

Challenging Hegemonic Conceptions of Enterprise and Entrepreneurship: *Insights from University's Engagements in the City Region*

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"Lifelong Learning, Crisis and Social Change"



Outline

- Imagining, and making, the future of the Bristol City Region
- Our Research
 - Bristol 2011 E and E Survey
 - SETsquared Accelerator
 - Bristol Bike Project
 - FOODcycle
- The third mission....challenging the emerging hegemony?

Imagining the City, its Economy, Enterprise and Innovation



FutureStory

Bristol and the
South West

Building blocks of the future

Below are some of the companies, organisations and people that shape our FutureStory. Together they amount to a template for prosperity in the years ahead.

- Succeeding globally
 - Supply chain business
 - Local meeting global
 - Attracting inward investment
 - Global cultural identity
 - Entrepreneurial start-ups
 - Trade & export growth
 - 21st century education
 - Valuable commercial research
 - Low carbon economy
-

Bristol is home to over **17,500 businesses** – and more than a **third of the UK-owned FTSE 100 companies** have operations in the area

A cluster of more than **50 high-tech companies** make up the **Silicon Corridor** running between **Bristol and Swindon**

The Bristol and Colonial Aerospace Company was **founded in Filton in 1910** – and today **3,500 people** are employed there by Rolls-Royce

The region around Bristol and Bath is home to the **biggest silicon design cluster** anywhere in the world outside Silicon Valley – its start-up companies have **attracted more than \$1.25 billion investment** in recent years

Bristol is the **world capital of the wildlife and environmental film industry** – responsible for **25% of the sector's global output** and **employing around 1,500 people**

The **creative industries** are worth around **£360 million** to the local economy – **employing 3.7% of the workforce**

The Bristol area has an estimated **300+ companies** in **environmental technologies**

Across the West of England, about **13,600 people** work in **environmental technologies and services**

There were almost **900,000 jobs in Low Carbon and Environmental Goods and Services** in 2008 – research commissioned by the Government estimates this could **grow by 45% over the next 8 years**

