



ANNUAL REPORT

// SEPTEMBER 2017
ENTERPRISE D&A
CURRICULUM PROJECTS



GENERATED PROFITS

Over £40,000 of revenue generated by the funded businesses during the year // Page 3

STUDENT IMPACTS

Student benefits including increased confidence, placements and increased opportunities along with better attainment and retention// Page 4

SUCCESS STORIES

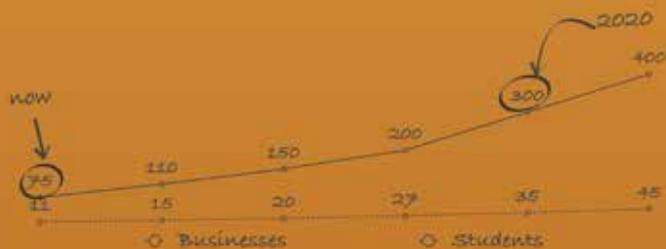
Spotlight on the top 3 highly performing businesses // Page 5

HEADLINES

Curriculum Supported Businesses



● 1 ○ 10 ○



75+ students directly impacted with projects in Year One. Expected to increase by 50% in y2.



more ideas

Start



ENTERPRISE



PROFITABLE

For every pound invested, we saw a return of 160% -
and this with only 8 businesses fully operational!

ELEVEN START-UPS

11 projects were provided with funding to support their curriculum based business ideas. Key requirements were for businesses to be sustainable, provide student reward and be integrated into the curriculum.

Project ideas were developed from 10 different departments commencing at the beginning of AY16/17.

Projects included:

Basketball Basics (Sport)

Joinery@D&A (Construction)

Inspire (Hair, Beauty and Complementary Therapies)

Connect@D&A (Supported Education)

DamageGoodz (PACE)

Valeting@D&A (Engineering / Motor Vehicle)

ChocolaTay (Hospitality and Professional Cookery)

Gardyne Contemporary Arts (Art, Design and Performing Arts)

Tempus (Retail)

Printerprise (Supported Education)

Growing@D&A (Land Based)

Of the 11 curriculum based projects funded during AY 2016/17, 10 of them are going to progress to a second year, building **strong foundations** for the future



PROFITABILITY & STUDENT REWARD

Sustainability and student reward were key requirements for start-up funding. Businesses need to run for multiple years, using previous years profits to provide a **student reward** as well as starting capital for next year's cohort. Whilst not all businesses were profitable in Year One, this was primarily down to required capital purchases to setup, and they are all projected to generate profits in Year Two onwards. For varied reasons, some businesses were unable to properly commence trading in Year One and are primed to move forwards in this coming year - complete with the learning and experience gained to provide an **even better** student experience.

Providing student rewards was a key element and each business approached this differently. Students from ChocolaTay visited a hotel in Edinburgh for a tour and afternoon tea whilst students who were part of the Joinery@D&A project were provided with tools to help them on their journey into employment. Surplus profits from Year One have been **reinvested** by the start-ups back into the funding pot providing a **legacy** for new start-ups and future talent.

STUDENT IMPACT

Student benefit has been overwhelmingly positive following discussions and evaluation with staff members involved and students. A statistical improvement in attainment and attendance has been seen with some projects such as **ChocolaTay** whilst the student business journey from idea, through creation and actual selling to customers has increased confidence levels amongst students. One student who was part of the **Joinery@D&A** project was offered an apprenticeship whilst a student who was part of the **Connect@D&A** project has improved confidence so much that they are getting valuable customer facing experience volunteering in a local retail store. In addition to the learning encountered during the business journey, students found benefit within the rewards they received including visits to high end hotel establishments, receipt of industry tools to help them on their journey into employment and group visits to local entertainment venues. Working with other departments has also opened some student ideas to other opportunities - some of our businesses worked closely with marketing to develop logos and sales materials - the digital element of this creative integration provided new outlets for student creativity. During the summer, one student used the **Inspire** facility to complete a business unit and increase their confidence with fantastic feedback from clients.



OPPORTUNITIES

Students found new opportunities via increased confidence and new learned skillsets - including offers of industry apprenticeships.

PROFITS FOR STUDENT EXPERIENCE

Joinery@D&A students used part of their business profits to invest in industry tools to help them on their journey into employment.

CONFIDENCE BUILDING

Customer facing tasks and till usage with the Connect@D&A project increased student confidence and directly led to experience within industry - answering industry feedback and helping them in the highly competitive employment market.

