

# ***The Enterprise Team Newsletter***



Issue 6

June 2021

# News From The Team

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## A Fond Farewell

This month we are unfortunately having to say a very fond farewell to two amazing Enterprise Team colleagues.

Paul Greetham has supported countless students and recent graduates over his 18 years at the University of Huddersfield; initially as part of the Business Mine, which later evolved into the Enterprise Team in 2012. With his wealth of experience, and dedication to enabling clients to shape their ideas into businesses, Paul will be sadly missed by colleagues and clients alike. Recognised by a National Enterprise Educator Award for his Business Advisor skills and impact in 2016, we wish Paul all the very best for his retirement and hopefully, the opportunity to take even more holidays!

Jacob (Jake) Mawhinney joined the Enterprise Team in 2019 on placement with us as our Marketing Assistant. Utilising the learning from his marketing degree and combining it literally with his 'student voice', he has helped enormously with engaging a wider student audience and raising awareness of the Enterprise Team's services. Jake's positive approach and willingness to develop and utilise new skills, has I'm sure, played a part in him securing his first graduate role, commencing next month in a Global Recruitment Agency, based in Leeds. We will be sad to see Jake leave, but wish him the very best of luck as he takes the first important step in his post-university career.

We wish Paul and Jake all the very best for the future and look forward to hearing about their next adventures.

# **Enterprise Placement Year 2020/21**

## **More Challenging Still!**

Undertaking an [Enterprise Placement Year](#) is a challenging option for any student; moving from being quite strictly timetabled and directed, to suddenly being responsible for their own direction and motivation. Whilst the Enterprise Team does everything they can as a team to be supportive, and to provide a firm foundation and structure, the success or otherwise of an EPY, lies very much in the individual's hands.

Around this time last year, I wrote to the EPY cohort of 2019/20, and congratulated them on coping with Covid-19 and the shift from working face to face, to then having to return home and work remotely. This year, the 2020/21 EPY cohort's experience can be argued to have been even more challenging. I still have to remind myself that as they were assessed for suitability for the programme online, and have engaged with the team only by remote learning, my colleagues and I have never met any of these 19 talented students in person!

Many have had to adapt and pivot their business ideas to reflect the ongoing situation. Most of have had to work from parental homes and perhaps be faced with less-than-ideal study conditions, as everyone competes for space and wifi! Everyone will have had personal circumstances/difficulties to manage; both Covid and non-Covid related. Yet this exceptional group of students have remained committed to their placement experience, and to their business opportunities.

I know that I can speak on behalf of the whole Enterprise Team in saying that we will remember you all as being an exceptional group of students, and that regardless of your chosen future pathways following your final year of UG study, we have every confidence that we will continue to hear positive things about each and every member of the group.

Philip Clegg - Head of Enterprise & Entrepreneurship

# **Boot Camp Helps To Kick Start Huddersfield's Entrepreneurs Businesses**

Enterprising students and graduates from the University of Huddersfield gathered virtually to plan and develop their business ideas, in an event sponsored by Santander Universities, and organised by the University's Enterprise Team.

Over 20 delegates attended a four day Business [Boot Camp](#) from 1 to 4 June which included specialist workshops led by experts in pitching, finance, marketing, branding and intellectual property. A big thank you goes out to our Friends of the Enterprise Team for delivering inspiring, engaging workshops and 'Ask the Expert' sessions throughout the week:

- Enterprise Evolution
- The Bigger Boat
- KC Communications
- Sheards Accountants
- Eaton Smith Solicitors
- Justo Associates
- Scriba PR
- Startling Ideas
- RIUT Bags

Reflecting on Boot Camp, one attendee said "I loved the fast-paced nature of the days - they kept me engaged and I felt like my days had been fulfilled. I have learnt a huge amount of skills and knowledge to take forward". Another delegate advised students considering starting their own businesses "I highly recommend that you attend, no matter what stage you are at within your business, we should always be willing to learn".

The week concluded with a pitching competition. Delegates presented 3-minute pitches to our judging panel Damien Mullany, Santander Universities Relationship Manager, Kirstie Wilson from public relations consultancy [Scriba PR](#), and Sarah Giblin, Founder of [RIUT Bags](#).

Nicola Walker, Enterprise Coordinator at the University of Huddersfield said, "We are so proud to have hosted a virtual Boot Camp. The event gives enterprising students and graduates an inspirational environment in which they can explore and develop their business ideas. They leave the camp equipped with a wealth of knowledge to help them on their journey into business. Whilst we would have much preferred to have run the event in person on campus, the week has been a big success"

# **Warm Start For ICE+ Programme Melts Expectations**

Following a successful bid to the Office for Students and Research England, we launched the [Innovation Creative Exchange Plus \(ICE+\)](#) programme in September 2020, an interdisciplinary enterprise and employability initiative, which provides opportunities for students (undergraduate and postgraduate) to engage in real-world challenges, posed by external businesses.

The two-year project will enable interdisciplinary student teams to be supported in the development of potentially innovative solutions and concepts, and then to pitch their proposals back to the external organisation. Teams with the best proposals are offered short, paid placements with the external organisation, to further develop or implement those ideas, and to gain industry-based experience.

Three ICE+ challenges have taken place to date, including an initial challenge with [Gekco](#), developing their corporate social responsibility policy, followed by one with [Rugby League Cares](#) linked to the plans for a Rugby League Museum at the George Hotel.

The next challenge on July 7th will be supporting [One-Community](#), followed by a postgraduate researcher specific event in October. Please check our [ICE+ web page](#) for more details.

# Meet Our Supported Businesses

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## Crab Studios

Niall Crabtree

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Niall Crabtree is the mastermind behind Crab Studios, a board game development company based in the UK. Niall's ambitions stemmed from his time as a game design undergraduate at university, where one of his assignments was to create a board game. Niall was passionate about taking his creative ideas forward and creating board games that are easy to get into but do not alienate experienced board game players. He applied this to his latest board game, Food Time Battle in Space. Niall spoke about the game having a lot of depth but only containing one A4 page as a rule book.

While running his own business during Enterprise Placement Year 2020/21, Niall spoke about the advantages of being your own boss, saying that "you can make all the decisions yourself, set your own hours and have more freedom". However, Niall recognised the challenges that come with this, as he learnt that "in business, you either succeed or you learn" and that you can't blame your boss if something goes wrong because you are your own boss.

From receiving great help primarily from Sarah Agar-Brennan, one of our Business Advisors, which involved support with the overall direction of Crab Studios, Niall is looking to break into the crowdfunding market in a way that hasn't been done before by providing rapid fulfilment. Niall said that he can make games in the UK that do not heavily emphasise on profit, which means he can make good games and get them to people within two or three months instead of a year.

You can find out more about Niall and his business on his [Instagram page](#).

# ***The Enterprise Team:***

## **Head of Enterprise & Entrepreneurship**

Philip Clegg

## **Head of Student Enterprise Development**

Leigh Morland

## **Enterprise Coordinator**

Nicola Walker

## **Business Advisor**

Paul Greetham

## **Business Advisor**

Catherine Brentnall

## **Business Advisor**

Sarah Agar-Brennan

## **Enterprise Marketing Assistant**

Jacob Mawhinney

## **Head of Enterprise & Innovation**

Sue Cooke



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