

# iMAYFLOWER PARTNERS PROSPECTUS

How Plymouth's emerging creative/digital sector  
can support local industry



# Who is involved?

The iMayflower Project and has been supported by The Department for Digital, Culture, Media and Sport, who fund the Cultural Development Fund, which is administered by Arts Council England. iMayflower is delivered in partnership with Creative UK, Crowdfunder, Destination Plymouth, Plymouth City Council, Plymouth College of Art, Real Ideas and University of Plymouth.

## Facilities

**Plymouth College of Art's** digital fabrication facility 'Fab Lab Plymouth' is open for tours on the 1st Thursday of each month. Please contact [bmunday@pca.ac.uk](mailto:bmunday@pca.ac.uk) for details. **The University of Plymouth's** Digital Fabrication and Immersive Media Labs are open for tours - please contact [Konstantin.leonenko@plymouth.ac.uk](mailto:Konstantin.leonenko@plymouth.ac.uk) for details. **Real Ideas** have Market Hall, including the Immersive Dome. Please contact [Lindsey.hall@realideas.org](mailto:Lindsey.hall@realideas.org) to arrange a tour.

Supported using public funding by



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ENGLAND**

NO NEW WORLDS

# About iMayflower

Plymouth has been awarded a grant of nearly £3.9 million from the Cultural Development Fund (CDF) to deliver the iMayflower project; one of only five projects in England and the only one in the South West.

It's a three and a half year project that has also raised £3.2 million of match funding from partners. The aim of CDF is to support localities to develop transformative culture-led economic growth and productivity strategies by investing in our local digital creative industries.

## What are we doing?

iMayflower is helping Plymouth shout about its culture and creativity offer, develop a long term, sustainable legacy and provide skills and learning opportunities through events and community engagement. We are also supporting creative sector businesses to become more visible on an international stage.

The project involves working with partners across the city who are developing digital technology, such as 3-D printing, virtual reality or immersive technology to help the city expand its expertise in advanced manufacturing, robotics and digital making.

Over 200 businesses and social enterprises will benefit from support to develop new products, services, content and jobs over the next financial year, providing skills development for people from a range of communities, ages and backgrounds.

We are also helping creative organisations access much-needed finance through our partnership with Crowdfunder and Creative UK.

# The iMayflower offer: Spaces

The iMayflower Offer can be broken down into 3 broad categories: **spaces**, people and skills, and thinking/ideas.

## **Activity 1A: Access to the immersive dome and production suite to support local businesses to develop training using shared VR and the immersive environment**

### **Description**

We can offer technical and creative support to manufacturing businesses seeking to develop new approaches to training and marketing their products using VR in the shared environment of the dome as well as via headsets. Every business will have different needs and therefore, each package of support will be bespoke, with associated costs, particularly where specialist production skills are required.

### **How does this benefit business?**

An example of a current project is work with Babcock who want to use the shared VR environment for group training.

### **Cost**

Bespoke pricing depending on requirements

### **Timeline**

Available on demand.

### **Contact details**

Lindsey Hall, Real Ideas; [Lindsey.Hall@realideas.org](mailto:Lindsey.Hall@realideas.org)

### **Activity 1B: Access to [Fab Lab Plymouth's](#) digital manufacturing technologies via the membership scheme**

#### **Description**

The Fab Lab Plymouth membership allows those that wish to access digital manufacturing equipment directly to produce work to do so at a reduced rate. This option is useful for those who don't want to invest in their own equipment, but have the skills to use the Fab Lab's equipment, which includes state-of-the-art laser cutters, 3D printers, 3D scanners, Computer Numerical Control (CNC) routers and more. For example, you could produce prototypes, replacement parts, moulds for casting, 3D scans of found objects and more.

#### **How does this benefit business?**

Fab Lab membership allows businesses to access industry standard equipment without having to invest in their own machinery. For example, John Bridges from Sound CNC has accessed equipment such as the CNC router and the laser cutter to produce work for clients such as MSubs. Access to the Fab Lab provided a cost effective solution that enabled him to take on this kind of work.

#### **Cost**

Membership is £25 per month with reduced hourly machine rates.

#### **Timeline**

Ongoing.

