

**Project: Flying Start and Wake-up to Enterprise Events**

**Delivered by the National Council for Graduate Entrepreneurship**

**Project Reference Number: SE 21895**

**Prepared by**

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## Executive Summary

The project delivered two Flying Start/Wake Up to Enterprise events; one on 25<sup>th</sup> February at the Brighton Dome in Brighton, and the other on 4<sup>th</sup> March in Reading at Majeski Stadium. The purpose of the events was to deliver fun, inspirational and interactive learning experiences to current student and graduates and to inform them of the range of entrepreneurial activities open to them as economic/career options. The events were jointly attended by 199 current students and graduates; 172 current students and 27 graduates. In total 270 students registered for the two events; below the target of 500 current students. All 25 HEIs and FEs in SEEDA were contacted and students and graduates from 19 of these universities registered for the events.

The feedback from the events was extremely positive. Overall 65% of attendees reported that the events had encourage them to start their own business; 24% reported that the events had made them want to find out more about entrepreneurship; and 12% reported that it made them want to both find out more about entrepreneurship and encouraged them to start their own business.

It is clear that there were a number of reasons why the target for these events was not reached. Central contacts were provided by SEEDA and these were individually verified and contacted by NCGE; every central contact was contacted and a face-to-face meeting held with all those who had not previously been visited. There was clear enthusiasm for the event, however some universities had problems promoting Flying Start due to: the geographical location of the campuses from the venues; term dates; clashes with exam periods / study leave; sheer volume of enterprise messages they were expected to promote; Saturday events – good for some; not for others. Lack of notification – short notice of the event was mentioned as major issues for some people who prepare their events calendar well in advance usually in September before the academic year begins.

Some universities also believed that students weren't fully aware of what entrepreneurship meant, and so were oblivious to what the rallies were about. This is a potential problem with the marketing materials used for the event. The majority of the central contacts were based within the enterprise centres, and so useful at strategic level for the NCGE, however they were not necessarily the correct person to disseminate the message about events amongst students. NCGE through the bgroup expended a great deal of effort to reach other more appropriate contacts within universities in order to promote these events.

The event at the Brighton Dome attracted 103 students (number who signed their name to the registration sheet on the day) although 136 had registered to attend. At the Reading Rally, 96 signatures were obtained but there were clearly more than 96 students in attendance so we can only conclude that a



number of people did not complete the sign-up sheet because they exited via alternative routes. 134 people registered in advance for the event.

A comprehensive marketing approach was used to reach current students and graduates in regional HEIs and FEs. In all over 25 different organisations were contacted, that is not including multiple contacts within institutions and organisations. The following departments, organisations and networks were contacted and engaged with in order to promote the event; business schools, career departments, student unions, student enterprise clubs, alumni departments, student clubs and societies, enterprise hubs.

In moving forward it is recommended that the event be held again as the student feedback was extremely positive. Improvements and recommendations for future events include providing: three smaller events to be held in Brighton, Reading and the Eastern part of the region; more workshops; longer workshops; more choice of workshops; more networking opportunities with fellow students and entrepreneurs; more opportunity to speak to people who can help with a business idea.

Overall the feedback from attendees and individuals within the universities involved show that the events were successful even though the target of attendees was not reached. With further effort made to increase the coverage of information available at different levels within the universities and across the region for graduates and those within FE and HEI, it is felt that the target could be reached. Considering that there are over 300,000 university students in the region, there is clearly a need to continue to reach out to them to promote the message about entrepreneurship as a viable career option and to promote and enhance entrepreneurial skills within university graduates.





## **1. Introduction**

This report forms part of the formal and legal requirements for Project Reference Number: SE 21895. The provider is the National Council for Graduate Entrepreneurship (NCGE). This report provides details concerning the organisation, delivery and results surrounding the two Flying Start/ Wake Up To Enterprise Events held on 25<sup>th</sup> February at the Brighton Dome in Brighton, and the 4<sup>th</sup> March in Reading at Madejski Stadium. The purpose of the events was to deliver fun, inspirational and interactive learning experiences to current student and graduates and to inform them of the range of entrepreneurial activities open to them as economic/career options.

This report outlines, in the order presented, the following areas: the aims and objectives of the project; the organisation of the project and methodology used to deliver it; project results including feedback; implementation of marketing plan; products/processes and lessons worthy of wider dissemination; linkages developed/being developed with other local/regional partnerships and employers; revision of the vision – outcomes from evaluation strategy; plans to build on the project and its outcomes/sustainability; evaluation of the impact on the skills base.

