



Developing talent and coaching tomorrow's business champions is vital if we are to launch the enterprises of tomorrow which will compete successfully in a global market.

At Leeds Met, we are creating a climate in which innovation and creativity in the widest sense can flourish. As well as unlocking the potential of our own students and

staff, this means going beyond boundaries to develop links and partnerships with local schools, social enterprise projects and the business community.

In these times of economic uncertainty, it is important to develop new approaches and to embrace change.

Now, more than ever, Enterprise Matters.

Shaking up Headingley



Have you ever wondered what a Cadbury's Crème Egg milkshake would taste like? Or how about apple pie and custard? These are just two of over 200 flavours of milkshake available at Shaky Jakes, a 1950's style milkshake bar in Headingley.

The business was launched in May

2008 by Leeds Met events management graduate Patrick Windle, after receiving help from Business Start Up. Since its opening Shaky Jakes has gone from strength to strength.

"We felt that Headingley was missing a business of this nature, where there is

something for everyone, not just students and drinkers," says Patrick.

Shaky Jakes is also expanding into event catering and has set up milkshake stalls at the Carnegie Great Student Run, Graduation, Freshers' Festival and Light Night.

Boutique hotel with a difference

Leeds Met graduate Tom Dawe attended the Business Start Up Entrepreneurial Summer School where he developed his unique idea for the 'Yurtel', a hotel created from yurts.

A yurt is a traditional Mongolian structure made with a wooden frame and covered in canvas. Tom designed a modern yurt to provide temporary accommodation at events such as festivals, weddings, parties and conferences.

He said, "The Yurtel is a new concept in luxurious accommodation and special event space, it allows you to go to a festival and stay dry, safe, warm and mud free."

Tom received a Proof of Concept grant from Business Start Up which was used to develop concept drawings of the yurts, cover printing costs and help fund the creation of a logo and the production of a website.

Since the business launched on 1 May 2008, the Yurtel has appeared at a number of summer festivals including T in the Park, V Festival, The Big Chill and Latitude.



Enterprising attitude

Nearly 40% of current Leeds Met students would like to start their own business after graduating, according to the results of the 2008 Entrepreneurial Intentions Survey.

The survey, commissioned by Yorkshire Forward, was undertaken at each of the ten higher education institutions (HEIs) in the region with over 8,000 undergraduates in total questioned about their attitudes to entrepreneurship. The results show that students continue to view self employment positively, despite a worsening economic climate.

On current estimates, however, only 5% of higher education leavers actually go on to fulfil these ambitions. This sets a challenge for HEIs across the region who seek to address the gap between levels of aspiration and achievement.



Awarding enterprise

MSc International Enterprise student Jack Ostrowski has been named as the winner of the 10th International Association of Book-keepers Business Entrepreneur of the Year award with a special presentation at the House of Commons. Jack received the award from IAB President and Leeds North-East MP, Fabian Hamilton and former BBC Dragon's Den investor, Rachel Elnaugh.

Jack commented, "It was a great honour to be recognised in a national award and huge motivator to keep up the hard work".

His company Yellow Octopus Ltd sells second-hand and outlet clothing to over ten different countries in Eastern Europe. Business is going strong with an estimated turnover of £2.5 million this year and an ambitious plan to double it in 2009.

Yellow Octopus also won the 2008 ABDN International Business of the Year prize. Jack is proud to be a role model for a growing UK Polish community showing that success can be achieved through knowledge of European regions.

Creative business



Entrepreneur David Thomson joined Leeds Met's BA (Hons) Business Creation & Enterprise to help develop his business and explore his career options. David, the owner of Ripley Ice Cream in North Yorkshire, says, "The course was initially recommended to me by a friend. The University is very reputable and the course offered a practical approach."

Since joining the course, David has opened a second branch of his business in the Valley Gardens, Harrogate. He adds, "If you are serious about starting or growing your own business then this course is brilliant."

Leading lights



Leeds Met creative music and sound technology graduates, Stuart Childs and Chris Martin, have designed a new sonic installation, as part of a larger project to use light and sound to regenerate the Neville Street area of Leeds.

