

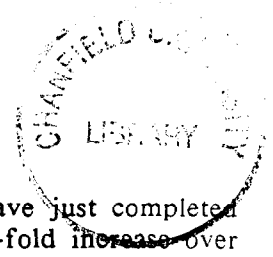


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GRADUATE ENTERPRISE PROGRAMME III
1986/87
A REPORT ON RECRUITMENT AND SELECTION

HIGHLIGHTS



- Bristol, Cranfield, Durham, Manchester and Warwick Business Schools have just completed the task of selecting 125 promising graduates and business ideas, a four-fold increase over number recruited for GEP 1, for the third Graduate Enterprise Programme in England. These graduates come from a wide background of undergraduate and postgraduate courses and will set up a diverse range of product-based and service businesses; average age is 24. In addition some 58 graduates interested primarily in self-employment rather than starting a small business likely to employ 2-4 people in 2 years, were recommended for selection for the newly organised regional B.E.P. short courses.

- Exhibit 1 (GEP) & 2 (BEP)

- As the number of students to be recruited for both programmes was nearly double those on GEP 2, an Open Day was held at the London Business School to inform Counsellors and Careers Advisory Services, a new GEP video was made for CAS libraries and 18 extra seminar locations were planned (65 in total). Thanks to the efforts of the Careers Advisory Service and the national network of GEP counsellors, over 2,000 students attended recruitment/awareness seminars and received counsellor support.

- Exhibits 3, Open Day Programme, & 4, Figures

- The aim of each seminar was both to stimulate entrepreneurial interest amongst students (role models etc.) as well as educate and to inform on best practise in starting small business, in making use of training and small business support networks. Seminars were held mainly in November, followed by counselling meetings through to February 1987. This permitted preliminary student market research over the Christmas vacation.

The role of the counsellor was to assist the student, who had in the main less than 6 months work experience, in transforming a potential business idea into a valid idea capable in maturity of supporting employees.

- Exhibit 5 Business Start Up Seminar, Exhibit 6 Counsellor Role

- There was no shortage of interesting business ideas at the seminars and first counselling stages from a wide cross-section of students.

- Exhibit 7 (1 - 4)

- Careers Service advice and posters accounted for three-quarters of attendance at seminars. Radio advertising, unlike 1986, proved ineffective in 1987, though local initiatives (personal letter etc.) helped in some areas.

- Exhibit 8

- Following stricter counselling procedures, 250 applicants were invited to the five business schools for a series of 2-Day Review Courses in March and April 1987. Candidates were both interviewed and given workshop experience in essential skills for starting new businesses. From these classes, 125 ideas were chosen. 58 applications were referred to BEP courses.

- Exhibit 9, 10 & 11

- Students on selection rated highly the support they had received from the Careers Advisory Services, seminars and counselling, and via main publicity material.

- Exhibit 12

Average attendance at seminars was 31 students, the same as for GEP 1, but up on GEP 2 attendance (27). Overall recruitment has been increased by extending the seminar network to covering all universities and polytechnics with more than 1000 graduating students. Increased recruitment in GEP 4 can be achieved by taking in major Higher Education colleges.

- There was a continuing higher conversion rate from application to acceptance than previous years, implying better counselling. The percentages on acceptances for applications has increased steadily:

GEP 1	21%
GEP 2	46%
GEP 3	52%

- Exhibit 13

- Now that the counsellor network is established, both Durham and Warwick have suggested that decentralisation of recruitment will lead to improved performance in the regions. If seminars are to be extended to Colleges of Higher Education to increase numbers, such a process would seem sensible with some co-ordination from the centre for publicity material, standard seminar presentations, timetables and review classes.

- Exhibit 14

- Unaudited results for second half of 1986 (1st year of trading) for GEP 1 student businesses, showing nearly £½ million turnover, net profit of nearly £100,000 and full and part time employment for just over 100 people, provide encouragement that the English GEP will provide a satisfactory and positive return on sponsors' investment!

- Exhibit 15

EXHIBIT 1**THE ENGLISH GRADUATE ENTERPRISE PROGRAMME - 1987****BRISTOL UNIVERSITY LIST OF PARTICIPANTS**

<u>NAME</u>	<u>AGE</u>	<u>M/F</u>	<u>UNIV/POLY/COLLEGE</u>	<u>DEGREE</u>	<u>PRODUCT/SERVICE</u>
1. Guy Adams	23	M	Birmingham Univ	Geography	Consultancy Service dealing with all aspects of corporate training
2. Andrew Alford	21	M	Bristol Univ	Computers Systems Engineering	Software consultancy
3. Sara Bowen	21	F	Oxford Univ	BA (Hons) Theology	High-quality handmade costume dolls
4. Karen Byers	21	F	Durham Univ	BA (Hons) Theology	Vegetarian and wholefood products
5. Jonathan Dickens	23	M	Seale-Hayne College	BSc (Hons) Agriculture	Contract service in woodland mngt/mrktg
6. Andrew Follett	23	M	S.G.I.H.E. Cardiff	BA (Hons) Human Movement Studies	Fitness Gym
7. Ivor Gillbe	24	M	Imperial College	Robotics & Automated Systems	Manfcture robotic systems for education
8. Beverley Hall	22	F	Sheffield Poly	BA (Hons) Business Studies	Applied & Quilted Baby Quilts & Duvets
9. Jacqui McKenzie	22	F	Bristol Poly	BA(Hons) 3D Design (Wood/Metal/Plastic)	Design & development of postural supportive and other furniture
10. David Miller	23	M	Coventry Poly	Computer Science	Computer Software Consultancy & Dvlpt
11. Wendy Moschella	23	F	Salford Univ	BA (Hons) Mod Lang (German/Italian)	Language/Activity School
12. Gabriel Otten-Sooser	31	M	Bristol Univ	Arts & Humanities	Language School
13. Stephen Rann	36	M	Cranfield Inst of Tech	MSc "Energy & Buildings"	Replacement firebricks for domestic solid-fuel appliances
14. Andrew Renouf	23	M	Plymouth Poly	BA (Hons) Business Studies	Fast Food Outlet
15. James Riley	21	M	Wolverhampton Poly	BA (Hons) Economics	Home made ice cream cafe
16. Nicola Selby	23	F	Nene College	HND Business Studies	Delivery service selling disposable nappies
17. Rowena Sparrow		F	Glasgow Univ	B.Mus. Hons	Music company
18. Gregory Thrale	23	M	Birmingham Univ	Physical Education	Travel Industry Comp Training Programme
19. James Vaughan	22	M	Brunel Univ	BSc (Hons) Mech Engineering	Small Scale Design & Marketing of High quality lighting
20. Graham Wigfall	47	M	Bath Univ	Soc Sci in History & Philosophy	House relocation agency

EXHIBIT 1

THE ENGLISH GRADUATE ENTERPRISE PROGRAMME - 1987CRANFIELD SCHOOL OF MANAGEMENT LIST OF PARTICIPANTS

<u>NAME</u>	<u>AGE</u>	<u>M/F</u>	<u>UNIV/POLY/COLLEGE</u>	<u>DEGREE</u>	<u>PRODUCT/SERVICE</u>
. Syed Abedi	25	M	Imperial College, London Kings College, London	Physics (Hons) Applied Mathematics	Selling High Quality, 2nd Hand High-Fidelity Audio Equipment
. Rehman Akhtar	23	M	City University	Mechanical Engineering	'Restart' & redevelop existing picture framing/art supplies business
. Christopher Baggott	27	M	Central School Art & Design	BA (Hons) 3-D design	Freelance Design Company
. Francis Bailey	22	M	Portsmouth Poly	BSc Engineering with Business Studies	Transport Cafe
. Charles Coleman	23	M	Surrey University	BSc (Hons) Hotel & Catering Mngt	Develop new restaurant concept
. Mark Craig	24	M	Thames Polytechnic	Business Studies	Fashion Clothing for smaller women
0. Valerie Dillon	36	F	Cambridge College of Arts & Technology	BA (Hons) Humanities/Social Studies Economics & Sociology	Boyswear Retail Shop
1. Christian Donaldson	21	M	Birmingham Polytechnic	BA (Hons) 3-D Design	Point of Sale Furniture & Design Work for Service & Manufacturing Industries
2. Keren Eres	27	F	College of Law, London	Solicitors Final Examination	Producing Board Games
3. James Everson-Crane	22	M	Loughborough Univ	BSc (Hons) Management Science	Scripting & production of Education Videos Scripting & Production Mngt Training
4. Kareen Ferney	27	F	Leeds Univ Central School of Art	Psychology & Religious Studies	Design & Print Coordinating Furnishing Fabrics & Ceramic Wall Tiles
5. Denise Ghani	27	F	St Martins College of Art	BA (Hons) Fashion Sandwich Course	Small range of fashion garments
5. Alina Grudeinska	28	F	Cranfield Inst Tech	MSc Air Transport Engineering	Air Service between Stansted airport & Dublin - Scheduled; overnight cargo; Intermittant Charters

(2)

7. Philip Haggard	21	M	Durham University	Applied Physics & Electronics	Video films for promoting businesses
8. Diane Hassall	22	F	Birmingham Polytechnic	BA (Hons) Fashion Textile Design	Embroidered Fashion Accessories
9.					
0. Skye Holland	27	F	Central Sch Art & Design	BA (Hons) Fine Art	Making & selling furnishing screens
1. Caroline Johnson	22	F	Cambridge University	History Tripos	Real Ale Brewery
2. Andrew Jones	23	M	London University	Engineering with Economics	Business Promotion Gifts
3.					
4. Carolyn Lowing	27	F	Cambs Coll Art & Tech	BSc (Hons) Cell & Molecular Sciences	Martial Arts Centre with ancillary sales
5. Gerard Marsden	26	M	Birmingham University	BA (Hons) Philosophy	Mobile Catering Unit
6.					
7. Jonathan Newell	22	M	Reading University	BSc (Hons) Agriculture	Edible Snail Farm
8. Ernest Obeng	31	M	Loughborough University	PhD Research in Human Sciences	Network of Services to support sports participants & organisers
9. Steven Ogilvie	24	M	Kingston Polytechnic	Joint Hons Chemistry Business Admin	Retail Gallery & Coffee Shop
0. Christopher Pinch	24	M	North Staffs Poly	BA (Hons) Business Studies	Marketing range of British Leisurewear
1. James Pinchbeck	23	M	Birmingham Polytechnic	Education	Marketing of traditional regional foods
2. Susan Poynter	23	F	Trent Polytechnic	BA (Hons) Social Science	Retail Outlet Hire & Sale of Ladies Evening/Ball Gowns/Cocktail Dresses
3. Satpal Puaar	24	M	North East London Poly	BSc (Hons) Applied Economics	Formulating, preparing etc. spiced tea
4. Neil Punwani	22	M	Oxford University	English Literature and Language	Leisurewear in primary colours
5. Edward Richards	21	M	London School of Economics	Soc Sci & Business Studies	Community Service Agency based upon a free newspaper.
6. John Rimmer	23	M	St Martins's Sch of Art	BA (Hons) Fine Art	Branded windsurf sails promoting brand name products.
7. Tessa Rosenblatt	22	F	London University	BSc Econ (Accounting & Finance)	Soft-serve chilled yoghurt chain
3. Paul Shrimpton	22	M	Birmingham Univ	Mech Eng, Mnfactre & Management	Disposable Rain Coat

