

Driving Creative Enterprise

25 June 2018



IFF Research

Driving Creative Enterprise: a study to inform the Creative Spark programme design

1. The growth of UK Creative Industries
2. Industry challenges and actions to overcome
3. Driving Creative Enterprise: research methodology
4. Models supporting entrepreneurship
5. Recommended models to support creative enterprise

1. The growth of UK creative industries

- The UK creative industry grew 34% between 2010 – 2015
- Estimated to be worth approximately £92 billion; 14% econ. GVA
- Employing 1.8 million people, more than 5% of jobs in the UK
- Geographic distribution; 3.3% N Ireland, 11.8% of jobs in London
- 80% of creative employees, 75% of businesses are in 5 locations
- London and the South England dominate; future development surrounds the development creative clusters

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The UK Government Industrial Strategy

- To be ‘the worlds most innovative economy’
- People
- Infrastructure
- Business environment
- ‘prosperous communities across the UK’

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2. Industry challenges and actions to overcome

- Talent pipeline and barriers to entry
- Skills gaps, shortages and training provision
- Business leadership and management capabilities
- Business size up and scaling up
- Financial access and investment
- Intellectual property and innovation
- Other areas for development; digital infrastructure, creative clusters, international networks and exports

3. Driving Creative Enterprise: research objectives/ method

- Provide up to date context of UK creative industry
 - Framework of UK HE entrepreneurship education
 - Make recommendations to support programme development
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- A review of UK national policy
- Comprehensive audit of UK entrepreneurship education
- Including in-depth interviews with institutions and sector bodies
- Wider Europe consultation and policy review



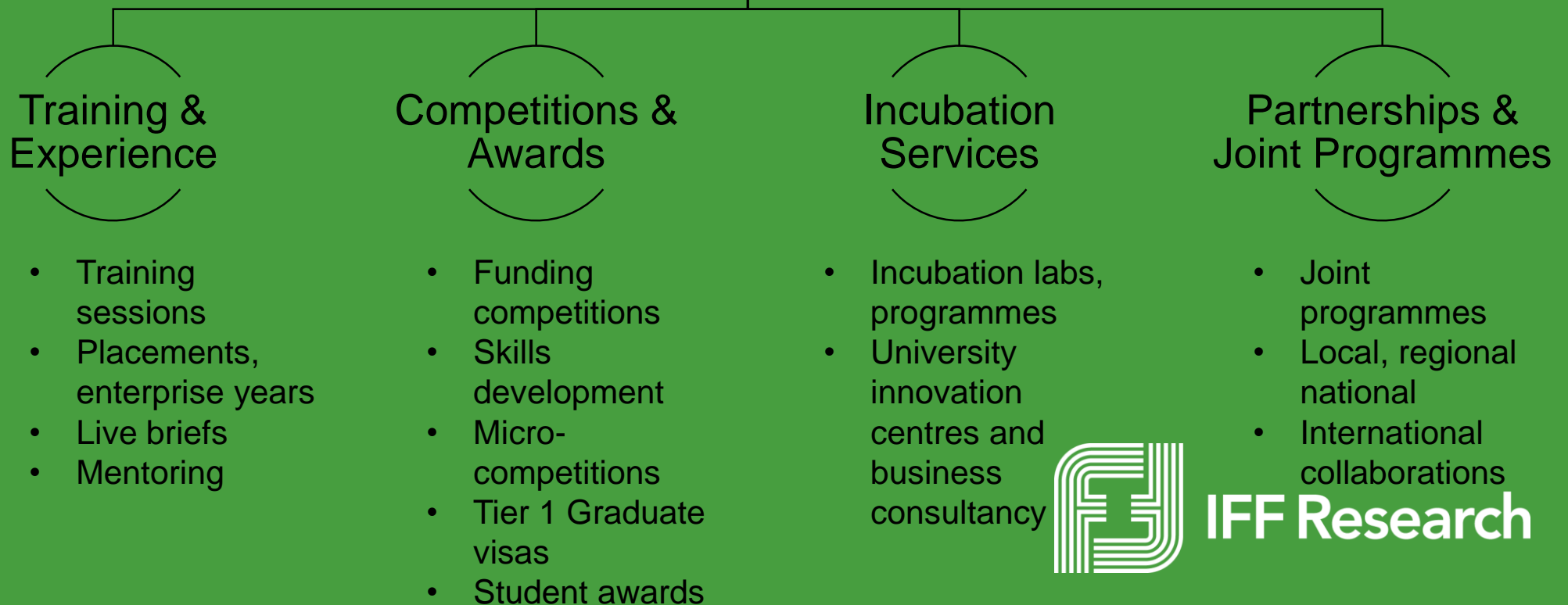
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At least half of all UK publicly funded HE institutions provide extended entrepreneurship education programmes