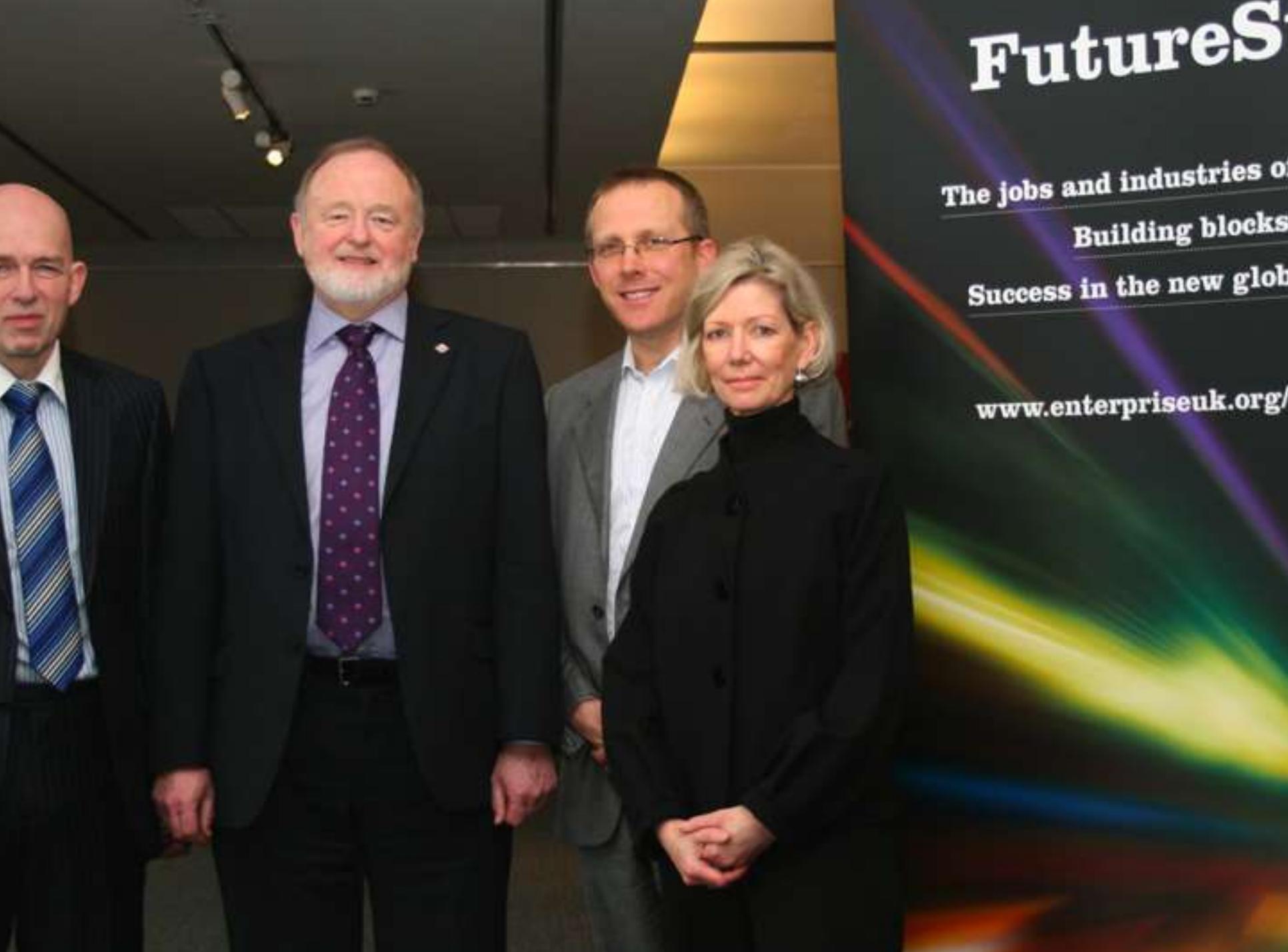
FutureStory launches at the @Bristol

When great minds come together, great things can happen.. are happening and continue to happen.. as was highlighted at the [Bristol launch of FutureStory](#) which brought together just a few of the many business leaders from the different industries in and around Bristol and a selection of young people from surrounding schools.

Held at the [@Bristol](#), one of the UK's biggest interactive centre famous for bringing the sciences to life, it was an exciting and buzzy afternoon with lots of interesting conversations taking place over presentations, workshops and panel discussions.







FutureS

The jobs and industries of

Building blocks

Success in the new glob

www.enterpriseuk.org/

Our research...

Universities, third stream, and 'Enterprise and Entrepreneurship Training' programmes

1. 'Building the Knowledge Driven Economy' (DTI: 1998)
2. Lambert Review - Business-University Collaboration (2003)
 - 1981 R&D spending highest in OECD
 - UK R&D intensity lower than national average except for biotech, aerospace, defense
3. Science Enterprise Challenge and Higher Education Innovation Fund (2003>), along with other initiatives, resulted in increased supply of enterprise and entrepreneurship support
4. National Council for Graduate Entrepreneurship established in 2004; initiated 'Entrepreneurial University of the Year Award' 2008/9
5. Higher education policy in UK focused on entrepreneurialism (start-ups etc) (Robertson and Kitagawa, 2011); one of the 4 strategic goals for universities in UK (Kirby, 2004)

SETsquared Partnership >>

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Student Entrepreneurs Critical to Commercializing University Startups, Kauffman Study Shows

Release date: 8 August 2012

Ewing Marion
KAUFFMAN
Foundation

Business incubation at universities requires more than a capable technology transfer office

(KANSAS CITY, Mo.) Aug. 6, 2012 — Graduate and post-doctoral students are critical participants in university

BRISTOL 2011 SURVEY OF STUDENT ATTITUDES TOWARD ENTERPRISE AND ENTREPRENEURSHIP

- University of Bristol – large pre-1992 university; global and national student profile. Began the development of more formal E and ET activity from 2001 onwards (positions within Research, Enterprise and Development; establishment of high tech incubator [SETSquared], student incubator [Basecamp] , and student enterprise competition). More recently appointed coordinator for Enterprise who manages student activity, and established an Entrepreneur in Residence. Formal activity tends to be located in engineering and computing.
- University of West of England – a large post 1992 university with strong city-regional mandate and profile. As UoB, evolved a formal enterprise strategy based in Research, Business and Innovation (RBI). In 2002 appointed academics as Enterprise Fellows to support RBI initiatives and win support from academics across the faculties. Incubator units were created in central Bristol. The Business Plan Competition (later Bizidea Competition) was launched in 2002. Enterprise workshops were provided from 2003, the Ideas Factory set up in 2008 and the Coffeemat challenge established in the same year.