9. Amanda Skeggs	26	F	Cambs Coll of Art & Tech	Diploma of Music	Computer Aided Music Publishing
0. Rosa Spatola	23	F	Central London Poly	Education	Italian Delicatessen
1. Matthew Sutton	23	M	North Staffs Poly	BA (Hons) Business Studies	Food and Drinks distribution service
2. Steven Taylor	23	M	Leeds Polytechnic	BA (Hons) Leisure Studies	A Fitness and Conditioning Room
3.					
4. Adrian Tytherleigh	23	M	Royal College of Art	Industrial Design Engineering	Vacuum cleaner run on compressed air
5. Stephanie Valentine	23	F	Sussex University	Mathematics with European Studies	Holiday Business offering catered cruises on old sailing vessel on East Coast.
6. Philip Waddell	38	M	Surrey University	Science & Engineering	Domestic Shelving System for DIY
7.					
8. Mark Wellband	26	M	Royal College of Art	Arts & Humanities	Developing a range of watches
9. Keith Wootton	23	M	Bristol Univ	BSc Chemistry	A publicity agency

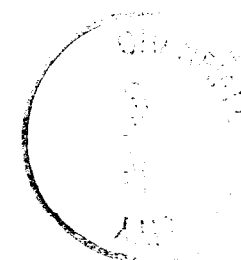


EXHIBIT 1**THE ENGLISH GRADUATE ENTERPRISE PROGRAMME - 1987****DURHAM UNIVERSITY BUSINESS SCHOOL LIST OF PARTICIPANTS**

<u>NAME</u>	<u>AGE</u>	<u>M/F</u>	<u>UNIV/POLY/COLLEGE</u>	<u>DEGREE</u>	<u>PRODUCT/SERVICE</u>
1. David Barrow	24	M	Loughborough Univ	Robotics & Flexible Mnfctg Systems	Fast Food Retail Outlet
2. Stephen Blake	22	M	Durham Univ	Engineering Science & Managmentt	Casing for car Hi-Fi equipment
3. Andrew Booker	23	M	Lancashire Poly	HND 3-D Design (Wood option)	Renovated furnitute
4. Paul Coakley	25	M	Liverpool Poly	BA (Hons) Librarianship	Info package for employees
5. John Drain	21	M	Brighton Poly	BSc (Hons) Combined Science	Energy Management Consultancy
6. Norman Dykes	39	M	Teesside Poly	BA (Hons) Industrial Design	Design, Development & Production of aids for the disabled
7. Robert Faulkner	22	M	Huddersfield Poly	BA (Hons) Marketing (Enginrg)	Co-ordinate running of Sole Trader & Small Businesses thru central services
8. Nicholas Grant	21	M	Newcastle Poly	BA (Hons) 3-D Design	Jewellery Manufacture
9. Carrie Kirkpatrick	22	F	St. Martins Sch of Art	Arts & Humanities	Independent Film Director
10. Neil Maddison	24	M	York/Goodricke	Postgrad Science & Engineering	Portable Board Games
11. John Owens	22	M	Newcastle Univ	Ph.D Ind Robotics & Control	Software to simulate ind robots
12. Angus Panton	22	M	Edinburgh Univ	MA Hons Economics & Politics	Property Maintenance
13. Gerald Peacock	29	M	Aston Univ	MSc Computer Science	Selling turnkey computer systems
14. Peter Pease	22	M	Durham Univ	Psychology with Business Studies	Services for Businesses
15. Susan Rawlings	24	F	Sunderland Poly	BA (Hons) 3D Design	Workshop building range of dolls houses
16. Stephen Roberts	22	M	London Sch Economics	BSc Management Science	Computer Software
17. Joanna Scott	22	F	Durham Univ	BA Single Hons Politics	Poster Framing Service
18. Julie Teasdale	20	F	Wolverhampton Poly	BA Languages for Business	Small Holography Business
19. David Warren	22	M	Exeter Univ	Econ & Political Development	Renovation &/or conversion of property

EXHIBIT 1

THE ENGLISH GRADUATE ENTERPRISE PROGRAMME - 1987

MANCHESTER BUSINESS SCHOOL

<u>NAME</u>	<u>AGE</u>	<u>M/F</u>	<u>UNIV/POLY/COLLEGE</u>	<u>DEGREE</u>	<u>PRODUCT/SERVICE</u>
1. Geoffrey Amos	30	M	Sheffield Poly	HND Computer Studies	Computer Services - Software - Analysis
2. Joseph Astbury	21	M	Kingston Poly	BTEC HND Business Studies	Local Advertising Freesheet
3. Michael Brothers	22	M	Teesside Poly	Arts & Humanities	Transcription of ink printed publications onto compact cassette (Directed at people with visual impairment)
4. Guy Cooper	22	M	Imperial College	Electrical Engineering	Electronic Optical Mark Reader
5. Philip Davey	29	M	Leeds Polytechnic	BSc (Hons) Communication Engineering	Electronic Point of Sale Information System
6. Robin Davies	32	M	Manchester Business School	MBA	Theme holidays & related products
7. David Edmonds	37	M	Plymouth Poly	Nautical Studies	Develop & sell interactive computer-based courses
8. Susan Edwards	22	F	Sheffield Polytechnic	BSc(Hons) Catering Systems	Bistro Style Restaurant
9. Stephen Elkins	24	M	UMIST	Management Sciences	Mnfcetre Hang Gliding Equipment
10. Donna Gregory	25	F	Huddersfield Poly	ATI (Design)	Knitwear & Printed Ladies Seperates Fashion
11. Mark Hanson	23	M	Lancashire Poly	Electrical & Electronic Engineering	Finance Brokerage
12. Lindsay Henry	21	F	Cambridge Univ	Mathematics Tripos	Greetings cards & humorous postcards
13. Christopher Holland	21	M	Warwick Univ	Computer Systems Engineering	Cycling Holiday Business
14. Sarah Kenworthy	22	F	Manchester Poly	Arts & Humanities	Woven Textile Fashion & Design Studio
15. Dabir Miah	21	M	Salford Univ	Science & Engineering	Locate sales orders of leather from retail outlets
16. Matthew Norrish	38	M	Trent Polytechnic	Science & Engineering	Small Building Co. specialising in architect designed extensions
17. Mark Rayner	35	M	Camberwell Sch of Arts	Hons 3-D Design	Workshop Production of Metal Objects
18. Alan Somerfield	24	M	Royal College of Art	Industrial Design Engineering	Unique New Design of Flushing Cistern and range of sanitaryware
19. Samantha Stringle	23	F	Loughborough College of Art and Design	BA Hons Textile/Fashion Design	Design and Printing of Exclusive Fashion & Furnishing Textiles

EXHIBIT 1

THE ENGLISH GRADUATE ENTERPRISE PROGRAMME - 1987WARWICK UNIVERSITY LIST OF PARTICIPANTS

<u>NAME</u>	<u>AGE</u>	<u>M/F</u>	<u>UNIV/POLY/COLLEGE</u>	<u>DEGREE</u>	<u>PRODUCT/SERVICE</u>
1. David Bagley	39	M	Wolverhampton Poly	BA (Hons) Humanities	Travel Agency specialising in sporting tours
2. Mark Carter	24	M	Nottingham Univ	Science & Engineering	Fabric care and cleaning
3. Andrew Colquhoun	22	M	Bradford Univ	BSc Ind Tech & Management	Binding & restoration of valuable books
4. Nicole Devere-Hill	23	F	Birmingham Univ	BA (Hons) Fashion & Textiles	Handmade woven products
5. Helen East	23	F	W Surrey College	BA (Hons) Printed Textile Design	Textile Design & Printing Company
6. Sanjay Gohil	21	M	Leeds Poly	Soc Sci & Business Studies	Comprehensive financial services centre
7. Martin Grant	24	M	Lanchester Poly	Arts & Humanities	Manufacture of child's toy
8. Mostafa Haddad	27	M	Leicester Poly	BSc (Hons) Textile & Knitwear Tech	Circular knitted fabric for export
9. Stuart Harris	24	M	Nottingham Univ	BSc (Hons) Agriculture (animal sci)	16-Track Recording Studio
10. Donald Leslie	24	M	Oxford Poly	BSc Estate Management	Promotion & Management of Rock Bands
11. Joanne Lord	23	F	Birmingham Poly	Arts & Humanities	Re-upholstering furniture with self-designed fabrics
12. Robert Menear	22	M	Wolverhampton Poly	BA (Hons) 3D Design	Design, Development & Manufacture of various products ie clocks, lamps etc.
13. Maggie Milner	24	F	Leicester Poly	BA (Hons) Fashion & Textile Design	Designer knitwear & manufacture
14. Nicholas Moss	23	M	Bristol Poly	BSc Tech with Ind Studies	Recording studio service
15. Jonathan Ormerod	24	M	UMIST	BSc Hons Biochem & Biology	Landscape Design & Construction Contractors
16. Mark Pierpoint	22	M	Lanchester Poly	BA (Hons) Business Studies	Purchase redundant equipment from major retailers and to resell with high added value to small businesses
17. Alexandra Poppleton	21	F	Warwick Univ	Social Sciences & Business Studies	Designer - selling exclusive clothing knitwear & accessories
18. Lee Rowley	22	M	North East London Poly	BSc Applied Biology	Gymnasium offering weight training facilities & selling non-alcoholic drinks

