



ENTERPRISING
FURTHER
EDUCATION

Further Education Enterprise Case studies

In Yorkshire and Humberside



The Enterprise in FE Project began in 2008 and now harnesses an FE network of 24 Colleges, the network works alongside other partners and organisations across the UK and has provided support to enterprise champions who participate in this project.

This case studies booklet highlights the excellent examples of enterprise activities and practice going on in colleges across the Yorkshire and Humber region.

Colleges participating in the Efe Network:

Leeds City College

Craven College

North Lindsey College

The Sheffield College

Selby College

Askham Bryan College

Barnsley College

Bishop Burton College

Hull College

Henshaws College

Calderdale College

ShIPLEY College

Kirklees College

Leeds College of Art

Doncaster College

Rotherham College of Arts & Technology

East Riding College

Harrogate College

Wakefield College

Grimsby Institute

York College

Dearne Valley College

Leeds College of Music

Bradford College

Wakefield College

Enterprise Champions:
Steve Rhodes, Helen Savill

College students revamp Wildcats' website...

A team of web developers from a popular web design course at Wakefield College put their skills to the test after redesigning the Wakefield Wildcats' website. The new website, which went live this week, was completed by students Tim Stringer, Greg Carrick and Sam Harris who have all recently successfully completed the Foundation Degree in Web Design at the College's Thornes Park Campus.



The revamp of the website www.wakefieldwildcats.co.uk, which took more than six months to complete, forms part of the portfolio the students are asked to produce as part of their assessment.

Francis Stephenson, the Wildcats' Director of Operations, said: "Web design is constantly changing and we wanted to be at the forefront of the new developments. Wakefield College and the Wildcats have recently launched a Media Partnership and the initiative to re-vamp the Wildcats' website came out of the discussions about the Partnership. We're absolutely delighted with the end result and we believe that our fans will be equally pleased with the site which is both attractive on the eye and user friendly.

"I would like to thank our partners in this project, Wakefield College, as well as Steve Smith, the Foundation Degree in Web Design course co-ordinator at the College, and his team for all their hard work. It just goes to prove that firmly based partnerships within Wakefield can produce excellent results for the end users and we hope that the College are just as happy with the Wildcats' new website as we are."

Web Design lecturer, Steve Smith, added: "The opportunity to work with such a prestigious client as the Wildcats doesn't happen very often, so when we discovered they would be interested in a new website, we jumped at the chance to provide it for them.

"Such projects take learning out of the classroom and into the real world, and provide the students with invaluable commercial experience. They're exactly what Foundation Degree qualifications are about.

"I'd like to thank Francis Stephenson and the Wildcats for having the confidence to commission us, and to compliment the website's development team for producing such an outstanding result."

Tim Stringer, who led the development team, concluded: "Working with external clients like the Wildcats has really helped me put the things I have learnt on the course into context. It's not just the formal web and design skills either; there are many other employability skills I've gained without realising it."

East Riding College

Enterprise Champion:
Tracy Underwood

Entrepreneur Nader takes on business dragons

Enterprising business student Nader Koder narrowly missed out on winning a regional Dragon's Den style contest.

Nader, 18, who is studying for a BTEC National Diploma in Business at the College's Gallows Lane campus, pitched his Eco-exerciser idea to a panel of four judges and came a close second to North Lindsey College student Milo Hotchin.

Beverly resident Nader, who plans to study accounting and finance at university said: "I was nervous at first but I was alright when I got going with my presentation. It was a great experience and I was happy that I was confident enough to do it.

"I wasn't too bothered about where I came. As long as I made sure I did it and did a good job of my presentation – that was the main thing."

The competition took place at Askham Bryan College near York and was organised by Northern Enterprise, a network of four colleges in the Yorkshire and Humber region, whose aim is to support and develop business start-ups and entrepreneurial skills among further and higher educational students.

The colleges in the network are East Riding College, North Lindsey College in Scunthorpe, Craven College in Skipton, and Henshaws College in Harrogate, all of which won the chance to take part by submitting a bid to the Learning and Skills Improvement Service.

The finalists had to submit a business plan and deliver a 20-minute presentation with a further 10 minutes for questions and answers from the four judges (one from each college), which included Craven College governor Alan Halsall, a successful entrepreneur and owner of pram and pushchair manufacturer Silver Cross. The participants were judged on their presentation style and confidence as well research, marketing, finance and other business considerations.

Tracy Underwood, enrichment officer at East Riding College, who helped organise the event, said: "Nader did so well with his presentation and it really was a close-run thing. He did himself proud and represented the College brilliantly."

