

IntGen

Transferring entrepreneurial skills through
intergenerational activities.

Promoting entrepreneurship mindset
across all generations.

Intergenerational Mentoring for Entrepreneurs

www.intgen-eu.com

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Erasmus+

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Country: United Kingdom
Area/City: South West Region – Bath

1. Summary

1.1. Please write something about what type, how many courses are available in the locality

Bath and North East Somerset and immediate vicinity have these courses available:

Formal Training

In Bath we have two Universities and one Further Education College

➤ **University of Bath**

Student Enterprise

Students can get involved with **Enactus**, the student-led company for young entrepreneurs, which provides training and support for students with existing businesses, whilst helping to nurture new ones. ... BANTER (Bath Entrepreneurs) is a group of students

We have strong links with business and use these links to encourage a culture of enterprise among students and staff.

Enterprise@Bath

If you are a budding tycoon or fancy trying your hand at some business-based tasks Enterprise Bath can give you the chance to develop your business prowess. You can enter competitions, or run your own Popshop through the scheme. You'll also have the chance to listen to influential and inspiring speakers and have the opportunity to access a network of business mentors.

We offer a range of enterprise resources - including business skills training, networks and incubation for start-up companies.





Department Schemes

Many departments have set up schemes which bring together successful businesses and students, such as the School of Management's Bath Entrepreneur in Residence Scheme (BEIR), which combines academic knowledge with practical application.

Enactus

Students can get involved with Enactus, the student-led company for young entrepreneurs, which provides training and support for students with existing businesses, whilst helping to nurture new ones.

Innovation Centre (part of University of Bath)

Launching May 2015 – Sparkup School. This is in partnership with SparkTech local networking group. Currently only 3 single topic sessions planned on general topics of entrepreneurship such as 'what does it take to be an entrepreneur' and funding opportunities. Scheduled a 2 hours during the day 10am – 12 noon

▶ Bath Spa University

Innovation vouchers provide funding for small to medium sized businesses (SMEs) to access the expertise available in universities. They are designed to enable SMEs to have their first experience of academic expertise to benefit their businesses. Innovation Vouchers can provide funding for up to 40% of the cost of projects from £3,000 to £10,000.

▶ Eligibility

- ▶ You should be a start-up, micro- or SME located anywhere in the South West of England Competitive Area (apart from Cornwall).
- ▶ You should not have worked with Bath Spa University before.
- ▶ Your idea should be innovative and need expert input from the university that is not readily available in the private sector.
- ▶ Your business should be in an ERDF-eligible sector, i.e. not fishery and agriculture, primary production processing and marketing of agricultural products, synthetic fibres or retail.
- ▶ In EU law, micro- and SMEs are defined as:
 - ▶ Micro: <10 employees; turnover <10m euros
 - ▶ Small: <50 employees; turnover <10m euros





- Medium: <250 employees; turnover <43m euros
- **The Innovation Vouchers scheme** is open for applications at any time between October 2012 and early 2015. It could provide you with the opportunity to sample the leading academic and research support available at Bath Spa University and help your business to gain the knowledge required to innovate, develop and grow.

Share your Experience

<https://www.bathspa.ac.uk/business/share-your-experience>

Mentor a student

Our mentoring scheme for students provides the opportunity for them to network and learn from local employers, which helps to bridge the gap between university and employment. Becoming a mentor will allow you to share your experience and skills, as well as give a student an invaluable insight into a career in your organisation or industry.

"The industry mentors programme is a two-way vehicle. Not only has the student benefited, but it has been beneficial for me to step outside the world of newspapers and has given me a fresh perspective on the industry I work in." Graham Holburn, Assistant Editor, Bath Chronicle

Our mentoring scheme delivers a career- and work-related experience to students, providing opportunities for them to network and learn from people in industry. Our aim is to raise a student's sights and broaden horizons in terms of career or learning goals, whilst also developing knowledge, skills and personal qualities valued by employers.

The relationship between mentor and student is very much student-centred, with a focus on their professional and personal development. The mentor may be asked to give advice or information, help to establish facts, or signpost the student to relevant contacts or resources. Whatever the techniques used by the mentor, the emphasis is on enabling and empowering the student to take ownership of their own development.

Our mentoring scheme is flexible and responsive and takes a realistic approach. Each individual mentoring relationship is different according to the needs and objectives of



the student. Our mentors generally commit to engaging with their student mentee for six months, with regular contact suited to the needs of both parties. Student mentees are usually in their final year of study and have actively applied for a mentor, so their motivation is high. Quite often, they will have a clear idea of their preferred career and will be using the mentoring relationship to fine-tune their decisions. The experience should also serve to improve their confidence and strategies for effectively entering the job market.