Business Enterprise Programme (Graduates) EXHIBIT 2

Accepted Applicants

<u>Name</u>	<u>Univ/Poly/College</u>	<u>Counsellor</u>
*Geoffrey Amos	Sheffield Poly	Paul Banfield
Clare Anderson	Bristol Poly	Peter Chadwick
Ann Barradell-Smith	ILEA	Colin Barrow
Edmund Baxter	London Univ	Peter Saunders
*Paul Baxter	Bristol Poly	Peter Chadwick
*Mark Beresford	North East London Poly	Terry Godwin
Daniel Bird	Liverpool Univ	n/a
Clive Bordoli	Royal College of Art	n/a
*Michael Brothers	Teesside Poly	Ted Giblin
David Bullimore	Bristol Univ	Linda Skinner
Terry Bulmer	Bristol Poly	Peter Chadwick
Jacqueline Campbell	ILEA	Colin Barrow
*Nicola Challis	Bristol Poly	Peter Chadwick
Stephen Clark	Birmingham Poly	Bob Jerrard
*Nicholas Cowsls	Oxford Poly	Colin Barrow
Richard Crowther	Teesside Poly	Ted Giblin
Paula Dale	ILEA	Colin Barrow
Bindi Desai	Leicester Poly	Mark Attlee
James Eneje	Warwick Univ	Derek Greenway
Pedro Fonseca	Univ College, London	Jackie Severn
Sara Fulbrook	Teesside Poly	Ted Giblin
Lesley Garner	Dartington Coll Arts	Mark Gifford
Alex Geairns	Wolverhampton Poly	Terry Vokes
Mark George	Salford Univ	Bill Roberts
Andrew Gerrard	Sheffield Poly	Paul Banfield
John Gordon	Oxford Poly	Colin Barrow
Simon Grant	Sunderland Poly	Frank Patterson
Mary Houliston	Teesside Poly	Ted Giblin
Lyn Knight	Birmingham Poly	Bob Jerrard
Audrey Laing	Sheffield Poly	Paul Banfield
Paul Logan	Royal College of Art	Colin Barrow
Amanda Lunn	Oxford Poly	Colin Barrow
Aris Mama	London Univ	Robert Brown
Paul Maynes	Bradford Univ	Nick Wilson
Paul Mills	Sheffield Poly	Paul Banfield
Edward Mulligan	York Univ	Hubert Cooper
Josephine Ndyanabo	Central London Poly	Prof John Stanworth
Benjamin Newman	Derby College Higher Ed	Ian Coates
Catherine Oakden	Oxford Poly	David Absalom
Neil Parke	Nonington College, Dover	David Sager
Craig Phizacklea	Hull Univ	Hubert Cooper
Janet Preston	Huddersfield Poly	Robin Taylor
Tariq Rafique	Birkbeck College, London	Peter Saunders
*Mark Rayner	ILEA	Colin Barrow
Karen Richardson	Bristol Univ	Peter Gray
Graham Rice	Newcastle Univ	Geoff Parkinson
*Stephen Russell	Brighton Poly	Paul Oakley
*Mumtaz Saleem	Salford Univ	Bill Roberts
Michael Saunders	Oxford Poly	Colin Barrow
Sebastian Seal	Newcastle Univ	Geoff Parkinson
Sally Smith	St Marys College	David Sager
*Samantha Stringle	Loughborough Coll Art & Design	Colin Barrow
*Kyriakos Tanousis	London School of Economics	Colin Barrow
Anna Thomas	Birmingham Univ	Sue Burns
Michael Tyler	Liverpool Poly	Bill Roberts
Lesley Wallace	Birmingham Poly	Bob Jerrard
Elaine Whitehouse	Manchester Poly	Alan Pulford
*Jane Whittle	Birmingham Poly	Bob Jerrard

GRADUATE ENTERPRISE PROGRAMME OPEN DAY

WEDNESDAY 17 SEPTEMBER 1986

LONDON BUSINESS SCHOOL

PROGRAMME

<u>TIME</u>	<u>SUBJECT</u>	<u>RESPONSIBILITY</u>
10.00	Reception and Coffee	
10.30	Welcome and Introduction	Prof. Paul Burns Mr. Graham Hyde
10.45	Review on GEP I/GEP II Teaching Experience	Cranfield, Durham and Warwick Business Schools
	Case Studies by GEP I & II Students	Howard Fabian (Manchester Polytechnic) Mark Goldsmith (Manchester University)
11.45	Review of GEP Recruitment and Publicity Experience	Cranfield Small Business Team
	■ Video ■ GEP III	
<hr/>		
13.00	BUFFET LUNCH	
<hr/>		
14.00 - 14.30	The Counsellor's Role CAS Role in GEP III	Cranfield Small Business Team
14.30 - 15.30	Case Studies in Counselling	Geoff Parkinson (Newcastle Polytechnic) Terry Godwin (N E London Polytechnic)
15.30	Tea	
15.45	Opportunities for local initiatives	Mr. G. Hyde Manpower Services Commission
16.30	Questions and Answers	All

Business Start Up Seminars were held in 65 locations and over 2000 students attended and received counselling assistance

Seminar Attendance
(by year)

<u>Univ/Poly/College/Counsellor</u>	<u>87</u>	<u>86</u>	<u>85</u>		<u>87</u>	<u>86</u>	<u>85</u>
Aston Univ/Stalley	26	30	30	Salford Univ/Roberts	31	12	10
Bath Univ/Ray & Skinner	10	7	-	Sheffield Univ/Jacobs	60	55	-
Birmingham Poly/Jerrard & St Croix	49	-	-	Sheffield Poly/Banfield	61	-	-
Birmingham Univ/Burns	22	20	18	South Bank Poly/Claridge	9	6	23
Bradford Univ/Wilson	34	23	31	Southampton Univ/Page	20	72	36
Brighton Poly & Sussex Univ/Oakley	87	52	68	Sunderland Poly/Patterson	9	-	-
Bristol Poly/Chadwick	60	-	40	Surrey Univ/Brown	29	-	-
Bristol Univ/Gray & Skinner	30	32	-	Teesside Poly/Giblin	60	55	-
Brunel Univ/Brown	34	-	-	Thames Poly/Severn	40	8	18
Cambridge Univ/Vyakarnam	22	24	27	Trent Poly/Beaver	22	38	26
Camb Coll Art Tech/Vyakarnam	8	-	-	Warwick Univ/Watson	120	6	8
Central London Poly/Stanthorpe	26	22	30	Wolverhampton Poly/Vokes	36	-	-
City Univ/Lessem	9	7	30	York Univ/H Cooper	20	15	-
City Poly/Lessem	25	-	-				
Cranfield/Clarke	87	76	56	Direct Applications	-	215	-
Derby College Higher Education/Coates	13	-	-	London Advertising	-	117	-
Durham Univ/Scott	26	36	6				
East Anglia Univ/H Cooper	10	24	-	<u>TOTAL</u>	<u>2020</u>	<u>1499</u>	<u>1003</u>
Essex Univ/Clarke	19	-	-				
Exeter Univ/Gifford	16	30	-				
Hatfield Poly/Le Fevre	9	15	24				
Huddersfield Poly/Taylor	40	-	-				
Hull Univ/H Cooper	20	6	12				
ILEA(Art Schools)/Barrow	40	5	-				
Imperial College/Clarke	22	19	13				
Keele Univ/Towers	16	-	-				
Kent Univ/Murphy	12	27	-				
Kingston Poly/Sager	26	2	-				
Lancaster Univ/Absalom	14	27	-				
Lanchester Poly(Cov)/Hunt	34	13	27				
Leeds Univ & Poly/Robertson	53	50	61				
(inc. Bretton Hall College)	17						
Leicester Poly/Attlee	11	30	25				
Leicester Univ/Attlee	11	-	-				
Liverpool Univ & Poly/Roberts	18	23	27				
London Univ(Central)/Saunders & Barrow	16	20	80				
London School Economics/Barrow	20	40	-				
Loughborough Univ/McEvoy	80	70	33				
{Manchester Poly/Debney & Pulford}	69	44	66				
{Manchester Univ/Shephard}		-	-				
Middlesex Poly/E Cooper & Johnson	17	27	26				
Nene College/Clarke	8	-	-				
Newcastle Univ & Poly/Parkinson	31	16	24				
N E London Poly/Godwin	41	25	27				
North Staffs Poly/Lonsdale & Wilkins	55	-	-				
Nottingham Univ/Binks	28	-	-				
Oxford Univ/Barrow	22	14	30				
Oxford Poly/Barrow	15	-	-				
Plymouth Poly/Blackler	41	7	-				
Portsmouth Poly/Gilbert	28	17	-				
Preston Poly Lancashire/Absalom	8	-	-				
Reading Univ/Brown	26	20	24				
Royal College of Art/Barrow	40	-	-				

