

Enterprising Times

Newsletter of the Faculty of Business, Education and Law

May/June 2016

Events Management students deliver success with local organisations



Editorial

We are so pleased to see such an outstanding performance by Events Management students this year in their work with local organisations. An enormous amount of volunteering has taken place starting at the Stone Food and Drink festival at the start of the year and finishing with the organisation of their own events at the end (see pg 4). Some have already got jobs in the sector, others have signed up to postgraduate courses. What is undoubtedly true is that those who have worked hardest and taken the many opportunities provided have put themselves into the strongest position for their future careers. Even in the events sector (which is booming) employers are still looking for experience and we aim to provide it here at Staffordshire University.

A big thank you to Andrea Perilli for all the work he has done with us for the last few months under the ERASMUS scheme.

Jon Fairburn

Remember we have a twitter account for all business news @BusinessStaffs and for all tourism news @tourismsu

To subscribe or unsubscribe to this newsletter please email jon.fairburn@staffs.ac.uk.

Back issues can be found at <http://www.staffs.ac.uk/enterprisingtimes>.

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Be inspired start £1 million pound business support project - Clair Hameed



The be inspired team have just secured £1,000,000 funding for continuance of the University's business start-up support programme.

We have been helping graduates, students, staff and others associated with the University to start their own businesses, freelance and commission their work since 2002 and with our support, more than 60% have become sustainable, long term businesses.

See www.beinspiredatstaffs.ac.uk/home/about-us for more info.

Let us help you and your graduates/students increase their employability skills and take their future in their own hands. We are happy to speak to groups of students about how we can help them, just get in touch.

The project will run for 3 years and will support graduates, students, alumni, associates and staff of the University to start and grow a business idea by providing the following;

- Business development workshops – Two full days of training on the financial elements involved in being self-employed including business planning, tax, cash flow, pricing and Sales & Marketing;
- A business mentoring programme – Each month they meet with a business mentor of their choosing who guides them through growing their business in order to be investment ready at the end of 10 months;
- Networking opportunities - through our monthly business club in the evenings. Each month an industry expert delivers a keynote speech on a particular subject followed by networking. Anyone can attend these; students, staff and external businesses. Our attendance is generally 60-80;
- Information advice and guidance - from the be inspired team based in LW117. This is available to any student, graduate or staff member in any faculty;
- Financial support – In the form of a reimbursement grant which can be spent on their business.

Occasionally some businesses decide not to continue long term, but the entrepreneurial skills developed whilst on the scheme give them extra confidence, knowledge and talking points when interviewing as an employee.



Further information on the programme can be found at:

www.bit.ly/1Uj9AXR

And if anyone is interested in applying they should contact us at beinspired@staffs.ac.uk or they can telephone 01785 353809.

Left to right on photo: Clair Hameed, Cath McCabe, Dot Wiernikowska.

Events Management students raises thousands for local organisations

As part of their final year course Events Management students are required to plan and deliver a successful event.

This year has seen a range of stunningly successful events by the students.

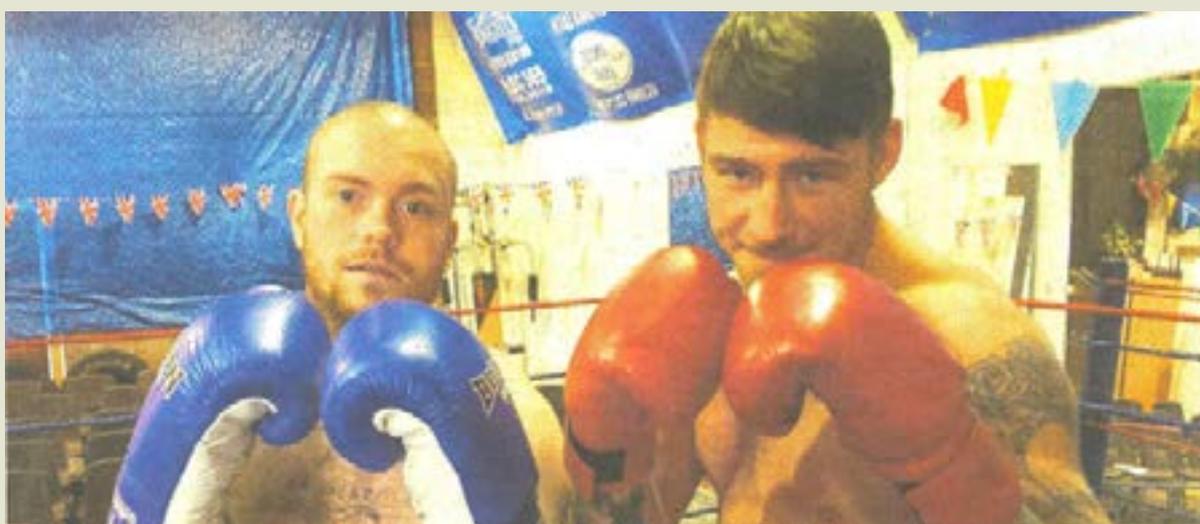
Beth Hanly and Kayleigh Fyfe organised the charity ball for AED Donate at the Moat House in Stoke on Trent with 250 people attending and over £6,000 raised.