#### **Contact details**

Ben Mundy, Fab Lab Plymouth Manager, Plymouth College of Art:

[bmundy@pca.ac.uk](mailto:bmundy@pca.ac.uk)

### Activity 1C: 3D parts printing service

#### Description

3D printing of small production runs of parts in various materials, from engineering carbon-fibre reinforced plastics to elastomers, biocompatible materials and lost-wax casting models using a state-of-the-art park of 3D printers: Stratasys Objet 30 Prime, unique to the South West region; Ultimaker S5 and Formlabs 3

Potential applications: robotic grippers, tooling, mechanical assembly jigs, dental products, surgical guides, microfluidics, consumer products, spare parts for legacy equipment, jewellery and other lost-wax casting processes, as well as any other application where rapid production of high-quality (either single or batches of) complex parts is required.

#### How does this benefit business?

Volkswagen using [3D printed tools, jigs and fixtures](#)

University of Plymouth Estates department repaired dozens of smart locks across campus with 3D printed parts which would otherwise have to be completely replaced, saving thousands of pounds; lost-wax casting is routinely used to create precise, repeatable otherwise-impossible forms for jewellery and mechanical engineering processes.

#### Cost

Industry rate, volume-dependant.

#### Timeline

From 48 hours.

#### Contact details

Konstantin Leonenko, Digital Fabrication and Immersive Media Labs Engagement Manager, University of Plymouth: [konstantin.leonenko@plymouth.ac.uk](mailto:konstantin.leonenko@plymouth.ac.uk)

## Spaces

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### **Activity 1D: Metrology-grade 3D scanning service for objects from 10mm to 100m scale**

#### **Description**

Using high-end Artec 3D scanners we can deliver metrology-grade meshes for complex models from 10mm to 100m scale, ie. from watchmaking to architecture. 3D scanning supports a range of activities and diverse requirements ranging from reverse-engineering mechanical parts, designing medical products, digitising physical assets and surveying architectural sites to quality control.

#### **How does this benefit business?**

As we mobilise our Labs for local businesses and organisations, examples of the implementation of the high-end Artec 3D scanning technology we have available in practice elsewhere include:

- [Quality control in mining equipment manufacturing](#)
- [Customized auto parts for vintage cars](#)
- [Reverse engineering for Navy.](#)

#### **Cost**

Industry rate, volume-dependant.

#### **Timeline**

From 48 hours.

#### **Contact details**

Konstantin Leonenko, Digital Fabrication and Immersive Media Labs Engagement Manager, University of Plymouth: [konstantin.leonenko@plymouth.ac.uk](mailto:konstantin.leonenko@plymouth.ac.uk)

### **Activity 1E: Motion Capture Service**

#### **Description**

Our motion capture service supports applications ranging from assessing workplace ergonomics to production of immersive training content.

#### **How does this benefit business?**

As we mobilise our Labs for local businesses and organisations, examples of the implementation of the motion capture technology we have available in practice elsewhere including [BMW](#), where digital humans are trained with data from real associates, and then used to test new workflows in simulation to plan for worker ergonomics and efficiency on production lines.

#### **Cost**

Industry rate, volume-dependant.

#### **Timeline**

From 1 week

#### **Contact details**

Konstantin Leonenko, Digital Fabrication and Immersive Media Labs Engagement Manager, University of Plymouth: [konstantin.leonenko@plymouth.ac.uk](mailto:konstantin.leonenko@plymouth.ac.uk)

### **Activity 1F: Dome-ready production and post-production service for immersive content**

#### **Description**

Using our in-house immersive 3-meter dome and Immersive Vision Theatre we can support businesses and organisations to produce content or adapt existing content material to be dome-ready. Our production and post-production capability is aligned with that of the Market Hall Dome, so your immersive content can also be produced for display on a larger dome.

#### **Cost**

Industry rate, volume-dependant.

#### **Timeline**

From 1 week

#### **Contact details**

Konstantin Leonenko, Digital Fabrication and Immersive Media Labs Engagement Manager, University of Plymouth: [konstantin.leonenko@plymouth.ac.uk](mailto:konstantin.leonenko@plymouth.ac.uk)

### **Activity 1G: Production of immersive training content for Microsoft Hololens augmented reality headsets**

#### **Description**

Using our suite of immersive tools including Microsoft Hololens headsets and Artec 3D scanners and expertise in real-time 3D graphics tools and educational content development, we can create augmented reality training experiences for a range of sectors and settings.