Source of Students Selected GEP I, II & III

<u>Univ/Poly/College/Counsellor</u>	<u>Seminar Attendance</u> (by year)			<u>No. of Applications Received</u> (by year)			<u>Number of Applications Accepted</u> (by year)		
	<u>87</u>	<u>86</u>	<u>85</u>	<u>87</u>	<u>86</u>	<u>85</u>	<u>87</u>	<u>86</u>	<u>85</u>
Aston Univ/Stanley	26	30	30	1	2	1	1	1	-
Bath Univ/Ray & Skinner	10	7	-	0	2	-	1	2	-
Birmingham Poly/Jerrard & St Croix	49	-	-	9	-	-	4	-	-
Birmingham Univ/Burns	22	20	18	5	2	3	3	2	-
Bradford Univ/Wilson	34	23	31	2	4	1	1	1	-
Brighton Poly & Sussex Univ/Oakley	87	52	68	7	5	5	5	2	1
Bristol Poly/Chadwick	60	-	40	8	3	2	2	2	1
Bristol Univ/Gray & Skinner	30	32	-	11	4	6	3	3	2
Brunel Univ/Brown	34	-	-	2	-	-	1	-	-
Cambridge Univ/Vyakarnam	22	24	27	4	4	4	2	2	2
Camb Coll Art Tech/Vyakarnam	8	-	-	3	-	-	3	-	-
Central London Poly/Stanworth	26	22	30	2	5	8	1	4	3
City Univ/Lessem	9	7	30	2	3	5	1	1	1
City Poly/Lessem	25	-	-	0	-	-	0	-	-
Cranfield/Clarke	87	76	56	2	4	12	1	1	-
Derby College Higher Education/Coates	13	-	-	2	-	-	0	-	-
Durham Univ/Scott	26	36	6	6	1	4	5	-	2
East Anglia Univ/H Cooper	10	24	-	1	-	-	0	-	-
Essex Univ/Clarke	19	-	-	1	-	-	0	-	-
Exeter Univ/Gifford	16	30	-	3	1	-	2	-	-
Hatfield Poly/Le Fevre	9	15	24	0	2	3	0	-	1
Huddersfield Poly/Taylor	40	-	-	5	-	-	3	-	-
Hull Univ/H Cooper	20	6	12	1	1	-	0	1	-
ILEA(Art Schools)/Barrow	40	5	-	12	5	-	5	2	-
Imperial College/Clarke	22	19	13	2	5	-	3	-	-
Keele Univ/Towers	16	-	-	0	-	-	0	-	-
Kent Univ/Murphy	12	27	-	2	-	1	1	-	-
Kingston Poly/Sager	26	2	-	6	-	-	2	-	-
Lancaster Univ/Absalom	14	27	-	0	2	-	0	2	-
Lanchester Poly(Cov)/Hunt	34	13	27	3	2	2	2	2	-
Leeds Univ & Poly/Robertson	53	50	61	4	1	22	4	1	1
(inc. Bretton Hall College)	17	-	-	0	-	-	-	-	-
Leicester Poly/Attlee	11	30	25	3	5	4	2	3	-
Leicester Univ/Attlee	11	-	-	2	-	-	0	-	-
Liverpool Univ & Poly/Roberts	18	23	27	2	9	8	1	-	1
London Univ(Central)/Saunders & Barrow	16	20	80	7	6	6	2	4	-
London School Economics/Barrow	20	40	-	4	2	1	2	2	-
Loughborough Univ/McEvoy	80	70	33	6	3	3	3	2	2
{Manchester Poly/Debney & Pulford}	69	44	66	2	4	14	2	2	4
{Manchester Univ/Shephard}	-	-	-	7	-	-	5	-	-
Middlesex Poly/E Cooper & Johnson	17	27	26	2	3	9	0	1	-
Nene College/Clarke	8	-	-	1	-	-	1	-	-
Newcastle Univ & Poly/Parkinson	31	16	24	5	11	10	2	3	2
N E London Poly/Godwin	41	25	27	5	4	3	2	3	1
North Staffs Poly/Lonsdale & Wilkins	55	-	-	3	-	-	3	-	-
Nottingham Univ/Binks	28	-	-	4	-	-	3	-	-
Oxford Univ/Barrow	22	14	30	5	8	6	3	3	1
Oxford Poly/Barrow	15	-	-	5	-	-	1	-	-

Continued over...

<u>Univ/Poly/College/Counsellor</u>	<u>Seminar Attendance</u>			<u>Number of Applications Received</u>			<u>Number of Applications Accepted</u>		
	<u>87</u>	<u>86</u>	<u>85</u>	<u>87</u>	<u>86</u>	<u>85</u>	<u>87</u>	<u>86</u>	<u>85</u>
Plymouth Poly/Blackler	41	7	-	2	-	-	2	-	-
Portsmouth Poly/Gilbert	28	17	-	2	1	-	1	-	-
Preston Poly Lancashire/Absalom	8	-	-	3	-	-	2	-	-
Reading Univ/Brown	26	20	24	3	8	1	3	5	-
Royal College of Art/Barrow	40	-	-	10	-	-	4	-	-
Salford Univ/Roberts	31	12	10	5	2	3	2	2	1
Silsoe College/Vyarkarnam	-	-	-	1	-	-	0	-	-
Sheffield Poly/Banfield	61	-	47	9	1	2	3	1	1
Sheffield Univ/Jacobs	60	55	-	1	4	6	1	1	1
South Bank Poly/Claridge	9	6	23	0	2	1	0	-	-
Southampton Univ/Page	20	72	36	0	1	4	0	-	-
Sunderland Poly/Patterson	9	-	-	4	-	-	1	-	-
Surrey Univ/Brown	29	-	-	3	-	-	2	-	-
Teesside Poly/Giblin	60	55	-	6	4	-	2	1	-
Thames Poly/Severn	40	8	18	4	4	-	2	4	-
Trent Poly/Beaver	22	38	26	2	-	5	1	-	-
Warwick Univ/Watson/Greenway	120	6	8	3	1	3	3	-	2
Wolverhampton Poly/Vokes	36	-	-	5	-	-	4	-	-
York Univ/H Cooper	20	15	-	3	1	-	1	1	-
Direct Applications	-	215	-	21	15	n/a	11	3	6
London Advertising	-	117	-	-	12	n/a	-	7	-
Drop-outs							8		
<u>TOTAL</u>	<u>2020</u>	<u>1499</u>	<u>1003</u>	<u>256</u>	<u>169</u>	<u>168</u>	<u>125</u>	<u>77</u>	<u>36</u>

EXHIBIT 5

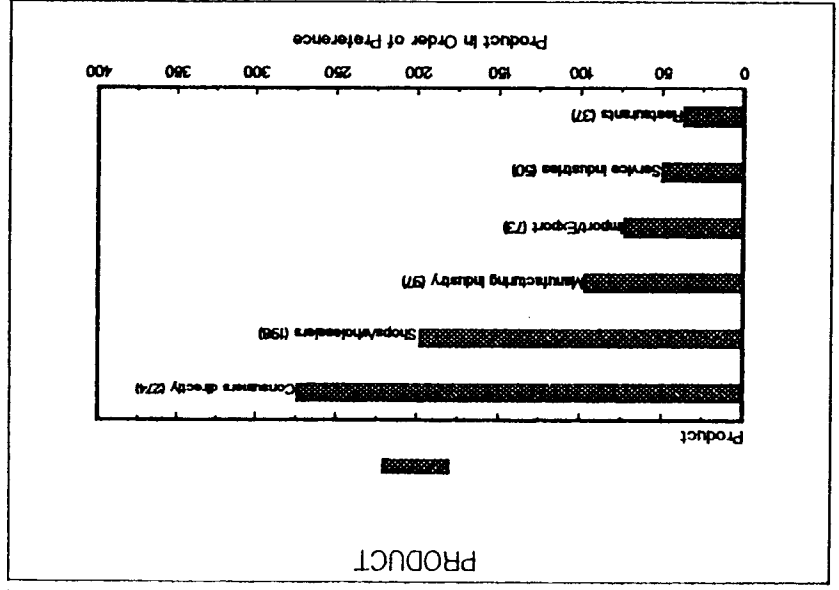
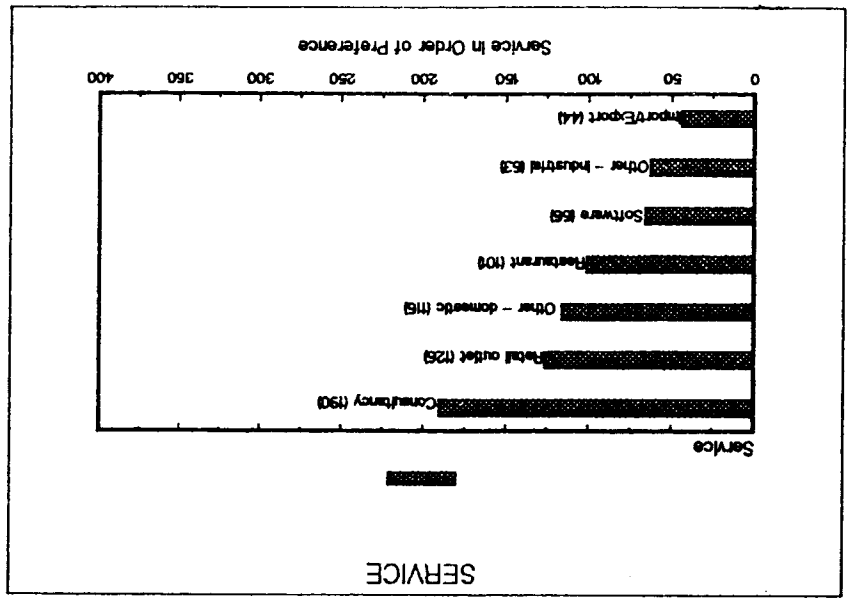
Business Start-Up Seminars - Typical Programme

GEP 3 Programme 1986

	<u>TIME</u>
1. GEP - History and Broad Objectives	20 mins
2. How to evaluate a Business Idea and Yourself	20 mins
3. Experience of a recent Graduate	10 mins
4. Coffee Break	
5. How to apply to get on the GEP - detailed explanation and application	20 mins
6. Network of support - counsellors and enterprise agencies	20 mins
7. Concluding remarks and questions	20 mins