Contacts details:

AED Donate: www.aeddonate.org.uk
 Beth Hanly: uk.linkedin.com/in/bethan-hanly-393570a6
 Kayleigh Fyfe: uk.linkedin.com/in/kayleighfyfe

Vanessa Briggs and Milly Beech organised a boxing night at Unit 8 Community Boxing and Fitness Club in Chesterton, this raised money for a local heart charity and for the gym itself. Raising £1,500 in total. Facebook page: www.facebook.com/unit8boxing/?fref=ts



Vanessa Briggs: uk.linkedin.com/in/vanessabriggs
 Milly Beech: uk.linkedin.com/in/ameliabeech123

Emma Gaunt, Brea Lane, Charlotte Rabey and Ieshia Spalding-Mustab put on a vintage tea party at Middleport Pottery and raised £400.



Emma Gaunt: uk.linkedin.com/in/emmagaunt

Charlotte Rabey: uk.linkedin.com/in/charlotterabey

Brea Lane: uk.linkedin.com/in/brealane

Ieshia Spalding-Mustab: uk.linkedin.com/in/ieshia-spalding-mustab-152887a6/it

Several Events Management students volunteered at the Sandon Hall Spring Fair largely working on the social media channels.



Brea Lane (Twitter: [@Breabop](https://twitter.com/Breabop)), Natalie Kenyon (Twitter: [@natalie_kenyon1](https://twitter.com/natalie_kenyon1)), Lucy Marie Vaughan.

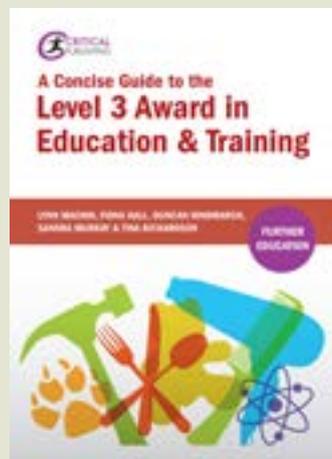
For details of our Events Management courses see here:

www.staffs.ac.uk/academic_depts/business/courses/tourism_and_events/index.jsp

So you think you can teach? - Duncan Hindmarch

Introducing a beginner's guide to teaching in the Further Education Sector

At some point during my final year of my History degree it dawned upon me that I did not have a clue what on earth I would do for a career following graduation.



So naturally I became a teacher. Nowadays, with students more focused on employability than ever, I'm sure each and every one of your soon-to-be graduates has a clear and cunning plan for the rest of their lives...but just in case this is not quite right, have they considered teaching in the Further Education Sector? Following government reforms which removed the requirement for teaching qualifications in colleges, our graduates' discipline expertise and other Staffordshire Graduate Attributes would be attractive to prospective FE employers.

The [Concise Guide to the Level 3 Award in Education and Training](#) by Dr Lynn Machin, Duncan Hindmarch, Sandra Murray, Tina Richardson and Fiona Hall provides the ideal starting point for those considering getting into teaching or are just beginning to teach. It focuses on the essentials they need as they begin a new and exciting career, whether

they are engaged in the qualification or not. The authors all have FE teaching backgrounds and believe the book will be an ideal companion for new teachers wanting to make a good impression with both their employer and learners.

The book has been organised into key topics which provide prospective teachers with the key information needed as they enter the classroom for the first time, such as approaches to teaching, plan learning, assess and what we all fear at first – managing behaviour. It's short and accessible – at under 100 pages, but also includes guidance towards further practical study as teachers gain more experience.

This book completes coverage of the non-mandatory FE teaching qualifications, with the successful [Complete Guide to the Level 4 Certificate in Education and Training](#) already released as a second addition and the [Complete Guide to the Level 5 Diploma in Education and Training](#) update coming out this summer. An Education Studies book has also been pencilled in for the team in 2017.

So, looking at your current students, do they think they can teach? With this book we hope their answer is a resounding 'Yes!'.

Short film on Sustainable Food



Production in Stoke on Trent – features London Road Bake House, allotments, oat cake shops.

Take a look here:

www.youtube.com/watch?v=1GggO1rY1C4&feature=youtu.be

New Manchester-Beijing route starts in June



On 18th of April Professor Jon Fairburn and the student Vincent Law have attended the launch of the **new flights service from Manchester to Beijing starting 10 June 2016.**

The flights will provide a connection between Manchester and Beijing for the first time, giving the 100,000 passengers travelling each year between the two cities the convenience of direct scheduled services.

The #Manchester2Beijing route is worth at least £250 million in economic benefits to the UK over the next decade, with two-thirds being felt directly in the Northern economy in terms of increased jobs, economic activity and tourism.



By providing a non-stop service, the new route will also generate journey time savings worth £5 million every year for business passengers and avoid the inconvenience of changing planes at another airport. As businesses in China and the North take advantage of the improved connectivity, the #Manchester2Beijing will generate further economic benefits in terms of productivity, increased trade and collaboration, and increased foreign direct investment.

For more info about Hainan Airlines visit: www.hainanairlines.com

Sustainable Earth 2016: A global forum for connecting research with action

23 and 24 June, Plymouth University

An event for researchers, businesses, community groups and individuals to come together for two days of inspirational speakers, networking opportunities and creative workshops designed to spark and encourage collaborations for a sustainable Earth.

Why attend Sustainable Earth 2016?

