



Best Practice in Promoting
Enterprise
(BPPE)

CASE STUDIES

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UNIVERSITY OF KENT
MEGA BRAINSTORM SESSION 'THE WHEEL'

This session ran as part of Enterprise Week as the structure for a brainstorming session on 'How to improve Canterbury City' for students from Canterbury Christ Church University and the University of Kent.

"This was a very useful tool which allowed groups of students to interact, initially in pairs, to develop ideas under the six different topic areas highlighted by the wheel. After the initial brainstorming – the students selected the best ideas for long term and short term development, and then divided into teams of five to work on two ideas each, selecting one for a final presentation to the rest of the teams.



The wheel gave an excellent structure for the event to run smoothly and resulted in many original and exciting ideas, as well as a well presented idea from each of the teams at the end of the session.

As a brainstorming tool I would recommend the use of the wheel. It had value as an alternative learning method, and created a good structure for the workshop.



The interaction between everyone engaged in the brainstorming was excellent, and all seemed to enjoy the process."

Tracy Crowther, Student Enterprise Officer



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2Seas IVA



GATEWAY SERVICE MEGA BRAINSTORM SESSION 'THE WHEEL'

Gateway is a joint initiative between Kent County Council and the 12 district councils across Kent. It works on the belief that what customers want, and where, should directly shape the services they receive locally.

Back in 2003 the vision was town-centre or high-street locations in every district across Kent, with retail-style opening hours, comfort, convenience and customer service. The programme started out with a focus on transforming face-to-face contact for public service access, and began with the Ashford Gateway pilot which opened its doors in 2005. It was envisaged that as the Gateway programme expands it will deliver a technology-enabled network that will join up information across multiple channels.

The vision was for each Gateway to offer its customers access to a unique mix of services, reflecting the needs of the community it serves. Services are delivered by a wide-range of partners, including county and district councils, the NHS and voluntary sector. The list of partners delivering through Gateway changes and grows regularly.

Due to the development of the Gateway initiative within Kent and the release of KCC's Bold Steps for Kent which outlines plans to further extend the Gateway programme to provide greater coverage and the development of a single Gateway website and telephone number, it was agreed that it was necessary to develop a bespoke Customer Charter taking into account the strategic direction of KCC, local Authorities, Partnership Organisations and the needs of Kent Residents.

Work previously undertaken with BSK presented the opportunity to work together to develop the charter and as such a workshop was held on the 24th February with Gateway Managers from across Kent.

The information gained from the brainstorming session was then categorized into short and long term goals with managers 'voting' on the key points that they wished to take forward as the main focus for the customer Charter.

The workshop was invaluable to Gateway as it allowed for a uniformed approach to the development of the charter taking into account individual charters already in existence across the county and linking to the wider issues associated with delivering services for our diverse community need.



Desire to Inspire Ambassadors

Ayten Nightingale
Dimitar Nikolov
James King
Liam Gooding
Michael Paintain



Mega Brainstorm 'The Wheel' Sessions

Canterbury Christ Church University
Gateway Service
University of Kent





AYTEN NIGHTINGALE
DESIRE TO INSPIRE AMBASSADOR

I was born in London to Turkish Cypriot parents, from a working class background. As a shy child I felt lucky to find an interest in Art and after leaving school with a few qualifications I decided to progress this interest further and enrolled with the local Art College in Camberwell.

With gradual progression and still a keen interest I decided to use my skills and in 1993 I helped to set up a Turkish Youth Club in London where I ran arts & craft workshops.

My interest and motivation led me to experiment and continue on to further studies. I became a qualified teacher for adults and have taught different subjects including literacy, art and employment skills.

At the age of 38 I became a new mum. I wanted to continue to work locally to keep my skills up to date but needed to be flexible as I wanted the chance to see my daughter grow up. Lots of ideas went through my head whilst I was pregnant especially as during this time I was made redundant. I considered part time work, becoming freelance and setting up my own business. The opportunity came for me to take part in the BSK Medway Start Up programme. It helped to develop my ideas and I started to put together a business plan. I now work freelance as an examiner and teacher, and at present this suits me. I hope to start painting again and working on my textiles in the future.

By finding out about and taking part in the Desire to Inspire programme it has allowed me to share my experiences and helping others is what I do and aspire to continue.

I hope I can inspire other mothers.



CANTERBURY CHRIST CHURCH UNIVERSITY
MEGA BRAINSTORM SESSION 'THE WHEEL'

I would like you to thank you for contributing to our third year Occupational Therapy module 'Innovation and Creativity in Practice'. The lecture/workshop you delivered on business and business planning was very well received by students and the use of the wheel definitely helped them to generate ideas.

In their module evaluations students commented that the use of external experts contributed to this. As a teaching team we also felt that having the perspective of someone with a business background was of great benefit to the students and we were really pleased that one of the students made an appointment with you to further discuss her ideas for developing herself as an independent practitioner.

'Prior to the module I had no idea what might be included within a business plan, and now that I have completed the module I have a much better understanding of this. I feel that the module addressed each of the learning outcomes'

'The concept of the module was exciting. Writing a business plan is something that had never been touched upon before and the guidance given was very useful'

'Overall, I really enjoyed this module and I think it is possibly the best of all from the whole three years! I think the content is very current, given the job market, and it teaches and prepares us for having to think more creatively about how to use our skills in less traditional ways. It gets a ten out of ten from me!'

'I thought the content was great and I really enjoyed the challenge overall. Teaching was very supportive and outside speakers were really effective. The module was a joy to attend.'

