Introduction and Aim
Since 2004 the University of Worcester has operated an Enterprise Calendar of events that seek to inform and inspire staff and students to engage in entrepreneurial activities. Over 830 individuals have engaged in our annual Enterprise Festival, Enterprise Training workshops, Business Ideas Competition (‘BizCom’), Worcester Innovators Network (‘WIN’) – our student enterprise society – and Student Placements for Entrepreneurs in Education (‘SPEED’). All of these activities have been funded by the Higher Education Funding Council for England through their Higher Education Innovation Fund. These case studies consider the effect and impact of this programme of support upon a diverse selection of entrepreneurial students.

Method
Students were selected to demonstrate the widest range of positive outcomes from engagement in entrepreneurial activities. Each student had access to all or part of the Enterprise Calendar at the University of Worcester during its introduction in the period 2004-2007 and have gone on to benefit from these experiences in their subsequent careers. The case studies show students studying at Undergraduate and Postgraduate levels in - IT Business Management - Sport and Exercise Science - Creative Digital Media - Health and Social Care - Education

Findings
Q: Tell us about your background. Where have you previously worked or studied?
A: All of our entrepreneurs were full time students, and most were mature students seeking a career change or to develop within their chosen careers. Former careers include sales and marketing of industrial textiles, professional football, recruitment, and car maintenance.

Q: How did you get involved with enterprise at the University of Worcester?
A: All of our entrepreneurs participated in the Enterprise Calendar to

"My IT qualification has supported my business so that I can spend more of my time selling."
Katie Dobson

"I'd spotted a gap in the market as a result of my coaching experience and qualifications."
David Mycock

"in my first year of trading I've turned over somewhere between £45,000 and £50,000 and this is only with giving it two days per week alongside the final year of my degree."
Noel Vance

"When I came full-time to university I was starting to have business ideas that related to my studies and previous work experience."
Louise Parker

Conclusion
The Enterprise Calendar has demonstrated its value in exposing a wide range of students to entrepreneurial experiences. The Calendar’s diversity and flexibility suited the learning needs of students and has developed an entrepreneurial culture across the Institution. As enterprise educators it is important to remember that we should not regard the creation of new businesses to be our sole measure of success. Whilst this is a valuable economic output in terms of value creation it is of no greater importance than the act of inspiring and supporting others to be entrepreneurial, or bringing entrepreneurial practices into large established public sector organisations.