- Hear from leading organisations including Salvation Army, Environment Agency, Plymouth Energy Community, Westcountry Rivers Trust, Langage Farm, University of Iceland and Plymouth University;
- Discuss ideas and thoughts with top researchers and organisations in a marketplace breakout session;
- Take part in reflective activities including a visit to a solar farm, workshops with globally renowned researchers and a tour through the universe;
- Network with individuals, companies and organisations over a buffet lunch and evening meal.

For more info visit:

www.plymouth.ac.uk/research/institutes/sustainable-earth/sustainable-earth-2016

Law School Publications

Law School lecturer Dr Keith Puttick has co-authored **Labour Law and Social Progress – Holding the Line or Shifting the Boundaries?** (Eds Blanpai, Du Toit, Hendrick, Kluwers International, Netherlands, 2016). This is a collection of keynote and selected papers from the XXI World Congress of Labour Law and Social Security, International Convention Centre, Capetown, September 2015 (ET, Oct 2015). His contribution develops themes in his keynote paper at the XI European Congress of Labour Law and Social Security, Dublin in 2014 (ET, Sept 2014), particularly concerning labour market fragmentation, weakened distributive mechanisms, and shortcomings in minimum wage-setting and schemes to support minimum social protection floors. However, the commentary also looks at comparative labour market regulatory trends, including those in Latin America, India, China, and South Africa. Entitled 'The Challenges for Labour Law and Social Security Systems at the Labour-Social Security Interface', the focus is on the inter-action of labour regulation and collective bargaining on the 'labour' side, and State support for employment. Consideration is also given to the effects of growing casualisation, underemployment, and ILO concerns about low productivity and 'dwindling wages'. A significant issue, particularly for Europe, is the mutualisation or demutualisation of risk. This can involve transfers of risk and risk costs away from the employer and worker so that they are borne by the community and others (mutualisation); or transfers the other way, ie to the worker, employer, or both (demutualisation). These are among the issues also touched on by other Congress speakers and co-authors such as Alain Supiot, Simon Deakin, and Graciela Besusan. More recently, Keith gave a paper entitled 'Raising the Floor? Evaluating the UK's National Living Wage' at the annual conference of the Socio-Legal Studies Association annual conference at Lancaster University on 6th April.

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Staff Profile: www.staffs.ac.uk/staff/profiles/kap1.jsp

Visit to Gradbach Hostel

A delegation from the Business School visited the refurbished Gradbach Hostel which is now owned and run by Newcastle under Lyme College. The refurbishment has been done to a very high specification and engineering students were involved with some of the work.



The discussions during the day linked in very well with the EU project - Sustainable Management in the Tourism Sector (SMARTOUR) that both organisations are involved with.

For more info visit: www.gradbach.co.uk and www.smartourproject.eu

Law Workshops in Action- Keith Puttick



A number of work-based workshops in Law and HR modules have seen students engaging in activities requiring deployment of a range of skills - research, team-working, and communication among others.

In April LLB Level 4 Constitutional Law students were joined by students from other LLB levels in a pre-EU In/Out Referendum debate. They researched relevant Public Law as well as the likely impact of the UK staying in, or leaving, the EU.

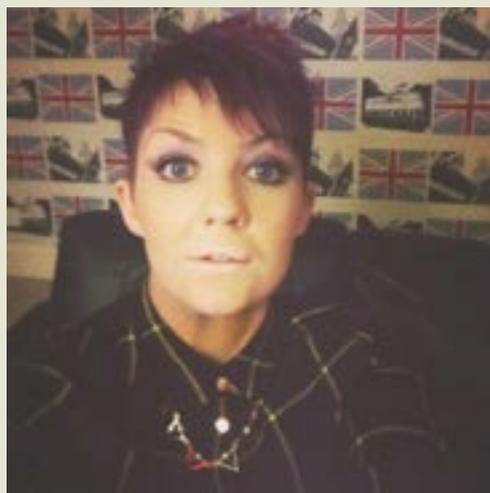
Whilst the primary focus was on Public Law and ‘sovereignty’ aspects, their enquiry took them into wider-ranging areas like Business, Labour Law and Social Security, and Trade. They then worked with other members of their teams to present their respective ‘cases. Participants for the ‘In’ side were Aranpreet Bedi, William Fulton, Raymond Mugerwa, and Lloyd Myatt; and for the ‘Out’ side Lyubitsa Blazhevskva, Jack Bizzell, Bertha Eke, and Tom Simpson (pictured with Law Lecturer, Dr Keith Puttick and Business Lecturer, Prof Jon Fairburn). Keith congratulated all participants for their understanding of the complex issues around sovereignty, including ‘pooled’ and ‘transferred’ powers, Before distributing prizes and certificates, Jon Fairburn discussed the importance of the EU for the university and wider HE community. He urged all students to register and vote in the forthcoming In/Out Referendum. Interestingly, a linked assessment produced a record number of ‘firsts’ this years (sixteen!).



PG Diploma in Human Resource Management students taking Employment Law participated in a mock Employment Tribunal featuring a claim for Unfair Dismissal and Disabilities Discrimination. In a workshop the week before participants role played a Pre-Trial Conciliation (PTC) in which both ‘sides’ attempted to reach an agreement. Despite an offer of re-engagement the PTC failed, which meant the case in the ET went ahead! Pictured with participants Laura Reynolds, Amy Robinson, Jessica Potts, Leighton Hughes, Zoe Hargrave, James Davenport, Zena Cassidy, and Claire

Allman, are lecturers Peter Beszter (Business), Keith Puttick (Law), and Michal Jarrett. Both the PTC and the tribunal stages of the case reflect what HR practitioners can expect to see (and be involved in) in practice. In particular, PTC has now become a mandatory pre-ET stage in most cases. For both parties to a claim it can offer a valuable opportunity to reach a conciliated settlement, and avoid the risks and uncertainties of litigation.

