

## Board of Management Learning & Teaching Committee

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|---------------------------|----------------------------------|
|                           |                                  |
| <b>Date of Meeting</b>    | <b>Tuesday 19 September 2017</b> |
| <b>Paper No.</b>          | <b>LTC1-B</b>                    |
| <b>Agenda Item</b>        | <b>4</b>                         |
| <b>Subject of Paper</b>   | <b>Enterprise Update</b>         |
| <b>FOISA Status</b>       | <b>Disclosable</b>               |
| <b>Primary Contact</b>    | <b>James Wilson</b>              |
| <b>Date of production</b> | <b>28 August 2017</b>            |
| <b>Action</b>             | <b>For Noting</b>                |

### 1. Recommendations

- a) To note and support the development and recruitment of new businesses to the **Start Up Space**
- b) To further investigate opportunities to maximise potential of **Start Up Space** with both internal and external stakeholders.

## 2. Purpose of report

The purpose of this report is to provide SMT/ Learning and Teaching Committee with a high-level overview of development of enterprise and innovation **Start Up Space**.

## 3. Context

An innovation and enterprise **Start Up Space** has been established within the library at C.03.111. This new space will be open to support the establishment of our students' new small businesses from 11<sup>th</sup> September. Although originally defined as a business incubator the space will be flexible and allow for the development of a range of innovation and enterprise activities.

This initiative is in line with the College's first four strategic priorities:

- Priority 1: To be an inspirational place of learning
- Priority 2 : To enable individuals to excel and realise their full potential
- Priority 3: To Live our values, Value our people and innovate in partnership
- Priority 4: To be a valued partner of the city region, supporting the national economy and international learning community

This is a starting point for the development of new partnerships and relates closely to:

- City Learning 4.0 (industry partnership and mentorship)
- Corporate Development Strategy (Industry Academy 4.0)
- Institute of Innovation and Knowledge Exchange

This initiative is in line with the most recent Scottish Government priorities and is designed to help develop "Scotland's immense economic potential" by providing the foundation for our graduates' success.

This initiative is also reflected in successful new KA2 European Project where City of Glasgow College and Scotland have been recognised as leading in the development of enterprise education in a vocational setting.

## 4. Start

The purpose of the space is to provide the tools and expertise for graduates to create self-sustaining businesses. This will be tailored to the specific needs of FE students across all our Faculties. Initially designed in a smaller scale to support the John Mather Trust business competition winners the new space will also host events organised by internal and external stakeholders.

Benefits for our entrepreneurial students include:

- Professional Address (Start@)
- Telephone land line (message access)
- Internet Access
- Library resources
- Meeting space
- Printing facilities (monitored and costed)
- Access to college staff/expertise
- Access to college resources: at cost or less

A range of Team X led innovation events are scheduled. These include Certificates of Innovative Practice (COIP), Circular Economy Guest Lectures, an introduction to Innovation Magazine's Innovation Academy, and a Venturefest feeder event.

External partners Bridge to Business and Business Gateway have agreed to locate in the **Start Up Space** to support new businesses. Other organisations who have pledged their support include Scotland IS and the Federation of Small Businesses.

A six month programme has been developed where our new resident entrepreneur Fynn Elkington will mentor businesses through initial offering of the following individually tailored provision.

- Induction
- Sources of information
- Enterprising Mindset
- Marketing
- Finance and accounting

The first six months of access to the **Start Up Space** will be free and a rising cost structure will be implemented thereafter. The purpose is to establish self-supporting sustainable businesses able to leave the college after year. Bridge to Business will locate in the **Start Up Space** each Tuesday, our entrepreneur will be resident on Wednesdays and Bridge to Business and Business Gateway will share alternate Thursdays.

## 5. Partners and Events

There is the potential to work with a number of organisations and tap into national enterprise network. Events will be co-ordinated with Scottish Institute for Enterprise, Entrepreneurial Spark, Strathclyde University Business Incubator and Scottish Edge. Relationships with these organisations are already established through John Mather Trust competition and other initiatives.

## 6. Budget

Staffing up to this point has been led by Creative Industries CH thanks to the generosity of the FD who has supported this development which is aligned to the needs of students in the Faculty. Rachel Pooley from Student Services has been instrumental in the administration of the John Mather Trust competition.

Further consideration needs to be made in relation to the management and administration of the space alongside communication and marketing. The costs in the first year are as follows:

Physical costs agreed to date are outlined below

- 3 phones (£150),
- signage (£850 inc partners' logos)
- power distribution £100
- lockable cabinets £800

**Inspirational Workshops Costs:** provided by Acorn Enterprise: £4.5K to support John Mather Trust Competition 2017/18. Outlined in development plan on page 6.

