



# Building a College Creative Enterprise:

A Case Study from Walsall College

Bringing talent to life...





# Contents

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1. Introduction.....	04
2. What is a creative enterprise? .....	05
3. Roles and responsibilities.....	07
4. Marketing and branding: Creating a brand identity .....	09
5. Managing day-to-day operations .....	10
6. Success stories and case studies .....	12
7. Lessons learned.....	17
8. Conclusion and next steps .....	18

# 1. Introduction

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Walsall College is a further education college based in the West Midlands whose aim is to deliver excellent, inclusive learning which empowers students with skills and confidence to thrive in work and in life.

We support over 12,500 learners across vocational, technical and higher education programmes and apprenticeships. We are the largest provider of qualifications for 14- to 19-year-olds in the borough of Walsall and deliver adult learning, both on campus and on-site at workplaces and community centres.

The college's success is underscored by our student destinations – 92% progress to employment or further higher-level study and we have a 91% achievement rate on our vocational programmes – solidly above the national average. More generally, Walsall College is recognised for teaching and learning excellence, state-of-the-art facilities, and success rates.

Our partnerships, both locally and nationally, are strong and interactions with businesses are a prominent focus. Using their feedback, we develop our courses and training solutions, and help organisations to recruit and train skilled, professional and enterprising workforces in the region.

## The wider context for introducing a college creative enterprise

Developing creative and entrepreneurial skills in Further Education has grown increasingly urgent in recent years. Even as demand for skills in the growing [creative economy increase, creative FE enrolments in England dropped by 57% between 2014/15 and 2022/23](#).

Additionally, although three fifths of young people express interest in owning a business, [only 16% have done so](#). Compounding this issue is the fact that enterprise education is not part of the national curriculum. These factors also contribute to the persistent skills gap between education and industry – [21% of creative industries employers](#) report that graduate recruits are poorly prepared for work. This is compared to 14% across all industries.

Furthermore, FE colleges play a critical role in supporting local skills needs through strong links to local business, particularly small and medium enterprises (SMEs). Colleges also possess the unique expertise and resources to significantly contribute to business innovation. Against this backdrop, Walsall College developed the creative enterprise Future Flames Productions within its media department, with the aim of bridging classroom learning and real-world creative practice.



# 2. What is a creative enterprise?

Within a college context, a creative enterprise is a student-led or institution-supported initiative that combines creativity, innovation and entrepreneurship. The aim is usually to produce something original, whether a product or service. In most cases, these initiatives more organically occur in creative subjects like art, digital media and design.

## Walsall College's creative enterprise: Future Flames Productions

To help bridge the gap between classroom and industry, in 2021, Melissa Tisdale, a Creative Media lecturer at Walsall College, established **Future Flames Productions**. This in-house media production enterprise offers students real-world experience in producing high-quality video and audio content for local businesses and community organisations.

Future Flames Productions provides a full suite of media services, including video production (promotional videos, event coverage, podcast creation and training materials) and editing. To reflect industry standards as closely as possible, Future Flames also uses professional-grade equipment and software.

Students play a central role in all projects, getting hands-on experience that contributes directly to assessments and career skills development. Profits from commissioned work are reinvested into student resources, field trips and course-related activities. Beyond technical training, Future Flames Productions also addresses important social issues through its work. Projects focus on topics like health and wellbeing, race equality, knife crime, and child exploitation – often in collaboration with local stakeholders.

Over the past few years, Future Flames has also developed into other areas of the creative curriculum, with the intention of providing similar real-world experiences to learners beyond the media department. In 2023, **Future Flames Performance Studios** was

developed in collaboration with Walsall College's dance department and **Future Flames Graphic Design** in collaboration with the graphic design department. The concept is something that can be applied across many areas, benefitting as many learners as possible.



*Kat Emms presents Melissa Tisdale with the Edge Foundation Award for Excellence in Real World Learning*

In 2025, Future Flames Productions won the [Edge Foundation Award for Excellence in Real World Learning](#) at the Association of Colleges (AoC) [Beacon Awards](#). This accolade recognises Walsall College's innovative approach to integrating real-world projects into the curriculum, enhancing student skills and community engagement.