## **2. The aims and objectives of the Project**

The project was for the delivery of 2 events, each at different and appropriate venues in the region, the aim of which is to inspire students/graduates to explore the possibility of starting their own business, and if starting a business is right for them, to commit to further action in each HEI and the business support community. The first event was held on Saturday 25<sup>th</sup> February at Brighton Dome, in Brighton from noon until 6:00pm. The second event was held on Saturday 4<sup>th</sup> March in Reading at the Madejski Stadium from noon until 6:00pm.

The two events were designed to offer a fun, inspirational learning experience to student and graduates and to inform them of the range of entrepreneurial activities open to them as economic/career options. The events offered a range of activities including information points, business clinics, workshops and young entrepreneurs acting as role models who were available to meet; the events were designed to generate a mood of excitement and 'buzz.' Judging from the feedback from attendees, this was achieved.

During both events, informative workshops were organised around topical and relevant topics and themes for aspiring entrepreneurs. The event catered for three distinct target groups: students who have no ideas but want to do something in business; students who have many ideas and need help to decide which one to take forward; students who have a very clear idea and who want to start their business in 2006-2007.





The event also provided signposts to post-event support, nationally including NCGE Flying Start, and locally/regionally, including HEI support.

These two events were held at different and centrally located (to the region), large venues the first at the end of February and the second in the beginning of March 2006.

The events supported the National Council for Graduate Entrepreneurship (NCGE) Flying Start in its effort to raise the profile of entrepreneurship and increase the number of students and graduates (defined as within five years of graduation) seriously considering and engaging in business start-up in all its forms including self-employment.

### **3. Organisation of the Project and methodology used**

The Provider (NCGE) coordinated Working Group of key partners, who were set up to provide input on the two events specifically to ensure that it met regional needs. The purpose of the Working Group was not to redesign what was already a successful format and structure, but to advise on content to make sure that it met regional needs. The Working Group consisted of; a SEEDA representative, [REDACTED] an NCGE representative, [REDACTED] from the University of Surrey; [REDACTED] from University of Reading. All documents related to the operation of the Working Group are attached to this report in electronic format, and have been sent in hard copy as part of the Project Report to [REDACTED]

#### **Communication and way of working**

SEEDA communicated with the Higher Education Entrepreneurship Group in the first instance to inform them that NCGE was organising/coordinating the events and to also solicit volunteers to be involved in the WG. There was one Working Group for both events. NCGE convened the WG meeting once SEEDA had confirmed volunteer members. NCGE convened the first meeting of the WG in January.

NCGE agreed to work closely and in harmony with SEEDA to manage stakeholder relationships in the HEI community. This was done in conjunction with, and with sensitivity for the existing relationships. Information about new relationships established during the course of the project will be shared with SEEDA via the report; see attached spreadsheet.



## Branding

It was understood that the branding for the events would be Flying Start Rally and Wake-up to Enterprise. Flying Start materials were used to promote the event and the design of the materials was adapted to reflect the need for regional branding of the events. This redesign was undertaken prior to the event. Examples of the marketing materials used are in electronic format and hard copy format and are included with this report.

The NCGE engaged with a subcontractor, the bgroup (based in Newcastle) to be involved in a number of activities concerning the organisation and promotion of the Flying Start rallies in Brighton and Reading.

## 4. Project Results

The events followed slightly different formats to accommodate the venues and needs of the local universities. Hard copies of the format for the each event are contained within the Project Report Pack. Electronic versions of the documents used can be obtained if required.

Both events were held on Saturdays and ran from 12:00 noon until 6:00 pm. The decision to hold the events on Saturday was made in consultation with the Working Part and with central contacts within the region. The venues were selected in consultation with the SEEDA representative and the working group.

### 4.1 Brighton Event Details

Table 4.1 Brighton Statistics

<b>Students</b>	Number signed up = 136 Number attended = 103
<b>Exhibitors</b>	SEEDA GRIST Sussex Enterprise, Business Link The Patent Office Shell LiveWire Finance South East Invited but could not attend: Enterprise Insight
<b>Workshops</b>	
<b>Shell LiveWire</b>	
<b>Green Room</b>	



	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>Invited but unable to attend:</p> <p>[REDACTED] Freshminds</p> <p>[REDACTED] Extreme Group</p> <p>[REDACTED]</p>
Intellectual Property	[REDACTED] The Patent Office
Women's Enterprise	[REDACTED] University of Surrey
Effective Business Plan	[REDACTED] Southampton Solent University
Funding Workshop	[REDACTED] Finance South East
Social Enterprise	[REDACTED] Street Dreams

### Seminars

Coordinating the workshop facilitators was quite simple, with many of the university key contacts volunteering to run workshops in their specialist areas. The Shell LiveWire Greenroom was populated with NCGE programme graduates, Shell LiveWire graduates and personal contacts.

### Key note speakers

[REDACTED] Beer Mat Entrepreneur and [REDACTED] Titan Computing, an NCGE Flying Start Graduate.

