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Regional Enterprise Activity in Further Education

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This booklet contains enterprise case studies from the Yorkshire Further Education Enterprise Network

Participant Colleges:

Leeds City College

Bradford College

Calderdale College

Craven College

York College

Asham-Bryan College

North Lindsey College

East Riding College

Hull College

Selby College

Sheffield College

Doncaster College

Rotherham College of Arts and Technology

Dearne Valley College

Leeds City College - Park Lane Campus

Creative Arts "Angels"

Final year students at the Park Lane College Leeds Creative Arts Academy have reached their fundraising target of £5,000 after appealing for sponsorship from local businesses.

The students were looking for "Angels" to make a donation and help cover the costs of the sets, props, costumes, hair and make-up, and band required for their end of year productions. This target has now been achieved.

The students will be staging performances of two shows in the College's own theatre at the end of May which are open to the public: the musical 'Return to the Forbidden Planet' and 'Noises Off', a legendary comedy by Michael Frayn.

Business 'Angels' now include: Protocol, ICFL, Ring Automotive, Arena Group, Barhouse Joiners and Builders, Faber Maunsell, GVA, Trend Controls, Encase Northern, Cyprus Construction, Stampede T.C., Lisa Holdsworth, and D.J. Byers Ltd.

Programme Manager, Richard Lee, said:

"We are absolutely delighted at the generous response from local businesses, particularly in light of the current economic climate. Owing to changes in funding, we had to find extra money to subsidise the costs of the end of year shows; putting on these productions is an integral part of the course so we'd like to thank each and every Angel for their contribution."

In return for a sponsorship of at least £100 per business, 'Angels' will receive four complimentary VIP tickets to a special gala performance in May.

Leap Enterprise Awards

Students from the Preparation for Employment course at the Park Lane Campus of Leeds City College met for the final time to dissolve their very successful Leap Enterprise company.

Over the past year they have sold a variety of gift products including mugs, red roses and sweets around the college and to the general public in the Merrion Centre.

Their company was so successful they were invited to present at the Leap Enterprise Awards Ceremony at Allerton High School, Leeds. The profits - an amazing sum of £250 - will be donated to The Yorkshire Air Ambulance.

Tutors Rolanda Kilby and Anne Clarke are very proud of the achievements. Rolanda said:

"We believe that the Leap Enterprise Scheme is a perfect way for students to develop enterprising skills and team-building in a fun way which allows them to compete on a level playing field with other Leeds schools and colleges."

VIPs Celebrate Enterprise in Keighley

As part of a special day to celebrate business and enterprise in Keighley, two VIPs visited the town to recognise the work of new College retail outlets, The ACADEMY & The STORE.

A new retail training outlet in Keighley called The ACADEMY (recently launched by Park Lane College Keighley in partnership with Bradford Council's successful Kickstart programme) is now offering fully funded, free NVQ programmes for local businesses. Ann Cryer MP officially opened The ACADEMY to local businesses and attended a celebratory lunch with the college assessors.

Shortly afterwards, TV celebrity and interior designer – Linda Barker – visited The STORE to talk with local businesses who are 6 months into trading in Keighley, and offer advice about running a successful business and working creatively in retail.

Linda said:

"I'm delighted to support The Store in Keighley. Starting up in business can be a daunting thing to do, as I know, so it's good to see a new way of helping retailers start out and it's great for the area to have its own unique, fantastic shopping experience."

Michael Milner, Vice Chair of the Bradford Enterprise and Investment Partnership, endorsed the projects by saying:

"Besides providing a "shop front" for up-and-coming entrepreneurs, Park Lane College Keighley - together with the Keighley Town Centre Association, Airedale Partnership and Bradford Council through its LEGL provision 'Kickstart' - has provided a training provision second to none where it is possible for retailers to ensure their skills are world class and able to compete with large chains and shopping centres."