#### **How does this benefit business?**

As we mobilise our Labs for local businesses and organisations, examples of the implementation of immersive training content in practice elsewhere include the RAF, where it has been used to rapidly upskill the workforce, streamline inspection tasks and provide access to remote expert assistance across sites and operations.

- [RAF developing service assist content with AR](#)

#### **Cost**

Industry rate, volume-dependant.

#### **Timeline**

From 1 week

#### **Contact details**

Konstantin Leonenko, Digital Fabrication and Immersive Media Labs Engagement Manager, University of Plymouth: [konstantin.leonenko@plymouth.ac.uk](mailto:konstantin.leonenko@plymouth.ac.uk)

### **Activity 1H: Small-scale batch production with digital manufacturing**

#### **Description**

Fab Lab Plymouth can provide a prototyping service and short-run batch production in additive and subtractive manufacturing to businesses, for example using 3D printers and laser cutters. This can be useful if smaller quantities of components are required, avoiding the costs of larger scale manufacturing tooling costs. This support is suited to those wanting to prototype early stage or market ready products, and startups or businesses looking to minimise research and development (R&D) costs. Businesses can also access design support, developing 3D CAD models ready for manufacture.

#### **How does this benefit business?**

Businesses benefit from expertise, design support, and specialist equipment during pilot or R&D phases. For example, Fab Lab Plymouth worked with Truthbrush and their manufacturers to design and prototype a sustainably produced replacement electric sonic toothbrush head made from bamboo and castor oil bristles. The Fab Lab developed both the design and the manufacturing processes of the toothbrush head, and supported the manufacturer to incorporate new digital manufacturing processes into their facility.

#### **Cost**

Individually priced by job.

#### **Timeline**

Ongoing.

#### **Contact details**

Ben Mundy, Fab Lab Plymouth Manager, Plymouth College of Art:

[bmundy@pca.ac.uk](mailto:bmundy@pca.ac.uk)



# The iMayflower offer: People and Skills

The iMayflower Offer can be broken down into 3 broad categories: spaces, **people and skills**, and thinking/ideas.

**Activity 2A: Access to workspace, training, masterclasses and other development opportunities, both for early stage businesses and for established companies wanting to up-skill staff.**

## **Description**

Become a member of Real Ideas and gain access to co-working; meeting rooms and events spaces; and our programme of training, masterclasses and development opportunities. This offer is primarily targeted at individuals and small companies, but we also offer company membership which can be tailored to best meet your needs. Membership includes a mix of free training, networking and masterclasses plus discounts on other sessions, as well as online benefits including business support.

## **How does this benefit business?**

Real Ideas currently has 2,500 members, many using spaces as well as accessing virtual services. Amongst these are a number of businesses, particularly start up businesses looking for space and to connect with customers in different ways.

## **Cost**

There are different, basic levels of membership, from £20 per month for 1 day a week access to space, to £200 per month for access at any time.

## **Timeline**

Available now.

## **Contact details**

Lindsey Hall, Real Ideas: [Lindsey.Hall@realideas.org](mailto:Lindsey.Hall@realideas.org)

### Activity 2B: Digital Badges

#### Description

Digital badges enable you to easily create your own bespoke badges to acknowledge and reward the achievements of your students, volunteers, colleagues and teams. All badges issued by Badge Nation are written using the Cities of Learning badge standard which is endorsed by City and Guilds and the RSA.

#### How does this benefit business?

Vistry Partnership, a major construction company uses digital badging to recognise the work of volunteers, apprentices and others. They motivate and reward young people, improving engagement and attendance.

#### Cost

One 12-month membership is £200 +VAT (£240 inc.) per organisation.

This includes:

- Access to Badge School and Badge Nation Members Area for unlimited individuals from your organisation.
- Access to the Badge Nation issuing licence on Credly.
- Award badges to an unlimited number of individuals.
- 6 badge templates, designed, quality assured and published by Badge Nation. If you wish to create and publish additional badge templates to the 6 included – Quality assurance, design and publishing of these can be purchased for an added cost of £25 +VAT (£30 inc.) per template.
- Personalised support to understand how best to use digital badges in your context and create your own collection.
- Support to introduce, issue and promote your badges to the people you work with.
- Consultancy services by arrangement (additional cost).

#### Timeline

Available now.