### Compère

[REDACTED] Carwash, another Flying Start Graduate.

## 4.2 Reading Event Details

Table 4.2 Reading Statistics

Students	Number signed up = 134
	Number attended = 96 (although it was clear on the day that actual





	attendance was actually closer to 120; we think alternative entry routes may have been used through the day)
<b>Exhibitors</b>	SEEDA Business Link The Federation for Small Businesses West Focus Entrepreneurship Centre The Patent Office <b>Invited but were unable to attend:</b> Enterprise Insight Shell Livewire Finance South East All enterprise hubs All university enterprise centres in South East University Enterprise Clubs at Portsmouth, Oxford and SEL
<b>Workshops</b>	
Shell LiveWire Green Room	[REDACTED] Amoralia [REDACTED] New Europe Property [REDACTED] MissChief [REDACTED] [REDACTED] [REDACTED] Consultants [REDACTED] <b>Invited but were sick on the day:</b> [REDACTED] and Associates [REDACTED] <b>Invited but unable to attend:</b> [REDACTED] Freshminds [REDACTED] Destinations [REDACTED] My World Journal [REDACTED] Exemplas
<b>Intellectual Property</b>	[REDACTED] The Patent Office
<b>Women's Enterprise</b>	[REDACTED] University of Surrey
<b>Effective Business Plan</b>	[REDACTED] Southampton Solent University



**Titan Computing, an NCGE Flying Start Graduate.**

**Carwash, another Flying Start Graduate.**

**Table 4.3 Profile of those registered to attend events**

Profile of those registered to attend SEEDA Flying Start/WUTE events 2006	
Percentage of males	62%
Percentage of females	38%
Percentage of current students	68%
Percentage of graduates	32%
Number of those registered already trading	Less than 1%

- Provide more notice of event to central contacts – they would prefer to have the date in their diary before the beginning of the calendar year
- There is a need to develop a specific Information Pack for central contacts inc promotion guide – this will be undertaken for all Flying Start Rallies
- Greater use of film – e.g. video box on the day to record feedback for use in future promotions
- Formalised Flying Start Rep 'package' which provides information for those who wish to promote the events



- Organise HEI sign-up clinics in collaboration with HEI central contacts to sign students up for rallies

## 5. Implementation of Marketing:

NCGE contacted all central contacts within HEIs in the universities listed in the table below, in the first instance to secure agreement to participate. There were two universities that said they would not participate: University of Southampton (1 week before the event), Winchester; Chichester University.

All central contacts were then contacted by the bgroup at the end of January (aprox. 23<sup>rd</sup>) to check if the promotional literature sent by NCGE had been received; to introduce them and to have a general discussion about their planned promotions of the Flying Start rallies.

At first contact, the central contacts generally seemed keen to promote and were confident that they would get interest from students.

### Contacts

Below is a summary of the universities contacted and students registered to attend.

**Table 5.1. Summary of registrations by university**

University	Registered to attend Brighton	Registered to attend Reading	Total Registered Online
Brunel University	1	0	13
Buckinghamshire Chilterns University College	0	1	2
Canterbury Christ Church University College	0	0	0
Cranfield University	2	0	2
Kingston University	3	3	52
Oxford Brookes University	0	24	44
University of Oxford	1	4	8
University of Reading	1	50	55
Roehampton University	1	0	19
Royal Holloway University of London	0	6	33





<b>Southampton Solent University</b>	<b>4</b>	<b>0</b>	<b>7</b>
Thames Valley University	1	7	29
The Open University	4	8	21
<b>University College Chichester</b>	<b>3</b>	<b>0</b>	<b>5</b>
<b>University College for the Creative Arts</b>	<b>0</b>	<b>3</b>	<b>3</b>
<b>University College Winchester</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>University of Brighton</b>	<b>52</b>	<b>1</b>	<b>60</b>
University of Greenwich	4	1	26
University of Kent at Canterbury	0	2	16
<b>University of Portsmouth</b>	<b>2</b>	<b>17</b>	<b>23</b>
<b>University of Southampton</b>	<b>1</b>	<b>1</b>	<b>3</b>
<b>University of Surrey</b>	<b>1</b>	<b>5</b>	<b>9</b>
<b>University of Sussex</b>	<b>21</b>	<b>1</b>	<b>25</b>
<b>Totals</b>	<b>137</b>	<b>134</b>	<b>455</b>

Universities listed in **bold** had not been previously targeted by the NCGE team – meaning that this rally was the first contact with them using the Flying Start promotional campaign and marketing approach. Other universities had already been approached for the London Rally and so were au fait with Flying Start and the context of NCGE activity.