# Why invest in a college creative enterprise?

A college creative enterprise offers benefits to all stakeholders; learners, staff, the college itself, and the wider community.

## Learner benefits

- A creative enterprise provides a way for students to use their imagination, exhibit originality and artistic skill, and ultimately become higher performing learners.
- Supports learners' future prospects by developing CVs and show reels, while building entrepreneurial skills they can apply in future e.g. creating a freelance business.
- Unique opportunities for learners to collaborate with peers, teachers and external stakeholders.
- An opportunity to learn 'on the job' with hands-on experience that cannot be easily mirrored in the classroom.
- Develops broader employability skills, including teamwork and problem solving, which can be carried over into a range of future careers.
- Provides networking opportunities and the chance to build a contact list, opening doors to industry opportunities while still studying.

## Staff benefits

- Continued professional development – staff not only get to practice supporting learners in new ways but develop their own content production skills and stay actively up to date with commercial innovations/expectations.
- Offers networking opportunities within local communities.
- Helps staff advance learners in ways they cannot do in the classroom.

## Institutional benefits

- Institutional recognition for innovative approaches to teaching and learning.
- Creates another route to collaboration between the college and local community and further develops existing employer engagement activities.
- Provides a unique selling point for attracting students during open days and other recruitment activities. For instance, Future Flames Productions has a presence at these events via business cards, uniforms and posters – potential students learn about the company and how they can get involved.
- Creates new opportunities for cross-collaboration between different college departments.
- Supports institutional values and strategic priorities. For instance, at Walsall College, Future Flames aligns with our ICARE (Inclusive, Collaborative, Accountable, Resilient, and Enterprising) values.

## Community benefits

- Invites fresh concepts from young learners that external partners might otherwise not have access to.
- Helps bridge the gap for non-profit organisations and community interest companies who may otherwise have low funding or access to resources.
- Supports real-world skills and talent pipeline development for local businesses and organisations.

# 3. Roles and responsibilities

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To ensure Future Flames Productions' success, it quickly became apparent that we needed clearly defined teacher/student roles and responsibilities. We therefore developed the following list of roles to clarify positions and division of skill.

## Creative Director / Producer

Most often a staff member. At Walsall College, the role is led by Creative Media lecturer and enterprise creator, Melissa Tisdale.

- **Role:** Oversees creative vision and production processes.
- **Responsibilities:** Supports students in concept development, liaises with clients, coordinates between departments, has final approval on creative output.
- **Ideal traits:** Visionary leadership and excellent knowledge of production workflows.

## Director

Either a staff member or experienced student. At Walsall College, the Director depends on the shoot. Typically, the role is led by our Video Production lecturer, Liam Owen. Occasionally also led by Melissa and students.

- **Role:** Manages the shoot, directs talent and crew.
- **Responsibilities:** Brings the script/storyboard to life, directs actors/presenters, makes on-set creative decisions.
- **Ideal traits:** Decisive leadership, ability to articulate a precise vision with clear visual language, cool head and capacity to adapt fast when unexpected production issues arise.

## Scriptwriter / Content Developer

Most often a student role. At Walsall College, we encourage learners to generate creative ideas themselves, with support from staff and/or the client, when needed.

- **Role:** Writes scripts, voiceovers and narratives for video content.
- **Responsibilities:** Crafts compelling stories, dialogues and aligns content with the product's objectives.
- **Ideal traits:** Excellent writing skills, originality in developing unique concepts, ability to work with the Director and client to match the required tone and style.

## Cinematographer / Director of Photography (DP)

Student role. However, staff may encourage the learner to experiment with a better angle or to correct their positioning. At Walsall College, staff guide learners on set to get the best from them creatively.