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4. Research findings: 14 models supporting entrepreneurship

The UK Higher Education sector



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The UK Higher Education sector

Training & Experience

- Training sessions
- Placements, enterprise years
- Live briefs
- Mentoring

Competitions & Awards

- Funding competitions
- Skills development
- Micro-competitions
- Tier 1 Graduate visas
- Student awards

Incubation Services

- Incubation labs, programmes
- University innovation centres and business consultancy

Partnerships & Joint Programmes

- Joint programmes
- Local, regional national
- International collaborations



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A. Training and Experience

- **Model 1: Training sessions**

Run by all institutions and take many forms; bootcamp, guest lecture, master class

- **Model 2: Placement and enterprise years**

Students gain hands on experience, working in a 'real world setting'

- **Model 3: Live briefs**

Real project briefs from local or regional businesses, completed by a group of students

- **Model 4: Mentoring schemes**

The concept offers students the chance to connect and learn from an experienced entrepreneur

The University of Edinburgh: LAUNCH.ed

Ever thought about
STARTING a
BUSINESS or
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Helping the University of Edinburgh inspire, launch, and grow enterprises

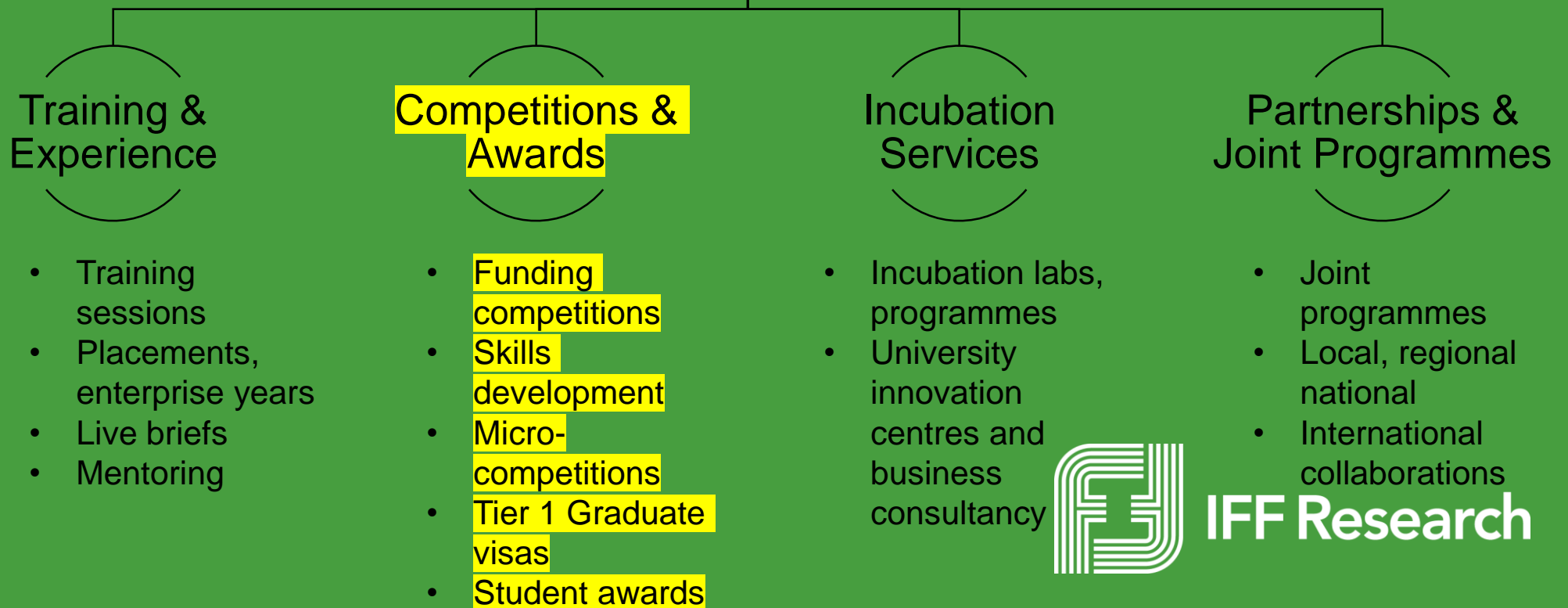


Join us for:

- 1:1 meetings with expert advisors
- Start-up workshops & bootcamps
- Competitions & awards
- Events & networking

