

## Board of Management Learning & Teaching Committee

Date of Meeting	Wednesday 5 September 2018
Paper No.	LTC1-F
Agenda Item	9
Subject of Paper	Industry Academy Update - Enterprise
Status of Paper	Disclosable
Primary Contact	James Wilson
Date of paper	16 August 2018
Action required	For Noting

### 1. Recommendations

- a) To note and support the continued development of the **Start Up Space**
- b) To highlight **John Mather Trust Enterprise Competition** plans for 18/19.

## **2. Purpose of report**

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

## **3. Context**

- 3.1 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
- 3.2 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
  - Institute of Innovation and Knowledge Exchange
- 3.3 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.
- 3.4 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 and are inspirational partners in a cross disciplinary development.

## **4. Review of Year 1**

- 4.1 The purpose of the space is to provide the tools and expertise for graduates to create self-sustaining businesses. This was tailored to the specific needs of individual FE students across five of our Faculties.
- 4.2 The innovation and enterprise **Start Up Space** was established within the library at C.03.111. The new space was open until December then it was required for timetabling January start classes. Losing the space was very disruptive and had a negative effect on recruitment. Following much discussion room C.03.106 was made available. This is a much more 'office like' environment, smaller and more suited to the business start up activity.
- 4.3 Once the room was established and available in March a catalyst fund team worked together to recruit young businesses. The team included

representatives of Leisure and Lifestyle, Construction and ESOL. 31 students and alumni signed up to use the space before the end of the year.

- 4.4 A steering group was established with the following membership: Joe Wilson, Penny Robertson, George McVerry, Douglas Morrison, James Wilson, Lisa Hardy, Megan Cartwright. The group met twice and made clear the project's alignment with college's strategic priorities.
- 4.5 The timetabling team helped by taking room out of normal circulation but staff continued to access the room on an informal basis and entrepreneurs were repeatedly met with tutorials and guidance discussions and subsequently turned away. This situation was alleviated when only entrepreneurs and associated staff were able to use their ID card to open door.

#### Faculty Analysis

- 14 Leisure and Lifestyle (8 hair dressing, 5 fitness and 1 events)
  - 10 Creative Industries (4 media, 2 fine art, 2 jewellery, 1 design craft and 1 photo)
  - 2 Building, Engineering and Energy (1 stonemasonry, 1 engineering)
  - 4 Business (3 computing, 1 construction)
  - 1 Education and Society (ESOL)
- 4.6 A Mycity resource was created with the support of the learning technology team. Special events took place where external experts (for example sales, fitness, design and online marketing) shared their experience. A circular economy event in partnership with Climatekik took place. Planned COIP programmes took place in the boardroom.
- 4.7 Our resident entrepreneur has been based in the Start Up Space one day a week (Wednesdays). Bridge2Business Programme Executive was also available to support students. The room is busiest when there are members of the support team in place.
- 4.8 The mix of structured training and bespoke coaching provides valuable learning opportunities for entrepreneurs' personal and business development. Our focus on entrepreneurial mindset, skills and experience in this mixed delivery provides valuable learning and development to the wide range of budding entrepreneurs within the Start Up Space.
- 4.9 At the heart of this model is our ongoing effort to respond to the individual and unique position of each entrepreneur.
- 4.10 Whilst some of the more mature and experienced students/graduates were able to use the space in a self-directed fashion, the younger less confident members were much more reliant on individual support and encouragement.
- 4.11 The Start Up Space provided a locus for the support of the entrants to the John Mather Trust competition. Student services and Creative Industries admin staff supported the competition process.

## Success measures

- 31 entrepreneurs used the space in 17/18
- 9 businesses in place now
- Due to disruption of access nobody was charged in 17/18
- 6 self-sustaining business have left the Start Up Space

4.12 Activity recognised by Enterprise Educators UK in their annual National Enterprise Awards where we are one of three finalists in the FE Team Enterprise category of the 2018 competition. (winner to be announced on 6 September).

## 5. **John Mather Trust Competition (Plan attached at Appendix 1)**

5.1 Following three years of running competition the programme has been expanded with the intention of reaching more people and higher profile across college.

## 6. **Financial Implications**

There will be resource implications for the continued ongoing support for the Enterprise activity.

## 7. **Risks**

There are no risks associated with this proposal.

# **John Mather Trust Enterprise Competition 2018/2019**

## **Competition Outline and Schedule**

We've made a number of improvements to the competition built upon our experience over three years. The purpose of these changes is to get more people involved and, for the first time, deliver a certificated training programme. It will also mean that more people benefit from the support rather than a small number of awards of large sums of money.

This approach was outlined in the bid that was submitted to, and subsequently approved by, the JMT Board.

### **Competition Launch** - 4th Sep

- Competition launch during Freshers Week

### **Stage 1: One minute video pitch**

Target is to receive a total of 60 submissions and a number of publicity and support strategies are planned. First panel of judges then chooses top 30 to proceed to next stage of the competition.

### **Stage 2: Business Plan Development**

30 study HN Unit Preparing to Start a Business H7V4 34. Training and financial support are part of the prize package.

### **Stage 3: Final Event with Live Pitches**

Following successful completion of unit, entrepreneurs can pitch for one of 5 cash prizes of £1000 at a high profile public event on 20

Schedule and detail below.

## Schedule and Detail

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### Stage 1 - Runs during Block 1: 4<sup>th</sup> Sep- 25th Nov

#### Deadline

Midnight Sun, 25th Nov

#### Objectives

- Hype the competition
- Run training workshops about general business and pitching
- Run pitch filming drop ins with TV Students

#### Key Dates

- Training workshops - Wed, Sep 12th, 19th, 26th and Wed Oct 10th, 17th, 24th & 31st
  - Bridge to Business Fresh Start Event - Wed, Oct 3rd
  - Pitch Filming Drop-in events - Nov 7th, 14th, 21st
  - Global Entrepreneurship Week Event - Training workshop & Pitch Filming Drop-in Event - Nov 14th
  - Women's Entrepreneurship Day 19<sup>th</sup> Nov
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### Stage 2 - Runs during Block 2 - 19th Nov - 22nd Feb

#### Deadline

Midnight Sun, 3rd March

#### Objectives

- Deliver SQA Unit: [Preparing to Start a Business](#), for 30 students from stage 1
- Hype the final event in stage 3
- Complete the summative assessment for entry into final event
- Provide £250 to all students who complete the unit

#### Key Dates

- Training Unit 8 x 3h - Jan 9th, 16th, 23rd, 30th and Feb 6th, 13th, 20th & 27th
  - Summative Assessment Review Week - Mar 4th - 8th
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### Stage 3 - Final Event with Live Pitches

A Dragons Den styled major stage event with a live audience of invited guests, family and friends where participating students pitch their business for a chance to win one of five awards. This event is planned for the Plaza on the 20th of March starting at 4pm.

#### Event Date

20th March, 2019

#### Objectives

- Provide opportunity for those who pass the training a chance to win money to launch their business.
- Provide awards to winners for example: Best business plan, best pitch, most innovative idea, most scalable and Best Social Entrepreneur