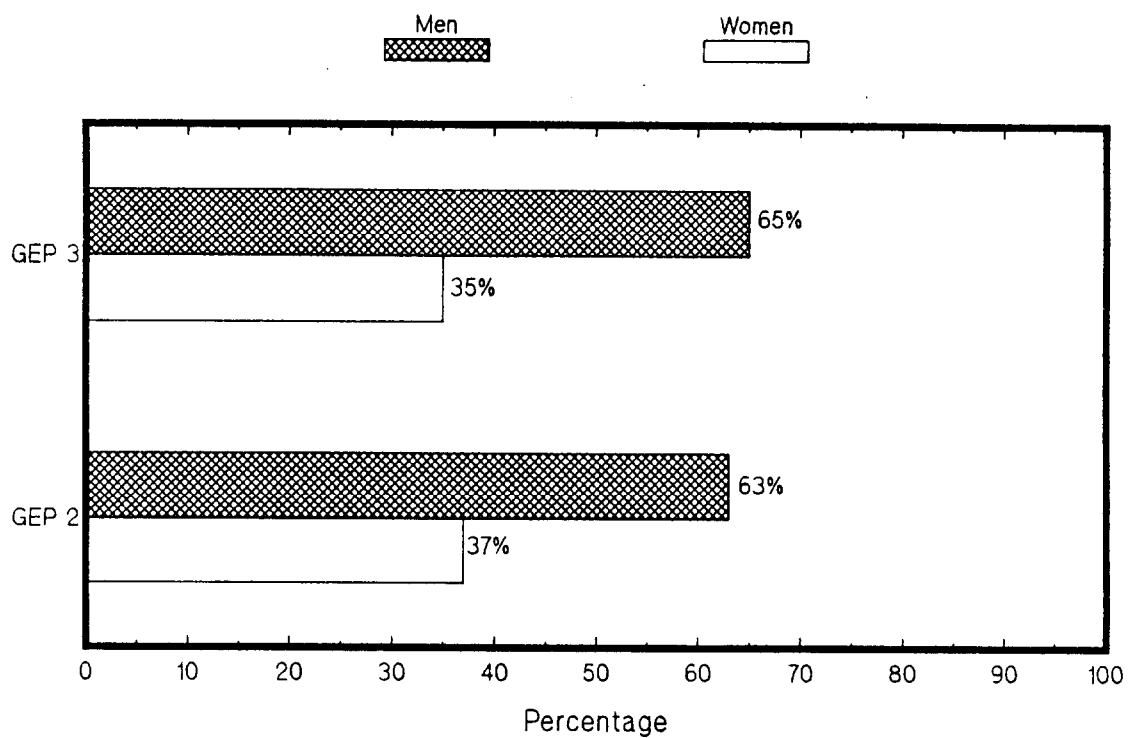
Programme runs for approximately 2 hours

NO SHORTAGE OF INTERESTING BUSINESS IDEAS AT SEMINARS . . .



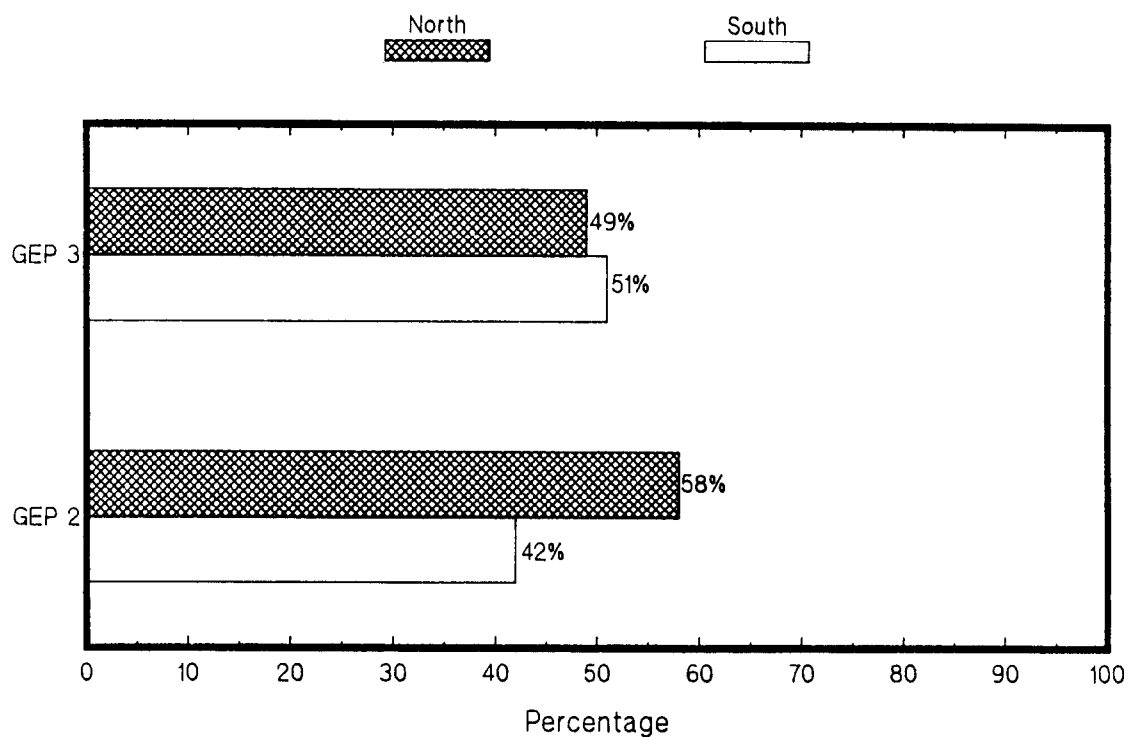
... FROM AN INTERESTING CROSS-SECTION OF STUDENTS,
MEN ATTENDING SEMINARS AND COUNSELLING OUTNUMBER
WOMEN BY NEARLY TWO TO ONE ...

PERCENTAGE ATTENDANCE BY MEN AND WOMEN



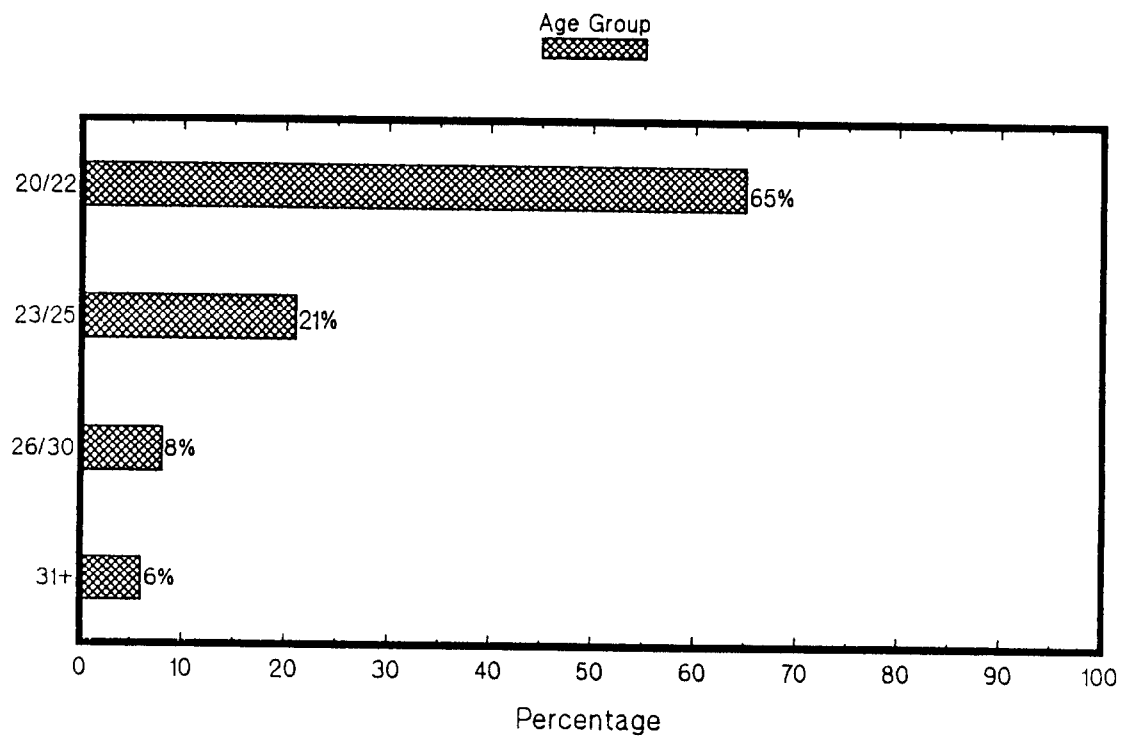
... WITH SLIGHTLY HIGHER TURNOUT IN SOUTH IN GEP 3 ...
COMPARED WITH GEP 2

PERCENTAGE ATTENDANCE FROM NORTH AND SOUTH
WASH/SEVERN DIVIDING LINE



... MOST STUDENTS FELL IN 20 - 22 AGE GROUP ...