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B. Competitions and Awards

- **Model 5: Funding competitions**
Monetary awards to winners to support the development of a business idea
- **Model 6: Skills development competitions**
Like business training programmes, highly structured to develop relevant skills
- **Model 7: Micro competitions**
Small scale competitions run by universities, often in a niche area
- **Model 8: Tier 1 graduate entrepreneur visas**
Enabling enterprising international students the chance to stay in the UK after graduation to establish a business
- **Model 9: Student awards programmes**
Awards presented to an individual, or group, in recognition of their particular achievement

University of the Arts, London: SEED fund

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Creative Enterprise Awards

Money and Support for Your Business



Further information

[SEED CE Guidelines \(Word 32kb\)](#)

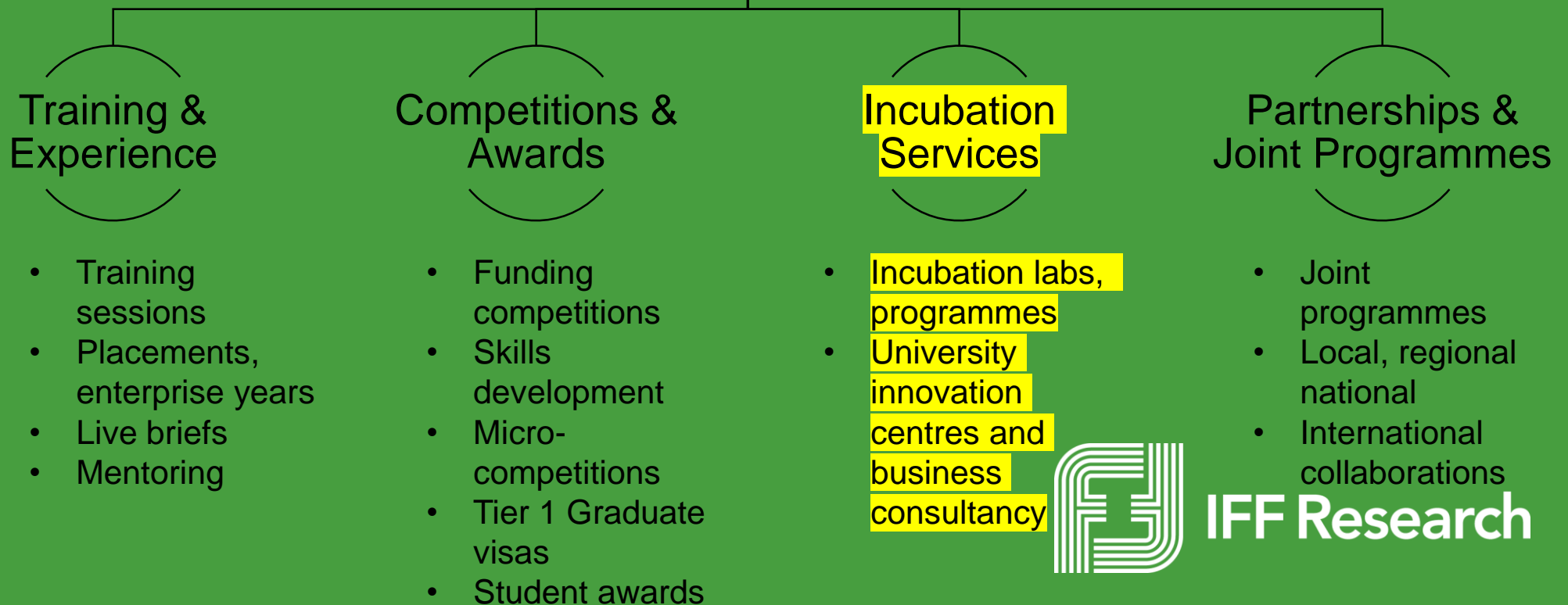
[SEED CE Application Form \(Word 30kb\)](#)

Contact us

Please email [✉ seed@arts.ac.uk](mailto:seed@arts.ac.uk)

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C. Incubation Services

- **Model 10: Business incubation training**

Student facing programmes designed to provide business guidance and training opportunities to students, from idea inception to business creation

- **Model 11: Enterprise centres and business consulting services**

Often linked to a physical centre designed for the purpose of business incubation. Centres offer commercialised business consulting by academics or local businesses. Not always student facing, but act as business hubs for institutions

Norwich University of Arts 'Ideas Factory'