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Staff profile - Francesca Cornwall

I was appointed in 2013 as a Part-Time Lecturer in Early Childhood Studies and recently became a full time member of the team. I have worked on all of the Early Childhood Studies Awards here at the University. I am now engaged with the faculties project to enhance teaching and learning experiences of staff and students through the use of iPads. This engagement with technology and incorporating this into routine work within the university will; enhance student experience, opportunities for teaching and learning, and will ensure my delivery is multi-platformed. I am also a keen user of Twitter, and have hosted Twitter chats for the sectors professionals to share practice and ideas. I also utilize Twitter to enhance teaching, and support students with self-directed study, signpost to best practice and

interesting reading. This also helps to expand my professional networks and I am currently working alongside Nursery World Magazine on some articles relating to staff training. I am also a member of the National Early Years Trainers and Consultants (NEYTCO) and Staffordshire Early Years Professional Network.

Prior to my role in Higher Education I have been working within the field of early years for over 10 years in various capacities, most recently; Quality and Training Manager for a group of nurseries. I have held numerous senior and management roles, and have developed both the business acumen and practical expertise essential for the sector. I have had the pleasure of contributing to and leading a team of highly talented staff in achieving and maintaining Outstanding Ofsted judgements since 2008. To achieve this, I embedded mentoring and coaching into daily practice, for example, I have conducted mock Ofsted inspections, led practice pertaining to peer observations, and contributed to quality assurance by ensuring; planning, environments and staff- child interactions are responsive to wider issues in the sector, whilst responding to the needs of the service users. As Quality and Training Manager I helped to oversee staff training profiles, and acted as a work-based mentor for individuals undertaking undergraduate study, or postgraduate awards, particularly, Early Years Teacher Status. A further specialty of mine was practice pertaining to Equality and Diversity, as I was the consultant for all practice falling under this remit.

My own academic accreditation was gained here at the University Studying for my FdA, BA (Hons) MAEd and more recently embarking upon the PgCHPE. You could say that I am home grown.

My research field considers the elusive smile and laughter response, skill mastery, and, intrinsic motivation. I am keen to champion the importance of enjoyment in learning, and happiness, not only developmental progression. I intend to explore this avenue further in the future, and have some opportunities arising in the pipeline potentially working alongside the main researcher of the baby laughter project. Watch this space!

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Cheshire Accountant Issues Warning of Late Pension Enrolment

A recent audit by Cheshire accountancy firm Paul Austen Associates found that an alarming number of small businesses within Cheshire and North Staffordshire have still not taken any action regarding the new pension legislation and ensuing auto enrolment date.

As the deadline looms for Pension Auto Enrolment, Managing Director Paul Austen warns businesses about the repercussions of waiting until the last minute to source and brief your chosen pensions facilitator.

The law, enforced by the Government's Pension Regulator and Her Majesty's Revenue and Customs (HMRC), will significantly affect small to medium businesses who have been given staging dates which they will legally need to comply with.

The Pensions Regulator recommended firms initiate preparations for setting up the obligatory schemes at least 12-18 months ahead of their given deadline. This gives an indication of the amount of in-depth work needed to apply the regulations on time.

Paul commented: "However, many deadlines are approaching and owners have waited until the last minute to execute the new law with few putting any provisions in place. Auto enrolling uses a considerable amount of knowledge of payroll, tax and pensions to effectively set up, meaning accountancy firms are best placed for the role. With there being so many firms locally unprepared for what is about to hit them we have established a dedicated resource to step in and support local businesses with this potential time bomb which is awaiting them."

He added: "The legislative environment is becoming more and more unwieldy and complex. With the new PSC Register (People with Significant Control) and the new International Accounting Standards coming in to place businesses and their advisors, particularly accountants are becoming deluged with extra work.

"Waiting until the last minute to prepare for the pension scheme means accountants are spending more time working on meeting basic compliance standards rather than keeping the businesses ahead of the game with other important legislation."

Many employers are likely to face a fine due to the strain placed on the Pensions Regulator and pension providers processing the requests and being unable to register businesses in time. Owners could face a fixed penalty of £400, escalating to £50 - £10,000 per day depending on number of staff if they miss the deadline.

Civil penalties can be issued from £5,000 to £50,000 if contributions are not paid and there can be other penalties such as prohibited recruitment conduct penalty notices which can be between £1,000 and £5,000.

For more information on Paul Austen Associates visit www.paulausten.co.uk or call 01260 281 106



Legal Practice Course to Trinidadian students

The Law School has been delivering the Legal Practice Course to Trinidadian students for a number of years now. The 'Trinis' brave the cold to come and study with us for a ten month period. The qualification enables Trinidadian law graduates to return to Trinidad and train as attorneys. Within six to twelve months they can qualify and be in legal practice in Trinidad.