| Enrolment Status | BRISTOL (N=1144) % | UWE (N=1210) % | TOTAL (N=2354) % |
|-------------------------|--------------------------|----------------------|------------------------|
| Undergraduate N=1735 | 66 | 81 | 74 |
| Graduate N=607 | 34 | 19 | 26 |

Enrolment Status of Sample Population

OUR STUDENT SAMPLE

| AGE | BRISTOL N=1144 % of institution | UWE N=1210 % of institution | TOTAL N=2354 % of total |
|-------|---------------------------------------|-----------------------------------|-------------------------------|
| 17-21 | 52.3 | 45.9 | 48.9 |
| 22-26 | 31.6 | 30.1 | 30.7 |
| 27-31 | 8.0 | 8.6 | 8.3 |
| 31-35 | 2.5 | 5.0 | 3.7 |
| 36-40 | 1.5 | 3.3 | 2.4 |
| 41- | 4.1 | 7.2 | 5.6 |
| TOTAL | 100 | 100 | 100 |

Age Range of Sample Population

| Gender | BRISTOL (N=1144) % | UWE (N=1210) % | TOTAL (N=2354) % |
|------------------|--------------------------|----------------------|------------------------|
| Male N=903 | 39.4 | 37.4 | 38.4 |
| Female N=1451 | 60.6 | 62.6 | 61.6 |

Gender of Sample Population

Programmes in which our sample are enrolled...

| Respondents by FACULTY/DIVISION N=2354 | % Respondents by Faculty/Division |
|--|---|
| BRISTOL (48.6%) | |
| • Arts | 9 |
| • Engineering | 8 |
| • Medical and Vet | 5 |
| • Medicine and Dentistry | 3 |
| • Science | 13 |
| • Social Science and Law | 11 |
| UWE (51.4%) | |
| • Business and Law | 10 |
| • Creative Arts, Humanities and Education | 14 |
| • Environment and Technology | 11 |
| • Health and Life Sciences | 14 |
| • <u>Hartbury College</u> | 2 |
| • Other | 1 |

Respondents by faculty/division by institution

What prior 'experience of enterprise' do students bring with them into the university?

| Nature of in/formal prior experiences of enterprise | BRISTOL % of Bristol | UWE % of UWE |
|--|-------------------------|-----------------|
| Full time work experience | 36.1 | 37.3 |
| Worked part-time in job at school/university | 49.4 | 46 |
| Spent time as intern | 15.2 | 6 |
| Formally-organised programme (e.g. Year in Industry) | 4.9 | 3 |
| Started own business | 3.5 | 5.2 |
| Worked as volunteer | 37.3 | 28.5 |
| I have made money from my hobbies | 14.1 | 10.9 |
| Work experience overseas | 17.2 | 10.4 |
| NO EXPERIENCE | 18.7 | 25.7 |
| Other | 3.4 | 2.8 |

Nature in/ formal or prior experiences of enterprise (*more than 1 response possible)

| How important are the following for you in studying at university? | BRISTOL %* | UWE %* |
|---|-----------------------|-------------------|
| Gain academic qualification | 95.2 | 94.6 |
| Enhance personal development | 89.7 | 87.2 |
| Meet other students with similar interests | 61.3 | 51.1 |
| Meet students with diverse backgrounds | 49.3 | 42.7 |
| Make world a better place | 44.8 | 44.2 |
| Advance career opportunities | 79.0 | 83.2 |
| Gain academic knowledge and skills | 93.0 | 91.5 |
| Gain technical knowledge and skills | 73.6 | 81.3 |
| Gain leadership and management skills | 53.5 | 66.7 |
| Gain enterprise and entrepreneurial skills | 33.0 | 45.7 |
| Gain skills to start up my own business | 17.3 | 30.4 |

