



**54 Degrees
Project Training
Wright Angle Marketing
(WAM)**



Learning Basic Project Management Skills

Project Client

Sarah has worked closely with a number of team members at Wright Angle Marketing (WAM). She mentored company founder Judith Wright on a more structured approach to business development and offered her the space to think through her ideas and move them forward.

Sarah also mentored Sarah Barthorpe, an apprentice, giving her the tools to manage her first project. The project was to re-launch a web-based resource for schools to work on their sustainability agenda. The project, as well as handling the website itself, also included a complex marketing pipeline to communicate to the market and manage enquiries and convert them into users of the service.



Project Aim

The Creative sector is a fast-paced industry, with designers, social media experts and PR practitioners juggling projects on a daily basis for numerous demanding clients.

Using SEF funding, Sarah Wilson was able to offer training sessions to businesses within the creative sector to help improve skills in logistics and planning, increase abilities to handle business development work alongside creative work, as well as tips on how to reduce stress and improve business development.

Sarah Barthorpe benefitted from the funding with five short 1-to-1 sessions to help her drive the project forward. Sarah is 18 and this was her first ever work-based project and she was given new skills and the confidence to use them to keep this project on track.

Project Results

Sarah Barthorpe said: *“Without Sarah, I probably wouldn’t be at the point I am now! I’ve received so much support over the past few months and with her mentoring, I have achieved so much and learnt how to manage a project efficiently.”*

**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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