- **Role:** Controls camera work, framing, lighting and visual style.
- **Responsibilities:** Operates cameras, sets up shots, manages lighting for mood and clarity.
- **Ideal traits:** Technical camera skills, understanding of lighting principles, artistic eye and effective visual framing.

## Video Editor / Post-Production Specialist

Student role. At Walsall College, students edit the production independently, working closely with the Creative Director to ensure it meets technical standards. The client may also request changes – it is the Editor's responsibility to implement any feedback.

- **Role:** Edits raw footage into polished videos.
- **Responsibilities:** Cuts footage, adds effects, manages colour correction, sound-syncing and final video output.
- **Ideal traits:** Skilled with editing software (Adobe Premiere, Final Cut Pro, DaVinci Resolve), storytelling through editing, patience.

## Sound Engineer / Audio Technician

Student role. At Walsall College, learners man the audio equipment. The lecturing team oversees their work to ensure appropriate audio levels.

- **Role:** Manages all audio aspects during shooting and post-production.
- **Responsibilities:** Records clear sound on set, mixes soundtracks, adds sound effects and music.
- **Ideal traits:** Technical knowledge of microphones, audio editing tools and sound design.

## Production Assistant

Student role.

- **Role:** Provides general support during shoots.
- **Responsibilities:** Sets up equipment, manages schedules, runs errands, helps wherever needed.
- **Ideal traits:** Proactive organisational skills, resourcefulness, a supportive team player.

## Motion Graphics Designer

Student role.

- **Role:** Creates animated sequences, titles, and visual effects.
- **Responsibilities:** Designs graphics that enhance storytelling.
- **Ideal traits:** Proficiency with After Effects, animation skills, ability to envision a final product.



# 4. Marketing and branding: Creating a brand identity

Walsall College has always supported students in finding work experience opportunities, not only within the media department but college-wide. However, there is a common misconception that student-produced work is 'less than'. To help alter this perception, we felt branding our creative enterprise would instil more faith in clients.

## What is brand identity?

Brand identity is the unique combination of visuals, values, and messaging that sets an enterprise apart and makes it instantly recognisable. It is more than just a logo or a catchy name but the personality and promise behind everything an enterprise creates. Getting it right is essential for any successful enterprise. Creating a consistent and powerful brand identity helps us:

- **Build trust and recognition:** When an audience sees our brand, they know what to expect – quality, creativity and professionalism. This trust encourages them to engage with and support our projects.
- **Stand out in a competitive market:** A clear brand identity highlights what makes an enterprise unique among other college or community production enterprises.
- **Communicate our story and values:** Through consistent branding, we share our passion for storytelling, innovation, and collaboration with every production.
- **Attract opportunities and partnerships:** A strong brand attracts collaborators and audiences who believe in a shared vision.

Creating a memorable brand identity isn't just about looking good – it's about shaping how we connect with people, inspire students and clients, and grow as a creative community.

## Creating a strong brand for Future Flames Productions

A strong brand identity is the foundation of any successful project. Walsall College wanted to create a brand that reflected our learners' creativity and professionalism. Originally, Future Flames Productions was called 'Jumpcuts' (an editing term). This was the name pitched to senior management when Melissa Tisdale tried to get the concept up and running. On reflection, however, Jumpcuts didn't suitably capture our intended identity.

# JUMP  
CUTS

*Original concept for Jumpcuts.*

The name 'Future Flames Productions' better captured the concept of students becoming the future of the industry, something Melissa wished to incorporate into the brand identity. Later on, the name change also proved vitally important for our growth, meaning Future Flames could grow into areas beyond the media department (such as Future Flames Performance Studios and Future Flames Graphic Design).

 Walsall College  
**FUTURE  
FLAMES  
PRODUCTIONS**

*Final logo for the company.*

# 5. Managing day-to-day operations

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Starting out, Future Flames Productions learned very quickly the importance of being transparent with clients about what was within our power and what was not. As we launched the creative enterprise, many day-to-day operations were shaped by early challenges that we were forced to meet head-on. While sometimes tough, these challenges were central to creating an enriching and authentic learning experience that directly contributed to students' skills development.