#### Contact details

Jonathan Clitheroe, Real Ideas: [Jonathan.Clitheroe@realideas.org](mailto:Jonathan.Clitheroe@realideas.org)

### **Activity 2C: Ideate Plymouth**

#### **Description**

The Ideate Plymouth programme supports businesses who are interested in using immersive technology by providing them with an immersive expert who can help them to understand how the different forms of this tech (such as virtual reality, augmented reality and 360 projection) can be used to increase engagement and efficiency in their work. Participants in the programme will spend 10 hours one to one with an expert who can help plug knowledge gaps when exploring this new tech.

#### **How does this benefit business?**

A marine education business taking part in this programme used 360 video to allow better communication and engagement in their workshops in non-waterfront settings. For the manufacturing sector we foresee this tech being used in marketing, stakeholder communication and prototyping.

#### **Cost**

Free of cost.

#### **Timeline**

Expected to be open until end March 2022

#### **Contact details**

Amelia De-Felice, Creative UK: [Amelia De-Felice@wearecreative.uk](mailto:Amelia.De-Felice@wearecreative.uk)

## People and Skills

### **Activity 2D: Free training courses and business support offered in 3D design, CAD modelling, digital manufacturing, sustainable design and more via funded programmes such as the [Smart Citizens Programme](#)**

#### **Description**

Fab Lab Plymouth has a range of free training courses and workshops in digital design and fabrication and sustainable design for a range of ability levels. Training courses are delivered for free through the Smart Citizens Programme, are open to all, and are accredited with Digital Badges. For example, your business could learn the basics of 3D CAD modelling from certified instructors, discover the process of 3D scanning, or learn how to use 3D printers. The Smart Citizens Programme can also offer free, bespoke business support in digital design and fabrication.

#### **How does this benefit business?**

Businesses of all stages can benefit from free training and business support. This support is bespoke to each business and can develop alongside your changing needs. For example, Future Meadows accessed the Design and Make training, alongside a number of other sustainable design workshops, to develop skills in 2D and 3D CAD modelling, and to use the digital fabrication facilities in Fab Lab Plymouth. They prototyped a seagrass sculpture using Fusion 360 CAD software and laser cutting. Following the training, Future meadows accessed further Smart Citizens' business support to develop their CNC machining knowledge to produce a full-size sculpture and a seagrass educational puzzle for use in schools. They were also signposted to other iMayflower partners for funding support and engagement opportunities.

#### **Cost**

Free to participants. Funded by iMayflower, Smart Citizens Programme.

#### **Timeline**

Ongoing until September 2022.

#### **Contact details**

Tifaine Dickinson, Smart Citizens Programme Coordinator,  
Plymouth College of

Art: [tifainedickinson@pca.ac.uk](mailto:tifainedickinson@pca.ac.uk)



### **Activity 2E: Hands-on Digital Fabrication and Immersive Media Futuring workshop**

#### **Description**

A full-day hands-on team activity for businesses seeking to understand the impact of and considering adoption of Digital Fabrication + Immersive Media technologies using a Lab-in-a-box kit that can be deployed in any office space.

Using our highly-portable and safe, but fully capable Lab-in-a-box kit, our training in the disruptive Digital Fabrication and Immersive Media technologies is aimed at broad ranging, non-technical audiences (ie. management, finance, legal, etc.). This is supported by the facilitation of a Futuring workshop designed to help assess the potential impact these technologies can have on business operations.

#### **How does this benefit business?**

This is an early stage consultancy project that adopts techniques and practices from “How to Future” workshops developed by Scott Smith within the Digital Fabrication and Immersive Media technology-specific context.

#### **Cost**

There are an initial number of introductory Hands-on Digital Fabrication and Immersive Media Futuring workshops available at no cost, funded by iMayflower. For additional and bespoke/tailored sessions the cost is negotiable.

#### **Timeline**

Workshop duration: from 1 day

Preparation time: from 3 weeks

#### **Contact details**

Konstantin Leonenko, Digital Fabrication and Immersive Media Labs Engagement Manager, University of Plymouth: [konstantin.leonenko@plymouth.ac.uk](mailto:konstantin.leonenko@plymouth.ac.uk)

## People and Skills

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### **Activity 2F: Free Autodesk Fusion 360 Certified User Training and Exam via the iMayflower funded Smarts Citizens Programme**

#### **Description**

Fab Lab Plymouth is offering a free Autodesk Fusion 360 training; an intuitive CAD software used across a range of sectors. This training will prepare participants to take the Autodesk Fusion 360 Certified User exam. If participants pass the optional exam on the final day, they'll earn the accreditation of Autodesk Fusion 360 Certified User and will gain Digital Badges as they progress through the training modules.