Launched as part of the city's Light Night celebrations on 10 October, 'Junction' takes the industrial and technological sounds of the area's history as its source. Using field recordings, Junction maps the changes in the locality's distinctive acoustic landscape.

Stuart and Chris are currently based in Leeds Met's Innovation Showcase and are collaborating on other creative sound projects under the name Outpost.

Institute of Directors

Despite being worth £20 million, entrepreneur Gavin Wheeldon felt it essential to gain a qualification at Leeds Business School. Gavin was one of the business leaders who were presented with certificates and diplomas in company direction this summer at an event hosted by the Institute of Directors (IoD) and Leeds Business School.

The IoD Directors Programme has been delivered by Leeds Business School since 1998. It was established for directors wishing to gain a credible qualification which would enable them to improve their personal and professional effectiveness and to maximise the continued success of their business.

Gavin was voted IoD Entrepreneur of the Year 2007 and has recently appeared on Channel 4's Secret Millionaire. Gavin commented, "Becoming a chartered director has been a long-term challenge of mine for some time and the process is a rigorous one. However, the advice and support has been invaluable to me, and I'm confident I can use it to great effect and share my knowledge with my staff."



Best practice

The Institute for Enterprise welcomed Enterprise Educators UK for a joint best practice workshop to discuss ways of engaging students with enterprise education initiatives and the use of branding and identity.

The day addressed the challenge that many enterprise educators face when helping students realise the importance of thinking beyond their courses.

The branding of enterprise programmes and key factors that help to engage students with enterprise initiatives were explored. Key conversations discussed the role of branding in reaching different stakeholders and debates were generated around imagery and the use of colour and methods.



Technology & learning

The Technology & Learning Day encouraged a large number of teaching and support staff to attend drop-in sessions to expand the use of technology in teaching. There were representatives from a range of Leeds Met's technology-based departments, including Technology Enhanced Learning (TEL).

Pro-Vice-Chancellor, Professor Sally Brown, launched the day, which was inspired by 2007/08 teaching themes, which encouraged staff to explore technology in their teaching whilst showcasing the potential of Old Broadcasting House as a key resource to innovative teaching.

There were many opportunities to participate and 'try out' creative approaches to learning. Key attractions included Professor Phil Race's interactive plenary workshop on 'Feedback from Students - If you ask no questions, you'll be told no lies,' and Dr Kelly Smith, Head of Technology Enhanced Enterprise Education, University of Birmingham, outlining uses for technology in teaching.

Enterprising approach

For the first time, students at Leeds Met are able to start up and run a business on their placement year by joining Business Start Up's new Placement Year Entrepreneurship Scheme (PYES).

PYES is open to all students across the University who want to explore and develop a new idea. Business Start Up will take on the role of your employer, creating a team to help and support you and your business, so that you're free to try out your ideas and see if they work in a real business situation.

Two candidates have signed up for 2008/09, each of whom will receive a bursary of £2,400 from Business Start Up and access to virtual incubation support from the Business Incubator.

Researching enterprise

As part of Enterprise Week activities, a conference to showcase research being carried out by staff from various faculties, with input from practitioners and others on the broad field of enterprise, will take place. Presentations will cover themes such as emerging debates in enterprise, enterprise and people and the practitioner view of enterprise.

Two round-table discussions have been programmed to run alongside the main programme, one devoted to research themes in entrepreneurship and entrepreneurship education, the other addresses issues of leadership. All students and members of staff are most welcome to join us for what promises to be an exciting programme at Old Broadcasting House.

The apprentice challenge

Business Start Up, The Institute for Enterprise and Leeds Met Inventure joined forces to give students the real-life experience of a BBC2's The Apprentice style challenge. Teams were tasked with developing their negotiation skills and business strategies to see who would return with the most items from a shopping list of unusual, innovative and expensive items, or the most innovative alternatives. They were then asked to present a five minute elevator pitch on their strategy, the lessons learnt and why they should win.

The winning team, 'The Fantastic Five,' are Luqmaan Ali, Sarah Wooff, Sarah Roberts, Michael McDonagh and Kristofer Ross.