In 2015, the LPC team offered an innovative blended learning version of the LPC which has proved to be a very popular choice in Trinidad. For the first time a group of academics went out to Port of Spain in April/ May to prepare our students for the forthcoming exams and to assess the legal skills of advocacy and interviewing. The trip was remarkably successful. The team worked incredibly hard to provide a first class experience for the students. We were given a wonderfully warm welcome.

The international reputation of Staffordshire University's LPC was clear for all to see. We were buoyed by the positivity we encountered. The students love the fact that many of the team write or contribute to the textbooks that we use on the course. Prospective recruitment is looking very good. The bar on this visit has been set very high.



Trinidad is a paradox. The people we met were all amazingly hospitable and generous but you only have to read the local newspaper to see there are problems within its society. What was really humbling were the number of former students who are now attorneys who came to see us at the hotel and to thank us for making their dream to become lawyers a reality.

They represent the future. Many are female. They are strong, courageous individuals fighting for what is right and making a difference in their country. What a legacy to the past and current LPC team. Whilst this group visit was very much a team effort, the current LPC team would like to take this opportunity of singling out our colleague, Martin Hannibal who is pictured with our January blended learning intake. We would also like to acknowledge and thank our former, now retired administrator, Julie Gingell.

They have unfailingly supported this group of students for a number of years. 'Honorary Trinidadian,' Martin Hannibal-we salute you and thank you for all your hard work.

Kick off meeting of the EUFORIA project - Iraj Hashi



The EUFORIA project (Entrepreneurial Universities for Industry Alliances) involving a partnership of 5 universities in the EU and 6 universities, 4 companies and 2 NGOs in Kosovo started its activities in February 2016. On 9th February the kick off meeting of the project was organised in the Faculty of Economics, University of Prishtina with representatives from all 16 partners. The meeting aimed at discussing the main objectives, outcomes and related activities of the project and introduce all partners to the administrative and financial management of the project. It also

provided detailed timetable of events of the project (such as training workshops, seminars, visits to partner universities, purchase of equipment, etc.) for the participants.

On 10 February the first Seminar of the project on University-Industry Partnership was held at Riinvest College Prishtina. Here the EU partner universities presented the type of **university-enterprise relationships** that have developed in their country and institution in order for the Kosovar universities to draw appropriate conclusions from the experience of Western partners.

The seminar will be followed by the visit of two senior member of staff from each of the six Kosovar universities to one of the EU partner institutions involved in this part of the project, i.e., Munich University of Applied Sciences, University of Zagreb (Croatia) and University of Ancona (Italy). During these visits, the Kosovar staff will visit their host institutions' enterprise partners and learn in more detail the types of cooperation which has developed in each partner country.



Contact details: Iraj Hashi - i.hashi@staffs.ac.uk



Doctoral researcher keeping Staffordshire at the forefront of access scholarship

The spring is filled with opportunities for conferences and symposia. I have had the opportunity to talk about my research to two very distinct audiences, one more traditional and one to policy makers and practitioners.

Large academic conferences often result in an eclectic mix of papers in a session so for the British Sociological Association conference, myself and Dr. Nicola Ingram (Lancaster) put together a widening participation focused symposium for the Education stream. This meant that we had four papers that provoked much discussion afterwards. Covering both policy and practice based issues but with a distinctly sociological focus, all four papers focused on **exploring work to widen access and success**. This was an excellent opportunity to discuss the more theoretical elements of my work to help develop my thinking in this area.



In contrast, the second opportunity took a much more practical focus. A desire to have impact with research is something that everyone researching topics that have the potential to reduce inequalities strives for. Often those who need to know about your research simply do not have access to the academic journals and libraries where the work often ends up. For my doctoral research, I am exploring widening participation policy and practices and so, to be invited to present at an Early Career Researchers event **at the Office for Fair Access** by the Society for Research into Higher Education was a real honor. Alongside my own presentation, a range of other Early Career researchers presented on topics related to inequalities in Higher Education. These ECR papers were interspersed with more experienced academics and non-academic researchers discussing issues surrounding how to impact policy and the ways in which researchers can positively impact this process. All of the presentations are now available to download as podcasts and I would highly recommend listening to some, especially Dr. Vikki Boliver's paper on How to get policy makers to notice your research. My experience presenting at this event was a real contrast to the academic conference. Certainly pitching a paper to a mixed audience of practitioners, academic and policymakers was a daunting prospect but was highly rewarding as it allowed me to think about the potential value of my research beyond the confines of academic scholarship.

Contact details: Jon Rainford - twitter [@jonrainford](https://twitter.com/jonrainford)



MIDWEEK MILE

Stop showering your keyboard with crumbs and back away from the desk this lunchtime.

FACT

- Well over 50% of workers regularly work through their lunch break. Eating your lunch as you work means that you never escape the emails and every day stressors of work.
- ...and now for the sciencey bit...as stress leads to increased cortisol, which can in turn lead to fat accumulation, you're not doing yourself, or your waistline any favours. A recent study carried out in Drum also showed that a lunchtime walk helps you feel less tense and better able to cope with the afternoon's challenges. Plus you also get a healthy dose of Vitamin D and the "happy" hormone, serotonin to boot (well...some days are sunny).

So step away from the desk and step into a fitter, more productive you by joining us for the Midweek Mile round Hanley Park every Wednesday Lunchtime. We will meet in the Foyer of Brindley at 12.00, but no need to wait for us there...simply join us along the way.