Importance of different learning experiences at university

*** 'Very Important' / 'Important' (4 and 5, on 5 point scale)**

| Experience of enterprise and entrepreneurship related education and training IN CURRENT COURSE | BRISTOL NO | BRISTOL If YES, how useful? * | UWE NO | UWE If YES, how useful? * |
|---|-----------------------|--|-------------------|--------------------------------------|
| Whole course/module on enterprise and entrepreneurship | 87.3 | 33.1 | 79.3 | 38.6 |
| Business plan writing as part of course | 88.7 | 28.2 | 79.6 | 26.5 |
| Work placement related to enterprise as part of course | 85.2 | 41.3 | 70.9 | 49.5 |
| Project work on enterprise and entrepreneurship | 83.6 | 35.9 | 73.8 | 34.4 |
| Guest speakers related to enterprise and entrepreneurship | 72.5 | 37.8 | 63 | 42.6 |

Usefulness of enterprise and entrepreneurship training in current course
 'Useful/ very useful' (4 and 5, on 5 point scale)

| EXTRA-CURRICULAR activities at university related to enterprise and entrepreneurship | BRISTOL N=1144 NO | BRISTOL If YES, useful/very useful* |
|--|-------------------------|--|
| Short intensive programme on enterprise and entrepreneurship (e.g Spark) | 95.1 | 37.5 |
| Student Enterprise Society | 93.6 | 36.0 |
| Enterprise competition | 94.4 | 29.1 |
| Student enterprise incubator (Basecamp) | 96.0 | 23.7 |
| University enterprise incubator (SETsquared) | 96.5 | 18.8 |
| Bristol and Bath Enterprise Network | 96.5 | 20.3 |

Engagement in, and usefulness of, extra-curricular E and E activities at 'Useful/ very useful' (4 and 5, on 5 point scale)

There is a relatively low level of penetration of extra-curricular E&E activity at both institutions...

But participating, short intensive programmes and student society activity very/useful...

| EXTRA-CURRICULAR activities at university related to enterprise and entrepreneurship | UWE NO | UWE If YES, useful/very useful* |
|--|-----------|--|
| Short intensive programme on enterprise and entrepreneurship (e.g Bizidea) | 91.6 | 27.3 |
| Ideas factory – drop in and book-able enterprise advice | 91.5 | 16.6 |
| 'Coffeemat challenge' – ideas and social networking challenge | 88.4 | 17.7 |
| The 'Bizidea' Competition | 91.5 | 20.6 |
| UWE Ventures Bristol | 93.4 | 19.9 |
| Bristol and Bath Enterprise Network | 93.3 | 20.4 |

Engagement in, and usefulness of extra-curricular E and E activities at UWE
* 'Useful/ very useful' (4 and 5, on 5 point scale)

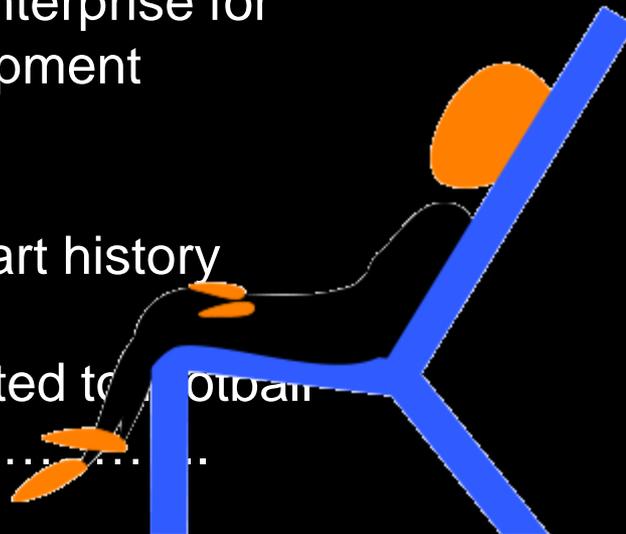
| Learning experiences related to enterprise and entrepreneurship OUTSIDE university | BRISTOL NO | BRISTOL If YES useful/very useful* | UWE NO | UWE If YES useful/very useful* |
|---|-----------------------|---|-------------------|---|
| Local enterprise activity in private sector | 82.9 | 38.3 | 80.1 | 38.6 |
| Local volunteer/community/social enterprise activity | 65.2 | 45.0 | 67.5 | 40.7 |
| International enterprise activity in private sector | 89.5 | 34.5 | 86.8 | 32.7 |
| International volunteer/community/social enterprise activity | 83.2 | 35.9 | 84.8 | 31.5 |
| Learning through media (TV, blogs) | 61.3 | 22.8 | 61.2 | 30.1 |
| Learning through friends who are involved in E and E activity | 59.6 | 26.3 | 59.6 | 30.2 |
| Buying and selling on trading space (e.g. EBay) | 53.9 | 20.5 | 49.3 | 28.2 |