Pre-worn Fashion!

Fashion students showed off their sustainable designs in a competition aimed at encouraging clothes recycling.



The pre-worn fashion awards were sponsored by East Riding of Yorkshire Council to highlight the 3,000 tonnes of clothes sent by residents to landfill last year. This is equivalent to three million pairs of jeans.

The four entrants from the College were as follows:

- Jess Neary used a donated men's striped shirt and a ladies' top to manipulate and create a new design for a springtime outfit
- Gemma Carpenter turned a pair of cotton trousers into a dress
- Jess Foy used an old valance and created a full length dress
- Abigail Neale used a dress and a shirt to create a short dress with embellishments

Tutor Lorna King said: "All the girls deconstructed whole garments to develop understanding of the construction of a garment before designing new outfits. This included design sheets, mood boards and photography.

"Jess was selected as a runner up against the other learners from East Riding College and other colleges.

"She supported her design with research into sustainable fashion, design sheets and photography. "Whilst working on the outfit she demonstrated independence and commitment to project with a very successful outcome."

Rotherham College of Arts and Technology

Enterprise Champion:

Philippa Brown

The Apprentice Day

At Rotherham College enterprise is seen as an entitlement for every learner, and many events and activities are planned throughout the year to inspire and to develop a culture of enterprise. The college aims to help learners develop enterprise skills and capabilities while providing the business support and guidance to turn their ideas into small businesses and social enterprises.

Learners had taken part in activities during Enterprise Week, and these had been followed up with workshops and further challenges and activities, culminating in the college's 'The Apprentice Day'.

Inspired by the hit TV show 'The Apprentice', the day focused on brining learners together to celebrate enterprise. It started with a business innovation challenge where learners, working in groups, had to spot business opportunities, and find alternative uses for an identified product. Groups fed back their ideas that were, although diverse, really considered (and in some cases really humorous!).

The second half of the day provided an opportunity for groups to pitch business ideas that they had been working on to a panel of judges.

The judging panel was made up of the college's Enterprise Champion, two students that have achieved enterprise qualifications at college, David Thomas; a college Governor and local businessman, and Jean Stewart from Rotherham Young Chamber.

We had some excellent pitches, with some really innovative business ideas, supported by well structured business plans, presentations and other materials. The student entrepreneurs communicated their ideas with real passion.

On the day, prizes were awarded for the best pitches/ ideas:

3rd was Peppermint Parlour; a group of students from Complimentary Therapies presenting their idea for the Parlour that will be totally Vegetarian, Vegan and Eco-friendly and that offers a range of beauty treatments including holistic therapies such as Reflexology and Aromatherapy. One of their main focuses of the pitch was to have access to the referred patients from local GPs.

2nd was G-Crate. The idea was pitched by two students from BTEC Level 3 Subsidiary Diploma in Media. These students designed a storage system for video games, DVDs or CDs that provides the consumer with opportunities to categorise their collections by genre or other theme of their choice, in an innovative and practical way.

The winners were from Holistic Therapies Level 3. They pitched a fantastically detailed idea to open a Beauty Parlour called 'Heavenly Holistics'. The parlour would focus on relaxation and aromatherapy.

The winners of the best pitch on the day received Meadowhall vouchers, as well as expert business advice to help them start up their enterprise.

Rotherham Ready; Filming for DVDs

Rotherham Ready filmed at the college's Apprentice Day, and interviewed staff and students about enterprise.

Staff and lecturers at RCAT have been sharing their experiences and practice in developing enterprise across college and the curriculum. The footage will shape into two distinct stories – one film covering the 'Big Picture' about why enterprise is important, and the other – 'a view from the classroom' (working title) - which will focus on how practitioners develop enterprise in teaching and learning in further education.

Together they will show the why and how of enterprise in Further Education and inspire tutors and lecturers about the 'extra' that enterprise brings to learning.

Rotherham Ready, the children and young people's enterprise project, training teachers and lecturers to develop a culture of enterprise in education and help learners get the enterprise skills and qualities they will need to face the challenges and opportunities of life with confidence.

Henshaws College

Enterprise Champion:

Jane Robertson

World Sight Day

Britain's Got Talent star Christopher Stone was on hand to help Henshaws Yorkshire celebrate the achievements of visually impaired people at a World Sight Day inspired event.

The event, which was held at our dedicated Arts & Craft Centre in Knaresborough, aimed to celebrate the achievements of visually impaired people everywhere, as well as providing a really fun day out for all the family.

During the event there was a live performance from Christopher Stone, as well as arts and crafts activities, face painting and sensory games, in addition to a treasure trail around the centre's gardens and buildings.

