

Encouraging Enterprise

Entrepreneur-in-Residence at Bath Spa University

Overview

Bath Spa University's Business Support Office has a remit to encourage a culture of enterprise and entrepreneurship amongst staff and students throughout the university. We have, therefore, commissioned external expertise in the form of an Entrepreneur-in-Residence to support the University over a three year period.

About the Project

The purpose of the commission is to raise entrepreneurship awareness and generate enterprise activities amongst the student body, principally through the Student Union base and specifically in liaison with the Student Enterprise Champions.

The aim is for students to be supported to take ownership of their entrepreneurial aspirations, establish an Enterprise Club, participate in the university's Business Plan Competition and be provided with expert help to identify their needs and facilitate associated events and activities from workshops and seminars to training events and competition entries.

The Entrepreneur-in-Residence is a catalyst for focused entrepreneurial behaviour and activity throughout the university student base but also provides enterprise training workshops and seminars for academic staff. This will support those who need to undertake collaborative projects with industry or embed enterprise activities in the curriculum.

Benefits

The current Entrepreneur-in-Residence, John Hector, is an accredited SFEDI Business Adviser, including for social enterprises and SMEs, and has eight years' experience in supporting businesses to start up and grow in the South West. He has his own consultancy practice, as well as expertise in mentoring and training, and is also the part-time Creative Enterprise Specialist for Artsmatrix.

The benefits of an entrepreneur-in-residence at Bath Spa University include the following aspects:

- A high level of business support, advice and mentoring to the Student Enterprise Champions
- The support of students on a one-to-one basis and in groups, in the development of business ideas and plans for competitions
- Strategic thinking and vision to support the establishment of a student owned business club with membership, events and activities

Fast Facts

- A focus and catalyst for entrepreneurship, know-how and knowledge for the student community
- Workshops on key industry sectors' interests and business issues
- Staff enterprise training to support them in cultivating links with business to embed enterprise in the curriculum

- The research, planning and delivery of workshops on key sectors' interests and business issues, for example in creative industries and social enterprise
- A champion of CPD within the business and student community as a key element of successful career and business planning
- A champion of the work of the University with new and existing strategic partners, eg SMEs their partners and networks, public sector and third sector organisations and larger businesses
- Generation of contacts and collaborative relationships with businesses that may result in income generation and "in-kind" support for the University

Outcomes

The entrepreneur-in-residence has brought an additional dimension to the enterprise culture at Bath Spa University. The diverse range of activities and requests for support reflect the growing demand for, and interest in, business practices and entrepreneurial opportunities. These include:

- Support to the Student Enterprise Champions in establishing the student enterprise society, called 'InSparation'
- 1-2-1 business advice clinics, both as part of the InSparation programme of events and on an ad hoc basis
- One hour advice session with third year students studying business and management
- Business Plan Competition judge
- Workshops on successful freelancing for Student Fellows and at the University's Careers Fair

Staff enterprise training has been developed in the form of a series of seminars and workshops that address the following types of issues:

- How to access existing support within Bath Spa University
- How to keep in touch with alumni and incorporate them as practical examples of a degree turned into operational practice
- How to keep track of contacts effectively, ie the basics of client account management
- How to make the most of trade shows and external networks to generate useful contacts with business
- Tools and techniques for networking, generating the contact and tracking the relationship



John Hector

Perspective

“I'm delighted to be part of the project and really excited about what can be achieved! I am passionate about my own practice and have worked successfully with a diverse range of businesses and people. My approach is to offer high quality support to individuals and businesses, regardless of their background.”

John Hector
 Entrepreneur-in-Residence
 at Bath Spa University