

# The Worcester Business School Media Lab

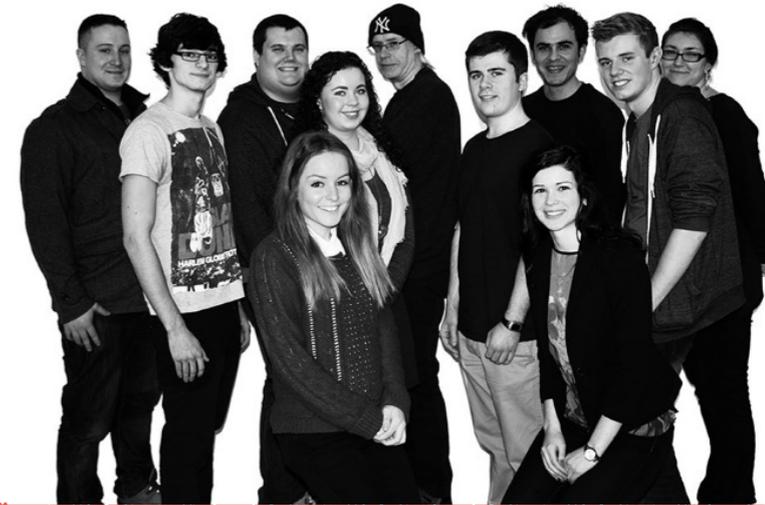


Liz Coulter-Smith: Digital Lead

Katherine Jones: Enterprise Manager

# The Worcester Business School Media Lab

- \* Social enterprise
- \* Engage with 'live' projects
- \* Experience with clients
- \* Support local businesses



# The Worcester Business School Media Lab

- \* First student-led business UoW (2014)
- \* Reflects changing relationship of:
  - \* Higher Education + Industry
  - \* Business + Computing
  - \* Learning + earning outside the classroom

# Why was the Media Lab started?

- \* Models of good practice (US/Australia)
- \* Discussions with students
- \* Increased sense of community
- \* Employability through building portfolios



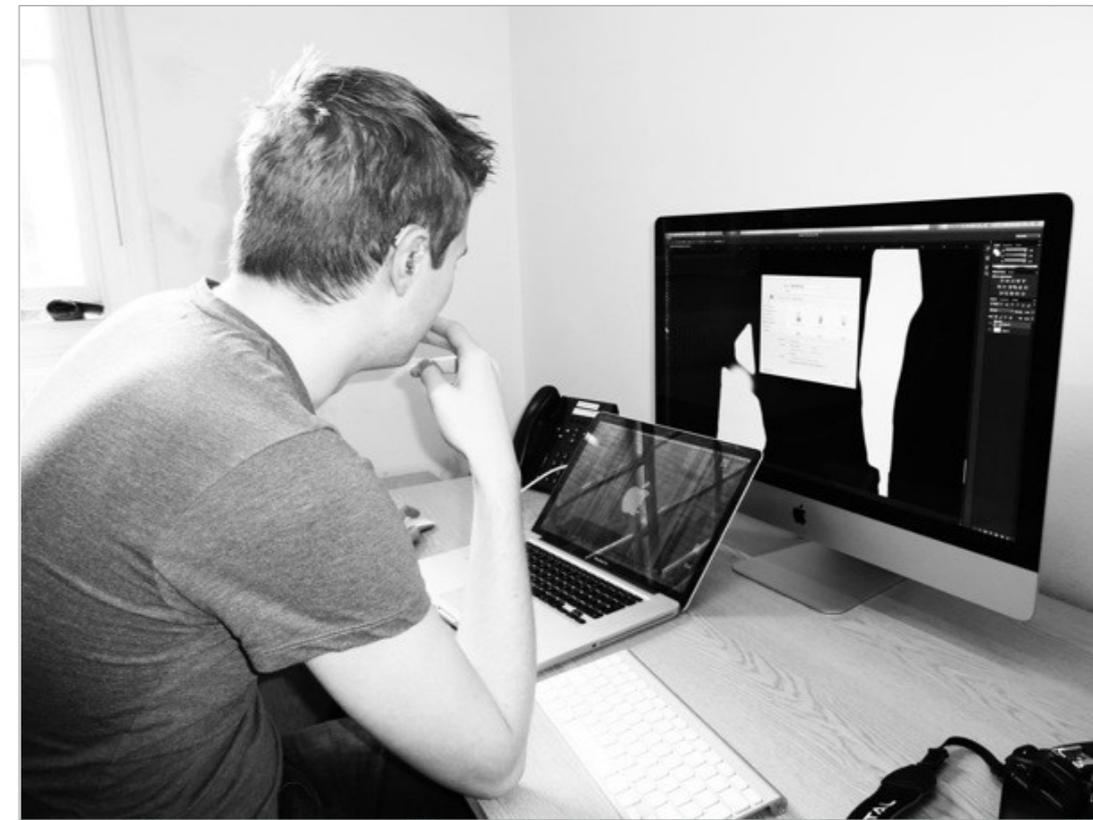
# What are the results & surprises so far?