Follow-up calls were made by the NCGE events team (The bgroup) on a weekly basis (or more often if necessary) to monitor promotion and offer support. From this the NCGE were able to gauge what else could be done to raise attendance from their university. It also helped us to decide whether or not we needed to contact other departments of the university.

In addition NCGE sent out detailed information through the Career Association, AGCAS in an email. This email was followed up with a phone call to all Careers Departments.

### Reaction

The response to Flying Start/WUTE differed from university to university. Some universities, namely Brighton, Reading and Sussex put a lot of effort behind the promotion of Flying Start and found ways where possible to tie Flying Start in with their internal and other external promotions.

These universities were particularly successful in recruiting students from their enterprise clubs or enterprise centres. These established enterprise networks were also used to find student helpers and



£100 incentive students. The usefulness of the clubs may be worth noting for future rallies, as speaker slots could be secured by Flying Start staff to promote the rallies.

The University of Portsmouth approached the recruitment drive by calling up students who'd previously attended enterprise events organised by the university. Despite being quite labour-intensive, this worked well and Portsmouth brought 14 students to the Reading Rally.

#### **Reasons for low attendance**

Some universities had problems promoting Flying Start due to:

- Confusion and/or message overload
- the geographical location of the campuses from the venues
- term dates
- clashes with exam periods / study leave
- sheer volume of enterprise messages they were expected to promote
- Saturday events – good for some; not for others.

Some central contacts also reported that they believed that students weren't fully aware of what entrepreneurship meant, so were oblivious to what the rallies were about. This is a potential problem with current marketing materials.

The feedback we received from central contacts at some universities was that they were expected to deliver students to and promote lots of activity of this kind and in particular the MAD Ideas competition at the same time. They felt that these similar activities could have been more cleverly linked; or delivered at very different times. The suggestion was that the MAD ideas competition would make sense to run at the beginning of the year to feed into Flying Start and then the Flying Start Programme.

#### **Were these people the most appropriate?**

Although the majority of central contacts were based within university enterprise centres and so useful at strategic level for the NCGE, they were not necessarily the correct person to disseminate this message amongst students. This was usually as they were either too busy or too high up in the organisation. When the latter was true, this made it difficult to get in touch with them, and quite often they didn't appoint someone else to take over.

#### **Attendance at rallies**

At the Brighton rally, the following central contacts were present:

- [REDACTED] University of Surrey
- [REDACTED] University of Brighton





- [REDACTED] University of Sussex
- [REDACTED] Southampton Solent University

From these, [REDACTED] was the only university representative who stayed until the end of the day. This made the pledge process conducted at the end of the event slightly different from normal as there was no one on hand to help the students come up with ideas for their pledges. The absence of these contacts also meant that it was not possible to introduce the students to their key contacts. It is possible that this absence of staff was a result of the rally being run on a Saturday.

In anticipation of this happening again at the Reading rally, a list of central contacts was produced and placed in the registration packs. Students were then able to take this away with them to help them find help at their university contacts and for future reference.

Recruitment of students couldn't be left entirely up to central contacts, so additional contacts were researched and contacted in different university departments to help promote the rallies. These are all recorded in a central database for future consideration. It should be noted that the effectiveness of these wider contacts could be enhanced by earlier contact.

#### **Creative Students**

In a bid to promote the creative Flying Start Programme, The bgroup contacted all creative departments at each university. This included course leaders of art and design, music, dance, drama and any other subjects that came under the creative banner. The bgroup also produced a creative flyer, which was emailed out to over 100 creative teaching staff after speaking to them about Flying Start. It's anticipated that this reached thousands of undergraduate students.

#### **Business Schools**

All enterprise and marketing lecturers were targeted, either by phone and/or email to ask them to promote the rallies amongst their students. In some cases, the central contacts had already passed on information to their students and business school staff. However for the majority, they knew little about the rallies and were happy to help out where possible.

#### **Student Unions**

Student Unions, usually the Education Vice President (or equivalent), were contacted to help promote the rallies. A number were really keen to help out and all were sent electronic materials to email their contacts lists. The unions were particularly useful in spreading the message to the course representatives within the university and through clubs and societies. This helped to get the message out to students who may not be studying business or have previously expressed an interest in enterprise. The student unions





were also sent printed materials and asked to display posters around the union building. A copy of the sign-up sheet was added to this pack and sabbatical officers were asked to take this along to any talks they were doing or simply hang it on their door.

### **Clubs and Societies**

In addition to the marketing of clubs and societies by the student unions, student enterprise clubs were also targeted directly. The response to this differed from institution to institution. For example, the University of Sussex Enterprise Club brought over 20 of their members to the Brighton FS Rally; however the universities of Oxford and Southampton didn't recruit any students. Further educational activities need to be carried out by the NCGE to spell out the benefits of NCGE and Flying Start to these clubs.