Learning experiences related to E and E outside of the university

'Useful/ very useful' (4 and 5, on 5 point scale)

Example of range of business 'ideas' in open ended section –

- ...Social enterprise
- Consultancy in heritage
- Literary journal
- NGO working on tribal arts and crafts
- Dental practice
- Shhhh....its a secret.....
- Education academy
- Electronics supply in hobbyist market
- Grassroots social enterprise for international development
- Property
- Psychotherapy
- Services related to art history
- Possibly a charity..
- Something that related to Ottoman
- Fashion retail café.....



...Wood pellets from sustainable sources to sell directly and to use biomass gasification to generate electricity to input into the national grid...[student]

...I plan to be an academic, possibly independent, itself an enterprise. If it does not work out I would hope to fall back on my entrepreneurial qualities as I do not enjoy being a cog in a machine...[student]

SETquared Accelerator

- Hi-tech incubators - established in 2002 (HEIF funding) across 4 universities to generate nascent firms using entrepreneurship model of development, incubation of ideas, and acceleration of development
- SETquared activities organised to ensure development of small hi-tech firms (space, events, mentors, venture capital)
- Directors link university to city/regional economy

SETsquared Partnership >>

Support for new businesses >>

Case Study

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REVOLUTIONARY POLYMER SOLUTIONS

Welcome to the SETsquared Partnership

SETsquared is a collaboration between the universities of Bath, Bristol, Exeter, Southampton and Surrey which partners in enterprise activities and collectively supports the growth and success of new business opportunities through spin-outs, licensing and incubation. The Partnership also works with industry through research collaboration and consultancy. This website provides information on the services we provide and the companies we support.

Are you starting a high-growth, knowledge based business?

Yet....

- Very diverse entrepreneurship practices amongst Directors and young firms - 'talent spotters', 'ideas spotters', 'trend spotters', 'resource spotters'
- Limited flow of ideas from within academy to incubator and out to the wider city region
- Tensions over who is to be involved in the innovation, and where the enterprise is to be situated (inside or outside of the academy)

FOODcycle

- Network of university student volunteer-run organisations that collect surplus food from local retail industries (supermarkets and markets) and using volunteers in free kitchen spaces creates meals that it distributes free to people affected by poverty.
- National initiative - but new hubs can be created - supported by funds from the centre, and where money raised from the hubs go back into the centre [franchise of sorts]



FoodCycle Bristol Hub

Bristol student heard about FoodCycle in late 2008 and established Bristol Hub in 2010. First out of London hub.

Weekly kitchen - Sundays - serves 40-50 people in need - collected and prepared by volunteers; fortnightly student restaurant operates same way by charges nominal amount.

Bike Project donated bike to FoodCycle for transporting food.

May 2012 named best Social Enterprise at SETsquared annual student award.
Current coordinator collected the award.



‘Mandy’ [student volunteer]: ... although I’ve been doing stuff on social enterprise, I have difficulty with the word entrepreneur, because I feel that that kind of label is- I dunno, it's sort of like people- no one wants to go round saying 的’m an entrepreneur. Well, some people do, but they’re the kind of people that you maybe wouldn’t wanna chat to quite so much.

I dunno if **‘Greg’** [initiator of hub in Bristol] would call himself an entrepreneur really... but it’s difficult...cause [FOODCycle] is nothing really, compared to what it was when it started out.... So it's almost like everyone who’s on that team is an entrepreneur because they’re all contributing their ideas and their energy and their passion, and their hard work to kind of see something extra...(pseudonyms used for interviewees).

MandySo it's difficult, I mean there's that term 'intrepeneur' which means innovating from within an organisation, but it's quite a similar thing I think in a lot of ways. And it's like- I mean, there are people that do start businesses on their own, but there are a hell of a lot of people who sort of have an idea and then get people on board and it's so much more of a kind of collaborative effort than just that one person.

Bristol Bike Project

Began in Dec 2008 on outskirts of Bristol; moved to a community neighbourhood (Stokes Croft) in 2009. Doubled floor space in 2011.

Provide a service to underprivileged and marginalised people whose lives would improve as a result of having access to affordable and sustainable transport.

Maintain workshop for volunteers and project users to facilitate skill sharing, socialising and collective empowerment.

