



ENTERPRISE AND ENTREPRENEURSHIP IN HIGHER EDUCATION

2010 National Survey

2010 NATIONAL FINDINGS

The 2010 National Survey of Enterprise and Entrepreneurship was carried out between February and July 2010 with a 92% response rate from 126 Higher Education Institutions in England representing 1.8m students.

The 2010 data is compared to similar data from 2007.

HEADLINES

	2010	Change from 2007
Student Engagement Rate (SER)	16%	▲ Up from 11%
Public Funding of E&E*	80%	◀ No change
Average start-ups per HEI	28	▲ Up from 22; 27% rise
E&E* as part of the HEI Mission	63%	▲ Up from 45% of HEIs
Male/Female Participation	53%/47%	◀ No change

INSTITUTIONAL SUPPORT AND PROVISION

	2010	Change from 2007
In-Curricula Provision:		
Business and Management Delivery	60%	▼ down 1% from 61%
Undergraduate/Postgraduate Split	78%:22%	▼▲ 2% change from 80%:20%
Full-time/Part-time Split	63%:37%	▼▲ 24% change from 87%:13%
Extra-Curricula Provision:		
Business Ideas/Planning Support	68%	▲ up 6% from 62%
Business Start-Up Support	19%	▲ up 2% from 17%
Start-Up Funds	66%	▲ up 13% from 53%

INSTITUTIONAL POLICY AND INFRASTRUCTURE

	2010	Change from 2007
Explicit E&E* Policy	50%	▲ up 3% from 47%
Pro-Vice-Chancellor for E&E*	60%	▲ up 14% from 46%
Staff Development for E&E*	64%	▲ up 13% from 51%
Student Enterprise Clubs	67%	▲ up 15% from 52%
E&E* in mission	63%	▲ up 18% from 45%
Faculty level plans	40%	▲ up 4% from 36%
Hot-desking facilities	58%	▲ up 5% from 53%

* 'E&E' : Enterprise and Entrepreneurship

2010 NATIONAL COMMENTARY

The 2010 study data show substantial progress is being made on the journey to developing an entrepreneurial HE sector. Public funding has underpinned this progress and building on these foundations will require innovative partnerships to meet the challenges ahead.

See the full report at www.ncge.com/EE_Survey

HEADLINES

- The 2010 study data provide evidence of our HEIs becoming more enterprising in what they offer and engaging more students. Most institutions are now committed to this through their mission statements.
- The student engagement rate (SER) has risen by nearly 50% since the 2007 report. However, greater emphasis in securing student engagement from areas other than business and management is needed to increase the SER to 20% and even 30% over the next few years.
- The ongoing investment is having a positive impact and this is also being translated into increased levels of start-up to an average of 28 per HEI, an increase of 27% since 2007.
- There clearly remains a high dependency on public funding and with RDA funds unlikely to be available, HEIs will need to seek entrepreneurial solutions to resourcing future provision if growth is to be maintained.

INSTITUTIONAL SUPPORT AND PROVISION

- Business and Management Schools have retained their dominance in the provision of 60% of all enterprise and entrepreneurship opportunities. However, other disciplines are developing their provision and will grow over the next few years with continued support.
- There has been a small increase in postgraduate provision, which is welcomed, and part-time provision has increased substantially since 2007 thereby creating more enterprise opportunities for a wider range of learners at HEIs.
- Most institutions now provide activities to support enterprise learning outside of the mainstream curricula with workshops, entrepreneur events and business plan competitions are the most popular types of provision.
- Two thirds of institutions are now providing start-up funds for student enterprise, up from 53% in 2007, to enable more aspiring student entrepreneurs to get started on their entrepreneurial journey.

INSTITUTIONAL POLICY AND INFRASTRUCTURE

- There has been substantial institutional development in shaping more entrepreneurial universities: enterprise and entrepreneurship is more embedded in strategic policies, action plans and mission statements.
- There are more PVCs for enterprise and more institutions are supporting the development of their staff to build institutional capacity.
- The growth of enterprise clubs provides a bottom-up approach to supporting student enterprise across the campus.
- The overall development in infrastructure and policies for enhancing enterprise and entrepreneurship opportunities underpins a longer-term change in institutional cultures and practices; they enhance visibility for staff and students and enhance the capacity for becoming an entrepreneurial university.



**THE VISION
FOR UK HIGHER
EDUCATION**

A Higher Education environment driven by:

- > **Entrepreneurial Institutions**
- > **Entrepreneurial Staff**
- > **Entrepreneurial Stakeholder Partnerships**
- > **Entrepreneurial Opportunities**

Leading to:

- > **Entrepreneurial Graduates**
- > **Entrepreneurial Lives and Careers**
- > **Entrepreneurial Organisations and Communities**