### **Enterprise Hubs**

Each of the SEEDA enterprise hubs was contacted. The hub managers were targeted by phone and asked to promote the rallies within their hubs and networks. They were also invited to attend the rallies together with their enterprise champions. However to our knowledge, no one from the hubs attended.

### **Careers Services**

All Careers Centres at each university were contacted by AGCAS to introduce the Flying Start rallies. They were then followed up this email with a phone call to each careers service to chat through Flying Start and find ways of working together.

The initial reaction was encouraging, with many agreeing to help out by displaying literature and including information in their e-bulletins. However, on subsequent follow-up calls, the careers staff were much less interested and said they were unable to do anymore than display information.

Their role was far more passive than had been anticipated, except in the case of a few. This may be due to the fact they did not have a clear understanding of the NCGE and benefits of Flying Start. To combat this, perhaps careers staff workshops could be ran to educate them about the benefits of the rallies and programme.

### **FE colleges with HE courses**

HE course providers in the South East were also contacted in the lead up to the rallies. Although the timing was not particularly well planned, there was a really positive response from the teaching staff at these establishments. Many requested electronic and print materials to be sent to them, however this only resulted in three people over the two rallies attending from a FE college.



### **Incentivised Student Reps**

In a bid to encourage greater sign-ups for the Brighton and Reading rallies, five £100 marketing budgets were offered to students interested in marketing the events.

This opportunity was marketed in the following ways:

- Informing key contacts via email and phone, and asking them to forward information or recommend students we could speak to
- Calling student helpers to see if they were interested in helping. This method worked for well for recruiting students to the Brighton rally
- Informing student unions
- Informing careers services
- Informing Job Shops and asking them to advertise the opportunity – probably not enough time for this to work properly
- Contacting marketing lecturers and asking them to forward the opportunity to their students
- Enterprise clubs – Fish on Toast (University of Southampton, Oxford Entrepreneurs and Illumus (University of Sussex) were all approached and invited to take up the offer and use the cash for their society. ██████████ President of Illumus took up the challenge and got over 30 students to the Brighton Flying Start Rally

### **Alumni Societies**

This fell under the remit of I2PR and know that this is an area where active promotion requires consideration of long time lines since most alumni publications are bi-annual or quarterly. We feel in future it would be prudent to try to decide the dates of future rallies as far as possible in advance so that we can maximise on the promotional opportunities that these publications provide and offer.

### **Method:**

The following forms of marketing were used in this instance:

- Email of pdf marketing brochure to all central contacts
- Hard copy of flyers, posters and fact sheets to all central contacts who agreed to distribute information
- Website links to SEEDA website, many of the HEI websites
- See list of individual calls in attached document

From Appendix Five you can see the numbers of web site hits that were gained on the Flying Start web site. We are investigating the reasons why these hit number of hits did not convert to registrations, but we feel that it may be that the dates for the events simply were a turnoff and students did not realise that





they could just register for the web site. The web pages are under reconstruction and this should improve conversion rates. It is important to note that the more sophisticated that students become the more likely the web presence will need to be of high quality and well thought through.

## **6. Products/Processes and lessons worthy of wider dissemination**

From our experience in the SEEDA region it is clear that the universities in this region do not have as close ties as those in other regions. The key problem that was also encountered is that the central contacts identified were not always the people to spread the word about the event or to engage in the actual marketing and promotion efforts for the events. We spent a great deal of time looking to other people within institutions who could help spread the word and promote the events. We found almost uniformly that most others within the institutions did not know about the events. The positive aspect of this multiple approach is that for next time, these contacts are already in place and the relationship between them and NCGE is established – making our continued contact and our continued relationship easier to manage.

The multiple approaches for marketing in this project worked well and were useful however using these approaches without coordinating across other projects would cause major problems. This project was hampered by confusion about how the Flying Start/WUTE events fit with other projects going on at the same time...our message was clear but we seemed to spend a great deal of time explaining how it fit with other projects. The job of explaining fit between projects is not really one for individuals leading individual projects, although there is some of this to be done, but more it is the role of SEEDA to clearly explain how things fit together.

## **7. Linkages developed/being developed with other local/regional partnerships and employers**

A detailed spreadsheet is attached which describes the contacts and linkages that were developed as result of this project. Again we found it very challenging to engage with some universities in the region who clearly are not ready or able to engage with this type of activity. The linkages used by NCGE were, we feel, fairly comprehensive, and still we were not able to engage all universities in this activity.





Considering the closeness to London and the sub-regional requirements that clearly are involved with travel to venues and other activities, there is a need to consider working in harmony with other RDAs like LDA and EEDA to mitigate the impact of multiple Rallies where university students have a choice – particularly in the case of organisations like West Focus which span regional boundaries. We would suggest three smaller events in the SEEDA region, one in Reading area, one in the Brighton area and one in the Eastern part of the region.

