

Stepping Up in Sustainability 2012-13

Gateway College and Colleges-University of Leicester Network Case Study



Title of project	Entrepreneurs of the Future	
Lead partner organisation name and address	Gateway College 17 Colin Grundy Drive Hamilton Leicester LE5 1GA	University of Leicester Colleges-University of Leicester Network (CULN) Institute of Lifelong Learning 14 Salisbury Road Leicester LE1 7QR
Contact details (lead organisation)	Name: Katie Morris Email: kmm11@le.ac.uk	Phone: 0116 229 7564
1. Aims of the project	<p>This project focused on ‘teaching, learning and curriculum’ and ‘sustainability skills for growth’ as highlighted in the LSIS Leading and Learning for a Sustainable Future strategy. It also addressed the Sustaining our Future Framework in that it helped to build a common understanding of what sustainable development is about. It was beneficial to learners and teaching staff in FE/6th Form colleges because it enabled them to gain an understanding of sustainability issues and to be prepared for how this is important for both business and the economy as a whole. Teachers and students alike had access to expert support from Groundwork and Skills for Enterprise on how low carbon issues could begin to be embedded into curriculum as highlighted in the Reaching Forward Index. The staff- training aspect of the project also allowed teachers to work collaboratively with staff from other institutions and to share ideas or resources whilst students were given the opportunity to embrace entrepreneurship within the context of a low carbon economy. Furthermore, all of the organisations involved with the project benefited as they created new partnerships with green employers, organisations and charities across the region. This ensured that the profile of sustainability is raised institutionally and locally through a fun and engaging approach.</p> <p>This project’s value may also be seen in the fact that although it was providing institutions with the means in which to integrate sustainability into the curriculum, it was not prescriptive in how this should be done. Institutions had autonomy over how they approached this in their own organisations and this model can easily be rolled out in the future.</p>	

<p>2. Situation: Identify the situation or issue that faced you</p>	<p>This project was felt to be necessary because, as outlined in the Government’s report ‘Enabling the Transition to a Green Economy: Government and business working together’ (2011) it is clear that a transition to a green economy is deemed essential in order to secure a prosperous economy for the future. The report clearly highlights that the Government will aim to ‘improve the quality of skills provision in the further education system and raise awareness and understanding of the green economy’ in order to achieve a successful transition.</p> <p>Furthermore, through localised work within CULN’s Sustainable Development Working Group, it was apparent that more needs to be done to help embed sustainability within curriculum. Through this group, we discovered that estates managers and estates experts were fully aware of and were addressing sustainable development issues within their institutions, however, this awareness was not replicated within subject teaching (although there were some exceptions).</p> <p>This project not only addresses governmental recommendations but it also responds to local needs in FE and 6th Form education.</p>
<p>3. Task: Define the outcomes you needed to achieve</p>	<p>The principal aims and outcomes of this project were as follows:</p> <ol style="list-style-type: none"> 1. To educate teachers and students in 5 colleges (maximum) regarding green issues and low carbon business types and requirements. 2. To raise the profile of entrepreneurship and business start-up education within 5 (maximum) FE/6th Form Colleges across Leicestershire and Lincolnshire. 3. To enable all students and teachers involved in the project to attend and participate in a ‘Marketing Sustainability’ workshop delivered by the Environmental Team at the University of Leicester. 4. To enable partnership working around issues of sustainability education. 5. To conduct quantitative research into student perception of entrepreneurship and sustainability before and after participation on project – this will enable us to measure the impact of the project. 6. Delivery of Dragons’ Den style competitions across a maximum of 5 colleges. 7. Business support workshops delivered to a maximum of 5 colleges. 8. Production of 5 teacher and 5 student case studies alongside full evaluations from all students and teachers

	<p>participating in the project.</p> <p>9. Dissemination of project progress and outcomes within local media, college and University websites/newsletters etc. and delivery of a project dissemination workshop.</p>
<p>4. Actions that you took in order to achieve your plan, and your approach</p>	<p>Project/activity methodology through milestones:</p> <p>Milestone 1:</p> <p>The Colleges-University of Leicester Network (CULN) sent out marketing materials to FE colleges in the Network with details of the project. This gave clear details of what the project involved and the timeline of the project.</p> <p>Milestone 2:</p> <p>CULN invited teachers involved in the project to a launch event. At this event they were given workshops on the green economy and information regarding the support that would be offered to students throughout the project. They were also given a project pack which included all administrative information and resources which they would need throughout.</p> <p>Milestone 3:</p> <p>Students participating in the project were required to fill out a questionnaire which questioned their perceptions on sustainability, entrepreneurship and business start-up at the start of the project. Students and teachers were also required to attend a launch event which included the following components:</p> <ul style="list-style-type: none"> - Introduction to the project - Workshop on the green economy (led by Groundwork Leicester and Leicestershire) - Business Ideas and Development workshop (led by Skills for Enterprise) - Industry Speaker (Sustainability Manager from local shopping centre) <p>Milestone 4:</p> <p>Students developed business ideas and concepts as well as developed business plans alongside criteria provided through the project – how this was approached was decided in each individual institution. Support was on offer from their teachers and from Skills for Enterprise Business Advisers and/or Groundwork staff. Colleges also received visits from project leaders, as required.</p> <p>Milestone 5:</p> <p>Each college held their own ‘Dragons’ Den’ style competition. A</p>

specialist panel of 'dragons' were provided through the project. Students were required to complete a 5 minute pitch and were then questioned further by the panel. A winner from each college was automatically entered into a larger competition.