Maxine Room, Principal of Park Lane College Leeds & Keighley, added:

"This is a great day for enterprise in the community. We are grateful for the support of these two special guests and hope these projects will prove a beacon of hope during the current economic crisis, when training and advice is more vital than ever before."

Calderdale College

College Business Students Win National Challenge

An enterprising group of Business students from Calderdale College have won an all expenses paid trip to Bulgaria, to take part in the Young Enterprise International Skills@Work Challenge. They will be one of three teams to represent the UK at the finals in Sofia this month.

The national challenge involved the five learners demonstrating their business acumen and putting their classroom teachings into practice when asked to submit a fully comprehensive business plan.

The group is one of Calderdale College's Young Enterprise companies which has acquired business skills by running their own enterprise, Special Touch Accessories, producing and retailing cards, candles and jewellery. Leeds-based design and communications agency, Logistik, has mentored the students in a new partnership with the College, attending weekly board meetings and inviting the group into their own offices.

"We're very excited to be going to the finals and proud to be representing the UK", said Kirsty Cummings", 18, who is studying for her BTEC National Diploma in Business. "We've learned a lot from working with a successful company".

Sharon Ward, Corporate Responsibility Manager for Logistik said "The Young Enterprise team really deserves this win – they've achieved a lot since starting the programme and with each visit we can see everyone settling into their assigned roles and a real team spirit developing. They're so committed to their project that they're even packing some equipment to carry on production whilst they're away! Good luck to them in Bulgaria."

Sound Ads

Six Music Technology students from Calderdale College have set up a Young Enterprise Company called 'Sound Ads' to produce a range of music based services including the compilation of music CDs for use with accelerated learning in the college and the production of commercial radio adverts for local businesses.

The company is run through Young Enterprise Yorkshire and Humberside. The students form a board of directors, have a bank account and sell shares in the company. They hold regular board meetings where each member has a specific role. The company aims to make a profit by the end of the year when the company will be liquidated and any profits shared between the members.

This is a fantastic 'real-life' learning experience where the students need to be pro-active in taking charge of important decisions which will have a real effect upon the performance of the company.

Craven College

Enterprise Case Study

There are just over 1 million self-employed women in the UK a total of 24% of all self-employed people. (Economic and Labour Market Review 2007) The women who live in a rural area are nearly twice as likely to be business owners as urban women. (Stairways to growth: supporting the ascent of women's enterprise in the UK, 2006).

A charity called Startup helps ex-offenders over the age of 30 to start up their own small businesses. As many ex-offenders find it difficult to gain paid employment on release from prison the charity offers support in setting up businesses as an alternative route to gaining income. They provide a non-repayable grant of up to a maximum of £1,500 which is for necessary tools and equipment as well as providing mentors to help for up to two years.

Askham Grange Prison is part of the Yorkshire and Humberside Area in the Directorate of Operations. It contributes to the delivery of the Key Objectives of the Prison Service by delivering a national service to women prisoners (residents) and young offenders and offers the opportunity for up to ten mothers to maintain full-time care of their child or children whilst in custody. It is an open prison, which facilitates a comprehensive resettlement regime for long and, increasingly, short-stay residents. Key to the delivery of this regime and of primary focus to Askham Grange is the maintenance of decent and respectful relationships between all who live, work and visit here, and the community benefit of pro-social modeling. Support in achieving positive family relationships and learning is provided in parallel with educational and work skills and personal development.

Learning and skills training is promoted within all areas of Askham Grange. An individual learning programme is devised during the Induction process. This programme is integrated into the Resettlement Plan with specific targets to prepare each resident for release into the family and back into the community. Plans are reviewed regularly. Training needs are met in the Education Department and across the varied work areas in the establishment. Individual potential is realised with progression through the resettlement regime and into community work and/or paid work placements that reflect the training and skills gained throughout the sentence as well as those already held.

