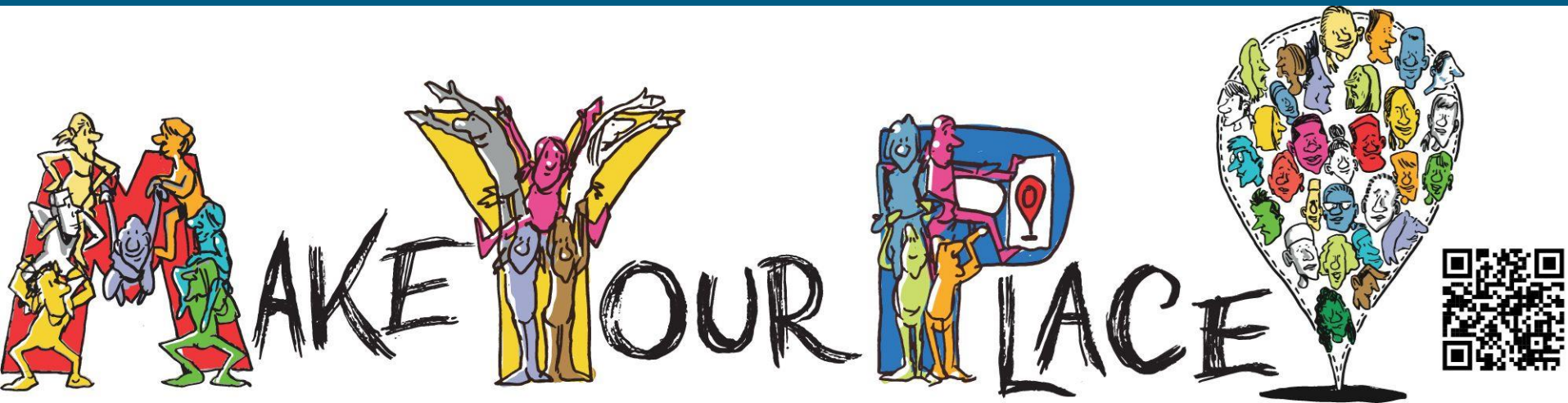


Make Your Place

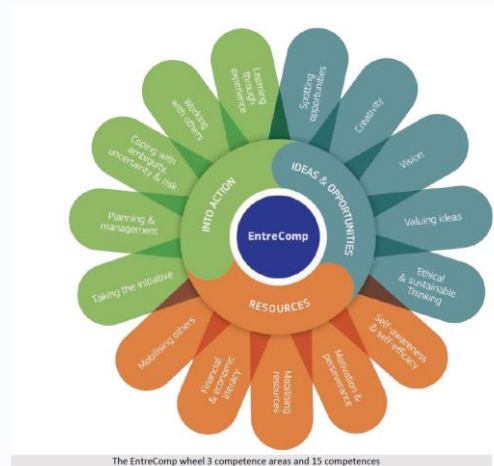
Sustainable enterprise – engaging young people in place-based innovation

Sian Campbell, Strategic Lead, people and Place, Senior Enterprise Fellow, Southampton Business School



About Make Your Place

- School's Enterprise Programme focused on place based innovation and built upon the EntreComp Framework for Entrepreneurship, the UN Sustainable Development Goals, and the Gatsby Benchmarks.



Collaborative Partnerships

INTERNAL - University	EXTERNAL
University Business School	Southampton City Council – 6 Southampton Schools
Faculty of Engineering & Physical Sciences	Solent Partners (Hampshire) - 6 Hampshire Schools
Future Towns Innovation Hub	FE Colleges (long-term u/e, additional learning needs)
Sustainability & Resilience Institute	Drawnalism
Faculty of Social Sciences	And others (e.g. Woodland Coppice)



What is Make Your Place?