The celebration follows a week in which a host of local businesses, schools and community groups donned their jazziest clothes to support Henshaws Yorkshire's fund raising campaign, 'Wear Bright for Sight'.

Participating organisations paid £2 per person (or £1 for schools and playgroups) to sport their most dazzling clothes in order to raise much needed funds for Henshaws, to enable us to continue to provide support and services for visually impaired and disabled children and adults. The campaign attracted an enormously diverse range of support from local organisations like Barclays, Blueline Taxis, Wetherspoons, Hunters Estate Agents, Nidderdale High School and Goldborough Primary School, among many more.

Caroline Smale, CEO of Henshaws Yorkshire said: "It has been a really fantastic time for us, and our successful fundraising and awareness campaign has been all topped off by an enjoyable day of celebration at our Arts & Crafts Centre. We are so grateful for the enormous amount of support we have received from the local community, without which we could not continue to provide services for visually impaired and disabled children and adults across the region."

Singing sensation, Christopher Stone, who performed at the World Sight Day celebration, said: "Singing for Henshaws was very special for me. The charity provides brilliant support across all the areas it operates in and I'm happy to help as much as I can. It's also very special for me to be performing back near my home town of Harrogate."

Henshaws Yorkshire Halloween walk proves howling success

Harrogate MP Andrew Jones joined 350 people on a colourful Halloween extravaganza at Henshaws Yorkshire's Halloween walk at Valley Gardens.

Family activities included spooky stories, apple bobbing, unlucky dip and splat the rat at the event to boost funds for Henshaws Yorkshire.

We teamed up with Harrogate Youth Theatre for the third time to add a dramatic element to the occasion and the Magnesia Well Café in Valley Gardens provided hot food and drinks with 20 per cent of profits donated back to Henshaws Yorkshire.

Ian Proudler, fundraising manager at Henshaws Yorkshire, said: "Our Halloween walk was a storming success and many thanks to participants and supporters including the Harrogate Youth Theatre and the Magnesia Well Café."

Bishop Burton College

Enterprise Champions:

Judith Slingsby and Dave Rylah

Fashion and Clothing

Now in their 10th year, the prestigious and influential annual Bridal Buyer Awards, regarded as Europe's top bridal awards ceremony, are all about enterprise - recognising excellence and achievement in retail, design, manufacturing, innovation and export.

Bishop Burton College Fashion and Clothing students have provided finalists in two of the last three years, with learners attending the stylish ceremony and black tie dinner at the Harrogate Exhibition Centre – an event which brings together



some 600 guests from across the UK, Continental Europe and the United States to celebrate the best of the bridal wear industry. The competition is fierce, with entries from colleges and universities across the UK.

This year, the College entered learners from both their National Diploma Fashion and Clothing and schools partnerships groups, offering them an opportunity to experience the Fashion process - from design to development to delivery. Learners at the College benefit from regional and national fashion designers showing them a range of business models for their future careers and giving practical advice on current projects. Visiting speakers reflect the range of opportunities available within sector, from design to promotion and marketing. Strong employer and community links are developed through a policy of live project delivery, and specialist tutors maintain strong industrial and commercial links. With this experience behind them, all learners are progressing into employment with training or higher education. The continuing success of the area's FE provision clearly provides a fantastic springboard for the College's exciting new Foundation Degree in Fashion and Clothing, starting in September 2011.

Two schools learners represented the College at the finals this year, having generated and developed ideas in response to a demanding brief, produced outstanding illustration and mood boards, and created finished garments. They met strict deadlines, costed their proposals, and sourced specialist materials. And they certainly valued the experience:

"I'm surprised at the diversity within what seems like a small section of the fashion industry – it's certainly something I will consider in pursuing my fashion career in the future" (Lucy Ralphs)

Jess Hoyle – "Weddings show that there is a lot of happiness still in the world, and the competition showed that is exceptionally big business - my course at Bishop Burton certainly taught me the skills needed within this industry" (Jess Hoyle)

Clearly - with the support of a terrific staff team and excellent course provision - Level 3 and schools learners can compete with the best undergraduates when it comes to enterprise and innovation.

Child Care

Bishop Burton's Child Care learners' experience on-programme, and in particular their extensive placement training in a wide range of care settings, has given them a clear and comprehensive understanding of issues around equality and diversity and safeguarding... and an empathy with the circumstances in which children find themselves on a national and global level. They recognise that a little goes a long way.