## **8. Revision of the vision – outcomes from evaluation strategy**

### **8.1. Attendee Feedback**

**Feedback** was collected from all attendees in the form of a 'happy sheet,' see Appendix One (a hard copy of which is available in the final report pack). This feedback sheet was designed to measure the impact that the event had on those attending; it was not intended to measure the quality of the event. An additional feedback form was also completed and the results collated and forwarded to the SEEDA representatives. A detailed summary of the event feedback is provided in Appendix Two. For purpose of consistency a detailed summary of the feedback from the SEEDA form is also included in this report in Appendix Three.

The feedback was very positive with **100%** of those completing a form reporting that the event had stimulated them to find out more about entrepreneurship

**Brighton** attendees reported, when asked what impact the rally had:

- 67% said that it had encouraged them to start their own business
- 0% said it had confused them about their future
- 0% said it had helped them realize entrepreneurship wasn't for them
- 24% said it had made them want to find out more about entrepreneurship
- 12% said it had made them want to find out more about entrepreneurship and that it had encouraged them to start their own business

**Reading** attendees reported, when asked what impact the rally had:

- 63% said that it had encouraged them to start their own business
- 0% said it had confused them about their future
- 1% said it had helped them realize entrepreneurship wasn't for them



24% said it had made them want to find out more about entrepreneurship

12% said it had made them want to find out more about entrepreneurship and that it had encouraged them to start their own business

Attendee feedback regarding the event itself included:

- Longer and more selection of workshops – more than 3 sets of workshops
- More opportunity to network with more people in different ways
- More time to meet each other (students from other universities) in formal and informal ways
- More 1-2-1 time with entrepreneurs, near-peers and business advisors who can give consultations on business ideas
- More information before the event about what is happening – ask lecturers to tell us about it
- More and clearer information about the content of the workshops
- More information about social enterprise
- More pre-event information available to graduates – (NCGE is in the process of putting together a brochure and poster that could be distributed to all Business Link offices
- More interactively in workshops

Essentially this feedback reflects most of that gained from other Rallies in other regions; the major difference being the Saturday option not being as popular as in the past. This was clearly more of a problem in SEEDA with respect to attendance than it had been in the previous SEEDA event. Also Saturday is clearly the least popular day for the event. We believe this is due to students need to work on the weekend and also the reluctance of university staff to engage in activities on the weekend.

With respect to the event itself, the feedback is entirely consistent with that we have received from other rallies. All feedback received from other Flying Start Rallies is summarised in Appendix Four.

With this feedback in mind we are in the process of changing the format for the rallies for next year and also in the process of formalising the learning content of each of the workshops and each aspect of the FS Rally. We believe this will make it clearer, to students and educators alike, what the purpose of the rallies are and will provide further consistency across events. We also believe that it is necessary to provide greater clarity of message to students so that it is clear what entrepreneurship is; also a different type of marketing approach for graduates needs to be developed so that the message delivered to them is clearer.





## **9. Plans to build on the project and its outcomes/sustainability**

This was the second Flying Start Rally to be held in SEEDA and was successful because 100% of the student and graduate attendees said that the event had encouraged their enthusiasm for entrepreneurship.

NCGE is planning to continue to run Flying Start Rallies in all regions in the UK in 2006 - 2007. We would strongly encourage SEEDA to consider setting the date for the Flying Start Rally in the SEEDA region now for the coming academic year, that way it can go into everyone's activity calendar and there will be no possible excuse for not including it in yearly planning. This should increase buy-in and support from all universities, increase take-up amongst students and decrease confusion about the purposes of different types of activities.

Given the numbers of students attending universities in SEEDA is going to be well over 200,000 in 2006-2007, it is clear that there are a great many students who have not yet received the message about entrepreneurship. The largest universities Oxford, Southampton, Portsmouth, Oxford Brookes, Brighton, Sussex, Southampton Solent are collectively reaching quite small numbers of students. There are exceptions like Oxford, Sussex and Brighton who work with between 1000 - 2000 students a year, but overall this is a fraction of the student population within the region.

We believe that we can increase the take-up of the WUTE events across the region by developing three events instead of two and by using multiple marketing methods which approach the student population at different levels. Taking into account the geography of the region (as shown in the map in Appendix) it is clear that three events would provide adequate coverage of the main student population areas.

### **General Recommendations**

Unfortunately there were varying levels of involvement from individual universities. This was a major problem for this project. Our recommendations would be:

- To give consideration to clarifying the role of the central contact and how that fits with expectations from SEEDA - perhaps this is something that could be developed via HEEG
- As already mentioned further refinement of the format to include clear learning outcomes for each workshop would be useful for central contacts
- The need to provide further information and marketing for each activity in the form of an activity pack that clearly explains what promotional activities can be conducted and by whom
- Also a marketing pack developed for student use that is self-contained and can be taken up by any student within any university.