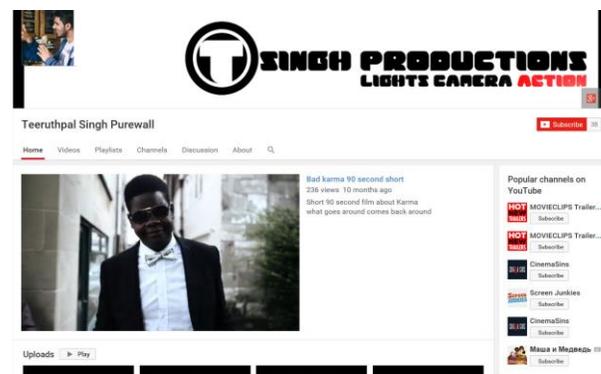
Networks and contacts are important for all of us, whatever business or sector we are in. Our mentoring scheme is a catalyst for bringing people together, is a simple way to engage with the university and gives you access to a pool of potential employees

- **Bath College**
- **Enterprise & Innovation Manager Darren Rogers**

“As Enterprise and Innovation Manager I work across the College to establish key links with employers and other external bodies to develop and embed a culture of entrepreneurship, creativity and innovation to impact on the curriculum offer and the student experience. As designated Gazelle champion, I lead on student enterprise initiatives including b-lab, where the College and entrepreneurial and enterprising students come together to create businesses.”

Media Department

The media course students are involved in developing their own outside freelance and enterprise examples are below. Please note that these past students developed these on a course at Bath College.





➤ **Mentoring for students**

Students have the opportunity to be trained as Student Mentors by the Students Participation Team– currently 15 have been trained and utilized within the college this academic year.

Informal Training

➤ **BANES Local Authority**

The local authority currently provides limited and specific funded training through a company called Cool Ventures. They provide monthly 'Startup Advice Clinics' in three locations; Bath, Keynsham, Midsomer Norton. These sessions are @ 3 hour sessions providing basic, generalized advice. They are not topic specific or provided by experts in specific fields. They also provide one other workshop style session 'Strategic Business Planning' and one-to-one clinics again on a generalized advice level. These secondary sessions are either monthly or quarterly as it varies for each location. They are all free of charge but are held during day time hours which can make it difficult for self employed people.

➤ **Business West**

Business West is the local Chamber of Commerce organization and is therefore subject to membership. They offer some topic specific training with more generalized workshops, the majority of these are held in Bristol which is not necessarily convenient or practical for Bath business owners. Bath's chamber tends to simply organize networking events.

➤ **Cobweb / Scavenger**



This an online resource which has factsheets available as downloads at a cost - I am currently unaware of the quality of the resources provided.

➤ **Other online and commercial training**

Government resources such as HMRC (UK Tax) do provide some online tax advice for some business specific areas, such as construction or the beauty industries and self-employment. There is a multitude of online and local training available – all at a cost. Some areas are covered extremely well such as financial, tax, legal, and popular topics such as social media but prospectus information and online information does not always provide enough information to understand the detail to be given in such sessions and therefore makes it difficult to identify quality and appropriateness of content.

1.2. Are they well supported? Are numbers of participants available?

Currently I am only aware of the following in reference to numbers.

➤ **University of Bath**

Creative Technologies and Enterprise

Award: MSc

School: School of Humanities and Cultural Industries

UK/EU Fees: Tuition fees for full-time study are £6,210 (UK/EU students) or £10,905 (International students)

Fees and Finance Information

Course length: MSc full-time three trimesters (one calendar year); MSc part-time six trimesters.

Bath College

Any student at the college can apply for Mentoring scheme and Start Up advice. Numbers are not available for take up. Funding is available for Startup businesses and is negotiated with the Principal.

Bath Spa University

Unknown uptake

➤ **Informal – BANES &Cool Ventures**

0 – 20 participants per session (we are aware that they have experienced low numbers for many sessions)

➤ **Informal – Business West**





15 - 25 participants per session

➤ **Innovation Centre**

Not yet launched

➤ **Cobweb / Scavenger**

Unknown – online resource

1.3. How are they funded – government/private/other – or do people pay commercial fees?

The funding of the institutes that provides the above courses – curriculums is:

➤ **Bath College**

➤ Students are funded by the government 16-18 for full time course (16 hours min per week)

➤ Currently 7,500 on roll including part time / distance learning and full time learners.