This year has seen our Child Care learners again embarking on their annual fund-raising campaign, making more than £300 to date for a variety of children's causes, including Children in Need, Wear Red for Valentine's Day (for the NSPCC), and Comic Relief. In doing so, they have demonstrated range of enterprise skills and gained valuable tools to take forward into their working lives.

Fund-raising projects required teamwork, effective communication, initiative in generating and developing ideas, product and service design, organising and planning – all underpinned by a can-do attitude and a firm commitment to making children's lives a little better.



Activities included learners being 'tied together' for the day, dressing up in a variety of attention-grabbing costumes, and making a range of items to sell around the College, including biscuits, sweets, bookmarks, bracelets and calendars. These are truly learner-generated initiatives, and it is the girls themselves who best explain the incentives behind their enterprising schemes:

'It is good to support a lot of different charities and do something worthwhile'

'We like making other courses aware of children who need help and support'

'We can have fun dressing up and we raised money at the same time'

'It was fun and entertaining and made money for good causes'

And, of course

'I got to come to College in my pyjamas!'

Craven College

Enterprise Champions:

Susan Hargreaves, Lindsey Johnson

CHOOSE2REUSE Fashion Extravaganza

Hosted by Dick Strawbridge from BBC2s 'It's Not Easy Being Green' programme, Choose2Reuse was a unique fashion extravaganza held in the Royal Hall, Harrogate on 22 January 2011. It showcased the most amazing charity shop chic, incredible redesigned creations from up and coming designers and stalls full of re-usable, recycled and customized goods.



NYCCwaste partnership invited Craven College Fashion Students to take part in the Show. Joan Murray, Fashion Lecturer said "All the fashion students created imaginative and innovative wearable designs, using the ready made parts of shirts in a different and exciting way, while they learned about the complex making involved in a shirt! We are very grateful to the Yorkshire Dales National Park Authority as when they heard about the project at Craven College were keen to put their redundant uniform shirts to good use.

Ellie Scarlett Ridley is studying the BTEC Extended Diploma in Fashion and Clothing at Craven College; "In this project we had to reuse a white shirt. I wanted to recreate it into something richer in design, texture and even price. I painted the roses, made from shirt bodices."

Volunteering at Craven College

Martyn Taylor

I started volunteering at Craven College horticulture department to improve my employability. Sometimes you need to take on some voluntary work that is mutually beneficial. The college has helped me learn



new skills for a changing jobs market and within Craven College there are great opportunities to hear about any training. It's a great place to learn new skills.

Bridget Crombie

Volunteer Administrator with WorcNet

How did you find out about volunteering at Craven College?

I heard about the voluntary job through Oasis which was a women's drop in group where I met Sophie Wild and Debi Hawkins from the WorcNet project who asked me if I had thought about volunteering.



What do you do at the college?

I am the voluntary administrator for WorcNet, a project run by Craven College designed to promote women in business in the Yorkshire region.

What benefit have you got from this?

I have had many benefits from working in my voluntary role. I have been able to use some of the skills from my past working career. I have really enjoyed the social side of work and being able to network with many more people. The work is varied and interesting and I am lucky enough to work with very nice, vibrant people especially Sophie Wild who has been so helpful to me. It has increased my sense of wellbeing too. I missed being in a busy working environment and this job has helped to fill that gap!

What would you say to anyone thinking of volunteering?

I would say 'give it a go' it will improve your quality of life and give your life a boost with the combination of structure and social interaction that you need. It also allows you to keep up to date on various work skills and gives you a sense of 'belonging'.

Harrogate College

Enterprise Champions:

Maxine Stevenson, Jane Laine

Pampering to enterprise

Harrogate College beauty students held a pamper day 17th march 2011 to support breast cancer research. Clients were invited for a full day of pampering by having a range of treatments that included facials, manicures, pedicures, eyebrow shaping and tinting. Their day also included morning refreshments and a buffet lunch prepared by the catering students that also attend the College.

They successfully raised £230.00 and all clients left relaxed, refreshed and looking fabulous with the intention of spreading the good word of the excellent service they had received.

On the success of this day the students have now planned several more days within the year and hope to make it part of their program within College.

Harrogate College joins the big fish fight

As part of the 10 week citizenship project Harrogate College students from the Diploma in professional cookery L2 course joined Hugh's big fish fight. The students wanted to make local restaurants aware of sustainable fishing within North Yorkshire. After researching sustainable fishing the students had a visit to the Whitby School of fishery to hear first hand the effect that sustainable fishing has on the environment.

On their return they visited local restaurants to increase the awareness of cooking with sustainable fish such as mackerel and try to introduce it on their menu's.