Remember there is no such thing as the wrong weather...only the wrong clothes, so wrap up, bring a hat /brolly/ sun cream, pop on your comfiest shoes, go at your own pace and stap into a new you.

The one and only rule – once your feet enter the park, you are in a work free zone...so no work-talk allowed!

Your brain, your body and your boss will thank you.

Look forward to walking with you.
If I'm not able to be there, please don't go back to your desks – get going anyway and you'll feel the benefits.

Best wishes,

Liz
e.boath@staffs.ac.uk



Silver Workers project - Hazel Squire



Are you looking for a new direction, alternative career move, or to progress into employment then setting up your own enterprise could be for you?

We have a project to assist those over the age of 50 years in setting up their own business.

There will be further opportunities to get involved in the project if you want to e.g. free tailored training, feature on the project website and through our news channels.

The project aims to:

- Improve educational offer promoting the most appropriate and effective education devoted to over 50s, especially low skilled, jobseekers, in line with the priority “Fostering access to continuing VET, including groups at risk”
- Promote and enhance a new labor market and create new jobs and tasks, much more up to date with the needs and trends of contemporary society and of labor market, with the aim to increase labour market relevance of VET;
- Comply with the Horizontal priority ” Developing basic and transversal skills using innovative methods”.



Hazel Squire during the last project meeting that took place in Milan in May

It is envisaged the direct involvement of at least 30 silver workers per country in training and evaluation activities, selected through a contest open to 50+ citizens interested in developing new entrepreneurship initiatives. Besides this, the consortium intends to involve at least 100 representatives of the target group thanks to distant learning activities, communication and dissemination.

The following questionnaire is developed as part of the Silver Workers Project, co-financed by the Erasmus+ Program of the European Commission and should take no more than five minutes to complete:

www.silverworkers.net/?page_id=85



For more info about Silver Workers project contact: Hazel Squire

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LinkedIn: uk.linkedin.com/in/hazel-squire-5609b236

Intern wins prestigious scholarship



Andrea Perilli has interned as research assistant in EU politics for the Centre for Applied Business Research (CABR), here at Staffordshire University from the last February, as a part of the programme Erasmus+ for traineeship. He has been selected for the academic programme 2016-2017 at the College of Europe, in Bruges campus, for the MA in European Political and Administrative Studies (MEPA).

In addition, the College of Europe has decided to grant him a full scholarship in the framework of the European Neighbourhood Policy (ENP). This decision has been taken on the basis of his profile, motivation and interview.

The College of Europe is the world's first university institute of postgraduate studies and training in European affairs.

Ever since its foundation at the very start of it the College of Europe has had the mission to make

well selected postgraduate students understand

the political, legal, economic and international core issues, challenges and potentials of this unique process. The aim is to prepare students for leadership functions requiring a strategic understanding of European issues.



College of Europe
Collège d'Europe



For more info about the College of Europe visit: www.coleurope.eu

Andrea Perilli - Erasmus+ Traineeship Programme

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Law School Facebook



Stay connected... The Law School has recently launched a new official Facebook page called The Law School at Staffordshire University. We would love anyone interested in Law to follow us and especially for alumni to stay connected with us.

Over the next few weeks we will be posting lots of exciting information about events, developments in legal education and of course inspiring graduation stories and achievements so stay connected and join our page.

Here is the link for visit the page: www.facebook.com/staffsunilaw/?fref=ts

“SHOES MADE IN EU – The European Shoemaker”**Innovative training model for the footwear industry**

Footwear sector is one of the key economy in Europe. In 2012, the footwear sector included around 21 000 enterprises, generated EUR 24 billion in turnover, and produced EUR 6.2 billion in added value (around 0.5% of total EU manufacturing). The industry directly employs 280,000 people.

Two thirds of total EU footwear production is concentrated in three countries: Italy, Spain, and Portugal. Italy alone is responsible for around 50% of production. The European footwear industry consists of a large number of small enterprises, employing on average 10-15 employees, and with an average turnover of just over EUR 1 million. Most of these businesses are located in regions with low industrial diversity.

However some challenges are peculiar of the sector especially ageing work force, threat from external competitors, notably China and few young people willing to work in the sector.

That was the context in which 8 European organizations, working in footwear and education sector at various levels, came together with the aim to foster the vocational education offer in footwear and equip people with the right skills and competences accountable at EU level

The scope of the project is to develop a new curriculum of the “SHOEMAKER” at the level of the engineering and manufacturing process, starting from the experiences of those EU countries that have a long tradition in the sector, both at vocational and economic level. To achieve this goal the project will develop the following actions:

- Define the new curriculum by sharing the experiences of Germany, Portugal and Poland, enhancing each other
- Introduce training contents according to labor market needs and updated with the most innovative technological tools available;
- Define a training model recognized at EU level by answering to ECVET principles and work base learning practices;

All the above mentioned activities will be possible thanks to the cooperation of key organization active in Europe in the education and footwear sector: the Polish Federation of Footwear Industry, Leather Institute of Lodz together with the Lodz Region, the European Confederation of the Footwear Industry, Technological Center of Portuguese Footwear sector, the International Shoe Competence Center of Germany, a software house dedicated to e-learning methodologies and tools Cristal Clear Soft and finally Eurocrea Merchant, specialized in ECVET methodology.

