

Business: Talent

Case Study: Cartwheel Ltd



Cartwheel aims to promote farm and rural tourism. It is a private sector, non-profit making company, run by farmers and staffed by people who are passionate about the range of activities and benefits of taking a holiday in the beautiful countryside of South West England.

www.cartwheel.org.uk

Graduate: Claire Cunliffe

Ancient History, University of Exeter

Challenge

To administer one specific type of grant available to small businesses and to carry out all the administration procedures - from selling the grant to customers, processing the applications and sending out grant cheques.

To contribute to the company's PR activity by writing and sourcing photography for a weekly column in the *Western Morning News*.

Project Impact

- Successful management of grant administration work - processing £145,000 worth of contracts.
- Building good relations with small businesses in the sector
- Developing the company's research and understanding of younger tourists
- Contributing to raising the profile of Cartwheel through the *Western Morning News* column

Graduate Development:

- Given the opportunity to learn office skills, and in particular computer skills
- Gained experience of working in a team and dealing with a wide range of people
- Applying writing skills to a regular weekly column in the local paper
- Being given responsibility to work on projects autonomously, right through from the start to their conclusion
- Opportunity to learn specific business disciplines through the one day a fortnight GBP Business Training Course at the University of Exeter.

“ Claire has proved to be very adaptable and has fitted in well with the team. She has brought enthusiasm and a fresh perspective to her role and also had some previous work experience in tourism which proved very useful. We’re hoping she will continue to develop with us as the company grows. ”

Gina Woodcraft
Chief Executive

“ Exeter University gave me a great foot in the door, which I definitely wouldn’t have had and Cartwheel have now decided to take me on full time.

My degree course didn’t offer any business skills and as such, I graduated with very little knowledge of how businesses work. This experience has given me a great insight into the machinations of working life! ”

Claire Cunliffe



Graduate Business Partnership **GBP**

The Graduate Business Partnership is a project-based twenty week placement run by the University of Exeter. Companies have been benefiting from the graduate placements since 1997 and many will “test drive” a potential new employee using this scheme. Placements can be arranged throughout the year and graduates will attend the ten day Business Training Course one day a fortnight with cohorts starting at regular intervals throughout the year.

If you are interested in taking part, please contact: Jane Gill, Employer Liaison Officer, Careers and Employment Service, The University of Exeter, Kay Building, North Park Road, Exeter EX4 4DF. Telephone 01392 263844 Email j.gill@exeter.ac.uk
View current projects and placements at: www.exeter.ac.uk/business

Contact us for further information

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