To complete their project the students held a demonstration/ taster day with a selection of different fish that wouldn't normally be on restaurant menus. The whole project was a huge success and has been entered into the College Competition for having the best ideas and outcome of the project. The winning team will enjoy a day of go carting or an activity of their choice.

Leeds City College

Enterprise Champion:

Jennie Beaumont

The 4 Entrepreneurs Conference London

On 14th November Level 3 IT and Business 2nd year students set off from Leeds Train Station to London Kings Cross Station for a two day event with three of their tutors, Arif Younis, Linda Littler and Eric Cockburn.

Day 1 combined history, culture and enterprise and began with a visit to The London Dungeons and incorporated some of the key sights of the capital.

Day 2 began bright and early with a short trip across London on the underground to the 4 Entrepreneurs Conference at the Leicester Square West End Odeon.

The conference itself was chaired by Dermot Murnaghan from Sky News and Eggheads and he made sure the itinerary schedule ran smoothly. Tristram Mayhew was the first speaker of the day and he gave a lively presentation of his business "Go Ape". Multi award winning designer Natasha Faith inspired students with a talk about her jewellery business La Diosa which she started four years ago at the age of 19.

Adam Goodyer impressed the students with a lively presentation about his business Concert Live. Students were interested to learn that he had previously been knocked back by the Dragons on BBC's Dragons' Den but has since gone on to have a successful multi million pound business.

All in all a motivating, challenging, inspirational and fun weekend, enjoyed by everyone and funded in partnership with Aim Higher, students and staff. A special thank you to Anna Geldert for all her help and support in making the event an outstanding success.

ShIPLEY College

Enterprise Champion:

Sandy Brook

Enterprise Day

The Step up market challenge

An Enterprise Day across the college was organised in support of the Vision for the World Mile to allow engage and support over 200 students to be innovative, creative and entrepreneurial.

Both Step Up Market Challenge team and the Bizz Fizz Coaches provided us with support both in helping to shape and plan the day upon which all the activities were based.

The brief for the market Challenge and World Mile Vision was based on the generating a product idea that could be sold on Darley Street, City Centre using the World Mile as basis to develop their ideas and to help meet the following:



- Develop a product to sell on a Market stall.
- You have £100 to buy things.
- Develop your pitch.
- Successful teams will be invited to a Dragons Den day to pitch their ideas.
- Winners of the Dragons Den will actually get £100 to make their product.
- They will sell their product on a stall in Darley St on 5th June.

The team who makes the most profit or has the best market stall or the most innovated idea could win a share of £2000 prize money!

Prior to the Event all staff were who attending the Enterprise Day were invited to attend further meetings as they would act as the Enterprise facilitators, with support from the Lead Facilitators and the expert facilitators from both Step Up and Bizz Fizz together with by IT and Business and Admin apprenticeship students who help provide admin and It technical support.

Further training and CPD was planned and undertaken during the cross college staff development day in January and also through opportunities linked to and they were invited to attend further meetings and training related the activities which they were to facilitate and support in the delivery of the day. Students were also prepared through PSD sessions planned around enterprise leading up to Enterprise Day.

Prizes were awarded throughout the day and all participants received a certificate from the Step Up Market Challenge team.

Ideas were pitched using a Dragon's Den format and the Enterprise Day winners were The Weeping Willows team who scooped the big prize of £100 which was presented by the Principal and all teams were invited to submit further entries.

3 teams submitted their entries and were selected to pitched their ideas at Shipley Town Hall on the 17th March and given 5 Minutes to present their idea and answer any questions from the panel.

The following people were local business people volunteering their time to act as 'Dragons' and judge on the day:-

David Humphreys, Coach, Bizfizz

Tariq Aziz, Managing Director, Personal Touch

Mehnaz Ali, Placement Support Officer, University of Bradford

Pauline Wood, Retired Entrepreneur

A range of indicators were used to assess the merits of each entry:- effective communication, creativity and innovation, organising and planning, flair and enthusiasm, financial understanding, product

design, customer focus, entrepreneurship, enterprise skills and understanding and team work.

Both team Awesome and Team Starz were notified on 25th March that they had been selected (thirty groups selected in total) to trade on Darley Street Market in Bradford city centre on Saturday 26th June with a chance to win a share of prizes worth up to £2,000. Each team was awarded £100 to develop their product and this payment was made direct to college via BACS. Both groups have been visited by Tariq Aziz (One of the Dragons) acting as Mentor. Tabusam Shah is visiting on Monday 14th June.

