criteria**

Evaluation proposals will be judged against the following criteria:

* Track record – (25%)
* Knowledge & understanding of brief, including insight – (35%)
* Methodology – (20%)
* Value for Money (the total budget including VAT is £10,000) – (20%)

The project team may select the consultant from the proposal alone or may conduct interviews which will be held on Thursday 30th July 2015.

**Contract award will be based on the above judging criteria including value for money. Please be aware that this project is part-funded by the European Regional Development Fund**