## Creating terms and conditions

One of the biggest learning curves came early on while working on a project in which the client came back for edits more times than we could count. While this was just one challenge we initially faced, it highlighted the need to mitigate the risk of this or other issues from occurring again. With this in mind, we created terms and conditions for future projects.



Some of our current T&Cs include:

- **Ethical standards:** Future Flames upholds strong principles of diversity, equality, and inclusion. We reserve the right to withdraw from any production that violates these values or contains controversial or offensive material.
- **Consent and permissions:** The client is responsible for obtaining all necessary consents for individuals appearing in any film. Completed and signed talent release forms must be submitted to Future Flames before production begins.
- **Editing and revisions:** Once the initial rough edit is delivered, the client will have one week to submit any feedback or revision requests, pending management approval. Final changes will be incorporated thereafter. If additional changes are requested, please allow two additional weeks for completion.
- **Project completion and handover:** Upon final delivery, the client must sign a release form acknowledging receipt of the project. This marks the conclusion of Future Flames' responsibilities relating to the project.
- **Ownership of materials:** Only the final edited film will be delivered to the client. Raw footage will remain the property of Future Flames and will be securely stored for six months before being permanently deleted.

All the points in our terms and conditions come from lessons learned on projects. On some projects, this meant learning the hard way. However, the learning itself is invaluable and we now feel we are in a great position to approach work in a manner which respects both clients and students.

*To discuss further or to see our full terms and conditions, please contact [Melissa Tisdale](#).*

# Safeguarding

Our top priority is ensuring student safety and wellbeing during the jobs we complete. When arranging and managing work experience, several safeguarding measures must be in place to protect students and create a safe learning environment:

- **Risk assessments:** Prior to filming offsite, a robust risk assessment must be completed to identify and mitigate potential hazards. To ensure health and safety, this is submitted to the college via an offsite activity request form, with senior management reviewing and signing off on the documentation.
- **Safe and appropriate placements:** Opportunities should be carefully vetted to ensure they are suitable for students' age, skills, and learning needs, avoiding any settings that could pose a risk.
- **Clear policies and procedures:** Clear safeguarding policies must be in place, including procedures for promptly reporting any concerns or incidents.
- **Supervision and support:** Students under 18 must always be supervised by a staff member on the jobs they complete. Students over 18 may complete jobs without a tutor present but support should still be on offer.
- **Training and awareness:** Students and staff should receive relevant training and information before a job begins, especially if sensitive topics are being covered.
- **Confidentiality and consent:** Parental or guardian consent must be obtained for students under 18. Personal information must be handled in line with data protection laws.

# GDPR

As a production enterprise, we take GDPR very seriously. We work closely with Walsall College's own data protection team to ensure we are conscientious of GDPR policies.

# Consent management

If filming for an external client, we request that they obtain consent for all participants. We keep a record of this consent internally. If, for any reason, we are filming our own productions we seek out the consent ourselves.

Consent must be freely given, documented (keeping a record) and easy to withdraw at any time. However, it must also clearly articulate that once something is posted online we cannot control who can access the video, i.e. if it is posted in the public domain, or via a sharable link. Model release forms or appearance release agreements are also always used on productions.

# Data

We only collect data that's absolutely necessary for our productions. We articulate how long we will keep personal data (e.g. footage, contracts, emails). We also have a deletion or archiving policy for raw footage or unused content. After 6 months, all raw footage is deleted, although final products are archived for show reel.



# Filming in public spaces

When filming in public areas:

- We take care to avoid capturing identifiable individuals, especially children.
- We use on-location signage to inform people that filming is occurring and provide contact details for data inquiries.
- If someone is featured prominently and not incidental to the scene, we seek their consent.

# 6. Success stories and case studies

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Over the past five years, Future Flames Productions is proud to have completed numerous projects with local organisations. We have enjoyed working on every single one but are especially proud of those that amplify underrepresented voices – something we are fiercely passionate about. We have produced video content for various uses and have recently started making more podcasts for those who want to share their voice.

