



AUDIO & MEDIA

**CCUK:**

**BARNSLEY COLLEGE**

**CASE STUDY**

# TESTIMONIAL



**We had a need to commission a company to partner with for a long term programme of research to better understand our place in the community and why people use us, as well as identifying what the barriers are. Communicorp UK are a great team to work with, who spent time understanding what we really wanted to achieve from the research, guided us through the development stages of the project and enabled us to deliver a truly insightful research project. We wouldn't hesitate in recommending Communicorp UK Research & Insight to others, and look forward to working together again in the near future.**

Sally Steadman FCIM,  
Director of Marketing, Communications and Student Recruitment  
Barnsley College



# CASE STUDY



## The Research Aim

Barnsley College (including Barnsley Sixth Form College and Barnsley Higher Education) needed deep and richer understanding of the perception, reputation and standing of all three institutes within the local, regional and wider area. This information was deemed key to the wider project to deliver a growth plan to the Board of Governors.

## The Methodology

For each of the three institutions, three pieces of research were carried out using a mix of face-to-face interviewing and online methodologies. They were conducted, focusing respectively on: Students, Prospective Students & Staff. Students and staff were engaged via a face-to-face methodology, with interviews conducted on site at the institutions. Prospective students were interviewed using an online methodology designed to capture 16-40-year olds who live within South Yorkshire.

## The Result

Barnsley College, Sixth Form & HE gained a greater understanding of the factors that went into the decision-making process when choosing where to study. Additionally, they learned more about students and staff Barnsley college experiences. The insight was used to build future marketing campaigns to attract new students.