## **10. Evaluation of the impact on the skills base**

The impact on the skills base is:

- 65% of all participants said that it had encouraged them to start their own business
- 24% said it had made them want to find out more about entrepreneurship
- 12% said it had made them want to find out more about entrepreneurship and that the event had encouraged them to start their own business

Final impact on the skills base is difficult to evaluate. Graduates will be able to apply for Flying Start Programme in July (and others next year) and the progress of all of those registered for the event will be followed up via Flying Start Online. Since registration for the Flying Start Programme is on an ongoing basis, some of the students who attended the two Rallies/WUTES this year may apply next year or the year after depending on when they feel ready to start their business. We anticipate that those involved in Flying Start will take-up the programme opportunity at any time post-graduation.

As of 31 March 2006, 9 students have confirmed their attendance at the 10, 11, 12 April Flying Start Programme which is being held at the University of Reading. A further 5 students have already applied for and been accepted for the RSA Flying Start Programme in July 2006, although this programme has not been promoted extensively as yet.



## Appendix One: Feedback Form

### Feedback Form

For your chance to win an i-Pod Nano, please complete and return this form.

Name: \_\_\_\_\_

University: \_\_\_\_\_

#### 1. How interested are you in being self-employed? (please tick)

- a. I want to start-up a business and begin trading while at university ☐
- b. I want to start-up a business and begin trading immediately after graduation ☐
- c. I will start-up a business 0-5 years after graduation ☐
- d. After I graduate I will join a company and have ambitions to start-up my own business later – more than 5 years after graduation ☐
- e. I will not start-up a business either now or in the future but I am interested in improving my entrepreneurship skills ☐

#### 2. What did you like the most about the Rally? Number 1-5. 1 being your favourite.

- a. Workshops ☐
- b. Being able to meet entrepreneurs ☐
- c. Being able to interact with other students interested in entrepreneurship ☐
- d. Question Time ( if there was one) ☐
- e. The motivational speakers ☐
- f. If other please explain ☐

3. Has this event encouraged your enthusiasm for entrepreneurship ☐ yes ☐ no

If yes, could you please explain how and why?

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#### 4. How has the rally made you feel? /What effect has the rally had on you?

- a. It's encouraged me to start my own business ☐



- b. Confused me about what to do in the future [ ]
- c. Helped me realise entrepreneurship isn't for me [ ]
- d. It's made me want to find out more about entrepreneurship [ ]
- 5. For those who have a business idea. What will you do next to move your business idea forward?**

- a. Look for funding [ ]
- b. Get some help with my business plan [ ]
- c. Build my network [ ]
- d. I'm not ready to start a business [ ]
- e. If other please explain

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**6. One improvement to the rally would be:**

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**Thank you for your feedback**

☐ Please tick the box if you are happy for us to use your comments for marketing purposes.

☐ Please tick this box if you are willing to be contacted for public relations purposes.

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**Prize Draw Entry 2005**

**Your name**\_\_\_\_\_ **Your mobile phone**\_\_\_\_\_





## **Appendix Two: Student Feedback from Flying Start Evaluation Forms – completed on the day**

### **Brighton FLYING START RALLY – 25<sup>th</sup> February 2006**

#### **1. How interested are you in being self-employed?**

14% said they wanted to start-up a business and begin trading whilst at University

19% said they wanted to start-up a business and begin trading immediately after graduation

55% said they wanted to start-up a business 0-5 years after graduation

7% said they wanted to join a company after graduation and start-up a business later

5% said they will not start-up a business either now or in the future but are interested in improving their entrepreneurship skills

#### **2. What did you like most about the Rally?**

39% - Workshops

21% - Being able to meet entrepreneurs

11% - Being able to interact with other students interested in entrepreneurship

5% - Question Time

24% - The motivational speakers

#### **3. Has this event encouraged your enthusiasm for entrepreneurship?**

100% responses said Yes

#### **4. When asked what impact the rally had**

63% said that it had encouraged them to start their own business

0% said it had confused them about their future

1% said it had helped them realize entrepreneurship wasn't for them

24% said it had made them want to find out more about entrepreneurship

12% said it had made them want to find out more about entrepreneurship and that it had encouraged them to start their own business



**5. For those who have a business idea. What will you do next to move your business idea forward?**

27% Said they will look for funding

17% said they will get some help with their business plan

38% said they will build their network

8% said they will get some help with their business plans and build their network

5% said they were not ready to start their business

5% said they will look for funding, get some help with their business plan and build their network.