Craven College has been delivering the "Catalyst" project at Askham Grange for about three years. The project delivers a range of courses and events with the aim of raising the aspirations and self esteem of residents, together with one to one support and information advice and guidance.

As part of the Catalyst delivery, an Enterprise event was delivered at the prison on Thursday 20th November 2008. This event was scheduled to celebrate Women In Enterprise, during the national "Enterprise Week" event and to raise awareness of residents of a forthcoming course "Is Enterprise For Me?".

A number of external speakers were invited to present to the women prisons around Enterprise and starting up your own business. These speakers included; Business Link; Linda Sadler Bloodstock; Business for Breakfast; Granary Foods; The Dream P.A.

The women listened to a range of interesting case studies and experiences which provided both practical and inspirational advice. From buying and selling race horses and treating animal ailments via aromatherapy, to breakfast networking meetings, to a heart rendering tale of Christine Wallach and how she set up Granary Foods. Throughout the event the women participated enthusiastically and asked a range of questions of the speakers. At the end of the event feedback (see below) was obtained and many of the women signed up to the forthcoming course which is to be offered in January 2009. This four day course is set up to help women consider starting a business. The women work on a feasibility study during their time on the course which is their basis of perhaps a business plan further along the line. The course covers topics such as: the business idea, resources, market research and personal business skills. Many of the women were also speaking to the Education Officer at the prison, to set-up a personal meeting with a Business Link adviser to discuss their ideas.

In conclusion, the women in enterprise event, was very informative and received well by the prisons. It gave them the confidence to believe in their ideas and will hopefully allow them to develop entrepreneurial skills that will benefit themselves, their families, the local and national economy thus contributing to a positive society.

Feedback from the Event:

"Knowing I can get help with everything that needs doing and there is support in the future too."

"I have hopefully started my journey in business"

"listening to the other business owners and their journey's suggested that I should go with my ideas and never give up!"

Askham Bryan College

Animal Management learners

First Diploma Animal Management students at Askham-Bryan College provided tours for groups of children around the college's animal unit. They explained in detail where the animals came from, what their dietary requirements were and general husbandry. They also gave handling demonstrations with the opportunity for the children to have a go. In addition to this – students also explained the issues of having pets for Christmas and with the use of posters communicated their message.

Students also proved their leadership skills by taking the lead in practical sessions and organising and delegating responsibility to National Diploma Students.

Students raise money for Children in Need

Students grew their own pumpkins, from seeds using some of the essential skills studying on the NPTC Skills for Working Life (Horticulture pathway) and then used them to make soup, using cookery skills from their integrated independent living programme. They also made homemade bread rolls to sell alongside the soup to raise money for Children in Need.

Several local restaurants kindly donated bacon packs for the event and on the actual day, some of the students prepared bacon rolls as an additional item for the menu while others were responsible for taking the money and calculating the correct change, using numeracy skills developed in their Basic Skills sessions.

The students were also responsible for promoting the event and producing the marketing materials to advertise it. Posters and flyers were developed in their ICT classes and these were distributed across college.

This event provided an ideal opportunity to integrate and combine a range of vocational skills that the students have learned at college. They were able to see how these skills can be used in different contexts and at the same time made a significant contribution to a very worthwhile cause.

The event raised £97.50 for Children in Need.

North Lindsey College

Embracing the Spirit of Enterprise

With the arrival of National Enterprise Week, learners at North Lindsey College are embracing the spirit of entrepreneurship, and with the help of the Young Enterprise Company Programme are embarking on their biggest challenge yet – setting up and running their very own limited company.

Established with the aim of unleashing young people's enterprising ideas, Enterprise Week will this year be part of the first ever Global Entrepreneurship Week in which more than 70 countries are due to participate. Last year over 5,000 events were run across the UK with more than half a million people participating.

Enterprise Week is all about creating an environment in which enterprising behaviour can be nurtured and flourish. Through participation in the Young Enterprise Company Programme, learners at the College will be equipping themselves with the business skills needed to get ahead in their future careers.

