



54 Degrees Project Consultancy Date of Birth



When One Becomes Two

Project Client

Danny Bulmer runs creative brand agency, Date of Birth, and recently employed Jemma Walsh as digital project manager to pick up the digital work and support the campaign work.

Danny realised that they needed to look at how they could work better as a team and wanted a chance to look at the transfer of responsibilities to make the most of each other's skills.



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Project Aim

New start-ups and sole traders find the transition hard when they have to employ new staff to accommodate increasing workloads. From working on your own to having to manage and delegate to a team is not an easy task.

Using SEF funding, Sarah Wilson was able to offer training sessions to sole-traders who had recently employed a member of staff, to help reduce stress by improving the ability to plan and delegate to the new team member, as well as get the best out of limited resources by improving skills in planning and logistics.

Project Results

Sarah helped Danny and Jemma think about how to work and communicate better together, as well as how to divide up work more effectively.

Jemma said: *"We owe a lot to Sarah in terms of how we now plan and carry out our projects. She was informative and really helped us to delve into our processes and see how we could improve knowledge of project management and apply this to active and future projects."*

The Skills
Enhancement
Fund

The Skills Enhancement Fund is a £50m resource unique to Yorkshire and Humber providing interventions in skills and workforce development which cannot be funded through other sources. The fund, which is co-financed by the Skills Funding Agency through the European Social Fund and managed by Calderdale College on behalf of the West Yorkshire Consortium of Colleges, has supported over 50,000 individuals through part-funded training to employers across Yorkshire & Humber, ensuring that staff are given the support to progress and businesses are able to build a stronger and more productive workforce.

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