This training is suited for those with prior hands-on experience of Fusion 360, and will provide a fully rounded understanding of the core design principles of the software, developing and verifying key design skills.

#### **How does this benefit business?**

The Autodesk Certified User Exam demonstrates competency in product and part design, and covers the basic use of Fusion 360, as well as design techniques. The Certified User accreditation is an industry-recognised certification which will verify design skills, and evidence achievements to employers. It will support participants to follow best practice and prove competency at an industry entry-level standard, supporting career and business progression, and upskilling workforces.

#### **Cost**

Free to local people, businesses, entrepreneurs, students and communities. Funded by iMayflower, Smart Citizens Programme.

#### **Timeline**

2 -16 March. April and June 2022 - dates TBC. Please check the [Fab Lab Plymouth](#) website for updates.

#### **Contact details**

Tifaine Dickinson, Smart Citizens Programme Coordinator, Plymouth College of Art: [tifainedickinson@pca.ac.uk](mailto:tifainedickinson@pca.ac.uk)

### **Activity 2G: Free Tech & Business Bootcamp via iMayflower funded Smarts Citizens Programme**

#### **Description**

The intensive Tech & Business Bootcamp will develop participants' tech and business enterprise skills through workshops and mentoring delivered by industry experts. With access to Plymouth College of Art's Fab Lab Plymouth, participants will learn key enabling technologies, prototyping, and business skills applied to innovative business and startup models. Workshop topics include, brand creation, business model generation, copyright and intellectual property, CAD applied to prototyping, website and app development and more.

#### **How does this benefit business?**

The Tech & Business Bootcamp will support participants and early startups to develop key technology and digital design and fabrication skills, a strong business model and network, and potentially a new product ready to enter the market. It will support new and early businesses to grow and create new jobs in Plymouth and the region.

#### **Cost**

Free to local people, businesses, entrepreneurs, students and communities. Funded by iMayflower, Smart Citizens Programme.

#### **Timeline**

4 - 8 April 2022. June 2022 - dates TBC. Please check the [Fab Lab Plymouth](#) website for updates.

#### **Contact details**

Tifaine Dickinson, Smart Citizens Programme Coordinator, Plymouth College of Art: [tifainedickinson@pca.ac.uk](mailto:tifainedickinson@pca.ac.uk)

### **Activity 2H: Free Enterprise Incubation Programme via iMayflower funded [IGNITE](#) programme**

#### **Description**

The Enterprise Incubation Programme is a series of workshops that will focus on digital and creative businesses for graduate students and alumni, supporting them to sell their talent and creative practice as a successful entrepreneur. Topics will include business model generation, product diversification, brand creation, digital marketing and SEO, copyright and intellectual property and more to support emerging and new creative businesses in Plymouth in Summer 2022.

#### **How does this benefit business?**

This programme will prepare graduate students to launch and develop their own business, giving them a fully rounded introduction to key business enterprise skills. It will provide business support, upskill graduate students to enter self-employment, and retain talent in Plymouth and the region.