In this section, we provide an overview of some of the key projects we have worked on. Our clients have included local gyms, community interest companies, the local council and Walsall FC, among others. Our working relationships with many of the brands listed here have been ongoing for several years and we expect them to continue.

Crucially, these case studies highlight how a creative enterprise can help colleges build stronger community connections, improve employer engagement, contribute to young people's skills development and raise their awareness of local career pathways – all while supporting local businesses and community groups with their media production.

## Case studies

### Walsall Council

The students work regularly with our local council on videos and podcast content including:

- [Walsall Voices Podcast](#) series (as part of the [We are Walsall 2040](#) partnership)
- Key Walsall Celebration events, including [Walsall Arboretum's 150th Anniversary](#) and MakerFest
- Holiday activities and food promotions
- Children in care and children's services videos
- Conference events

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*"Working with Future Flames on the Walsall Voices podcast has been an incredibly rewarding experience. Their creativity, professionalism and attention to detail were outstanding throughout. The involvement of local students in production and editing made the project especially meaningful. Walsall Voices not only shares the stories of our residents but is proudly produced by them. The positive feedback from partners and the community is a real testament to the talent and collaboration of everyone involved."*

**Councillor Mike Bird, Leader of Walsall Council**

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## Walsall FC and the Walsall FC Foundation

Largely thanks to our success working with Walsall Council, we've recently started a partnership with **Walsall Football Club**, shooting football matches and promotional material. This is a partnership that is very exciting for our learners and staff!

*"Future Flames Productions have been fantastic to work with. The students and staff have been extremely attentive and professional throughout, and the quality of their work has been excellent. They've supported us brilliantly by filming and creating content for our Soccer Schools, as well as capturing some fantastic moments on match days – particularly during our South Asian Heritage fixture where there was so much happening across the stadium. Their photography has been first class too, and it was great to work with them on a podcast featuring one of our first team players, which they filmed and produced to a really high standard. The end result was engaging, creative, and of superb quality. We've thoroughly enjoyed working with Future Flames Productions and look forward to continuing our partnership in the future."*

**James Gibbins, Experience and Engagement Director, Walsall FC**



Alongside working with Walsall FC, we are also collaborating with Walsall FC Foundation, which focuses on community development and social impact. Our work is helping bridge the gap for their video needs for award entries and other promotional content.

*"Over the course of 2025 we have been working closely with Walsall College and Future Flames Productions. Our initial involvement stemmed from their excellent work with Walsall Council and the profile of the We Are Walsall 2040 initiative. Following the council projects, we approached the team to see if they would be interested in working with Walsall FC and Foundation. We were keen to have our work documented to allow us to profile our impact on the community through Club and Foundation initiatives.*

*In a very short space of time, we have developed a great working relationship that offers students the opportunity to gain experience across a diverse number of platforms. This has included support in sports photography, podcasts and video documentaries that highlight the community outreach delivered by Walsall FC. The collaboration has mutual benefits but, most importantly, has huge real life benefit to the students. They are learning on the job and are building up credit to include on their CVs. The partnership is a real success and we are keen to expand and enhance it as we work together over the coming football season and academic year."*

**Adam Davy, Walsall Foundation Director**



## **Walsall Healthcare NHS Trust**

Students have had the opportunity to work on several videos for our local NHS Trust. This includes the chance to film a conference and visit a local hospital to create a tutorial on how to use new equipment.

## **One Walsall**

We've worked with local community hub, One Walsall, on various projects. Crucially, they have also become a bridge for local community interest companies (CICs) to access our services.

## **Rose Tinted Financial Services**

We've produced several social media videos and event highlights for local CIC, [Rose Tinted Financial Services](#). The company provides valuable free personal support and mental wellbeing services to those struggling with their finances.