- Collaboration between SBS, FEPS, Southampton City Council and the Solent LEP, schools, colleges, and the private sector.
- HEIF, ESRC, RIF, and FEPS funding support. FTIH integral to success.
- An inclusive sustainable enterprise challenge embedded in the National Curriculum (esp. geography, business, science, citizenship).
- Participants carry out research on their 'Place' – its environment, economy, importance in the UK, and how they can contribute to its future.
- Develop ideas for products, services, or initiatives to improve their Place by making it more engaging, connected, and sustainable. In doing so they consider skills and opportunities needed to make their ideas a reality.
- Share and evaluate ideas.



Why is it important?

- Gives young people the opportunity to develop ideas about what future towns and cities might look like and explore what opportunities might be open to them.
- Meets 6 of the 8 Gatsby Benchmarks for enterprise education.
- Contributes to University Commitments to Place by being an active partner in the city, working with our civic partners to build sustainable communities, transform educational opportunities, and strengthen economic prosperity, as well as fostering collaboration across faculties.
- Promotes 'growth' mindset.

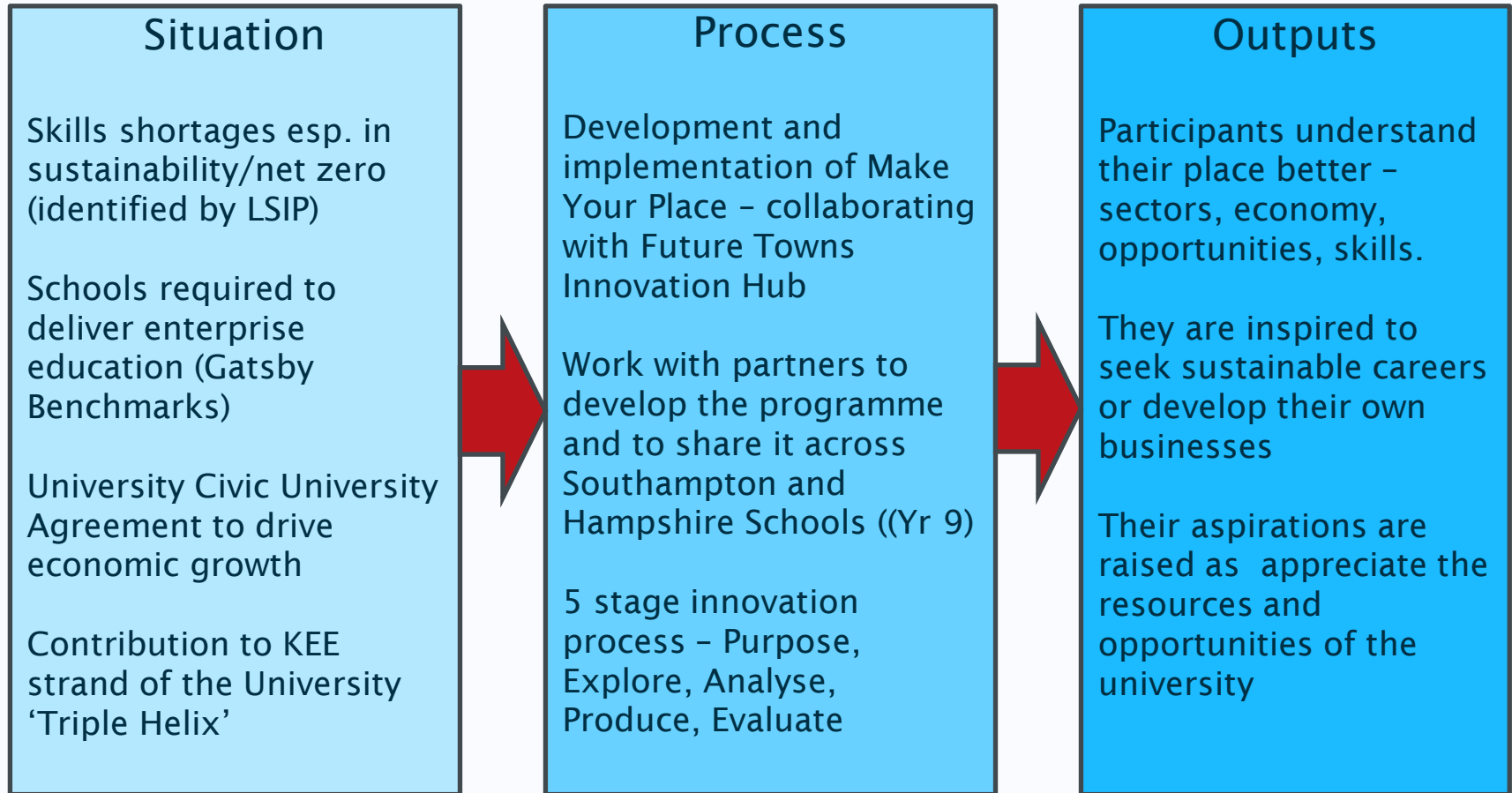


Benefits to participants

- An appreciation for the range of opportunities offered by their city – their ‘place’.
- Time and space to ‘think outside the box’.
- Think deeply about a sector or business that interests them.
- To think about sustainability in terms of skills, careers, and enterprise/entrepreneurship.
- To co-create innovative solutions to address sustainability and place challenges.



Programme Theory



Resource allocation - transport, lunch, admin/project management support, templates, consumables, branding, evaluation, development

Who takes part?

- Schools - 12 (+2 extra sessions)
- Colleges - Long term unemployed, Additional support group, PRU
- Festival of Science and Engineering
- ESRC Festival of Social Sciences
- Supported by PhD researchers

- So far, over 600 people have participated.
- Future - businesses and organisations in addition to current market, commercialisation, toolkit

Materials

- Postits – for exploring
- Templates for analysing, producing, and evaluating
- Large maps
- LEGO!

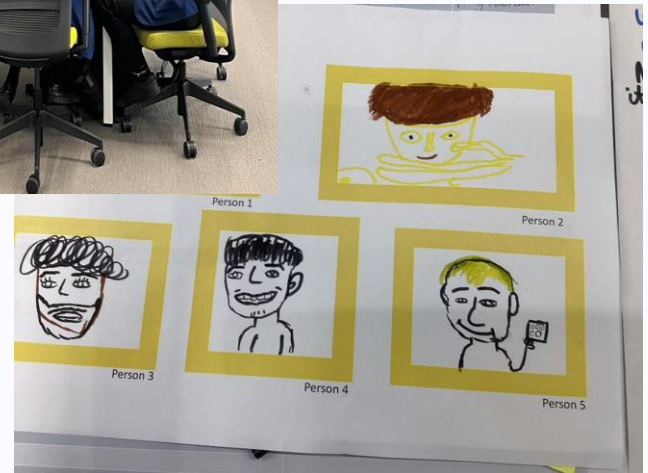
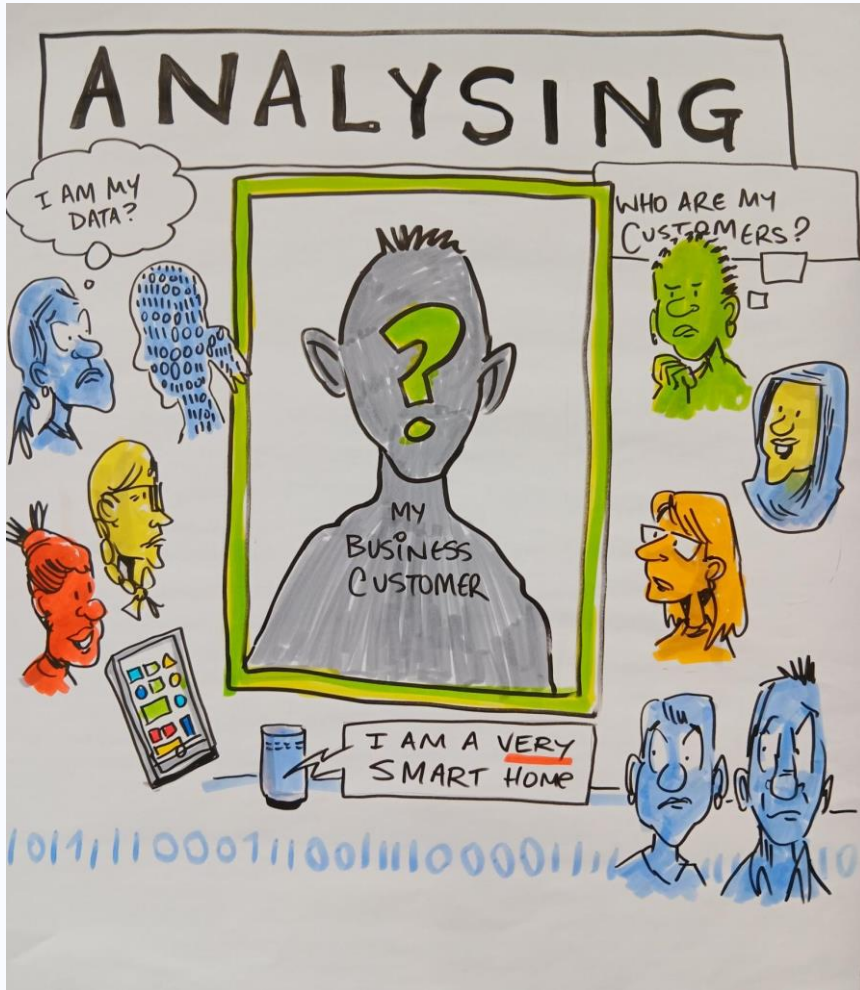
Templates are here