Two groups of learners within the College are currently involved in the Young Enterprise Scheme. 17 learners studying on the NVQ 3 Beauty Therapy - Spa programme have launched 'Cute as a Button' whilst learners on the National Certificate in Business have launched 'Scrawlies' which will be designing and selling personalised items such as key rings. Daniel Seaton (17), Managing Director of Scrawlies commented: "Young Enterprise is a part of our enrichment. We wanted to take part in this as we felt it would be good business practice and runs well alongside our Business course. Our main aim is to make a profit and reach the competition stages."

Managing Director of Cute as a Button, Roxy Davis (18) commented: "We got the idea for the company after I bought a vintage handbag on a recent trip to London and customised it using accessories including various styles of buttons. We're currently organising a bag and craft materials amnesty to try and get enough bags to be able to customise them in time for the Christmas Fairs that are coming up, as the bags and other items that we are making would make ideal gifts."

'Cute as a Button' have already produced several prototypes and will shortly be going into mass production of the one-off designs ready for the festive season. As well as handbags, which are expected to retail at between £10-£15, depending on the level of detail involved, the company will also be branching out into bespoke purses and jewellery.

Initially, the bags will be available to buy at the Christmas Fair in Brigg on Friday 5 December and at trade fairs organised by Young Enterprise in Princes Quay, Hull and Freshney Place, Grimsby on Saturday 7 February 2009. The company is also looking into setting up their own website and making their goods available to buy on sites such as ebay.

In addition to valuable input from their Student Adviser and the Young Enterprise support materials, Jan Cassells from Earth Energies Complementary Medicine & Therapies Clinic in Ashby is one of three business advisers who are giving up their time to work with the learners at the College. Through links with businesses the learners are able to experience business enterprise first hand and learn from the experiences and expertise of people who have already been their and done what the learners are now doing.

If you have any unwanted handbags, buttons, beads or other craft materials that you would like to donate to help the girls get their company off to the best possible start, please drop them into main reception at North Lindsey College.

NVQ 3 Beauty Therapy – Spa Route learners with some of the handbags they will be customising as part of their business start-up.

Hull College

Embedding Enterprise within the Curriculum

The following is given to show how Enterprise linked activities take place within a vocational context. The information given is not exhaustive, but is included to help the reader gain an overview of the ways in which learners develop skills, competencies, and understanding of work based / enterprise skills to enable them to identify, innovate, initiate and successfully manage opportunities. These may be personal, community based or work based opportunities.

- Hair, Beauty and Catering have hair and beauty salons providing opportunities for learners to experience real, fee paying customers. The Salons are open into the evening and on Saturdays to emulate the requirements of the industry. In addition we have a licensed restaurant which is open to staff, students and members of the public, and is staffed by learners on a variety of different courses. Learners are also involved in regional and national competitions
- Performing Arts and Media learners have access to a range of specialist resources which enable learners to practice and develop real life, work based skills. Learners at all levels work on performances which are open to the public, from plays, to pantomimes, dance performances and musicals. At Christmas, pantomimes performances are arranged for local schools, and are very well received. Learners also have the opportunity to perform for celebration events and widely within the local community. During 2007-08 the "Purple Worm Record Label" was launched which allows learners to utilise skills and knowledge that they are continually learning to affect a real outcome; an in house business where all the skills needed to run the label are being taught in the college. Media learners also benefit from a range of projects which help build and develop their enterprise skills. Tutors and learners work with real life customers from a variety of backgrounds to provide client led projects, which mean the learners have to respond to client input and requirements in addition to providing the end product to specification and deadlines
- Art and Design provides learners with a broad, responsive and inclusive curriculum offer with excellent external links which enhance learners' experience. Learners have held a fashion show, produce and exhibited work in learner exhibitions, both within the College and local art galleries and schools, as well as producing work for national competitions. Real life assignments are passed onto students through college contacts. Jewellery/print/ceramics learners hold regular exhibitions taking place in external venues, where they may sell their work. Fine Art students have been working on a commission for the Howden Mural. In addition via collaboration with Ferens Art Gallery - several courses are working towards a new exhibition in March - Post War Art inspired. ND Textiles students are designing panels to be displayed in St Stephens' shopping centre. Learners are regularly entered into national competitions
- 8 ESOL learners completed a 10 week media communication course in conjunction with Oxfam and the BBC and had their personal stories published on the BBC regional web pages
- Using literacy and numeracy skills with an 'enterprising' Skill for Life approach: Level 1 learners studying on an IT course were introduced to the idea of setting up a business by reading about Richard Branson's early experiences.