**Student quotes and comments**

"The enthusiasm and interest shown by the speakers, facilitators and NCGE staff...thanks for being so interested in us!"

[REDACTED] University of Brighton

"It has made me understand, believe and focus on what I want to do"

[REDACTED] University of Brighton

"I have been inspired beyond my wildest dreams!"

[REDACTED] University of Brighton & Imperial College

"By hearing the possibilities and meeting those who have done it really helped dispel common myths about starting up you own business"

[REDACTED] University of Greenwich

"It has given me confidence. There is a lot of help and support out there, it's just a question of tapping into it!"

[REDACTED] University of Brighton

"It has helped me realise that I do have the foundation skills and qualities to be an entrepreneur; I was not fully aware of this before"

[REDACTED] University of Brighton

"The event showed me how easy it can be with the right motivation"

[REDACTED] University of Sussex

"I now feel like my dreams are realistic"

[REDACTED] University of Sussex



**Reading FLYING START RALLY - 4<sup>th</sup> March 2006**

**1. How interested are you in being self-employed?**

55% said they wanted to start-up a business and begin trading whilst at University

17% said they wanted to start-up a business and begin trading immediately after graduation

21% said they wanted to start-up a business 0-5 years after graduation

5% said they wanted to join a company after graduation and start-up a business later

2% said they will not start-up a business either now or in the future but are interested in improving their entrepreneurship skills

**2. What did you like most about the Rally?**

38% - Workshops

33% - Being able to meet entrepreneurs

14% - Being able to interact with other students interested in entrepreneurship

9% - Question Time

6% - The motivational speakers

12% - Workshops, being able to meet entrepreneurs and being able to interact with other students interested in entrepreneurship

**3. Has this event encouraged your enthusiasm for entrepreneurship?**

100% responses said Yes

**4. When asked what impact the rally had**

67% said that it had encouraged them to start their own business

0% said it had confused them about their future

0% said it had helped them realize entrepreneurship wasn't for them

24% said it had made them want to find out more about entrepreneurship

12% said it had made them want to find out more about entrepreneurship and that it had encouraged them to start their own business





**5. For those who have a business idea. What will you do next to move your business idea forward?**

17% said they will look for funding

25% said they will get some help with their business plan

34% said they will build their network

10% said they will look for funding and build their network

6% said they will look for funding, get some help with their business plan and build their network

8% said they will try and build their business from all angles

**Student quotes and comments**

"Very encouraging approach from the organizers; good food; approach, tone of break-out sessions, order of activities were all affirmative, helpful and respectful"

[REDACTED], Oxford Brookes University

"I would like to commend the entire organisers of "Flying Start" for a well organised and motivating entrepreneurial event."

[REDACTED], London Metropolitan University

"It has helped me gain some key facts on how to get one foot on the ladder and key information on how to produce a business plan"

[REDACTED], Thames Valley University

"It's a great event for networking"

[REDACTED], University of Reading

"This event further strengthened my ambition for the taste of financial freedom and the concept of working for myself"

[REDACTED], Royal Holloway University

"After speaking to other people and learning new ideas I have been inspired to start the all rolling for my business idea."

[REDACTED], University of Reading

"I have learnt a lot and picked up ideas that will propel me further in my entrepreneurial journey."

[REDACTED], London Metropolitan University



"Meeting people in the same situation is very motivating and beneficial"

[REDACTED] Kingston University

"It has made me even more determined to succeed"

[REDACTED] Portsmouth University

"Being amongst enthusiastic people is very encouraging and you feel that you are not alone"

[REDACTED] Thames Valley University



**Appendix Three: Summary of SEEDA feedback form**

	<b>1 (low)</b>	<b>2</b>	<b>3</b>	<b>4 (high)</b>	<b>Total</b>
<b>Pre Event information</b>	2	19	13	12	46
	4	41	28	26	100%
<b>Venue</b>		1	10	35	46
		2	22	76	100%
<b>Workshops</b>					
<b>Funding</b>	1	5	8	6	20
	5	25	40	30	100
<b>Women's enterprise/funding</b>		1	3	1	5
		20	60	20	100
<b>Business Planning</b>		4	9	14	27
		15	33	52	100
<b>Intellectual property/patents</b>		3	8	13	24
		13	33	54	100
<b>Social enterprise</b>			5	6	11
			45.5	54.5	100
<b>Green room</b>			4	7	11
			36	64	100
<b>Creativity</b>	3	1	10	14	28
	10	4	36	50	100
<b>Selling Business ideas</b>		2	8	11	21
		10	38	52	100
<b>Exhibitors/entrepreneurs</b>		8	7	18	33
		24	21	55	100
<b>Catering</b>	2	3	14	21	40
	5	7.5	35	52.5	100
<b>Overall evaluation</b>			17	29	46
			37	63	100