➤ Some £1.5 m plus generated through self-funded courses for the community

➤ **University of Bath**

Fees - High

➤ **Bath Spa University**

Fees - High

➤ **BANES & Cool Ventures**

Funded by BANES Local Authority who pay Cool Ventures a grant to provide the sessions. Local Authority commissioned service normally contracted for 1 – 3 years. They are then available free to local small businesses and entrepreneurs.

➤ **Business West / Chamber of Commerce**

Range of private fees - 2 hour sessions at a cost of £20 and £50 / 75 for a day. Fees are higher for non-members. Membership is free for Business West but from £250 - £650 for true Chamber of Commerce Membership

➤ **Innovation Centre**

Fees – £20 for 2 hour workshop / free to Uni students and Alumni

➤ **Cobweb / Scavenger**

Fees - ranging from £4 to £25 per factsheet



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1.4. How often do they run and how long do they last?

Academic formal training at the Universities runs 3 -4 year programmes on a full time basis through the academic year August - July

Bath College part time courses may run evenings/ weekends and be spoke (when needed) therefore more flexible than the traditional university courses.

As shown above, there is not much timetabling of topics for the informal sessions. They may be monthly, quarterly or ad hoc events and workshops. Scheduling forwards to maybe 3 or 4 months at a time.

1.5. Generally – does the curriculum simply cover business essentials, financial, legal and similar or are they innovative in any way?

The curriculums of Universities are varied and cover topics specific to the areas relating to UK business and International business at Degree and Master / PhD level.

The College business full time courses are related to City and Guilds and BTEC Awarding Bodies Curriculum.

The informal sessions provided by BANES & Cool Ventures currently cover 3 basic generalized topics with no expert level of information provided; these are definitely more promoted as advice sessions than training. Business West has random topics, with a high level of generalized advice sessions, covering the basics of mainly finance and legal aspects of running a business. These sessions are also held on the other side of Bristol in a venue with no public transport access.





1.6. Do you run any courses yourself?

Bath College

Courses are run by the College include:

Bespoke coaching and mentoring short courses

Training the Trainer

Teacher Training – formal and informal training and coaching

Small Business Focus.

Through the Entrepreneurs Club we have previously run monthly networking sessions which have a keynote presentation on a specific subject followed by a Q&A with the speaker. The programme had previously run for over 2 years when funded under the BANES Local Authority as a funded service provision. The Entrepreneurs Club will relaunch this September and run throughout the academic year with 10 sessions with a topic specific schedule of evening events in the same format. These sessions will be free to SBF Members, COBC Students and to AGE UK Service Users. Other attendees will be encouraged to attend, with a nominal fee of £5 payable per attendee per event. This will cover travel expenses for keynote speakers and subsidise the refreshments provided at the events.

One of the issues we as an organisation are very aware of is the lack of attendance at the daytime sessions run by BANES and Cool Ventures. This was an issue identified by SBF when running the Entrepreneurs Club as the majority of our small business / self employed members were unwilling to attend daytime events where it meant closing their business or simply not earning anything during that time. This is why we run our events in the early evening. We also have the added benefit that our keynote speakers and presenters are, wherever possible, small business owners, self employed or 'serial' entrepreneurs themselves and therefore have an added insight into how their subject needs to adapt to this target audience.





2. Research Method

2.1. How did you find the information – internet, newspaper, college prospectus?

The information has been found by:

- Internet
- Reports
- Prospectus
- Websites
- Promotional materials
- Personal contacts of the SBF committee

2.2. Could the Curriculum be easily found and understood – or was it just general information?

The information found regarding the formal curriculum was accessed via web pages; however you need to contact the admissions or advice officers for detailed information.

The information gathered has been varied in how easy it is to understand or found. Business West is fairly straightforward to find but information is minimal, as is BANES / Cool Ventures.



3. SBF – Entrepreneurs Club

PROVISIONAL TIMETABLE SEPT - JULY

Success:

SBF: Previously very well attended from a variety of local groups and demographics, including some Norton Radstock College students. Also well received by local authority 'jobcentre'

Useful for INTGEN:

SBF: We aim for the Entrepreneurs Club to provide also a platform or vehicle by which the potential entrepreneurs and mentors from the three partner groups can meet regularly and build trusting relationships whilst networking with other entrepreneurs, thus creating ideal conditions for the mentor / mentee relationship to develop organically.

Bath College

Significant emphasis has now been angled towards Entrepreneurship and enabling start up business.

The College has now a full time Enterprise and Innovation Manager who has the responsibility to drive new initiative forward. IntGen team and Enterprise and Innovation Manager are working together to promote entrepreneurship and enterprise.