Using a case study of someone who had set up a business, learners looked at starting their own business making bespoke personalised calendars. Discussions followed relating to the advantages and disadvantages of being self-employed or working for an employer. They carried out a survey to find people's preference for shape and layout of a calendar, and the cost of producing calendars was then calculated. The need to make a profit was considered when calculating the 'selling price.' Using their language skills and knowledge of persuasive text, learners designed flyers and produced a brochure to advertise the business. The enterprise concluded by learners presenting their ideas in a Dragon's Den format and producing a group calendar for their tutors

- Learners within the Foundation Studies department undertake a wide variety of activities. Many take part in fund raising activities, organising, planning and taking part. In addition foundation learners and supported learners take part in the Duke of Edinburgh awards.

Embedding Enterprise within Tutorials

During group tutorial sessions, learners are positively encouraged to develop their citizenship awareness (and thus Enterprise skills), by working on a project. Each year the College has "themes" that the learners are encouraged to consider.

- 2007-8 was a successful year in which over 2600 learners participated in a variety of events and projects the 3 themes being Equality and Diversity, Sustainability and Enterprise. For 2008, the themes will be Equality and Diversity, Sustainability, and Community Action – to help broaden aspirations and help learners develop community awareness
- Within the project, learners are actively encouraged to investigate a subject within the theme that is of importance to them. They are expected to consider the topic, choose a specific subject/project and then determine how they are to deliver their findings. Learners are encouraged to become creative and imaginative in the way that they present their findings, and examples of past projects have shown learners creating a rap, films, dance / drama pieces, artwork, web pages and presentations. Often the learners choose a method for display that is not necessarily linked to their own vocational area. For example:
- Last year we had construction learners creating "Top Trumps" cards to highlight issues relating to sustainability and cars
- Learners in Business and Computing raised over £1,500 for Dove House Hospice and the local hospital Children's Ward. Engineering learners raised money for a local charity by holding a chocolate fountain and raffles.
- Learners from Sport, Public Services, Travel and Tourism have organised a concert to raise awareness of the Royal British Legion, and have organised shoe boxes for soldiers and helped organise the launch of the East Yorkshire Air Ambulance Service on 15th May 2008. Tutors in Goole accompanied learners to Egypt in June 2008 to carry out voluntary work with the Animal Welfare of Luxor and the ACE animal care trust in Luxor.

As a way of celebrating these projects the College has a yearly Celebration Event Week – where there are opportunity for workshops, celebration, activities and events – many are student organised. Displays of learner work are also created and visible throughout the College.

Sheffield College

Animal Solutions - Collar a new Lead

"Animal Solutions" the company formed by last year's National Year 2 Animal Care & Management students, has been taken over. A successful take over has been brought about by this year's Year 2 students buying up the majority of the shares of the Company and have formed a new board of directors and appointed new staff.

The new Board of Directors intend to continue in the development of the work into Canine Dentures and caps and are also backing their research team in providing many other solutions to the needs of animals and their owners. Work is in progress to provide an all in one solution to dog owner's needs. At present, details of the work on the prototype are being kept a closely guarded secret.