[Make Your Place slides for printing](#)

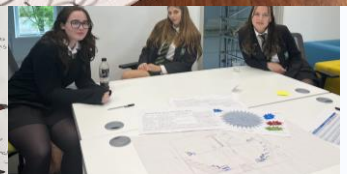
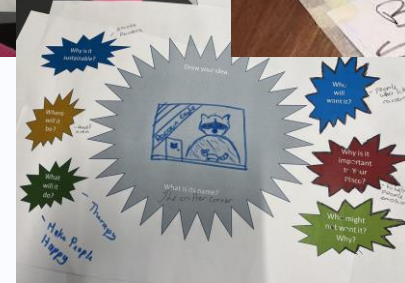
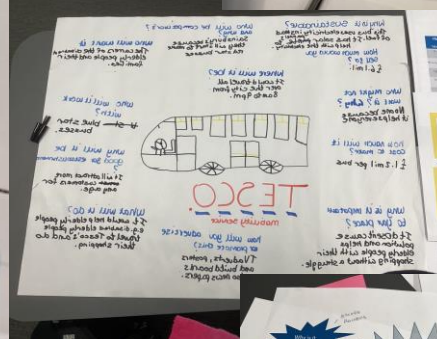
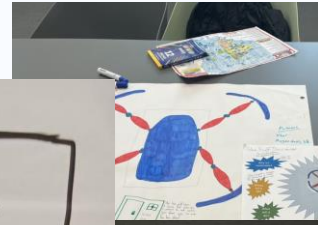
Exploring