#### **Cost**

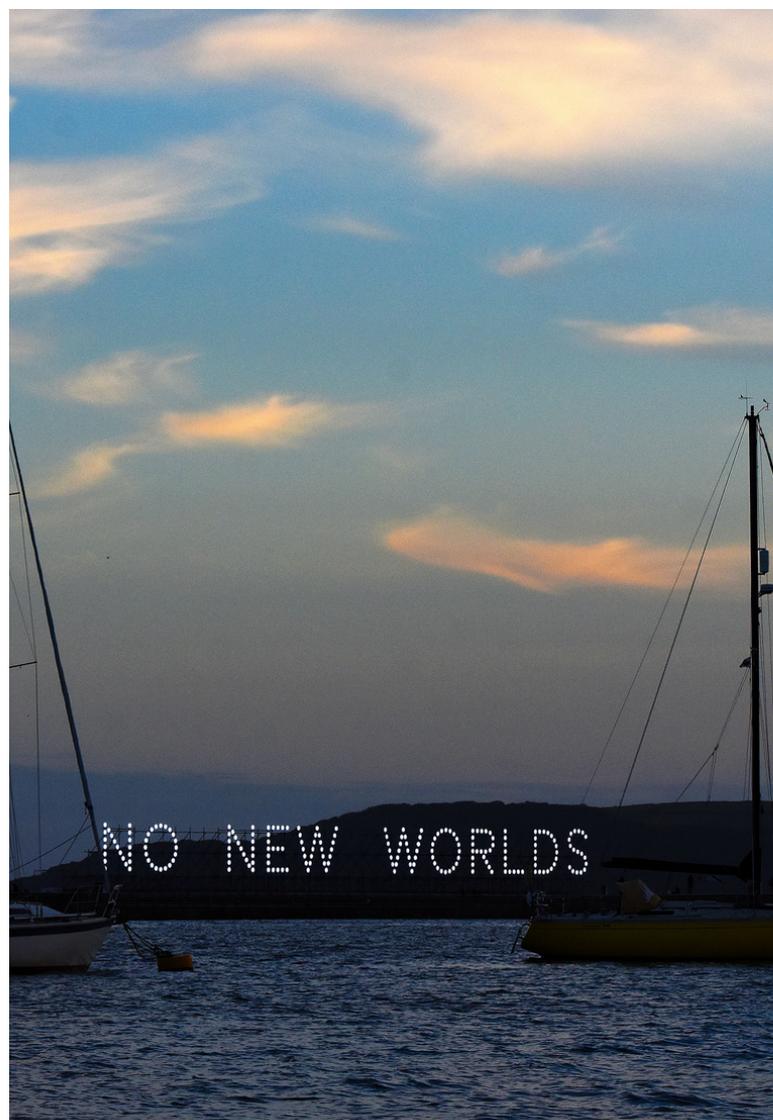
Free to graduate students. Funded by iMayflower, IGNITE programme.

#### **Timeline**

Summer 2022 - dates TBC. Please check the [IGNITE](#) and [Plymouth College of Art](#) website for updates.

#### **Contact details**

Tifaine Dickinson, Smart Citizens Programme Coordinator, Plymouth College of Art: [tifainedickinson@pca.ac.uk](mailto:tifainedickinson@pca.ac.uk)



NO NEW WORLDS

# The iMayflower offer: Thinking/Ideas

The iMayflower Offer can be broken down into 3 broad categories: spaces, people and skills, and **thinking/ideas**.

## **Activity 3A: Access to the Market Hall dome for demonstrations, PR and customer engagement**

### **Description**

Access to the dome for demonstrations, PR and customer engagement - for example giving potential customers the opportunity to see and experience products before they are manufactured or to engage potential customers in new ways. We can screen 360 content provided by the company or work with them to create presentations and demonstrations.

### **How does this benefit business?**

SailGP used the dome for their press launch and a reception of senior managers and high profile guests. The dome is a unique environment which aligned with their brand values, created interest and helped them attract the audience they were after. We were able to play 360 content generated on the Sail GP boats, an experience they had never had before.

### **Cost**

Bespoke.

### **Timeline**

Available now.

### **Contact details**

Lindsey Hall, Real Ideas: [Lindsey.Hall@realideas.org](mailto:Lindsey.Hall@realideas.org)



### **Activity 3B: Product, Materials and Processes Research & Development Technical support**

#### **Description**

Fab Lab Plymouth can support your business in collaborating in R&D to bring new products to market, research new materials, or to develop new processes. This can be done by a commercial arrangement.

#### **How does this benefit business?**

By accessing support in 3D design, CAD and advanced prototyping we can accelerate this time-consuming and costly phase of your business development. For example, Sagetech Medical Equipment initially accessed the Fab Lab for training in 3D CAD modelling. We then collaborated with them on the design and prototyping of a range of components for their anaesthesia gas capturing and recycling technology. The support of the Fab Lab accelerated their R&D phase, saving them around 18 months of time they would have spent using traditional prototyping practices. The company has gone on to gain Innovate UK grants, further private investment and has employed additional staff.

#### **Cost**

Commercial - negotiable.

#### **Timeline**

Commercial access - ongoing.