Another exciting venture to be launched shortly is Pet PAW TRAITS. Animal Solution photographers will provide portraits of your pets in unique settings. The Company is also looking to publish a CD series of Children's stories by a local author. These stories tell the story of a cat and the many different animals he meets. The stories have an animal welfare theme running through them. Research has shown that even people older than the intended audience enjoy these stories. The new Board of Directors have decided to continue the policy of donating profits made to animal Charities.

Doncaster College

Enterprise Case Study - Would you Believe it?

Doncaster College is to implement a Forest School which will see youngsters and adults engaging in outdoor classrooms.

It is hoped the school, based at the College's High Melton campus, will create a unique learning experience encompassing the broadest spectrum of learners in a natural environment.

It will benefit people of all ages from nursery school age, with well-structured activities and accelerated learning programmes and helping to develop an understanding and respect for the natural world.

The idea was the brainchild of the College's Deputy Director of the Academy of Health and Social Care Kathryn Dixon who had visited other Forest Schools across the country before presenting her idea to senior College managers at an internal 'Dragon's Den' event earlier this year.

Kathryn said:

"I visited successful Forest School centres in Cumbria and Somerset and thought it would work very well here in Doncaster. We have attracted funding to start it up and we're hoping to have something in place by Spring 2009. The larger project is in its planning stage and may include a purpose built sustainable building which links the indoors to the outdoors. The School will help people develop the transferable skills that would enhance the employability and educational progression of those who attend. These skills may include self regulation, teamwork, independence, problem solving skills, and a positive self-esteem.

"The aim of our Forest School is to engage different types of learners – those who find it hard to study in a normal classroom environment. Forest School is very successful at working with those not in Education, Employment or Training (NEETs), Entry to Employment (E2E) students and those with learning difficulties.

"There is a suggestion that a young person that has been disengaged in school is unlikely to be re-engaged in further education without some period of transition or alternative approach – Forest Schools offer this and re-introduce students back into education in small steps."

The College has secured extra funding from Higher Futures and three staff are on training courses to become professional Forest School practitioners.

The College's own Early Years students in further and higher education would benefit from the implementation of such a School with the chance to witness and work alongside young people in a different environment. University research could also be carried out at the Forest School.

Kathryn added:

"The list of people that could benefit for this experience is endless. It has been highly successful in other parts of the world and would work perfectly here because we are lucky enough to have access to a unique piece of woodland at our High Melton campus.

"And it won't just be used by youngsters; this is a place where College staff, including senior managers, could engage in the out door environment.

This would offer a stimulating alternative to the stressful office atmosphere, even allowing some meetings to be held outdoors.

Businesses could also use the space for team building activities and activity days."

The School is currently in the early planning process but could include a couple of new buildings, an outside cooking area, a pond area and an amphitheatre. Activities could include den building and other practical projects with a woodland theme.

Whiteboard Winners

Tourism students have netted Doncaster College £500 for their use of a Magic Whiteboard.

The College finished joint first in the competition in which organisations demonstrated innovative ways of using the Magic Whiteboard.

The cabin crew students stuck the new invention - as seen on BBC's Dragon's Den programme - onto the fuselage of a plane at Doncaster's Aviation Academy at Robin Hood Airport, where the College teaches many aviation related subjects.

Students used the whiteboard for training purposes as they turned the cabin of the Boeing 727 fuselage into a classroom.

Magic Whiteboard is a cheaper, less bulky and environmentally friendly alternative to flipcharts and can be transported and used almost anywhere. The idea was backed by Dragons Theo Paphitis and Deborah Meaden last year.

Gill Parkes, the College's Director of the Academy of Service Industries said "both students and staff had great fun finding a variety of ways of using the magic whiteboard. It has proved to be a very useful teaching tool.

"The money is to be spent on an off site planning day for the teaching team to help them come up with even more innovative and exciting ways of teaching travel and tourism students."