For more information about the project contact Gianluca at

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www.shoesmadeineu.eu



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

PEER reviews publications in Education and Economics

The following paper “School expenditure and school performance: evidence from New South Wales schools using a dynamic panel analysis” of the Prof G. Pugh, J. Mangan, V. Blackburn and D. Radicic has been published in the British Educational Research Journal Vol. 41, No. 2, April 2015, pp. 244–264 ([DOI: 10.1002/berj.3146](https://doi.org/10.1002/berj.3146))

Abstract:

This article estimates the effects of school expenditure on school performance in government secondary schools in New South Wales, Australia over the period 2006–2010. It uses dynamic panel analysis to exploit time series data on individual schools that only recently has become available. We find a significant but small effect of expenditure on relative school performance and significant dynamics in the school improvement process. In addition, our estimates support previous studies in suggesting that the size of schools is an important factor in their performance. Regarding methods for analysing school expenditure effects, this article argues the relevance of a dynamic specification for the investigation of school performance and recommends a continuing research agenda using panel data and dynamic models.

The following paper “An investigation into the credibility of currency board arrangements in Bosnia and Herzegovina and Bulgaria” of the Prof S.Begovi, N. Adnett and G. Pugh has been published in the Journal of Comparative Economics (2015), [dx.doi.org/10.1016/j.jce.2015.07.003](https://doi.org/10.1016/j.jce.2015.07.003)

Abstract:

Currency Boards are usually argued to increase the credibility of the monetary authority, although this effect ultimately depends on the economic, political and institutional circumstances in the specific country. Few studies have previously been able to address this issue empirically. Using a novel database, the analysis conducted in this paper finds that, other things being equal, the credibility of the monetary authority is likely to be higher in those European transition countries with currency board arrangements, namely Bosnia and Herzegovina and Bulgaria. The results also suggest that currency board arrangements are more likely to increase the credibility of the monetary authority in countries with a low level of trust in government and a weak economy. These findings imply that the maintenance of currency board arrangements in recent years in Bosnia and Herzegovina and Bulgaria may have been advantageous.

Certificate in Professional Marketing



The Awarding Body at The Chartered Institute of Marketing (CIM) has commended Staffordshire University for the excellent standard of results achieved for assessments submitted in the June 2015 assessments session for the Marketing module of the Certificate in Professional Marketing. For more info visit: www.cim.co.uk

Getting our needs met in research supervision - Louise Harrison

David Webb runs a really interesting module on supervising doctoral research. Part of the assessment process of that module is a paper on some supervisory issue that you have explored or attempted to resolve.

My paper explored the legitimacy of the needs that we try to satisfy in the process and the unhelpful ways people seek to get needs met during supervision. It is believed that scripty, archaic out of date programming, tends to drive behaviour more in stressful situations and it cannot be denied that doctoral supervision can be very stressful.

Whilst producing my paper I came across many examples that suggested that research supervision could be a negative experience for participants and there was evidence in certain cases that the process could become entangled. I began to consider doctoral supervision as a social process in which people inevitably sought to satisfy their needs. It was also evident that people put a great deal of themselves into their research and wrote from a particular standpoint, sometimes campaigning, sometimes as victim, but inevitably it appeared difficult to write purely as 'researcher'.



Transactional Analysis offers a language and framework with which we can talk about this phenomenon. Interactions between researcher and supervisor can be examined through concepts such Games, the Drama Triangle and 'drivers'.

However, what has been described above is a series of hunches and to build my argument it is necessary to collect more evidence thus a Vice Chancellor's Small Teaching Led Research grant was secured to support a research project.

The project's aims and objectives are:

- To seek new understandings of the doctoral supervisory process that will enhance successful outcomes;
- To identify the extent to which individual personality or script led behaviour influence the doctoral supervision process;
 - To assess if such behaviour is detrimental to the success of the process;
- To explore how supervisors and researchers seek to satisfy their needs in the supervisory process.

The research is going to be carried out via a series of Evening Events that will offer buffet refreshments followed by a short talk, some storytelling fun and then reflection using the technique of Narrative Exposure.



The approach involves reprocessing and making new meanings by revisiting stories (of supervision) and applying new information, models and concepts that lead to new insights.

The Psychology of Research

Research projects become part of your life. Mine always come on holiday with me. My Masters research started life in Minorca and was completed in Spain. Research can be very personal and it is often written from some core part of who we are. We have just been marking a batch of Masters' dissertations and I have been struck by how much each study reflects the writer.

If you are interested and I hope that you are, and you have experience of post graduate supervision as either a Supervisor or as a Researcher, please support this project by attending one of the events

Stoke Campus: 5.30 pm – 7. 45 pm
 9th June 2016
 16th June 2016
 14th July 2016

Contact: Louise Harrison to book your place: 01782 294456 - l.harrison@staffs.ac.uk

Sustainable Tourism Management (SMARTOUR)

Another succesful project meeting in Tampere (Finland)



SMARTOUR



www.facebook.com/smartourproject



www.smartourproject.eu/

[@tourismsu](https://twitter.com/tourismsu)

FOLLOW US ON:

Discover England Fund open for bids

The three-year £40 million [Discover England Fund](#), announced by Government last year, will ensure that England stays competitive in the rapidly growing global tourism industry, by offering world-class English tourism products to the right customers at the right time.

