

Challenging Hegemonic Conceptions of
Enterprise and Entrepreneurship: *Cases
from a Study on Universities and
Economic Development in City-Regions*

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URGE WP 4

Outline

- Imagining, and making, the future of the Bristol City Region
- Cases
 - 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**

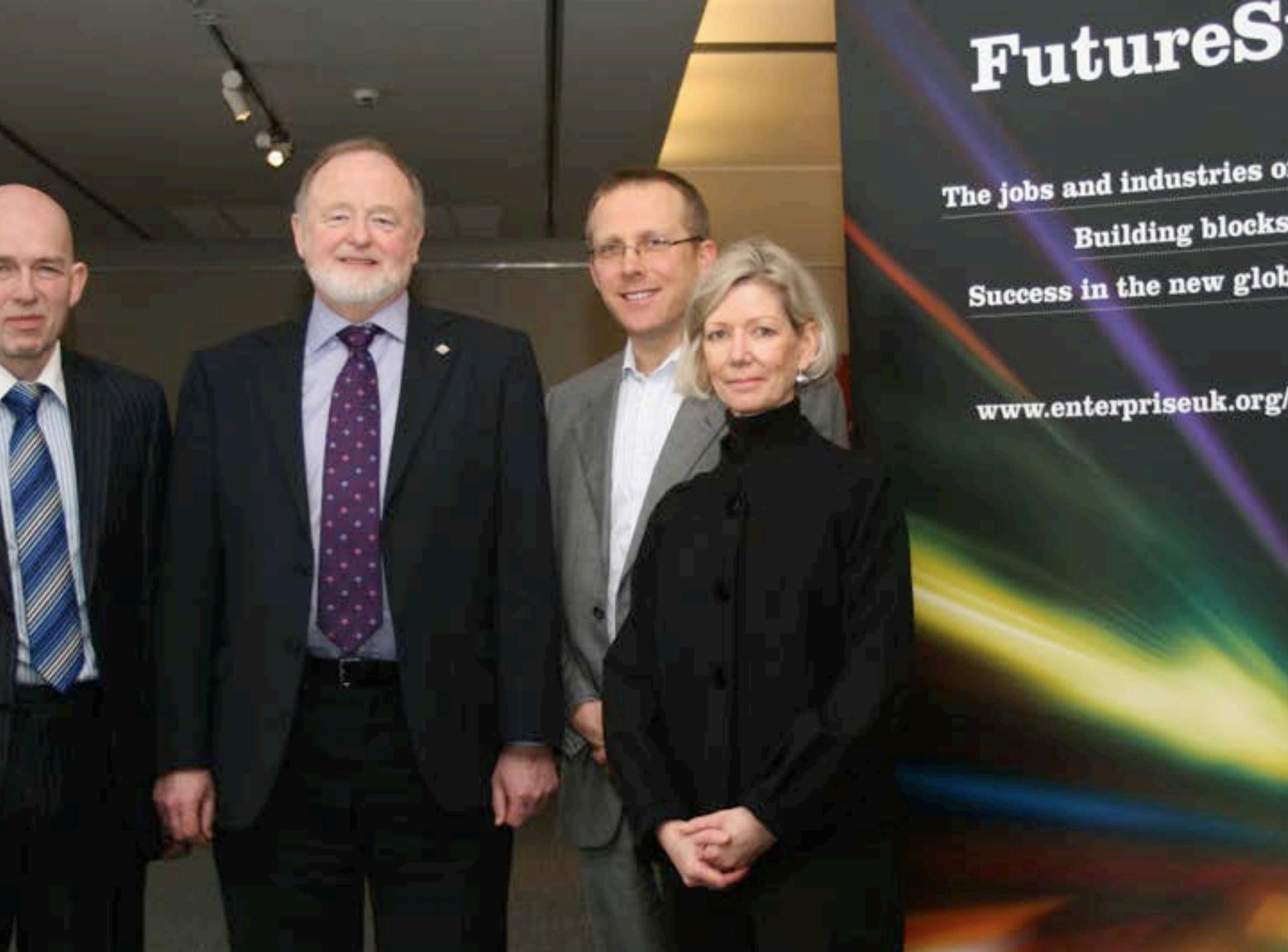
FutureStory launches at the @Bristol

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/

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

revolymer®
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
- Tensions over who is to be involved in the innovation, and where the enterprise is to be situated (inside or outside of the academy)

SETsquared Partnership >>

Support for new businesses >>

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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 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."

"...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."



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."

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]

FOODcycle

- Network of 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



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.



Returning to hegemonies.... again...

The entrepreneur..

Enterprise...

The global...

Third mission

Innovation....

The University....

Value....

Knowledge....

Economy....