Both groups have been busy developing their products. Team Awesome are producing t-shirts and Team Starz are making a range of scarves (Some with a world cup theme) Both groups have worked tremendously hard on developing both sales strategy along with their product. Team Awesome are donating profits from sales to the Bradford Burns unit during this centenary year of the Bradford fire disaster. Team Starz are donating profits of sales to the British Heart foundation. Both groups have publicity from the charities to decorate their market stall. Team Awesome sent two members of their team onto Darley Street on a Saturday morning to conduct a short questionnaire to help them with their product design.

The Enterprise Day success was a result of support of the SMT and all the hard work in partnership with of the Expert Facilitators from the external agencies (Step Up and Bizz Fizz) the Lead Facilitators and Staff Facilitators, and the students themselves who creative, innovative and enterprising.

Kirklees College

Enterprise Champion:
Nikki Davis

College students exhibit their talent

A group of art and design students from Kirklees College are showcasing their work at the Lawrence Batley Theatre this month, as part of the 'Shadowlight' exhibition.



Student Artwork

The level 2 art and design students from the college's Highfields Centre have created a collection of 2D development and final work for the exhibition, exploring a range of different materials, techniques and processes.

'Shadowlight' centres on the theme of contemplation and reflection and has exhibition includes

the work of a number of artists and is a chance for students to have a taste of what it's like to display their work as a professional.

Caroline Thompson, team leader learner success said: "It's a fantastic opportunity for our students to showcase their work at

the theatre. The Lawrence Batley is at the heart of the town and is a very popular attraction, which makes it a brilliant space for the exhibition.

"The students' work centres on the idea of reflection and consists of a mixture of self-portraits and still life images. I hope the visitors and theatre goers enjoy the students' work."

'Shadowlight' is taking place at the Lawrence Batley Theatre throughout January, Monday to Saturday from 9.30am to 5pm. Visitors will also be able to view the exhibition on performance evenings and on a Sunday, one hour before the performance begins.

For more information about art and design courses at Kirklees College, go to: www.kirkleescollege.ac.uk/fulltime and for more information about the Shadowlight exhibition, go to: www.thelbt.org/Shadowlight

Creative Industries

The Creative industries at Kirklees College have a long established history.

Our courses nurture, encourage and develop your inner creativity and are designed to help you reach your full creative potential. A wide range of courses cover all the art and design disciplines from music, media and performing arts to graphic design and fashion.

Our reputation is reinforced through staff who are passionate and teaching which is inspiring, dynamic and creative. Our ethos is one which ensures our staff expertise and excellence is central to your experience.

Students from the college have gone onto become leaders in their respective fields and work on national and international projects. Students regularly feature in national competitions and receive accolades.

British Youth Film Academy

Creative Industries at Kirklees College is also involved in an exciting summer project with the British Youth Film Academy.

This gives you a unique chance to work with professional actors and film makers on a range of short or feature length films.

Leeds College of Music

Freak Audio

Ben Ziapour and Joe Thwaites are hoping that the GE Bootcamp will help them put the final pieces in place to begin marketing their business professionally.

Both graduates of Leeds College of Music, Ben and Joe have jointly set up Freak Audio, providing music composition, sound design, voice over and integration for films, animations and computer games.

Already working with student and indie projects – and benefiting from proof of concept funding from Leeds College of Music – the two are looking to Bootcamp particularly for the legal and marketing advice on offer.

"Freak audio is a creative business and that's where our talents lie, so getting help with the legal side will be invaluable," says Ben. "We think the one-to-one sessions will be really useful. It's great to have an opportunity to get this kind of advice which normally businesses



like ours would have to pay a lot for.

"We're also hoping the Bootcamp will help us consolidate our business plan and identify areas which need fleshing out, to ensure we're ready to start marketing our services more widely. The proof of concept funding has helped us buy some of the equipment we needed to provide a really professional service, so with the help of Bootcamp, we'll be ready to go for it."

www.freak-audio.co.uk

Music Happens Here

Leeds College of Music album

Music Happens Here is a new album released by Leeds College of Music which offers listeners a snapshot of the fresh, diverse and current sound coming from students at the College.

Drawing on their performance, composition and production talents, and in collaboration with industry experts, this compilation album offers a stepping stone to get their music to a wider audience and move their careers on to the next level.