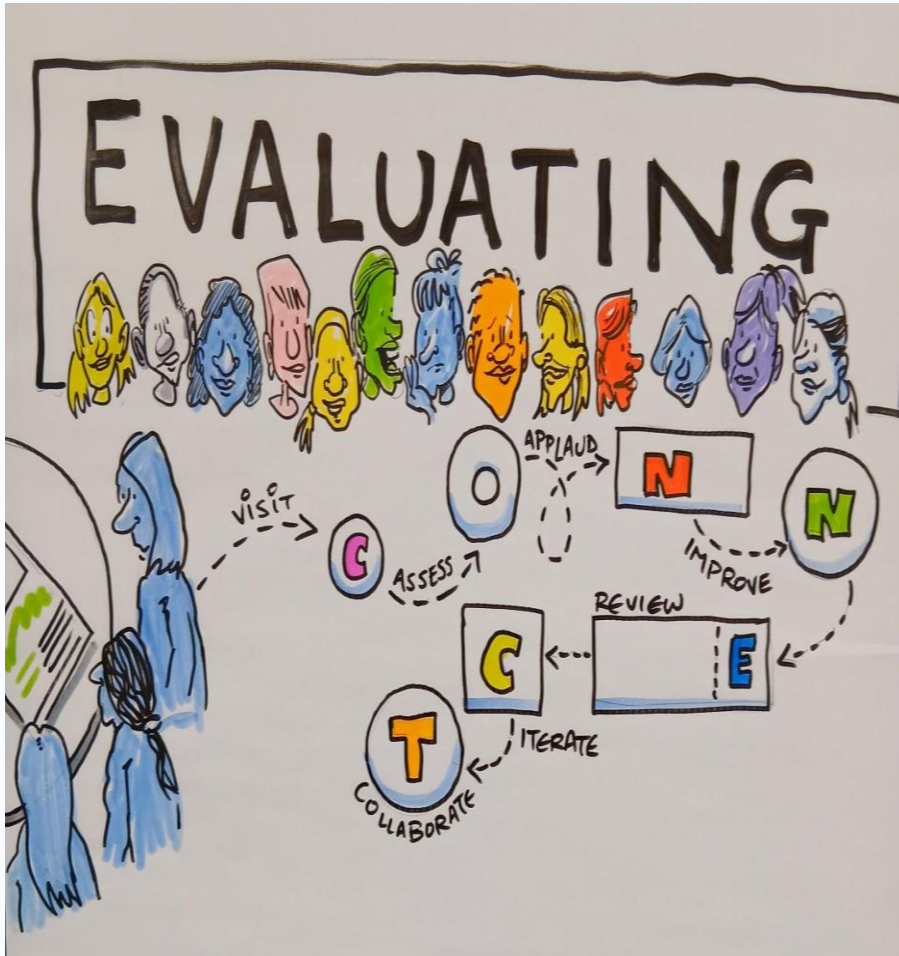
Analysing



Producing



Evaluating



Evaluation

Most Innovative Idea to Fix a Place based Problem: **Pop Up Football Pitch***

- Astroturf pitch and pop-up shops
- Moved to local places (carparks) where space is limited
- Possibly supported by Southampton Football Club and Saints Trust and Southampton Players
- Designed to facilitate wheelchair and disabled players
- Funded by rental on pop - up shops



And lots more.



Outcomes

- Pupils get the courage to develop a solution with people they know AND people they don't.
- They learn about the world of enterprise and learn to think in enterprising ways.
- They develop their own solutions to thorny 'big' problems – and they learn they CAN tackle these effectively when they work with others.
- They learn that they don't have to be the cleverest to be successful.
- They come to know that there are opportunities out there to make their place a better place.

Finale



“The evidence [...] suggests that the programme is strikingly successful in achieving the targets in careers, enterprise and place criteria. What is more, most student and teacher feedback supports the view that participants find the experience engaging, enjoyable and even exciting in many cases.”
 Prof. Steven Henderson (External evaluator)

Reflections

- Partnership working is hard and takes time - build this into planning
- Be able to articulate what you want to achieve and do it enthusiastically
- Communicate the win-win
- Acknowledge that your priority is not everyone else's priority
- Know that not everything will go as you imagined - it's all about the learning
- Build traction - RSA, EEUK toolkit, Enterprise Advisor, hackathon
- Where next?