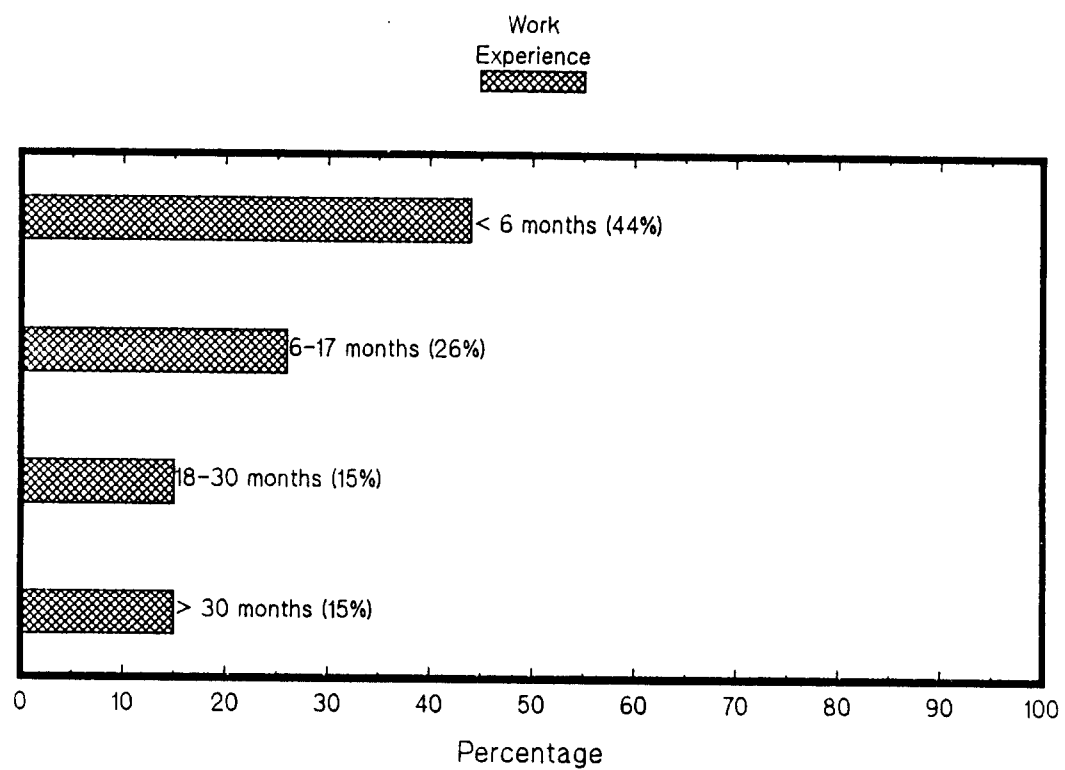
PERCENTAGE CATEGORISED BY AGE



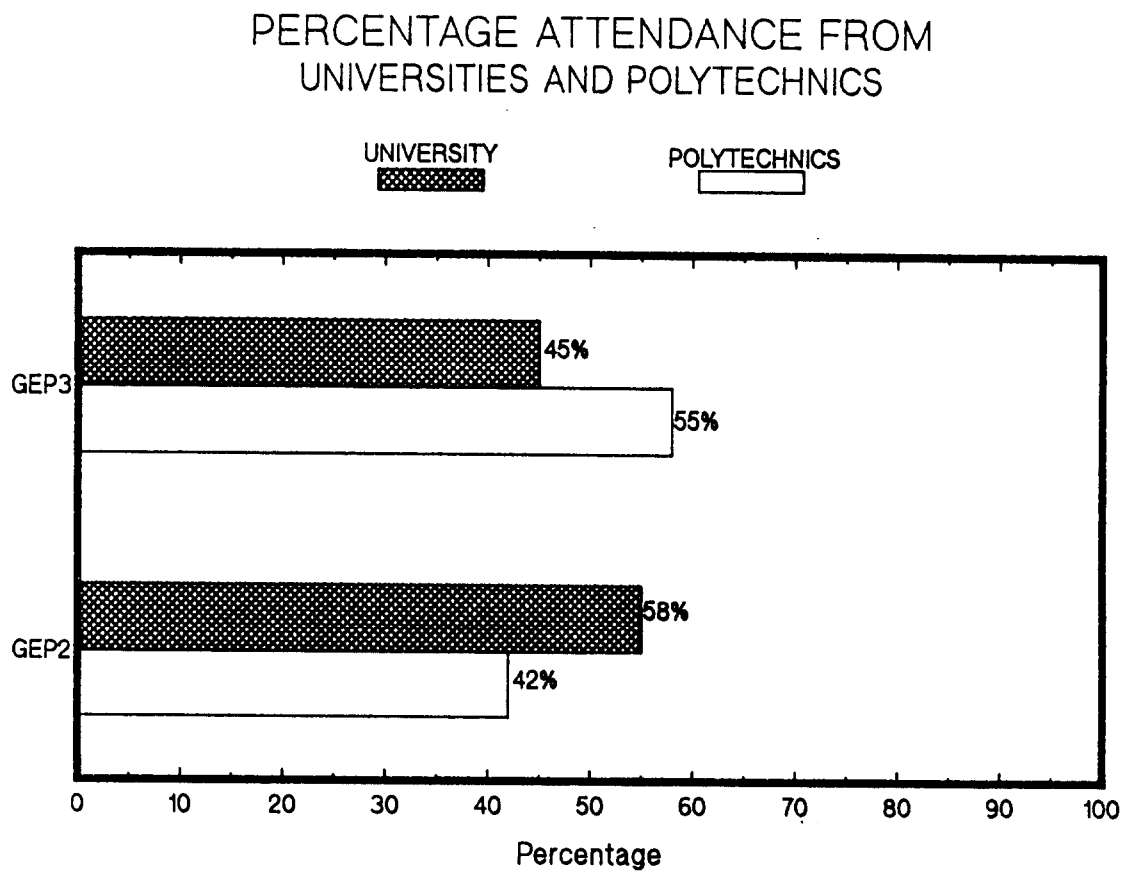
... WITH NEARLY HALF HAVING LESS THAN 6 MONTHS

WORK EXPERIENCE ...

PERCENTAGE CATEGORISED BY WORK EXPERIENCE

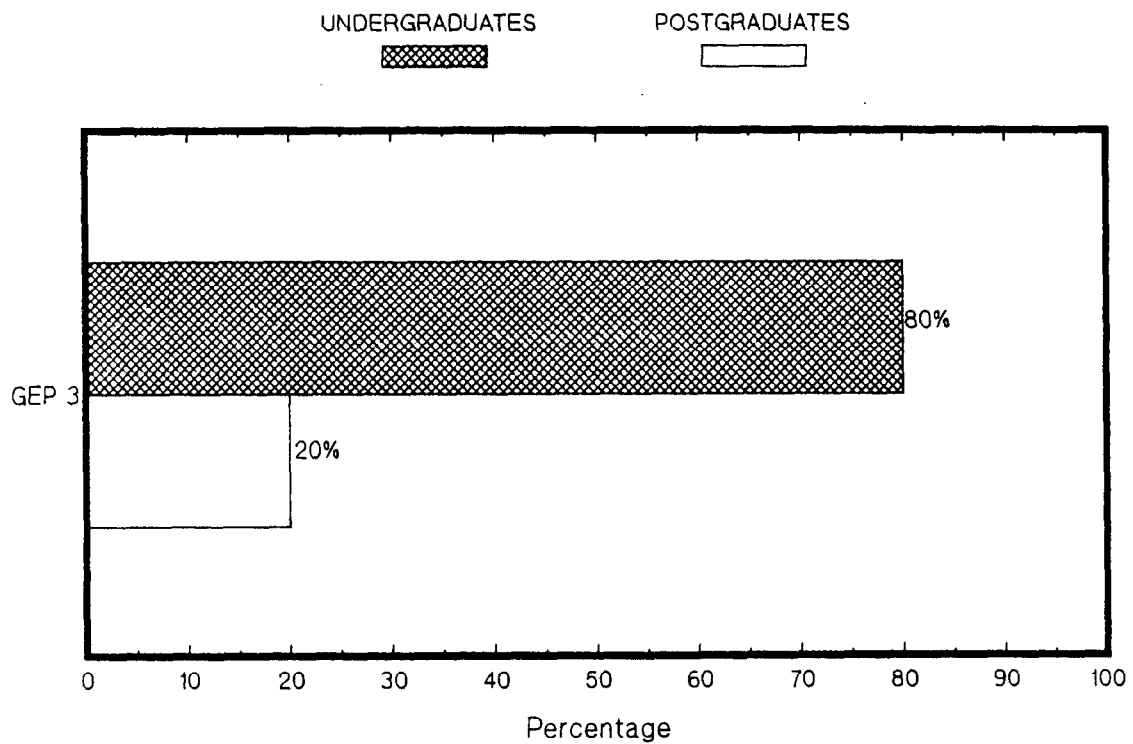


... WITH SLIGHTLY MORE FROM POLYTECHNICS IN GEP 3 ...



... PREDOMINANTLY UNDERGRADUATES ...