'I enjoyed the taught content for the module particularly the guest speakers'

'Finished off the year nicely, and gives us scope'





MICHAEL PAINTAIN
DESIRE TO INSPIRE AMBASSADOR

I am the Managing Director of MJP Entertainment Limited; a company I set up, and been trading since September 2010. I have worked various jobs since leaving school in order to finance various performing arts projects I had done in the past, to gain enough experience before going self employed.

I started performing at the age of four, first appearing in a Pepsi advert, before concentrating on stage performances. At 15 years old I began choreographing dances for a local children's community group I helped

set up. I also won various talent competitions and championships as a dancer, before concentrating on writing and producing my own works on an amateur level, both locally and in the West End.

I first became aware of the 'Desire To Inspire' project after accessing BSK's Medway Start Up Grant. I wanted to become involved with the project, as I felt it had a good message; hoping to inspire others to pursue their dreams through further education and employment/self employment.

My personal, and professional aim is to encourage others, normally from underprivileged backgrounds, to succeed, and I saw the project as the perfect opportunity to extend that. I feel that the project has such a good message to it, and I have enjoyed being part of it. Among the networking opportunities that have come out of being involved, I have really enjoyed working with professional and like minded people.

Although my background is in the performing arts, I felt the training helped me gain confidence in public speaking, and also to deliver a public speech and to answer questions in a clear, constructed way. In addition to the public speaking, I have also been able to apply the training I received to delivering successful pitches and presentations to companies and organisations on behalf of my business.

I am currently producing a feature dance film "Believe", which I have written and choreographed. Like the 'Desire To Inspire' project, the main theme is about believing in yourself and achieving your dreams. We will be self distributing the film nationally, and possibly internationally in 2012. In the meantime, I look forward to continue working alongside the 'Desire To Inspire' project!



DIMITAR NIKOLOV
DESIRE TO INSPIRE AMBASSADOR

My name is Dimitar Nikolov, and in 2011-2012 I will be in my third year at Canterbury Christ Church University where I am studying Business and Marketing. I was born in 1990 in Bulgaria and grew up in a middle class family, if the term can be adequately applied to the socio-economic situation of the country during my childhood. I moved to the United

Kingdom in order to gain education, to broaden my concept of the world and to challenge myself as an individual in general.

I learned about 'Desire to Inspire' from my friend Marcus, with whom I participate in the Canterbury Enterprise Group. The idea of the programme immediately appealed to me, because I saw the possible benefits it would provide to my university presentations, but also the long term prospects of using such skills in business settings. Moreover, public speaking was not an area I was confident with and I really wanted to improve in that direction.

The training proved to be really helpful, because it made me pay attention to components in public speaking that I previously ignored. For example, now I pay attention to the projection of my voice and the pace of my speech. Also, I learned to coordinate my body language with the verbal messages of a presentation and learned a useful pattern of structuring a speech. The training itself provides a useful environment that allows participants to practice their skills in a relaxed environment and last but not least to receive valuable feedback for further development.

I would like to have the opportunity to inspire others, because from my personal experience I learned that people need a piece of advice or example in order to gain motivation. I do not think that it has to be anything extraordinary but a speech can provoke positive thoughts and feelings.

I am currently occupied with my final exams of my second year at university. After that I am planning to spend more time for physical activities and creative experiments in different fields.





JAMES KING
DESIRE TO INSPIRE AMBASSADOR

My name is James King and I am currently a student at Canterbury Christ Church University. I have just finished my second year doing a business studies with entrepreneurship course.

I was told by a friend about the Desire to Inspire programme and that the workshops were designed to help teach people about how to do presentations. I thought it was a great idea so decided to go along and learn.

The Desire to Inspire programme has helped me vastly. It has taught me what I should and shouldn't do when presenting, which in turn has helped improve my confidence. I learnt what I should put into presentations, the structure, body language, how I should talk, what I should and shouldn't say and other tips, that all led me to creating better presentations.

In the future I may need to present to investors about my business, or to a boss about progress of a certain nature and having completed the programme I know feel more qualified and confident in any presentations I will make in the future.



LIAM GOODING
DESIRE TO INSPIRE AMBASSADOR

I've been self employed for over two years now, and more recently began to employ other people to grow my media agency servicing corporate clients. I have no doubt that this won't be the last business I own, and I expect my entrepreneurial future will involve some huge ups and some even bigger downs. But that's business. It's already exciting and totally unpredictable, and yet I'm still only a pup in the business jungle.

I hoped that participating in a project like Desire To Inspire would enable me to provide other young adults with an insight into this roller coaster career path. I think there's some massive misconceptions about entrepreneurialism, and I have no doubt that this "anti-entrepreneurial culture" is stifling innovation within the UK. Coming from a poor council estate in Yorkshire and dropping out of University, I'd like to think I add to the pile of case studies proving that you don't need wealth to breed wealth.

The Desire To Inspire course was a great way to break down the key components of my background, motivations and aspirations. As well as the practical presentation skills which directly transfer over to my business career, I also learnt a lot about myself and my personality along the way - truths that could only have been discovered during an intense course of self reflection and personal analysis.

I'm hoping that with the Desire To Inspire programme, I can plant a couple seeds of curiosity in the upcoming generation with my story. I can't rock up to a classroom of kids and boast how many Ferraris I own, or regale them with stories of my many super model girlfriends residing in exotic seafront villas, but I can open a window into the lifestyle I've chosen to follow and perhaps, tempt one or two to begin an entrepreneurial adventure.

