Case study
St Luke’s Hospice
The project
Leading Sheffield-based charity St Luke’s Hospice wanted to raise awareness of its activities to the student community.

The charity decided that a high profile event would help raise awareness in the local community and proposed the idea of a fundraising fashion show. The planning and management of the event was given as a project to Sheffield Hallam Venture Matrix™ group, Jigsaw Events.

As the charity already had a clear idea in mind, our students had to work closely with them to develop an event format that met their expectations.

The approach
The fashion show allowed our students to showcase their event management expertise whilst developing their project management skills. The project required the group to
• demonstrate effective team working skills by identifying their key strengths and weaknesses and allocating work accordingly
• manage the client’s expectations to ensure their objectives were met
• organise and prioritise activities and ensure that client communication was captured and logged
• work with and project manage other Venture Matrix™ groups to ensure the delivery of activity

The results
The fashion show was held at the Platinum Suite at the Sheffield United football ground. The models used were volunteers from Sheffield Hallam and St Luke’s Hospice. Fashion students from Sheffield College styled the outfits and Retford College students provided hair styling and make-up.

The project enabled the student group to apply the theory learnt in their studies to a real life business challenge. It also developed transferable employability skills including team working, time management, negotiating skills, financial literacy and effective communication.

The students
Rachel Arthur, Laura Foulkes, Lucy Wardle
– second year students

‘From this we have been able to see that there is no substitute for experience, as you develop your thought processes and apply the theory within a real context. In a way, it is linking the two areas together, and providing meaningful outcomes.’
Laura Foulkes, second year student

‘When I was being interviewed for my placement job, I had so many experiences to talk about from the work I had been doing through the Venture Matrix™.’
Rachel Arthur, second year student

‘The collaboration with the Venture Matrix™ students has been a real investment in the future for St Luke’s Hospice. We can utilise the project plan they produced in the forthcoming years, hopefully resulting in equally successful fund and profile raising for our organisation. The students should be very proud of what they have accomplished.’
Abigail Batchelor, Community Fundraising Manager, St Luke’s Hospice