Milestone 6:

Finalists, teachers and local VIPs were invited to a Grand Finale Event where the overall winners were announced.

Milestone 7:

All students were required to complete a questionnaire which questioned their perceptions on entrepreneurship and business start-up by the end of the project. Each student and teacher involved in the project was asked to complete an evaluation and one student and one teacher from each college was asked to provide a more in-depth case study. Using all of the evaluation material, the project leader is able to produce an impact report.

Disseminating project/activity outcomes:

Throughout the project we liaised with local media (print and radio) to support the project. At the start and end of the project we sent out a press release. We invited media representatives to the Grand Finale event and sourced further opportunities for media follow-up beyond the end of the project. This raised the profile of entrepreneurship and business start-up across the region.

Details of the project were also posted on the websites of Gateway College and the University of Leicester as well as alongside the websites of the other colleges and organisations involved in the project. The final impact report will also be published online. Furthermore, CULN will source opportunities to disseminate outcomes of the project at relevant Network meetings and regional and national conferences.

5. Results that you obtained

The following results have been obtained. Not all are complete since the project is continuing until the end of June 2013 and this is an interim report:

- launch event for teachers where they were given input into sustainability
- launch event for students with about 80 students attending
- Quantitative research into student perception of entrepreneurship and sustainability before and after participation on project –enabling us to measure the impact of the project.
- Delivery of Dragons' Den style competitions across a

	<p>maximum of 5 colleges. This is happening in each of the 5 participating colleges. The winner and runner up from each college event will go through to the Final Dragon’s Den competition at the end of June.</p> <ul style="list-style-type: none"> • Business support workshops delivered to a maximum of 5 colleges. These are happening in March/April, delivered by Skills for Enterprise. • Business plans created by students Each group in each college is producing their own business plan on a template with which they have been supplied. • Production of 5 teacher and 5 student case studies alongside full evaluations from all students and teachers participating in the project. Each student will fill in an evaluation for the project, and will take part in at least one pitch in a Dragon’s Den competition. Each college will also complete a case study and teacher evaluation. <p>The project has attracted additional funding from Leicester City Council, Leicestershire County Council and the LLEP. The funding is provided on a pilot basis this year with scope to extend the funding for an additional 2 years.</p>
<p>6. What made the project a success? What were the key ingredients?</p>	<p>The Colleges-University of Leicester Network has run a number of collaborative projects in the past with its members and so has a good understanding of what will and won’t work. The key ingredients that have made this project a success are:</p> <ul style="list-style-type: none"> • A simple and straightforward approach which is clearly communicated. • Good understanding of expectations from all involved with the project from the outset. • Flexibility in approach – this project allows the colleges to have autonomy regarding how they will deliver the project in their institutions. • Good working relationships and clear communications with college staff – it is very important that the project leader is on hand to support college staff. • Flexibility if elements of the project don’t go to plan!
<p>7. What would you say were the most important things you learned from this project, which you will take forward as an</p>	<p>I think the sustainability element of this project daunted some of our partners who would have ordinarily got involved. If repeating this project I would market it differently to assure colleagues in our partner colleges that they would be given plenty of support in this area. It would also help to perhaps include a basic sustainability</p>

<p>individual or as an organisation in your sustainability journey?</p>	<p>qualification for students to complete at the beginning of the project.</p> <p>I have been let down by one of the expert organisations on sustainability with which we agreed to work with on the project and this has made me aware that it is important to have good knowledge and experience of working with project partners, or at the very least, references from other organisations that they are reliable and supportive. This has not caused too many problems for the project, as a whole, but it has been disappointing. It has also meant that the students and teachers have not received the level of input we would have liked regarding issues around sustainability.</p>		
<p>8. Any resources or tools produced by the project</p>	<p>The project has produced the following resources:</p> <ul style="list-style-type: none"> • Project application form • Project guidance notes • Project guidance notes – activities and ideas • Project timeline • Student questionnaire • Project launch programme • Business plan template • Assessment criteria for Dragons’ Den • Scoring grid for finalists 		
<p>9. Total costs of the project</p>	<p>LSIS funding</p>	<p>Match funding</p>	<p>Total funding</p>
	<p>£9997.75</p>	<p>£2796</p>	<p>£12793.75</p>

 <p>University of Leicester</p> <p>CULN COLLEGES - UNIVERSITY OF LEICESTER NETWORK</p> <p>Gateway COLLEGE</p> <p>supported by</p> <p>skills for enterprise</p> <p>GROUNDWORK LEICESTER & LEICESTERSHIRE</p>	<p>Funded by LSIS through the Stepping Up in Sustainability Fund</p>	 <p>LSIS LEARNING AND SKILLS IMPROVEMENT SERVICE</p>
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