

Entrepreneurial Case Studies

Case Study 6: North Lindsey College



Key Feature

Developing enterprise in the curriculum for all.

Background Information

North Lindsey College is a general further education college offering courses to the North Lincolnshire community. Established in 1953 as a technical college, North Lindsey College was originally closely linked to the steel industry. It has since developed and expanded to offer provision in 17 subject areas. The main campus is in Scunthorpe with a dedicated skills centre in Barton. The college's strategy to engage with businesses has resulted in significant provision being offered in manufacturing industry employer premises locally and nationally.

Instilling enterprise and entrepreneurship across the organisation

The college is a partner organisation within an ERDF (European Regional Development Fund) part funded Incubation and Enterprise project led by Leeds City College with 13 partners in the FE sector and other organisations including the Industrial Society and Young Enterprise. The project name – net315 – comes from the network targets of 315 new business start ups in the Yorkshire and Humber region by August 2013.

At the end of the three year funding the project will have supported 315 new sustainable businesses, created 515 jobs creating an increase of £9m (Gross Value Added). 177 businesses will have contributed to a reduction in ecological footprint/waste. Of the 315 businesses, 110 will be female owned and 50 from the BME community. 35 businesses will be created in the environmental sector. Of the 515 jobs created, 188 will be filled by women and 144 from the BME community. 45 jobs will be created in the environmental sector.

North Lindsey College's share of this is 19 new business start ups which in turn generate 30 new jobs from any students of the college enrolled between 9th September 2010 and August 2013. At least 51% of their business start ups have to come from the region's priority areas of:

- Creative and Digital Industries
- Advanced Engineering and Metals
- Advanced Manufacturing and Materials
- Food and Drink
- Financial and Business Services
- Logistics
- Construction
- Sport and Active Leisure
- Tourism innovation

Net315 works by providing advice, support and signposting for young people about options available to them as progression routes with a particular focus on self employment opportunities. The college has an internal network of Enterprise Champions drawn from its teaching and management staff that are funded through the project. The Champions are given time to support the programme and have been given training internally on the practicalities and processes of the project. The service is promoted and marketed through the college's intranet, through tutorials and by the Enterprise Champions who have visited all curriculum areas to draw attention to the support available. Students who express an interest in the programme are allocated to an enterprise champion. There is a dedicated enterprise room available to students to facilitate their learning and development and to provide the physical space for consultations with the Champions.

The programme was slow to develop due to initial problems with the confirmation of funding but the college's report for January 2012 indicates that there had been 36 initial enquiries across 14 priority areas. Business ideas include: a gaming cafe; personnel training services; market trading; a skateboard park; beauty therapy; internet trading; web hosting; pet services; an Italian coffee shop; and sheep shearing!

Enterprise in the Curriculum

Learners on the North Lindsey College Life, Vocational and Personal Studies (pre-entry) courses (over 240 learners in 2011-12) have embraced Enterprise via the Young Enterprise Team Programme. Learners have set up a company, written a Business Plan, produced and sold goods, and prepared Company Reports and Accounts. The skills, such as team work, working to deadlines, prioritising workload, interview skills, money management, that the Learners gained enabled them to start up a market stall in the local community, progressing on, in some cases, on leaving college starting up their own business.

The college saw that embedding enterprise was an effective way to support and raise aspiration for learners within the Life and Work Skills curriculum. They have used the Young Enterprise Team Programme model for several years, which is specifically designed for learners with special education and support needs, and in the words of one of the business advisors who comes and supports the learners it is 'An unforgettable experience. Team Programme inspires students with special

educational and support needs to work together as they set up and run their own real company, guided every step of the way by a Young Enterprise Business Adviser’.

Learners have to set up and run a business which includes the production of goods or offering a service. They have to hold regular board meetings and prepare a business plan, company report and set of accounts. Evidence is gathered naturally for their PSD units as well as embedding functional Maths, English and ICT.

They managed to procure a stall at the local market one day a week for a low rent. With the support of one of the College Enterprise Champions (see Net315 above), two learners, collected bric a brac which they checked, washed, priced and displayed on their stall. The stall has been and continues to be a success with students improving their communication and money skills. Using enterprise in this way provides invaluable work experience for the more vulnerable learners who need extra support to help them achieve.



The college recently decided that while enterprise and entrepreneurship is already explored and developed in many subject and vocational areas across the college, the explicit achievements or attainment in enterprise have often not been formally recorded. One major innovation is, therefore, the introduction of enterprise qualifications for all using the NCFE “Preparation for Life and Work” programmes of study. During April and May 2012 all students will take the Level 1 Award in

Exploring Enterprise Skills encompassing 10 timetabled Guided Learning hour's. The Award provides learners with a basic knowledge of enterprise skills and capabilities. It allows learners to recognise their own skills in this area, in order to build the motivation and confidence to be enterprising in their everyday life. Those returning to the college in the next academic year will then, in consultation with tutors and lecturers, proceed to additional NCFE enterprise qualifications at the appropriate level and with the relevant focus linked to their main area of study. Once again the additional time will be made available to all within timetabled programmes of study.

Impact

Using the Team Programme model has been invaluable, because the structure is geared towards learners with low aspirations. As a result learners have achieved, retention and success rates has also improved and learners, who traditionally might not have thought of going to work, now actively trying to seek employment or supported employment.

As a result of the bric a brac stall on the market one of the two learners is in the process of setting up his own gardening round and the other works in his local pub at the week-ends. Other learners who have experienced working on the stall are looking at the feasibility of having a stall when they leave, for example one young man wants to open a fishing tackle stall selling new and second hand fishing gear.

The significant outcome of North Lindsey's approach is that enterprise and entrepreneurship education will in the future, in addition to impacting on significant targeted individuals and groups, impact on all their learners.