TEACHING THROUGH REAL WORLD LEARNING

USING BUSINESS TO BUSINESS CONSULTANCY TO DEVELOP STUDENTS’ RESEARCH AND TRAINING SKILLS
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project and delivery methods

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THE PROJECT + delivery methods

- One of four training programmes for independent retailers in Sussex.
- Funded by business rates
- 6 half day training sessions – example topics included Digital Marketing to Visual Merchandising to Knowing Your Customer
- Follow up ‘Rapid Sessions’ (one hour) visit to the businesses for tailored advice
- Advice on using ShopFront grant that was available to businesses
THE STAKEHOLDERS + TIMELINE
THE STAKEHOLDERS

• Solent University and Chichester College Group (Crawley College) collaborative bid

• From Solent – project lead lecturer, x4 level 5 and 6 students looking for work placements (for a unit) or to add to CV. From Fashion Buying & Merchandising/Interior Design degrees as ASSISTANT RESEARCHER/TRAINER

• From Chichester College Group - Group Director Commercial, Marketing, Sales & Public Affairs

• Crawley Council (client) – Economic Development Officer, Town Centre Manager

• Small businesses/retailers in Crawley (190 listed) – approx. 20 took advantage of this FREE opportunity! Worth £1800 to each.
TIMELINE

MAY 2018 -
BID SUBMITTED AND WON

JUNE JULY AUGUST 2018 –
STUDENTS APPLY, RESEARCH BEGINS

SEPTEMBER TO DECEMBER 2018 –
TRAINING SESSIONS DELIVERED

JANUARY TO MARCH 2019 –
RAPID SESSIONS ONSITE TAKE PLACE

MARCH 2019
PROJECT ENDS

JUNE 2019
PROJECT REPORT DRAWN UP BY CHICHESTER COLLEGE
GROUP DIRECTOR
FACE TO FACE INSTORE TRAINING
HIGH END JEWELLER
VISUAL MERCHANDISING AND CUSTOMER PROFILING

Subject areas chosen reflecting the students’ own specialisms and interests

When uptake was low the training was delivered at the retailers’ premises
Before: Eye is not drawn anywhere in particular. Layout poor.

After: Adding focal point, symmetry and clustering props by colour
FOLLOW UP CONSULTANCY
ADVICE ON INTERIOR OF BRAZILIAN BUTCHER SHOP
WITH PRACTICAL BUYING PLAN

MOOD BOARD

Chalkboards with deals/ bundles that you have on the side wall

VINYL CUT IMAGES & VINYL CUT STORE INFORMATION. VINYL CUT DECAL ON INSIDE OF WINDOW!

IMAGES FOR SOCIAL MEDIA

STOREFRONT SIGN EXAMPLE
ADVICE ON
HAIRDRESSER
OUTDOOR SPACE
WITH PRACTICAL BUYING PLAN

Improvements for courtyard. Idea:
WHAT WAS LEARNED?
WHAT THE STUDENTS SAID (APRIL 2019)

What attracted you to this project?
https://www.youtube.com/watch?v=MvHQrMAzNgs

What did you learn?
https://www.youtube.com/watch?v=HZpN7m9rHo8

What did you learn about yourself?
https://www.youtube.com/watch?v=DPw0t7zM8fs

Were there any highs?
https://www.youtube.com/watch?v=zWjHYdhePKI

How did this add to your student experience?
https://www.youtube.com/watch?v=UAFJautRhUY

Would you advise a student to consider a project like this?
https://www.youtube.com/watch?v=-RTKJOLzTAAN
Students who filmed and edited the interviews are from:

Level 4 Media Production
Level 6 Graphic Design
WHAT NEXT?
What next?

Linkedin recommendations from project lead lecturer for all students involved

Further collaborative projects being considered between the College and the University

The Council expressed they would like to work further with the collaborative team on a non-bid basis
QUESTIONS?