Students submitted their entries in January in the hope that their tracks would be chosen, consequently giving them the chance to have their music heard by a wider audience and also a stepping stone in their future careers. Academic staff at the College short listed entries before a panel of industry experts decided on the final 16. During the process, we've worked with a number of industry contacts and this is something the students, especially those who are due to graduate this year, have found particularly valuable and interesting:

Matt Hay
Who has worked with Kylie, The Who and Robbie Williams

Alan Hacker
Of the Pierrot Players and Visiting Professor in Classical Music at the College

Nigel Slee
Development Manager for Jazz Yorkshire and College alumnus

Stefan Gordon
Former member of Brassy and founder of Five45 Management

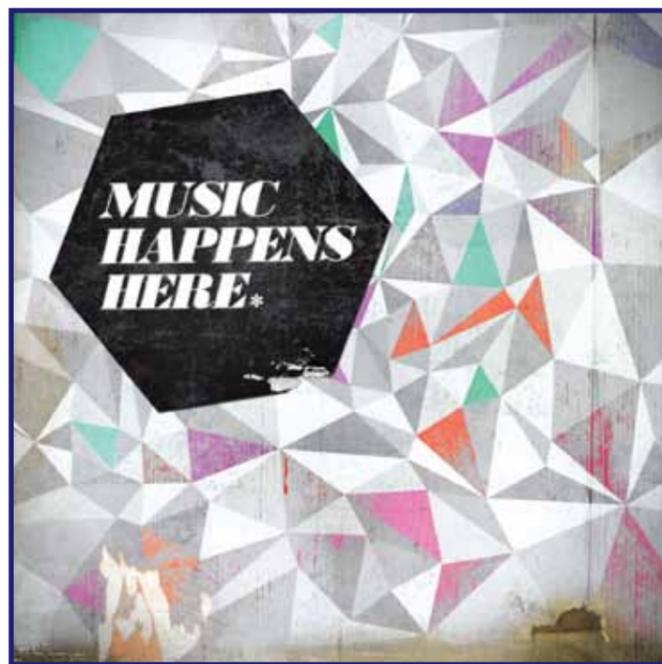
Bill Gray
Our consultant and executive producer, Managing Director of Graymatters, formerly of Andy's Records

This is the first time we have undertaken a project of this kind and scale, and it has been hard but rewarding work. Deciding on only 16 tracks from all the submissions, getting some of those re-recorded and mixed and then completing the mastering process was a challenge in itself. Add to that the photo shoots (Jon Stanley Austin), sleeve design (Analogue), pressing of the CDs (Dischromatics), web content (Numiko) and organising downloads (AWAL) and distribution, and it's a great achievement to have turned it around in just 9 months!

Daniel McDougall, from the band Young Ideas, said; "To be involved in the College album is something that I have found to be extremely useful. In the ever-changing music industry, any promotion you can get involved in is essential. Producing a College album to promote the talent within it has allowed a band like Young Ideas to gain a wider audience. It has also given me insight to the way in which a CD is put together and the processes that go with it. Overall, I thank the College for thinking up new and innovative ways to help promote its students."

Bill Gray, Executive Producer of the project commented, "This is a highly innovative project which highlights the extraordinary depth of musical talent which is coming out of Leeds College of Music and that a wider audience should really hear. The commercial potential that these young musicians possess is quite stunning."

Music Happens Here was been funded by the Higher Education Innovation Fund (HEIF4) and organised by the Enterprise & Knowledge Transfer Unit at Leeds College of Music. All income made from sales goes straight back to similar projects for future students.



Dearne Valley College

Enterprise Champion:

Grace Rogerson

Dearne Valley College Takes Flight

Travel and Tourism tutors from Dearne Valley College (DVC) experienced a full day's training with Servisair at Robin Hood Doncaster Sheffield Airport.

Organised by Grace Rogerson, six Travel and Tourism tutors spent the day with Servisair at the Doncaster based airport as part of a college development day.

Servisair is a leading global provider of aviation ground services, delivering and handling aircraft movements and solutions across 128 locations. Services include; ground handling, cargo, fuelling and transportation.

The staff from the Wath based college spent time with personnel of Servisair in various airport areas including; observing passenger check-in and boarding procedures, security and customs

procedures as well as what happens to baggage once it has left the passenger.

Grace Rogerson, Travel and Tourism Tutor commented:

"Keeping up-to-date with industry procedures is crucial, ensuring that staff pass on current information that is of benefit to our students. We thoroughly enjoyed all aspects of the visit and to get the opportunity to spend the day at an airport and see behind the scenes was brilliant. We would like to thank the staff from Servisair and the airport for their hospitality".

North Lindsey College

Enterprise Champions:

Wayne Dewick and Julie Robinson

Young Enterprise Company Programme

BeuTech

As part of the enrichment programme a group of learners from across college have come together to set up a business for the academic year under the Young Enterprise programme. This group is a mixture of learners from courses across college but as the majority of learners come from Beauty or Technology courses the group named themselves 'BeuTech.'