In year one the fund will focus on:

- Smaller-scale quick-win projects and pilots that meet customer demand and test new product or new ways of joining up and distributing existing product;
- Research to build understanding of customers, markets and product gaps;
- Seed funding to build bids for years 2 and 3.

VisitEngland is now calling for bids from destinations and businesses of all sizes who want to be the first to set how they can use this money to deliver bookable product that appeals to international visitors. We would also expect this investment to benefit the domestic market. The fund will support the growth of one of England's most successful export industries, inbound tourism.

Tourism is an industry that delivers jobs and economic growth across the English regions - generating £106 billion a year and employing over 2 million people, with a strong domestic market.

England has seen record tourism spend in the past year from both domestic and international visitors.

The number of domestic overnight trips taken in England grew by 11% in 2015 while inbound visits have shown strong regional growth in the first nine months of 2015 – plus 23% to North East, plus 12% to the North West and plus 6% to the South West for example.

To continue to achieve such growth is not without its challenges, as the way customers choose and book their holidays changes.

More and more destinations recognise the strong growth potential of inbound tourism so that our customers from traditional markets see new places to explore, while the strongest growth comes from markets that do not know much about England and may have different expectations.

London continues to have global appeal and be an easy sell, but we need to ensure that visitors explore all of England and experience the wealth of attractions that we offer – at the moment 54% of international visitor spend is in London. Our transport connections don't make this exploration easy – we know that international visitors are nervous of driving on the 'wrong side' of the road. And of course customers now expect to book online, use distributors and comparison websites, and see availability even at short notice – so we need to be tech and digitally savvy as an industry to stay ahead of the curve.

For year one, applications for funding of up £250,000 will be considered for projects to be delivered by 31 March 2017. Bids should show collaboration across businesses and sectors or join up product effectively to make a compelling offer for visitors to access and book, either direct or via intermediaries. Projects that make it easier for visitors to travel around the country, as well as digital and technical solutions that respond to trends and consumer demands will also be considered.

Bids will be reviewed in monthly cycles from 31 May, with successful submissions from the May round being announced in July 2016. So you are encouraged to submit your bid as soon as possible.

We anticipate that we will ask for expressions of interest for longer-term projects (Years 2 and 3, to be delivered by 31 March 2018 and 31 March 2019) from July – October 2016.

For more info visit: www.visitbritain.org/discover-england-fund

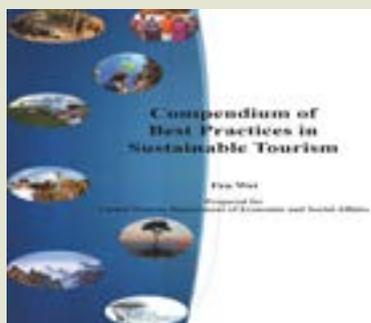
EU and ONU policy on sustainable tourism

The United Nations Conference on Sustainable Development (Rio+20), held in June 2012, emphasized in its outcome document “The Future We Want” §§ 130-131, that “sustainable tourism, well managed and designed, can make significant contributions to sustainable development”. Rio+20 further encouraged investments in sustainable tourism, including in ecotourism and cultural tourism, small business creation and called for facilitating access to finance, including through micro credits issued to local communities, the poor, and to indigenous peoples.

Against this background, the United Nations Department of Economic and Social Affairs (DESA) and its Division for Sustainable Development (DSD) has conducted, in partnership with UNEP, UNWTO and UNESCO, an Expert Group Meeting on Sustainable Tourism: Ecotourism, Poverty Reduction and Environmental Protection, held in New York, October 2013.

To further facilitate the dialogue, DESA commissioned the compendium of best practices for promotion of sustainable (eco)tourism. This compendium, as a supplementary document to the EGM, consists of 18 best practices in sustainable (eco)tourism initiated by governments, NGOs, and private sectors, in developing countries, including SIDS, with potentials for replication elsewhere.

The best practices were collected and analysed by four main criteria: Conservation, Community, Culture, and Commerce, initiated by The Zeitz Foundation, the main pillars of sustainable (eco)tourism.



The EU policy aims to maintain Europe's standing as a leading tourist destination while maximising the industry's contribution to growth and employment. It also promotes cooperation between EU countries, particularly through the exchange of good practice.

The EU's competence in the tourism sector is one of support and coordination the actions of member countries.

The European Commission Actions:

- EDEN 2016 – European Destinations of Excellence initiative;
- European Tourism Indicator System (ETIS);
- European Charter for sustainable and responsible tourism.

For more information about the international and European policy on the sustainable tourism visit:

ec.europa.eu/growth/sectors/tourism/policy-overview/index_en.htm & sustainabledevelopment.un.org/topics/sustainabletourism

where you can download the guide on *EU Funding for the Tourism Sector 2014–2020* & the *Compendium of Best Practices in Sustainable Tourism*.

Andrea Perilli - Erasmus+ Traineeship Programme

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We are currently number 1 on Google when searched on the term 'enterprising times' (out of 7.5million).

We are also appearing on the front page of Google for a number of other terms.

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Generally articles can be between 150 to 350 words. Try and include at least a profile photo of yourself or, better still, a good photo linked to the article. Photos should be provided as separate files in a high resolution format. Include the contact details that you are happy to have published and/or a website/blog.

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Deadlines for 2016

29th July

3rd October

30th November