*"Working with Future Flames has been a game changer for an organisation like ours, who regularly hosts community events to improve financial and mental health. The students show up with the utmost enthusiasm and professionalism. And their work always exceeds my expectations!"*

**Ebony Rebecca, CEO, Rose Tinted Financial Services**



## **Walsall Housing Group (WHG)**

WHG is a leading regional non-profit housing association. Students created an informative video about how WHG uses tenants' personal data.

## **Co-Op Travel**

Students worked on a promotional video for the local Co-Op Travel, advertising their upcoming conference.

## **The James Brindley Foundation**

The James Brindley Foundation is a registered charity dedicated to helping vulnerable and disadvantaged young people. We've been working with them for several years and wish to continue working with them moving forward. Our next project will be a podcast.

## **National Lottery Heritage work**

We've supported several local CICs with their bids for national lottery heritage funding, as well as producing videos once their bids have been successful.

## **Helping Hands**

We have worked on a series of videos for a local organisation that connects lower-income households with sporting equipment. This gave students the unique opportunity to film with footballers and medallists from the sporting world.

## **The Mel Evans MBE Foundation**

Future Flames has filmed fundraising events for local motor neurone disease awareness charity, the Mel Evans MBE Foundation. Specifically, we worked on their masked singer fundraising event, which involved both dance and media students.

## **Walsall College**

In addition to supporting local community organisations, we have always supported our own college as much as possible, filming videos for internal use – whether about security, safeguarding, college events or other department-specific videos.

## Student feedback

Alongside our growing portfolio of work with the local community, students praise the opportunities that being part of a creative enterprise like Future Flames Productions offers:

*"Future Flames has given me so many opportunities I wouldn't have thought I would get doing a college course. I've never known anything remotely similar that other colleges or universities offer. We get to go to football games, music festivals and cultural events. It's honestly amazing, has definitely helped me to develop my confidence and people skills as well as teaching me a lot more about the media production business as a whole. Future Flames helps us build a sizable and impressive portfolio and get a foot on the door when we finish our studies. We also meet new people and network, allowing us to get more work. Honestly it's one of my favourite things about my studies."*

**Joseph Hadley, Level 5 HND, Creative Media**

*"Being part of Future Flames has been an amazing experience for me personally and professionally. Mel's motivation and dedication to the company makes us students strive to progress. Future Flames means that Mel has been able to get the students better equipment to further help us learn on industry standard equipment. Mel is an amazing tutor who goes above and beyond for us students as she genuinely cares and wants us to do well. I can't thank her enough for everything she has done for me."*

**Millie Ashwood, Level 3, Year 2**

*"My love and appreciation for Future Flames runs deep, rooted in the authenticity and creativity they bring to every project. Working as a part of the team has really boosted my experience and developed my skills within media – something I really appreciate. Not only have I taken part in worthy experiences, I've go to work with Sacha Jones, which is something I didn't expect this early in my life. I can't put into words how much I love and value Future Flames and can't wait to work with them in the future. Not only has it been about my experiences, it's about working with people like Melissa Tisdale. Wow! What can I say? What an amazing person to work with."*

**Owen Sargent, Level 3, Year 2**



*"Ever since I started getting jobs for anything in the industry with Future Flames I've achieved a lot of work experience. Even better, I've managed to increase my skills for filmmaking and editing. But if we put aside the skills factor, Future Flames also increased my confidence and how I talk to people. I am very lucky to be a part of the Future Flames team. I will always be thankful for them for giving me the opportunity to increase my media industry skills."*

**Arley Watkins, Level 3, Year 2**

*"Future Flames has been the absolute pinnacle, not only of my education, but also my creative career so far. Having access to work in genuine industry settings alongside a real crew helped me to evolve personally, technically, creatively and socially in ways that never would've been possible within the restrictions of a traditional classroom. I started Level 2 Media shy and without a portfolio, and left Level 3 with an extensive CV, my own business, a place in one of the UK's highest ranked universities and, most importantly, confidence and hope for the future! Every project I took on from Future Flames provided me with a different piece that developed my understanding of the industry. Having the most supportive team of tutors on hand treating you as an equal allows you to spread your wings and push yourself to achieve. I think that every creative student deserves a Future Flames, and I can't imagine where I'd be without it!"*

**Brooke Bowdler, Walsall College Alumni**

# 7. Lessons learned

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One factor in the success of Future Flames Productions has been embracing challenges and learning from things that didn't always pan out as intended. While these are individual to our context, some may add value or provide insights to other colleges seeking to pursue a similar creative enterprise model.