### **Resident Entrepreneur Costs**

Introductory support 1 day a week throughout academic year

## **7. Recruitment of Start Up Businesses**

- JMT Winners as start of Prize Package
- JMT participants: apply for membership
- Specific projects that match ethos and purpose of space and meet agreed criteria
- 3 year alumni: invite to register interest and apply for interest

Criteria for ongoing membership to be agreed. Decision making panel to be appointed. Possible membership:

- Resident Entrepreneur:
- Business Gateway
- Bridge to Business
- Commercial team rep

## **8. Measurement of Success**

To be agreed, but could include:

- Number of businesses in place
- Number of businesses able to pay for space (after agreed period of time)
- Number of self-sustaining businesses leaving space
- Number of partners
- Commercial measure: incoming rent
- Sponsorship income: in kind and cash

## **9. Communication Strategy**

To enhance student experience through providing a dedicated **Start Up Space** that will support students in developing their enterprise skills, entrepreneurial mind-set and the resources to start up a new business.

A student project to rebrand with graphic and interior design input could provide creative development and further news worthy activity to provide locus for continuing communications.

## **Brand and Communications Objectives**

- Create alignment with the colleges values and strategic objectives across priority 1, 2, 3 and 4 within the Strategic Plan
- Create a World Class Enterprise and Incubator space within the college, providing dedicated support for entrepreneurial students to achieve their full potential.
- Secure the support of key partners and sponsors to further develop the City of Glasgow Enterprise Zone and Incubator Space.
- Foster a 'CAN DO', self-starting attitude through access to dedicated enterprise and entrepreneurship training, support, mentorship and industry networking.
- Add value to current enterprising initiatives and partner organisations within the college.
- Become the first FE College to achieve the 'Small Business Charter' award.

## **Target Audiences**

Our **primary** audience is all current and alumni (<3 Years) students across faculties who have ambition to develop their enterprise skills and/or start their own business.

Our **secondary** audience will be the City of Glasgow College Staff, Lecturers, Faculties and Departments.

**Thirdly** our audience will include local, national and international companies, business organisations and government bodies relevant to education, enterprise and business.

## **Key Message**

The **Start Up Space** develops enterprise skills and provides opportunities for entrepreneurial success for students of City of Glasgow College.

## **Communications Mix**

The Start Up Space resources should be accessible anywhere, anytime and we will build a resource mix to ensure communications are content driven and provide sustainable value.

We must communicate where students congregating both online and onsite. This will maximize exposure, engagement and results. Communications will include long and short form text, images and video across:

- Events: Launch Event, Seminars, Master classes with Experts, Guest Speakers, Q&A Sessions
- City of Glasgow College Intranet & Website
- Video (live and on-demand)
- Social Media: Facebook, LinkedIN, Twitter, Instagram & Youtube
- Face to face with Resident Entrepreneur

## 7. Development Plan

| MONTH          | July  | August                 | Sept            | Oct                | Nov             | Dec             | Jan 2018          | Feb               | Mar        | April              | May    | June |
|----------------|---|------------------------|-----------------|--------------------|-----------------|-----------------|-------------------|-------------------|------------|--------------------|--------|------|
| KEY DATES      | space available   | Install complete       |                 |                    |                 |                 |                   |                   |            |                    |        |      |
| START UP SPACE |   |                        | Doors Open 11/9 |                    | Launch Event    |                 |                   |                   |            |                    |        |      |
| COLLEGE        | Discussion of enterprise and its relation to Faculty of Business curriculum and innovation across college & key college strategy developments |                        |                 |                    |                 |                 |                   |                   |            |                    |        |      |
| JMT            |   | Meet with JMT Trustees |                 | Launch competition |                 |                 |                   |                   | Submission | Judging            | Awards |      |
| JMT SUPPORT    |   |                        |                 | Inspire* 1 11/10   | Inspire 2 15/11 | Inspire 3 13/12 | Business Planning | Business Planning |            |                    |        |      |
| COMMS EXT      | External promotion: Initial visitor day 12/9<br>Ongoing engagement with partners and potential sponsors                                       |                        |                 |                    |                 |                 |                   |                   |            |                    |        |      |
| COMMS INT      | Internal promotion: College stakeholders TBC<br>Internal comms: events & targeted curriculum engagement (eg construction & hairdressing)      |                        |                 |                    |                 |                 |                   |                   |            |                    |        |      |
| COIP*          |   |                        |                 |                    | X               |                 |                   | X                 |            |                    | X      |      |
| Circ Econ'my*  |   |                        |                 |                    |                 | X               |                   |                   | X          |                    |        | X    |
| V'fest* feeder |   |                        |                 |                    |                 |                 |                   |                   |            | X                  |        |      |
| Member Stories |   |                        |                 |                    |                 |                 |                   |                   |            | X – start up tales |        |      |

\*COIP Certificate of Innovative Practice, Circular Economy Lectures and Venturefest Feeder (for September 2018)