After much discussion around different business ideas the group came up with the idea of a dress agency. The business plan was developed, posters printed and a storage room for clothes organised. The group will gather clothes, shoes, handbags and accessories from the staff and learners at college and offer them for sale at college. From this the business will take a 20-25% fee and the owner of the item will take the remainder.

The next stage is a month of advertising to get the message out across college and encourage staff and learners to bring items in for sale. Sales will start with a launch on 2nd March and the shop will be open initially twice a week, this will then be reviewed to see how stock is selling, whether more stock is being brought in and if the shop needs to be open more or less.

It is an interesting project as learners from different groups are working together and include some mature learners. The advantage is that there is a good mix of skills and jobs are shared out accordingly, for example computer work, designing posters or planning. The slight disadvantage is that the learners sometimes find it difficult to meet up due to conflicting timetables.

Ecstatic

The demand to take part in the Young Enterprise Company Programme was very high this year and enabled the college to form two teams. Learners from different courses across college form these teams, providing a good mix of skills and opportunities to work with different learners to those they normally study with. The second Young Enterprise Company is called Ecstatic

It took some time for the team to develop a business idea, and the link teacher suggested they pick an idea to start while motivation was strong and that this idea could always be adapted or other business ideas developed as skills grew. The team's first idea was to provide a henna painting service as two of the learners had strong artistic skills in this area. The two skilled learners taught two more learners how to paint the henna designs on hands, and the team worked on a plan to expand the henna idea by also offering simple temporary tattoos. Others in the team worked on posters, pricing, advertising and sales opportunities. The insurance was an area the

team had to do much research into as make-up products are not generally covered by the Young Enterprise insurance. After research it was found that henna painting was allowed if the henna was bought from a reputable source and not made by the learners and if the instructions were followed exactly.

After practicing painting the hands of each other and the link teacher, the group were ready to sell their service. The first opportunity came at the college Christmas Fair. The service was so popular that a long queue formed, and the team worked very hard. The team raised £37 in 3 hours, and were delighted at their first success. The consideration now is whether to raise their prices and whether to train others in the team to offer the service. The team are looking to where they can next offer the henna painting and whether to consider running another business in conjunction or to concentrate on one.

Business Link Adviser Visit

An adviser from Business Link came into a group tutorial of mature Return to Learn Hairdressers in November. The adviser had prepared information relevant to this group and spoke to them about starting up their own business.

Information covered included insurance, rules and regulations that needed considering, how to look at the relevant market and how to then start a business to compete or offer something unique. At the end of the tutorial there was a question and answer session. The group became more aware of things they need to consider if starting a business and who to contact for more information. Some of the learners are keen to start their own business upon leaving college and found this a useful session. The adviser from Business link is willing to come into college and speak to more groups if required.

Hull College

Enterprise Champion:

Lesley Hawkins

Fashion Enterprise

Year one Btec Fashion HCUK Hull students at Park Street have been working in conjunction with the PDSA, to produce an innovative range of garments using vintage clothing from the PDSA charity shop. Working in groups they were given a theme, and a range of vintage clothing kindly donated by the PDSA shop, with which to create their outfits.



The students used their entrepreneurial skills to re-work a range of garments and accessories to create some fantastic new looks from the old clothes.

The manager of the shop was thrilled with the outfits, and was surprised at how the students had dramatically changed the garments to create a whole new style.

The designs will be displayed in the PDSA shop window on Holderness road to promote the use of vintage clothing, and to demonstrate how garments can be customised for a truly unique style.

Goole students spread a Ray of sunshine in Luxor

The students at Goole have for the 3rd year visited Luxor, Egypt to carry out voluntary work with 2 charities.

One charity is called ACE and deals with sick and injured animals and I am pleased to announce that martin Clunes (Doc Martin) is now the Patron at ACE. The students assisted in washing tortoises, walking dogs, dressing wounds on horses, washing donkeys and entertaining cats!



The small pyramids is a respite centre for disabled children. Many of the local children are also encouraged to attend they learn fun games, English and how to sculpt when we were there we helped build a puppet theatre.



Fundraising was done by the students to pay for the trip they raised money by a 3 mile swim, 14 mile run, 50 mile cycle ride, sponsored leg wax (just the boys) made jewellery and sold it, raffles, tombolas, and giant conga around Goole Town Centre, Easter egg hunt and car washes. The learnt valuable Enterprise skills such as teamwork, risk management, making ethical decisions, financial literacy, creativity and innovation as well as organising and planning all which contribute to life skills.

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