Case Studies: Student Internship Bureau
Summer Vacation 2012

Barclay Electrical & Solar, Harrogate, 13 weeks full-time:
Marketing and Project Management Internship.

THE PROJECT

Barclay Electrical & Solar, based in Harrogate, has provided a full range of electrical services to households, businesses and major organisations for over 25 years. As part of the business’ new initiative to encourage their customers to use energy more efficiently, Barclay Electrical recruited the skills of third year Chemistry student Kate for 13 weeks during the summer of 2012. Kate’s project objectives were two-fold; to undertake a project to promote the business’ new Energy Neutral Building concept and to create a business plan for the development of a renewable, ethical and organic cooperative utility company called BE REO.

Kate worked with the Business Development Manager, Mike Kaye, to design a number of client-facing brochures, proposing how Barclay Electrical could help customers cut the cost of their energy bills and reduce their energy consumption by using renewable solutions. The brochures also set out how Barclay Electrical could help businesses facilitate and evidence their green, renewable corporate social responsibility (CSR) policy. Kate was also directly involved in a project to develop plans for a new company to be supported by Barclay Electrical. Her responsibilities included researching other renewable energy cooperatives in the UK, putting together a presentation to request initial seed funding and writing a first draft of the business plan for BE REO.

THE IMPACT OF THE INTERN’S WORK ON THE BUSINESS

Mike was delighted with the brochures Kate completed. He said, “all of the work Kate produced for us was accurate, well worded and to a very high standard. The personalised brochures were produced to strict deadlines and Kate proved that she could work without supervision and on her own initiative.” Mike also expressed that Kate’s work has had a great impact on the business. He said her energy market research “lead the company to seriously consider a new business model which we believe will be a key mover in the renewable sector. We expect to role out our new business model from the start of the year.”

The work Kate completed during her internship was recognised by the University as outstanding and she was one of four interns shortlisted for ‘Intern of the Year’ at the Student Internship Bureau’s Summer Vacation Celebration Event in October 2012, an evening held to commend and thank all the student interns and local businesses which participated in this scheme.

ENGAGEMENT WITH THE SIB

Summarising his experience working with the University of York Student Internship Bureau, Mike said, “I think the service you provide is first class, the calibre of your students is very high and I would have no hesitation recommending or using your service again.”

To assist with its business development plans Barclay Solar & Electrical is now considering further engagement with the University through Knowledge Transfer Partnership Funding.