Venture Matrix™
providing real world opportunities

Case study
BBC Radio Sheffield
The project
A group of 20 Venture Matrix students from media, communication and journalism courses, worked with BBC Radio Sheffield to organise, promote and deliver a live radio show called The State of Football in Sheffield.

The approach
After initial discussions as a group, the students, supported by the Venture Matrix staff team, met with Seth Bennett, presenter of the BBC Radio Sheffield show Football Heaven, to discuss the proposed plan for the event.

The event was split into different tasks, with sub-groups taking responsibility for individual areas of the event, including marketing, events, arranging of the panel, and ticketing. The whole group met on a weekly basis and kept in touch via a group on Facebook.

The results
The event was broadcast live in front of an audience of over 200 people – including the Lord and Lady Mayoress. The programme also included significant breaking news with the Sheffield United manager’s departure from the club. The show was also hosted on the iPlayer, and feedback from both the live audience and listeners was overwhelmingly positive.

By working on a large live project, in multi-disciplinary teams, the students have gained valuable skills for their future employment, including teamwork, negotiating, risk-taking, communication, project management, and that all important can-do attitude. The chance to work with BBC Radio Sheffield will be a valuable contribution to their CVs for many years to come.

The students
- Jenna Allan • Gavin Askew • Timothy Bei • Lewis Broomhead • Donna Child • Laura Good • Johnathan Happs • Kirsty Harris • Izzy Harrison • Samuel Jones • Bethan Kelsall • Joanne Mascall • Victoria McCann • Lucy Oxby • Philippa Patino • Hayley Ritchie • Hannah Robinson • Jessica Ruth • Robert Weitz • Ryan Williamson

‘The Steel City football night was a huge success. We’ve had loads of positive feedback from our listeners as to how much they enjoyed the event, and these sentiments were echoed by those who attended. The students should all feel very proud of the role they played in the night – without them we would not have been able to put it on.’

Seth Bennett, BBC Radio Sheffield

‘My experience with Venture Matrix has enhanced my employment prospects greatly. The skills I have gained will be desired by employers. Having worked with BBC Radio Sheffield shows that I was given a degree of responsibility and worked on an important project with a reputable organisation.’

Hannah Robinson, second year student