Key lessons we have learned include:

- Don't feel compelled to agree to everything that comes into your inbox – some projects will offer little or no value to the student's development. Additionally, having too many projects can be overwhelming for the Creative Director to manage. Always keep in mind that you only have so much time and that while quality output for clients is important, the enterprise's ultimate objective is to develop young people's skills. Be selective.
- Make it clear to clients from the get-go that they do not have endless opportunities to change a product. Providing them with a clearly structured process before a project kicks off ensures they understand review and sign-off points – this is a good way to manage expectations before the project begins.
- Design your production company or creative enterprise to be a part of the curriculum. This may be more time investment upfront but it is worthwhile. Future Flames Productions was not incorporated into the curriculum right away, but once embedded it provided much more value to learners.
- You have to invest in order to progress. Only when we invested in better equipment did our success increase.
- Be loud and proud about what you and your students are achieving. This is the only way to break down the stereotype of student work being deemed as 'less than'. Early on, while you are finding your feet, caution in this area may feel instinctively safer, but it ultimately gives space for the stereotype to bed in.

- As the leader or Creative Director of the enterprise, accept that not all students will be as excited about the production company as you are – this is okay! They are still learning and getting value from it.
- While talent matters, students being reliable matters more. Always keep this in mind and drive it home and with your learners, too.
- Travel is a restraint that we are still trying to overcome – this is something to keep in mind when considering the practicalities of your enterprise, your product and what's required to produce it.
- An excellent lesson for students has been learning that feedback is not a personal attack. It's also helpful to be aware that this is how some of them might perceive it.



# 8. Conclusion and next steps

Hopes for Future Flames Productions have remained the same from the start: to provide students with as many opportunities as possible and to amplify their chances of success when they leave education and step into the workplace. This has been core to Melissa Tisdale's vision for the enterprise, and remains a driving motivation going forward.

Future Flames is also passionate about being a beacon of support for the local community, in particular, working with partners on the **We Are Walsall 2040** campaign. This is long-term strategic plan, developed by Walsall Council and a coalition of local organisations, aims to help make Walsall the most improved borough in the region by 2040. Walsall College's role in educating the community will clearly play a key role meeting that goal.

We would also like to continue growing throughout the college community, offering as many opportunities to as many students as possible, beyond the confines of the media, performance and graphic design departments.

## Impact and legacy

Future Flames Productions has firmly established itself as a dynamic, innovative force in the education industry. Through a commitment to creativity, quality, and strategic collaboration, the enterprise has consistently delivered compelling content that resonates with diverse audiences. With a keen eye on new tech and trends, Future Flames is ready to keep growing and pushing boundaries. The future looks super bright for us, and there's no doubt we will keep bringing great stories and exciting projects to life.

Crucially, Future Flames is fully integrated into our media department now and hopefully always will be. It is a unique selling point to come and study at Walsall College, and an inspiration to other colleges about the transformative impact that launching a college-led creative enterprise can have: on community engagement, on a college's reputation, but most importantly, on the long-term prospects of our students.





The world is changing fast and education needs to keep up. Edge is an independent, politically impartial education foundation. We want education to be relevant to the twenty-first century. We gather evidence through research and real world projects and partnerships and use this to lead the debate and influence policy and practice.

Edge believes all young people need to be equipped with the skills that today's global, digital economy demands, through a broad and balanced curriculum, high quality training, engaging real world learning and rich relationships between education and employers.

Visit [www.edge.co.uk](http://www.edge.co.uk) to find out more.



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