Redirect functional bicycles from landfill to people who need them (asylum seekers etc)

A case of other globalisations.....

The Bristol Bike Project

[about](#) / [contact](#) / [FAQ](#) / [links](#) / [for sale](#) / [support](#) / [gallery](#) / [film](#) / [blog](#)

Hello and Welcome!

We are a volunteer-run, community bike project, repairing and recycling unwanted bicycles in order to provide them to underprivileged and marginalised groups within Bristol.



"...I became aware of the need for refugees and asylum seekers to be mobile, and aware that a lot of the housing for them is quite a way out of the city in the suburbs, and it was common place for people to be walking a couple of hours in, and a couple of hours out of the city centre, because that was for the most part where appointments they had to go to, and the welcome centre itself, various bits of voluntary work, and some of them who are attending college, its all very centrally based... so, ok, here's something that's making life a lot more difficult, the fact that they can't be more mobile, so let's see if we can see a solution, bikes."

"...I'd spent a year, or two years before, being out in South America doing some voluntary work with a group there, and there was the idea of sweat equity which I really liked and took away with me, the idea that its not a financial thing, but the time and energy rebuilding peoples houses, and in a small community or village you'd have groups working on one person's house, and when that was done you'd work on the next persons, and you'd all put in the labour and time for free, but help each other out. I really liked that, and it was a really empowering way of doing it. It wasn't just a group of people from overseas coming in and doing work and then sorta pissing off again, and no involvement or engagement, but they were engaging the people they were doing it for. The realisation of the process of how we were doing it was important“ [James- BBP Founder]

"...at that stage I didn't really have a massive concept for what it [The Bristol Bike Project] would be, for me its like the social aims and endeavour of it, which is trying to help people out, I guess that was the spark for it, that yeah, there are unwanted bikes out there“ [James- BBP Founder]



THE BRISTOL BIKE PROJECT

REPAIRING & RELOCATING BICYCLES WITHIN THE COMMUNITY

[HOME](#) [ABOUT US](#) [OUR SERVICES](#) [OUR WORKSHOPS](#) [NEWS](#) [RES](#)

How We Roll

Since the project's inception in December 2008, we have operated at a very grassroots level, choosing not to have bosses, hierarchy or to jump through any hoops that we don't like the look of. The project wishes to remain autonomous and to be self-funding.

We are:

A community interest company, a social enterprise (to tackle social problems, a cooperative structure in order to unite (voluntarily to meet common economic, social and cultural needs and aspirations, and not for profit company where gains are reinvested back)



Q: How important is idea of it being a not-for-profit] enterprise?

- I suppose its, first and foremost, whenever I hear that term it not for profit enterprise, to me means that [the BBP] not a money-driven operation, something that is not about making lots of money, which is refreshing really, in the sort of society in which we live where that seems to be such a big factor for so many people, making lots of money. It overlooks how we can make just enough to live... Just this obsession with making lots of money. Its nice for it to be reflected in groups where its not about that, all that time and energy spent trying to make more money and be bigger and make more money in that way... that sort of energy can be harnessed and put into working with people.“[James-BBP Founder]

Q: Do you see yourself as an entrepreneur?)

- People have said that to me, in that sense, but I don't really think that, massively, but perhaps some of the characteristics of what it means to be an entrepreneur I think I have. I think, it sounds big-headed, but I'm just trying to be honest... I guess I am good at motivating people, and creating enthusiasm, I think I'm good at curating people... I think an openness is good, being open to ideas, and in that sense helping people to flourish in that space... I've always liked that idea, that kind of enabling, its exciting... and in this sense, the social concern that I had originally, I wanted to see if we could help people... ” [....suggest chantrepreneurs]

Returning to hegemonies.....

A Crisis of Imagination.. Resources for Renewal??

The entrepreneur ...[heroic, individual figure, or organiser and collaborator....]

The university ...[credentials, or knowledge creation and community building in a wider sense]

The global...[circuits of capital, or critical cosmopolitanism that fosters the local]

Enterprise... [scalable, money making or ...social sustainable activity]

Value....[profit, or values creation, valuing, new economy of the value chain]

Third mission ...[or new vision of knowledge creation and community]

Economy....[or post capitalist development]

Knowledge...[private good or societal good]

Innovation...[high tech, or social innovation].