PERCENTAGE UNDERGRADUATES AND POSTGRADUATES



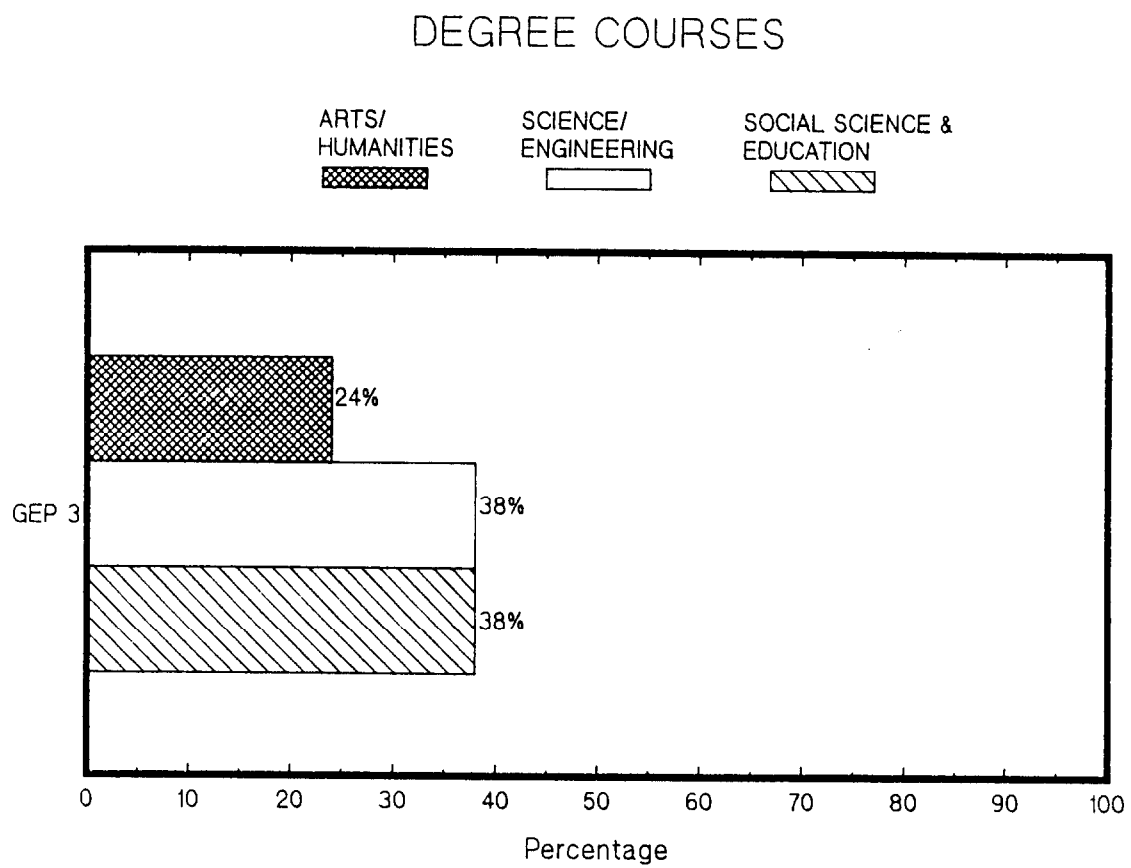
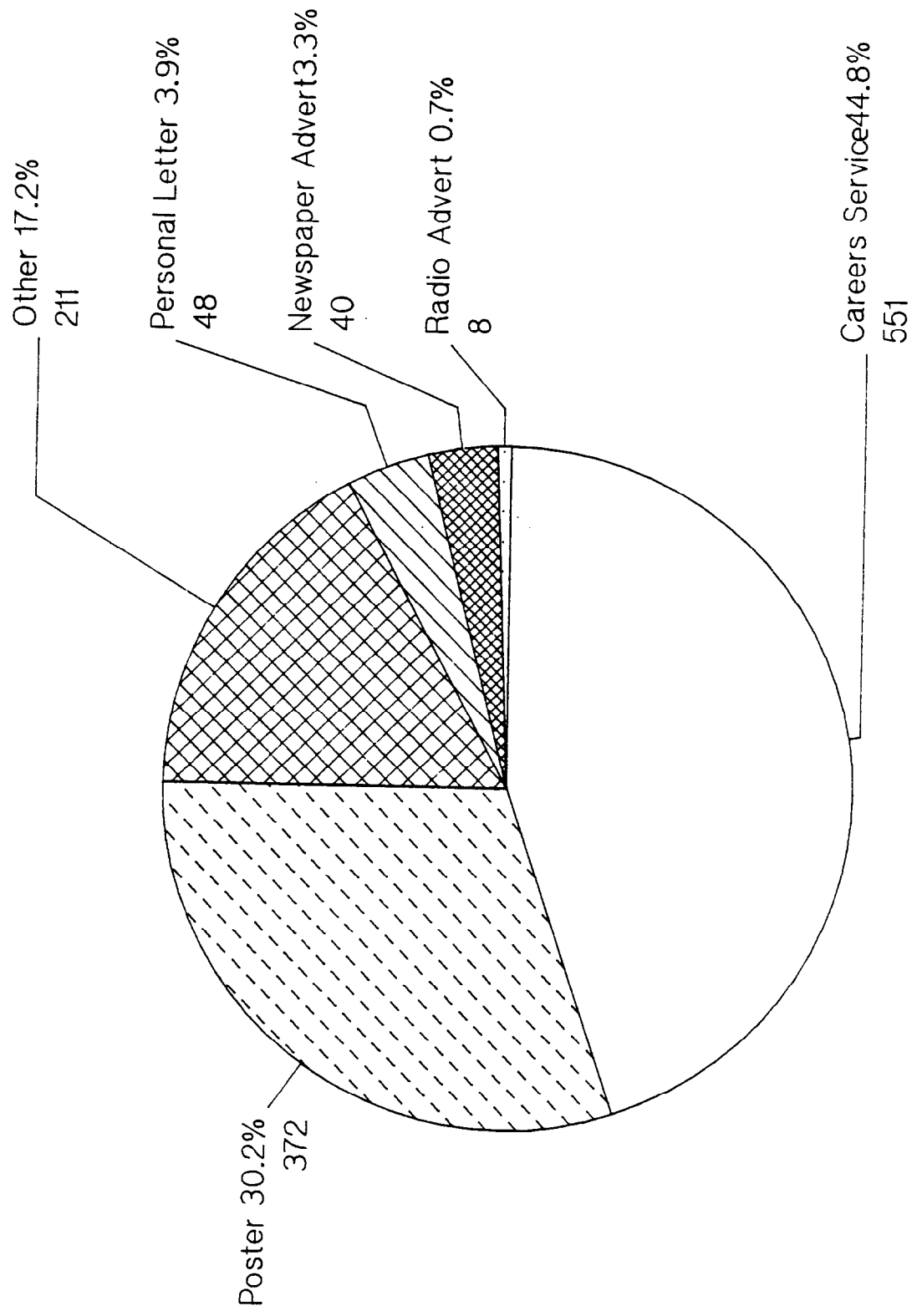
... AND ONLY A QUARTER TAKING ARTS COURSES

EXHIBIT 8

Careers Service and Posters accounted for three-quarters of attendance at Seminars



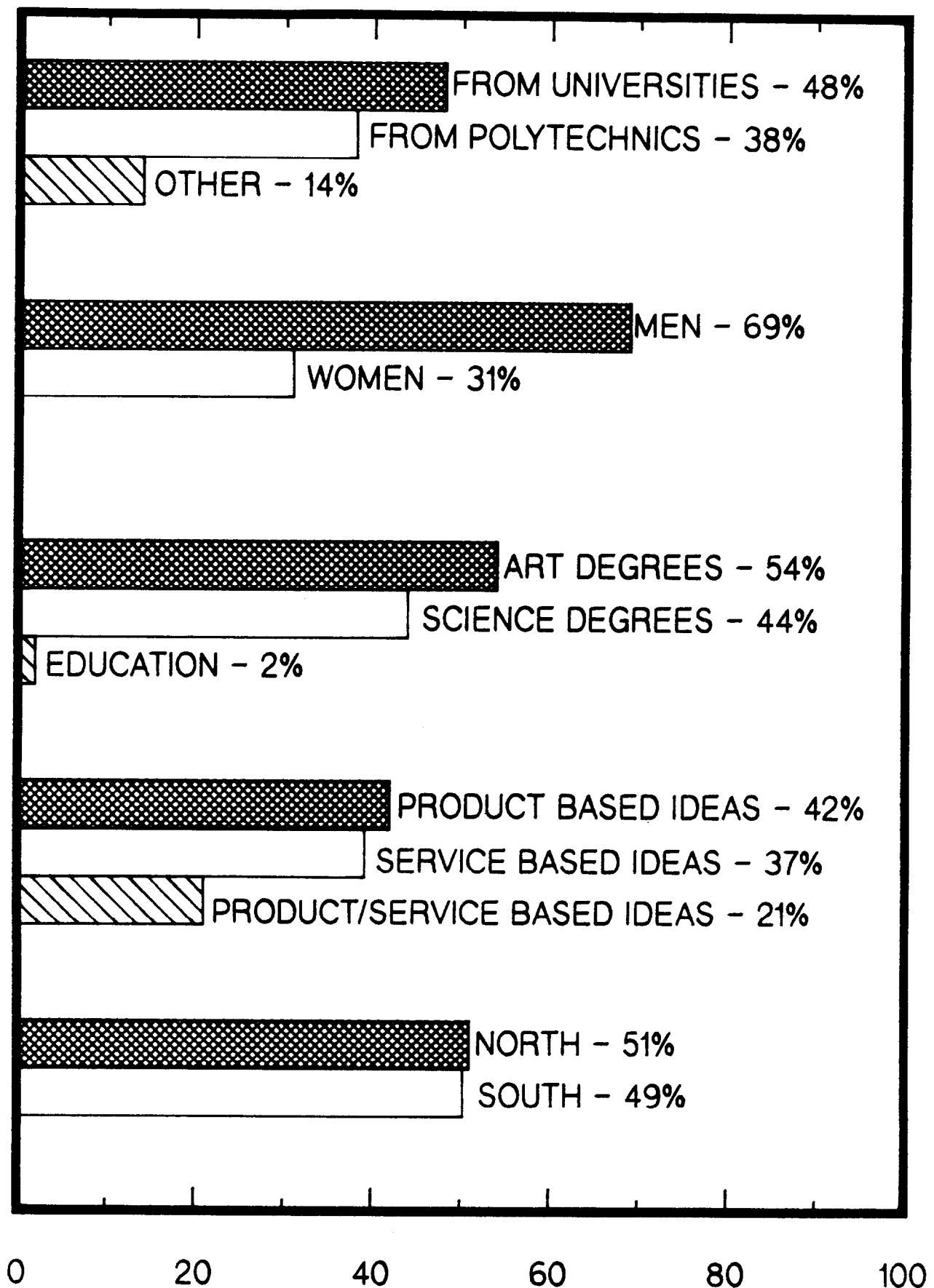
GRADUATE ENTERPRISE PROGRAMME - 3**REVIEW COURSE****DAY ONE**

10.00 - 10.30	Registration
10.15 - 10.45	Coffee
10.45 - 11.00	Introduction and Administration
11.00 - 12.00	Introduction for members
12.00 - 12.30	Talk - Market Research
	Lunch
13.30 - 15.00	Exercise: Drawing up Market Research Questionnaire
	Coffee
15.30 - 16.15	Video: The Balance Sheet Barrier (John Cleese)
16.15 - 18.00	Talk of Exercises: Finance & Accounting
18.00 - 18.30	Questions and Answers - MSC
18.30 - 19.30	Read Case: 'Celebration Cakes'