- \* Added benefits to students collaborating
- \* Local need for SME's and charities
- \* Enthusiasm of students
- \* Length of time to set-up
- \* Management
- \* Need for business skills
- \* Client interaction/pitches



# How did the Media Lab get its initial funding?

- \* The Worcester Business School provided £10k
- \* Ongoing running costs, support staff
- \* Space allocation
- \* £3500 internal grants for sustainability and students as partners projects



# What are the challenges so far?

- \* Dedicated space
- \* Management of students
- \* Business management of clients
- \* Screening potential client projects
- \* Are we a teaching facility or a business?
- \* Support from information services (point 5)
- \* Legal issues, contracts, statements of work
- \* Deadlines and student commitments

# What we do?

- \* Website development & responsive re-design (RWD)
- \* Mobile apps/ web-based software apps
- \* Charity work
- \* Advise local businesses and match candidates
- \* Coach/mentor staff, students and partners
- \* Develop sustainable partnerships
- \* Hub for sustainability in IT

# Sustainability

- \* Dedicated to sustainable practices in IT
- \* Core principles:
  - reuse, efficiency, and maintainability
  - \* Employ current 'design' principles' and tech
  - \* Efficient performance & 'lightweight' design
- \* Web & mobile applications
- \* Hub for sustainability in IT

# Working Partnership

- \* Support and training
- \* Reduce costs and enhance value
- \* Assist in change management
- \* Maintaining and advising currency in practice
- \* Students: raised awareness of work context
- \* Building future portfolios for employability

# Work Package 1

Brief: Website re-design

8 to 10 weeks

- \* Up-to-date design
- \* Clear navigation
- \* CMS system  
(content management system)
- \* Simple Admin
- \* Accessibility
- \* Responsive design
- \* Event/Calendar
- \* Social Media Integration
- \* RSS
- \* Community research

# hereford and worcester fire and rescue service

Home

Your Fire Service

Your Safety

Safety Advice for Businesses

Preparing for Emergencies

Young People

News & Events

Recruitment

Our Planning & Performance

Our Publications

Your Fire Authority

Your Right to Know

Equality & Diversity

Our Partners

Contact Us

Useful Links

A-Z Index

Last Updated  
12-Jun-2014 9:48

W3C CSS  
W3C XHTML 1.0

**HEREFORD & WORCESTER**  
**HWFR**  
FIRE AND RESCUE SERVICE

PROTECTION PREVENTION INTERVENTION

Don't forget "Test it Tuesday", push the button on your smoke alarm...

## Your Fire Service

Click for more information

### Latest News

- All the latest News
- Latest Vacancies
- Contingency Arrangements Report
- Audit of Accounts 2013-14 Notice - 12 June 2014

### Safety Information

During Industrial Action

Thursday 12 June from 9.00am until  
Friday 13 June at 9.00am

Saturday 21 June from 10.00am till 5.00pm

Click for more information

### Tweets

Follow

**HWFireControl** @HWFireControl 6h  
Good morning, Green Watch on duty until 8pm. Strike action started at 0900 In an emergency call 999, we will answer #takeextracare  
Expand

**HWFireControl** @HWFireControl 12h  
Inc 12 June 0335 Crew #Redditch have attended a fire in the open involving a quantity of rubbish near

### Fire Protection Performance

See how we use our budget for safety in public buildings and at work

# prototype site (june 2014)

**HEREFORD & WORCESTER**  
**HWFR**  
FIRE AND RESCUE SERVICE

Search the site...   

[HOME](#) | [ABOUT US](#) | [SAFETY & ADVICE](#) | [NEWS & EVENTS](#) | [CONTACT](#)

## Safety Information

### During Industrial Action

Industrial action is taking place Thursday 12th June from 9:00am until Friday 13th June 9:00am, and Saturday 21st June from 10:00am until 5:00pm.

[Get more information »](#)