#### **Contact details**

Ben Mundy, Fab Lab Plymouth Manager, Plymouth College of Art:

[bmundy@pca.ac.uk](mailto:bmundy@pca.ac.uk)

### Activity 3C: Fab City Plymouth Forum

#### Description

In 2019, Plymouth successfully applied to join the global Fab City network; the first UK city to do so. A network of 38 cities worldwide, the Fab City initiative challenges cities to produce nearly everything they consume by 2054. It asks us to become a more locally productive and globally connected city; committed to embracing strategies in circular economy, digital social innovation and become more collaborative in order to face the challenges of climate change and social inequality. Join the quarterly Fab City Plymouth Forum or working group to help develop the agenda in Plymouth. Fab City Plymouth is supported by Plymouth College of Art, Plymouth Culture, Real Ideas, University of Plymouth and Plymouth City Council.

#### How does this benefit business?

Organisations across the city are already seeing the benefits of joining the Fab City network, allowing them to connect with local and global experts to share knowledge and produce locally.

#### Cost

Free.

#### Timeline

Ongoing - the Plymouth Fab City Forum meets quarterly. Please check the [Fab City Plymouth website](#) to learn more.

#### Contact details

Alexandra Murphy, Project Management, Plymouth College of Art: [amurphy@pca.ac.uk](mailto:amurphy@pca.ac.uk)



### **Activity 3D: SCP Tech & Business Bootcamp + IGNITE Business Programme**

#### **Description**

The intensive 2-week Tech & Business Bootcamp includes workshops and mentoring with access to the Fab Lab and will allow participants to learn key enabling technologies, prototyping and business skills applied to innovative business and start-up models.

The Business Programme is a series of 6-8 workshops that will focus on digital and creative businesses for graduate students, supporting them to sell their talent and creative practice as a successful entrepreneur. Topics will include Copyright, Branding, Digital platforms, SEO and e-commerce, Financial & Legal workshops to support emerging and new creative businesses in Plymouth in Summer 2022.

#### **How does this benefit business?**

This activity is due to start in 2022. Aims to create jobs, provide business support, and upskill individuals and retain talent in Plymouth and the region.

#### **Cost**

Free to participant. Funded by iMayflower, Smart Citizens Programme.

#### **Timeline**

Spring to Summer 2022.

#### **Contact details**

Alexandra Murphy, Project Management, Plymouth College of Art: [amurphy@pca.ac.uk](mailto:amurphy@pca.ac.uk)

### Activity 3E: Techstars Plymouth Startup Weekends

#### Description

Led by the University of Plymouth and part of the globally renowned Techstars Startup Weekend movement, Plymouth Startup Weekend is the place to meet like-minded, entrepreneurial individuals and be immersed in a weekend of creativity and collaboration.

The three-day programme is an entrepreneurship educational competitive event, in which groups of participants form teams around ideas, and work during the weekend to develop a working prototype, demo, and pitch by Sunday evening. To find out more, watch the [highlights video](#) from our last event or, [visit the website](#).

#### How does this benefit business?

Samita Senapati, Project Manager at Barclays said:

*"What an incredible learning experience we had – market research, competitors, customer validation, business models, revenue streams, prototypes, and the final presentation."*

Stuart Elford, Chief Executive of Devon & Plymouth Chamber of Commerce, said:

*"The Plymouth Startup Weekend has become an important fixture in the business calendar when we get to witness some of the brightest minds and creative thinkers of our business future tackle some of the most pressing issues in Plymouth today."*

#### Cost

Ticket costs £20 to 30. Event sponsorship opportunities ranging from £350 to £5,000, with bespoke packages available.

#### Timeline

The next event, with a Culture and Tourism focus, will take place 11th to 13th March 2022. Following the event, please get in touch about supporting other entrepreneurship opportunities with the University of Plymouth.

#### Contact details

Emily Barrett, Knowledge Exchange Specialist (iMayflower), University of Plymouth:  
[emily.barrett@plymouth.ac.uk](mailto:emily.barrett@plymouth.ac.uk)

### **Activity 3F: Virtual Internship Programme**

#### **Description**

The iMayflower Virtual Internship Scheme sees current students and recent graduates from across the University's Faculty of Arts, Humanities and Business being paid to deliver a project for a business over the course of 38 hours.

The Scheme was designed in direct response to the pandemic, and has gone on to deliver mutual benefits for students, graduates and businesses in the face of uniquely challenging circumstances. Virtual Internships provide much needed additional capacity to businesses and offers students and graduates an unprecedented learning experience through which they have been able to demonstrate and develop their own capabilities.

