

Market demand in Sports

Through Higher Futures, Dearne Valley College has been undertaking market research to identify market interest in sports and wellbeing, looking at preferred delivery methods and the focus of curriculum content.

The outcomes of this exercise are being taken further in discussion with Sheffield Hallam University.



There appears to be a gap in the market for a work related qualification providing a part-time progression route for people working in professional or community sports environments, and learners progressing from Modern Apprenticeships. Discussions have taken place with employers, partners and learners to explore potential.



Feedback from employers, Higher Futures partners and learners has been positive. The partners will now be looking at the potential development of a foundation degree in sports industry management.