SUCCESS STORIES

"The students are developing personal and professional skills in a safe environment that many people, including their parents, didn't think they were capable of. These young people are now in a situation where they can realistically be looking for work or volunteering opportunities that will contribute to the community" – Steve Haden, Course Leader (Connect)



CHOCOLATAY

A luxury artisan chocolate brand developed by our Patisserie students. The business created a number of pop-up shops during specific seasonal events including Christmas and Easter and found they could never create enough stock to satisfy demand! The business project increased both **attendance and attainment** of the class to 100% and the business was also **recognised as Good Practice** from its SQA external evaluator. A number of students who took part in the business were also offered employment placements due to the quality of their product and strength of their customer service. Plans for the coming year are to increase the scope and scale of the business, and to attend more events such as the Flower and Food Festival in Dundee.



CONNECT@D&A

A multi-faceted business which both grows and sells its own vegetables and vegetable packs, as well as the creation of bespoke handmade wooden Christmas decorations - their hand turned reindeer are always sold out before they are even crafted! The business sits within the Supported Education department and has pivoted since its inception. Now its combination of outdoor activities provides true **employability skills** to students allied to the veg stall manned by the students each Friday which provides fantastic **customer facing experience** and skills. The business has worked closely with the Marketing Department to develop all its materials and future plans include working with the Science Department to make ginger beer.



BASKETBALL BASICS

Providing physical movement and coordination exercise to pre-school children via the means of basketball, Basketball Basics has had strong **positive feedback** from the community and **strong demand** for further classes. Delivered by sports students, the business has created its own marketing materials and marketing plan to generate awareness within the community after spotting a niche for pre-school children. The students involved found **increased confidence** and assistance in securing places for future study a benefit of being involved, whilst there was a positive benefit on **attainment and attendance** figures. Plans for this year include increasing the scale and scope and potentially adding body management elements.

100%

attainment and attendance within the Chocolatay project class

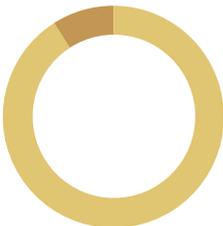
MOVING FORWARD

Scalability, growth and cross departmental collaboration are the key aims for the forthcoming year.

All of our projects have plans to scale and grow during Academic Year 17/18. **Basketball Basics** have plans to expand into body management and other sports including gymnastics, trampolining and racket sports - in addition they are looking to integrate further into the curriculum this year based on their multi-skills unit. **Joinery@D&A** are aiming to create even more stock for the Christmas marketplace by integrating more students into the business for this coming year. In our Arbroath Campus, **Inspire** are looking to expand their offering by providing allocated hours for staff to be available to allow students to provide their various services. In addition, any students who are unable to source an external placement will use the facility as part of their placement.



ChocolaTay are also looking to scale up and are investigating offering a chocolate afternoon tea for the forthcoming year. Ginger Beer is the potential new product from **Connect** this year in association with the Science Department and science students. This new offering will bring STEM into the programme for the students. We will continue to support existing and ongoing businesses and hope to welcome some new concepts and ideas into the programme for AY17/18.



91%

business progression to Year Two

MORE INFO

Enterprise D&A also provides desk space for start-up business, workshops for start-up learning, competitions for start-ups all with the support of our partners.

DESK SPACE

When the time comes to move a start-up from the home office to a professional setting, Enterprise D&A can help. With desks available to hire at our Incubator facility in our Gardyne Campus from just £75.00 +VAT per month, we can provide a low cost and flexible route to the growth of start-ups in the local area. Contact us for more information.

COMPETITIONS

Enterprise Dragons is our flagship competition for start-ups in the Dundee and Angus region with large cash prizes to help businesses scale their operations. Keep an eye on our website and Facebook and Twitter feeds for details of our next competition.

SPONSORSHIP

We are always seeking new partners to help us deliver our services and competitions to the local business start-up community. If you would be interested in becoming a sponsor, you can find out more about our packages on the sponsorship page on our website.

www.dundeeandangus.ac.uk

WORKSHOPS

Our workshops for 2017/18 are free to all and detailed below. Please ensure you book via Eventbrite to avoid disappointment.

11/12 09:00 - Arbroath	Planning your Business
30/01 17:30 - Dundee	Practical Bookkeeping
31/01 13:15 - Dundee	How to Market your Business
07/02 09:00 - Arbroath	How to Market your Business
27/02 13:00 - Dundee	Managing the Reputation of your Brand
06/03 09:00 - Dundee	What is Service Design?
13/03 11:00 - Dundee	Social Media for Business
20/03 17:30 - Dundee	Q&A - Accounting and Tax
03/04 13:00 - Dundee	How to Setup a Social Enterprise
17/04 09:00 - Dundee	How to Pitch your Business Idea



Booking: <http://bit.ly/2gy8sW>

Enterprise D&A

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