Over the past 18 months, businesses with a clear idea of what might help them to move forward beyond the pandemic, but who lacked the in-house resources to make it happen, have been busy working with interns. We have now delivered over 150 projects, connecting around 100 businesses with 100 students and graduates.

#### What are the Virtual Internships?

Our Virtual Internships provide an opportunity to have a student or graduate assist you on a defined project, working flexibly over the course of 38 hours.

- Bite-size, paid experiences
- 38 hours in duration
- Students and graduates assist our partners with a focused project

#### **How does this benefit business?**

Working across the Faculty of Arts, Humanities and Business gives businesses access to a unique and hugely diverse skills set, with interns working on a wide range of projects including:

## Thinking/Ideas

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- Animation
- Archiving
- Content Creation
- Digital Fabrication
- Event Planning
- Fundraising
- Illustration
- Learning Development
- Researching and Copywriting
- Social Media Strategy
- Sustainability

Lizzie Hilton, Learning Officer at The Box, Plymouth said:

*"It has helped us to tackle issues that we wouldn't have otherwise had the resources to address. It's helped us to recruit to this role from a younger cohort of talent, bringing in new perspectives that we wouldn't normally have access to."*

### **Cost**

The Virtual Internship Scheme supports paid internships. This opportunity is therefore open to partners who are able to fund a student to work on a project of a minimum of 38 hours duration, with an hourly rate at or above the National Minimum Wage.

### **Contact details**

If you have a piece of work that you could like a student or graduate to work on for you, or would like to find out more about getting involved, please get in touch via

[plymcreative@plymouth.ac.uk](mailto:plymcreative@plymouth.ac.uk)

### **Activity 3G: IGNITE Festival of Creativity**

#### **Description**

Showcasing emerging creative talent from University of Plymouth and Plymouth College of Art, live and online, to spark employability, placemaking and new economy projects across Plymouth and beyond.

The fourth IGNITE Festival of Creativity is scheduled to take place May – July 2022.

Spread over 7 weeks, live and online, the IGNITE Festival of Creativity 2022 will deliver a showcase that includes 30+ city-wide degree shows open free to local businesses and the public.

- IGNITE Futures, the spectacular website for businesses to explore hundreds of profiles, to help them engage and employ emerging creative talent.
- IGNITE Plymouth Futures, a community focused high-street gallery, studio, and event space open to all, which will present additional content including;
- IGNITE Future Careers, a weekly schedule of talks for businesses and Alumni to share information and experiences to potential employees, freelancers and those looking to start up their own businesses.

Billed as the 'world's longest recruitment and careers fair' IGNITE Future Careers is a local, regional, national, and international home for businesses to showcase themselves and current career opportunities.

#### **How does this benefit business?**

Businesses have been quick to react using the website to explore, engage and employ emerging creative graduates, experience the city-wide degree shows, contribute to the additional programming, especially linked to recruitment and careers, leading to graduates from both universities being commissioned and employed.

## Thinking/Ideas

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Steve Hughes, Chief Executive of the Plymouth, City Centre Company said:

*"We were delighted to be able to support the festival which fits in perfectly with our aim of bringing new life to the city centre and finding new uses for empty shops."*

### **Cost**

There is no cost to using the platform to identify and recruit graduate talent to support the needs of your business. There are a number of ways to engage with the Festival, ranging from no cost to larger scale investment - bespoke approaches and any associated costs can be discussed.

### **Timeline**

The platform [www.ignitefutures.co.uk](http://www.ignitefutures.co.uk) is accessible year round. The 2022 Festival runs from May to July.

### **Contact details**

If you would like to know more about getting involved in the IGNITE Festival of Creativity for 2022 or connecting with graduates via the IGNITE platform, please get in touch with Dan Howson, Producer - IGNITE Festival of Creativity, University of Plymouth: [dan.howson@plymouth.ac.uk](mailto:dan.howson@plymouth.ac.uk)

# To find out more...

If you would like to find out more about any of the activities listed, please get in touch using the contact details on the page.

For any information about the iMayflower project, please email Tracey Beeck at [Tracey.Beeck@plymouth.gov.uk](mailto:Tracey.Beeck@plymouth.gov.uk). Alternatively, the iMayflower website is:

[https://www.visitplymouth.co.uk/invest/why\\_plymouth/creative-digital-city](https://www.visitplymouth.co.uk/invest/why_plymouth/creative-digital-city)

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