

*‘Community Enterprise – a Social
Practice based approach’*

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Overview

- Relationship between Knowledge Transfer and Community Engagement activities
- Explore the benefits of using a social practice based methodological approach to sharing knowledge
- Use a Case Study to share good practice

Context

- UoB commitment to Knowledge Transfer and Community Engagement
- Community engagement – driven by national and regional policy, but hard to measure its impact

Community Enterprise

- Combines both the Knowledge Transfer and Community Engagement agenda
- Case Study: AmazeYourself (AY) Enterprise programme
 - Purpose – bespoke delivery in the community to hard to reach groups

- Engage
- Support
- Challenge
- Motivate

Amaze
yourself
@ BRADFORD
supporting enterprising people

AY Core Competences

- Embedded in KT, particularly the management of social practice based methodologies:
 1. Learning practices, approach and techniques
 2. Network and relationship management

Learning practices and techniques

- Tacit business knowledge acquisition
- Soft skills development bespoke to needs of clients
- Storytelling and sharing real life experience
- Safe learning environment encouraging feedback and reflection

Relationship and network management

- AY team focus on building business support partnerships and networks
- Bradford's network engine
- Built on trust and integrity
- Peer support – AY Champions

Impact

- Supported 650 unemployed people using this approach
- Conversion rates: 18% starting up a business and 15% entering into sustainable employment
- Embedded the approach into an accredited learning option (Exploring Self Employment)
- THES Award 2008 finalist for ‘Outstanding Contribution to the Local Community’

Conclusion

- Community Engagement and Knowledge Transfer activities are intertwined
- Social practice based approach can lead to new opportunities for Higher Education if applied in:
 - KT
 - Research
 - Teaching and Learning

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