**Your Safety** >>>  
Advice and information for your safety in the home, road, water and more

**Business Safety** >>>  
Primary fire safety legislation and other information for businesses

**Your Fire & Rescue** >>>  
Find out more about HWFR service and stations near you

# hereford and worcester fire and rescue service



The screenshot shows the website for Hereford & Worcester Fire and Rescue Service (HWFRS). At the top, there is a navigation bar with the HWFRS logo, the text 'HEREFORD & WORCESTER HWFRS FIRE AND RESCUE SERVICE', and three crescent-shaped icons labeled 'PROTECTION' (blue), 'PREVENTION' (green), and 'INTERVENTION' (red). Below this is a sidebar menu with links to Home, Your Fire Service, Your Safety, Safety Advice for Businesses, Preparing for Emergencies, Young People, News & Events, News, Events, Recruitment, Our Planning & Performance, Our Publications, Your Fire Authority, Your Right to Know, Equality & Diversity, Our Partners, Contact Us, Useful Links, and A-Z Index. The main content area is titled 'News Headlines...June 2014' and contains a paragraph: 'To go straight to any of June's news click on the links below.' followed by a list of links: 'Industrial Action Advice | Wet Weather Warning | Road Safety Week | Further Strike Dates | Escape Plan Advice | Carers Week 2014 | Ledbury Open Day | Kick Drink Drive | Rescue Challenge 2014'. Below this is a section titled 'Fire safety advice during Industrial Action' with a sub-heading 'Monday 9 June'. The text reads: 'Hereford & Worcester Fire and Rescue Service (HWFRS) is urging members of the public to take extra care during this week's Firefighter industrial action. The strike action will take place Thursday 12th June 9.00am until Friday 13th June 9.00am. This period of strike action will see HWFRS operating a reduced service. Adrian Elliott, Group Commander of HWFRS said "We are encouraging motorists and residents to take extra care during the strikes when there will be reduced fire cover. Not all of our firefighters are members of the Fire Brigades Union which means some stations will be working normally but people should be aware that it may take us a little longer to respond to calls in some instances". "During the firefighter strikes, we want people to be clear about what to do in the event of a fire. The most important point they need to know is that they will still get an emergency response and they should not be tempted to tackle fires themselves." He continued: "General fire safety messages that we promote throughout the year become even more crucial at times of strike action. An early alert to a fire in your home is just as important for avoiding injury and damage to property, and we would also like to remind people to install a smoke alarm on every floor of their home and to test each alarm is working on a weekly basis." He also encouraged people to plan an escape route and to make sure everyone in the house is aware of it. Other fire safety messages to consider are:

- Close inside doors at night to help prevent a fire from spreading.

At the bottom of the sidebar, it says 'Last Updated 10-Jun-2014 10:54' and there are two small icons for W3C CSS and W3C XHTML 1.0.

# prototype site



HEREFORD & WORCESTER  
**HWFR**  
FIRE AND RESCUE SERVICE

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## News & Events

### Fire safety advice during Industrial Action

Monday 9th June 2014

Hereford & Worcester Fire and Rescue Service (HWFRS) is urging members of the public to take extra care during this week's Firefighter industrial action.

The strike action will take place Thursday 12th June 9.00am until Friday 13th June 9.00am. This period of strike action will see HWFRS operating a reduced service.

[Read more »](#)

### Wet Weather Warning

Thursday 5th June 2014

With the Met Office issuing a yellow weather warning of heavy, thundery rain at times this Saturday across the two counties, Hereford & Worcester Fire and Rescue Service (HWFRS) is urging people to stay alert and do what they can to keep safe on the roads and also during potential flooding.

[Read more »](#)

### UK Road Safety Week

Thursday 5th June 2014

### News Archive

- 2014
  - [January 2014](#)
  - [February 2014](#)
  - [March 2014](#)
  - [April 2014](#)
  - [May 2014](#)
  - [June 2014](#)
- 2013
- 2012
- 2011

### Upcoming Events

- Ledbury Fire Station Open Day

# What are the students saying?



**Joel Stanford**  
backend web developer

*“The Media Lab has opened up a world of knowledge, innovation and challenges for students like me aspiring to break into the fast paced world of web development and design.*

*the environment in the lab is one of sharing, collaboration and learning, and the opportunity to work for real world clients is a fantastic experience for everyone to put a great pool of skills and talent to use and benefit the wider community too”.*

# What are the students saying?



*“With being introduced to the media lab I have gained a lot of skills in a short period of time.*

*I’m now helping a non-profit organisation with their content management system, and am experiencing how a business environment works*

*I can’t wait to see what other projects I could be apart of next”.*

**Breda O’Hare**  
web designer

# What are the students saying?

*“As a mature student switching careers, I have found the media lab to be a fantastic stepping stone toward my new career.*

*It enables me to put my newly learned skills into practice with clients as well as building a network of collaborators and friends”.*



**Martin Bindon**

frontend developer  
project manager

# What challenges remain?

- \* Project management
- \* Business management
- \* Managing client services
- \* Mentoring/ Coaching
- \* Creating a sustainable business model
- \* Legal related work
- \* Managing student turnover

# References

- \* Altbach, P. G., Reisberg, L., and Rumbley, L. E. (2009). *Trends in global higher education: Tracking an academic revolution*. City: Boston College Center for International Higher Education Chestnut Hill, MA.
- \* Archer, W., Garrison, R., and Anderson, T. (2013). *Adopting disruptive technologies in traditional universities: Continuing education as an incubator for innovation*. *Canadian Journal of University Continuing Education*, 25(1).
- \* Dooley, L., and Kirk, D. (2007). *University-industry collaboration: grafting the entrepreneurial paradigm onto academic structures*. *European Journal of Innovation Management*, 10(3), 316-332.
- \* Gibb, A., Haskins, G., and Robertson, I. (2013). *Leading the entrepreneurial university: Meeting the entrepreneurial development needs of higher education institutions*, *Universities in Change*. Springer, pp. 9-45.
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- \* Hunter, C. P. (2013). *Shifting themes in OECD country reviews of higher education*. *Higher Education*, 66(6), 707-723.
- \* Johnson, L., Adams, S., Cummins, M., Estrada, V., Freeman, A., and Ludgate, H. (2013). *The NMC horizon report: 2013 higher education edition*.

# Questions?