Creative enterprise

Over 80 events management students studying entrepreneurship and business development took part in a challenge to think creatively about a student conference on enterprise to be held in February 2009.

Students were invited to display objects representing their views on enterprise, and reflect on them in Old Broadcasting House's very own Big Brother style 'Diary Room'.

At the end of the day, the venue was transformed with huge mind maps covering the walls and a room full of objects created to inspire enterprise.



Enterprise in Sri Lanka

Alison Price, Director of the Centre for Excellence in Teaching and Learning, travelled to Colombo, Sri Lanka to run a full-day workshop to discuss graduate excellence, explore the needs of the Sri Lankan economy and the development needs of the country's students.

The workshop was hosted by the Council for Business with Sri Lanka, sponsored by HSBC, supported by the British Council and led by key project partners, the University of Colombo.

The unique event formed part of a research programme designed to share UK best practice with Sri Lankan universities and support the development of collaboration between industry and academia.

Enterprising students make their mark

A group of students from Leeds Met received silver in a highly contested national enterprise award with an innovative idea to develop a local social enterprise. The six students beat off competition from 108 other teams from 70 universities across the country to be named 'Make Your Mark Challenge' runners up.

The challenge brief was, 'Make it pay in a global local way' and the students responded with Local FROG (Footprint: Responsibility: Organic: & Green), an innovative ethical green website that provides users with a comprehensive directory of local organisations with environmentally friendly, organic and fairtrade products and services. Their aim was to provide consumers with transparent information about green issues and make it easier for them to buy green products and make eco-friendly choices.

The group had five minutes to pitch live to a panel of judges, which included Seb Bishop, from Channel Four's Millionaire Mission, Harry Rich, Make Your Mark's CEO, and James Eder, who set up the highly successful website Student Beans whilst at university.

As challenge champions the students were awarded a further £2,500 to develop their idea, or to set up an enterprise society or network.



Inspirational women

'Women in Enterprise' was one of the themes of Enterprise Week 2007. Sarah Shafi the owner of RUDE, a company created to provide hairdressers with quality tool belts, was invited to talk about her journey to creating a successful business. Sarah explained how her products have been endorsed by a wide range of celebrities and have recently appeared on TV. Sarah advised delegates, "Believe in yourself, people buy into you first and the product second, take on all the advice you are given but follow your gut instinct."

Dr Sophie Kain of BBC's The Apprentice joined an audience of students, staff and local businesses. Sophie was fired from The Apprentice in week four for being too socially responsible, something which she has based her new business on. During her talk Sophie discussed her time on the show and her new business Toast and Trash, a web service which allows people to comment openly on any product or service they have encountered.



Entrepreneurs in action

Tre Azam from BBC's The Apprentice give an inspirational talk to an audience of over 100 Leeds Met students and staff, Leeds University students, secondary school pupils, entrepreneurs and the Friends of India Society.

Tre networked with students discussing entrepreneurial skills and offering them advice on how to set up their own businesses. He then gave a talk about his motivations to enter The Apprentice, and insights into being an entrepreneur. He commented that, "the most important tactic in developing your business is to have clear goals and plan each step".

Enterprise matters

The Northern Technology Institute, from its base at Old Broadcasting House, is at the heart of the region's technology start-up community, housing the area's largest co-working space and playing host to an exciting range of events.

One of the largest was Barcamp – an 'unconference' where the delegates set the agenda. The main theme that united the delegates was their desire to think about the future and to be a part of making it happen. Eighty delegates from a range of organisations ranging from BBC Backstage, Yahoo, Sun, Plusnet and Orange to start-ups TreasureMyText, Brightbox, Kooji Creative and freelancers, took part.

Recognising enterprise

Students' enterprising achievements were recognised during the 2008 Graduation Festival with the following entrants receiving awards:

Leslie Silver International Faculty
Christine Wallach

Faculty of Business & Law
Mathew Gray, Michal Fischer, Deepali Kaur,
Anna O'Shaughnessy & Ben Taylor

Faculty of Arts & Society
Dee Ashcroft

Faculty of Health
Sonja Jones