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Ideas Factory



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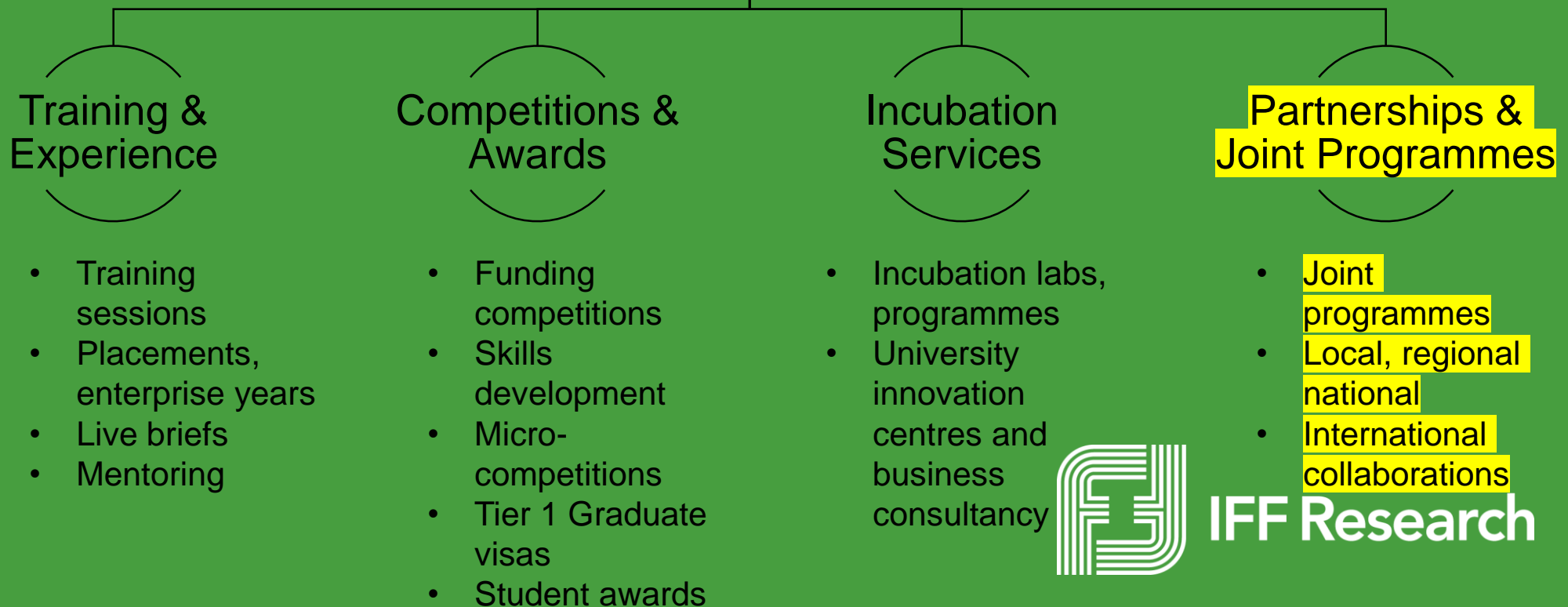
[East Gallery^{NUA}](#)

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D. Partnerships and Joint Programmes

- **Model 12: Joint programmes (consortia)**

Collaborations amongst multiple universities, and in some cases businesses and public sector bodies

- **Model 13: Business partnerships**

Collaborations between Higher Education providers and local, national or international businesses, usually for the purpose of R&D, often via existing alumni relationships

- **Model 14: International partnerships and collaborations**

Our research highlighted the comparatively small size of this activity at present, however all interviewees were very positive towards this as a future direction

Newcastle University, Captured programme

Captured - Connect Reflect Develop

Through Captured, we explore the ways anchor institutions, such as universities, business schools and large firms, can support the development of small businesses.

The Captured programme is open to businesses based in Newcastle, Gateshead, Durham, Sunderland, North Tyneside, South Tyneside and Northumberland with fewer than 20 employees. Captured works on the principle that the best advice for businesses comes from experienced people. It will give small businesses a chance to spend time developing their business with support from experienced managers of the region's larger private sector organisations.

If you are:

- a small business with fewer than 20 employees and think you could benefit from tailored support - Find out more about Captured for small businesses [here](#).
- from a large organisation and would like to support the region's small businesses – Find out how you can get involved [here](#).

Supporters

The programme has secured the support of some of the region's leading companies including Siemens, Home Group, GSK and Sage. They each release a number of their senior managers to act as mentors and guides to small firms.

“It's great to have access to Newcastle University Business School and managers from large organisations through the programme. I'd recommend it to other small businesses that are seeking fresh, innovative ways to grow their business.”

Debbie McCordall, Accentuate HR

Recommended models to support creative enterprise

- **Outcome 1; Addressing skills gaps**

When the primary purpose of enterprise education is skills building, the programme should include specific skills development competitions

- **Outcome 2; Supporting business activation**

If the programme is aimed at increasing the number of start up businesses, focus on incubation services for new business ideas

- **Outcome 3: Knowledge exchange opportunities**

To develop regional/ international networks or foster collaborative links, the programme should incorporate models that seek to support partnerships in education and industry

Thank you

Q&A

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