DAY TWO

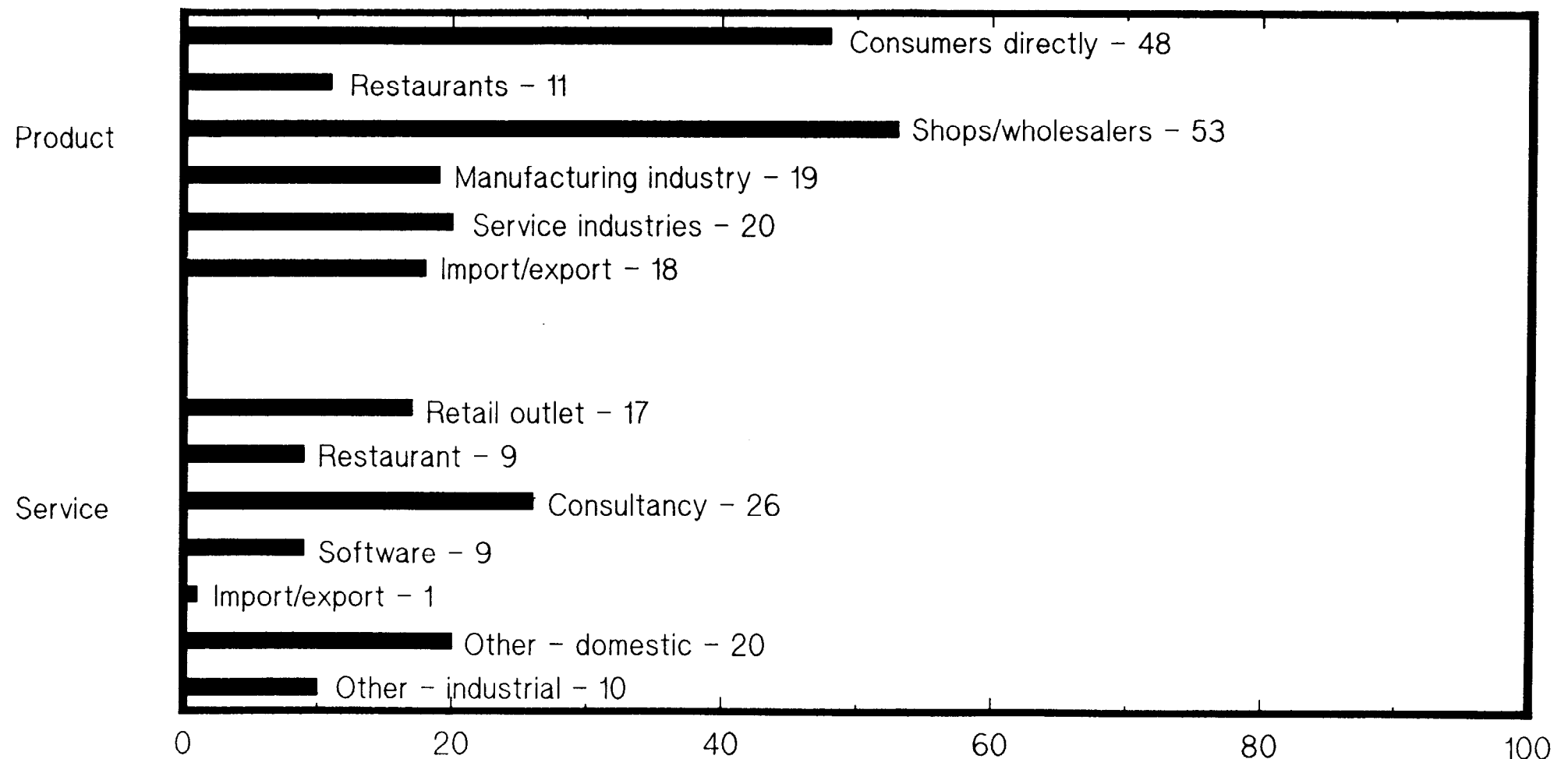
09.00 - 09.30	Talk: Which Business Structure?
09.30 - 10.00	Talk: The importance of selling techniques
10.00 - 10.30	Video: 'Sales Presentation'
	Coffee
11.00 - 12.30	Case: Small groups analyse and present 'Celebration Cakes'
12.30 - 13.00	Introduction to Group Planning Exercise
	Lunch
14.00 - 15.00	Group Exercise
	Tea
15.30 - 16.30	Closing session based on individual group exercises and video: 'In Search of Excellence'

125 APPLICANTS WERE CHOSEN



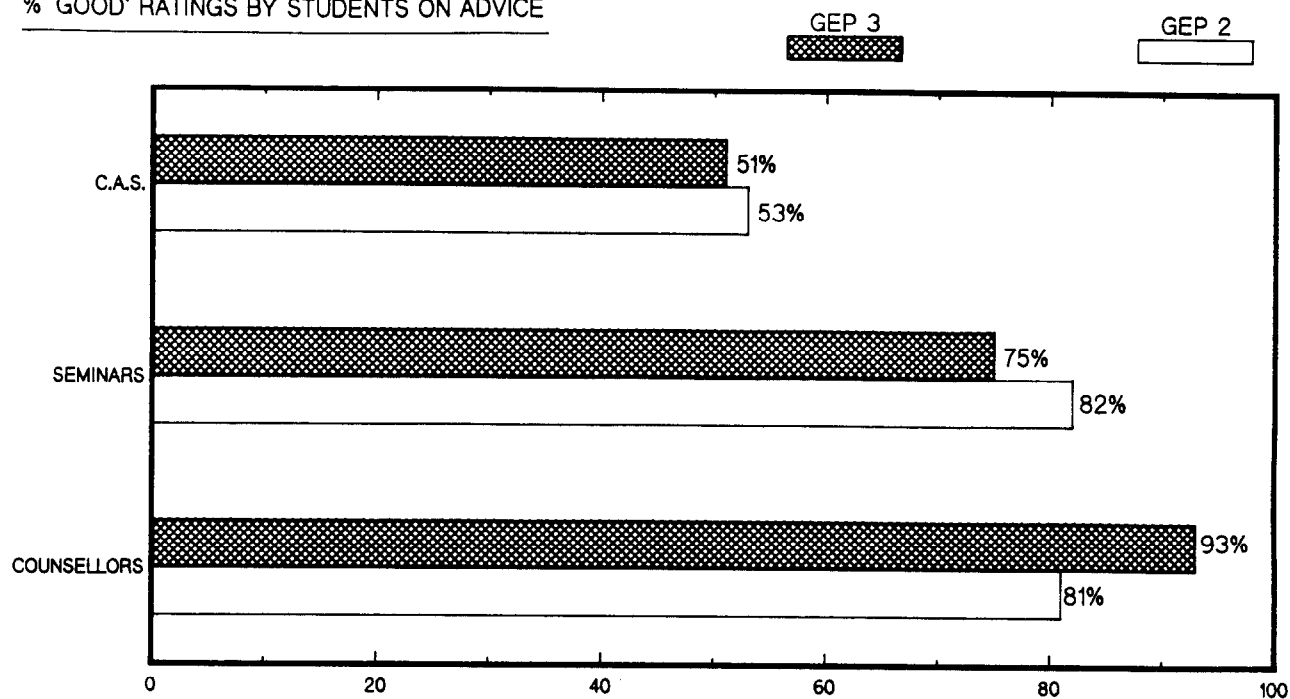
FREQUENCY OF BUSINESS IDEAS

Number

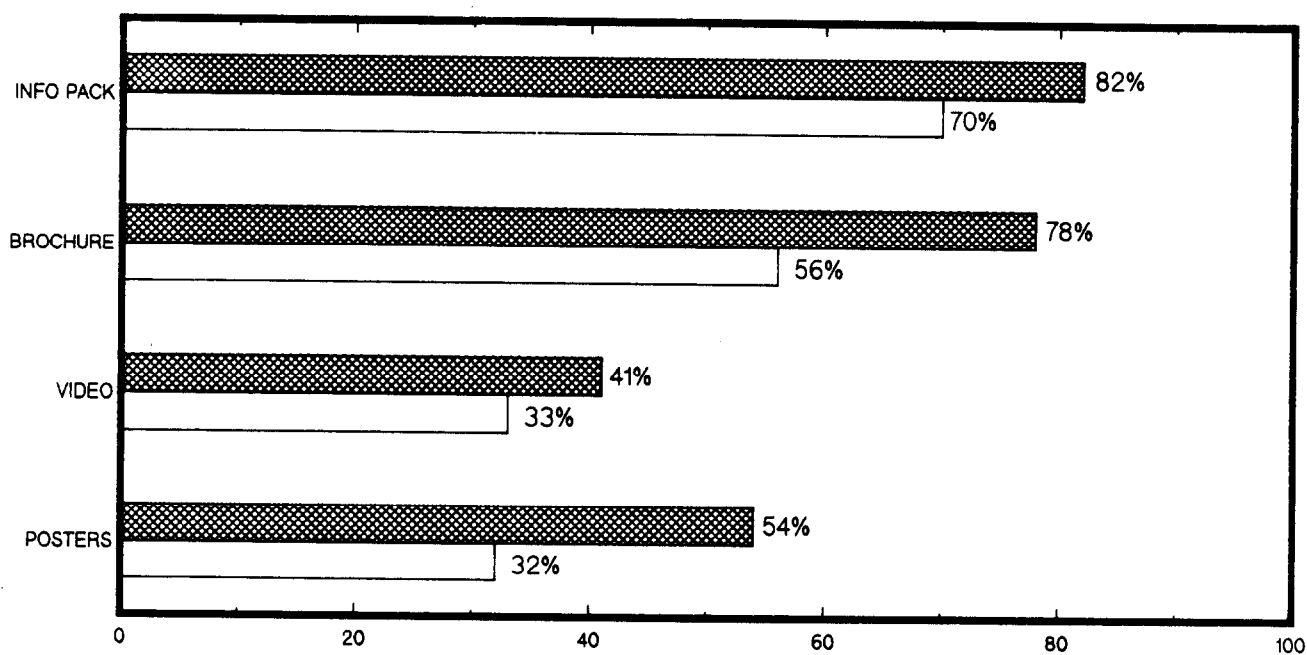


STUDENTS ON SELECTION RATED HIGHLY SUPPORT RECEIVED FROM C.A.S. SEMINARS AND COUNSELLING, AND MAIN PUBLICITY MATERIAL

% 'GOOD' RATINGS BY STUDENTS ON ADVICE



PUBLICITY MATERIAL



GRADUATE ENTERPRISE PROGRAMME - 1986-87PROPOSED 65 RECRUITMENT CENTRES PLUS COLLEGES OF H.E.

RECRUITMENT RESPONSIBILITY COULD BE DECENTRALISED
TO 5 PROVIDERS, WITH CENTRAL CO-ORDINATION
ON STANDARDS AND TIMETABLES



ENGLISH GEP 1 STUDENTS HAVE MADE A PROMISING BUSINESS START**Summary Table of 2nd half 1986 - Results (Unaudited) - Total sample size 29**

Item	Nos.	Notes
Number trading	25	4 no longer trading (all working for someone else)
Total Trading Turnover	£488,162	Equivalent to <u>£11,622</u> per quarter per reporting business, compared with \$4,516 p.a. first qtr. 1986
Number of Customers	1,051	Excluding 10,000 submarine sandwich munchers Total up from 339 in first quarter 1986.
Number reporting above Break-even	71%	Calculating BEs still difficult! e.g. one on £200 turnover, above BE, one on £40,000 turnover, below BE! Possible but perverse!
Number below break-even	29%	
Profit 2nd $\frac{1}{2}$ 1986	£109,336	'The Picture business makes a loss, but the property has been a windfall.'
Loss 2nd $\frac{1}{2}$ 1986	(11,305)	
Number of full time employees	36	Mostly 'agents' spying for Howard
Number of part time employees	75	
Contact with A.A. - Yes No	60% 40%	Is contact with A.A. related to morale?
Morale:		
% WORRIED	26%	TOO many happy people on the Programme for Colin!!
% HAPPY	55%	
% V.CONFIDENT	19%	