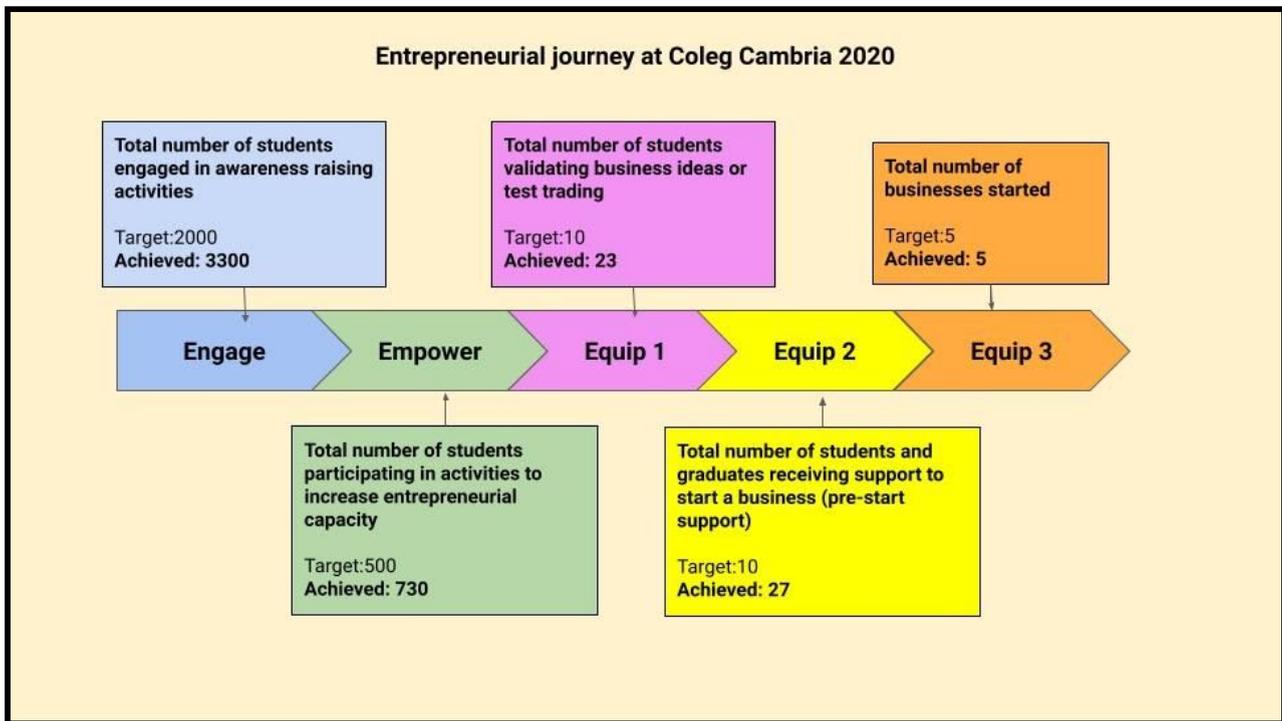


Youth Entrepreneurship - Impact Report 2020



In a year forever linked with Covid 19, entrepreneurial attributes have shown themselves to be essential life skills. Not only are technical or knowledge skills necessary for young learners, but also “soft” skills such as a proactive mindset, creativity and innovation, problem-solving, time-management and resilience.

The Youth Entrepreneurship funded project is key in allowing Coleg Cambria to realise its ambition “to develop and nurture self-sufficient, entrepreneurial and innovative young people in North East Wales and who will contribute positively to economic and social success of the area”.

It has effectively enabled entrepreneurship at Coleg Cambria by enabling staff and departments to take a lead and engage with external stakeholders with the support of an Entrepreneurship Champion and, in doing so, to accelerate student entrepreneurship ambition from idea-generation to business start-up.

Our key priorities in 2020, pre and during Covid were to:

- Raise awareness of entrepreneurship amongst all learners and staff at Coleg Cambria (FT/PT) to stimulate interest and increase participation in business start-up.
- Develop and communicate a clear customer journey, alongside an absolute commitment to promoting the Welsh language as a vital skill for work and to championing Welsh culture and heritage.
- Remain at the forefront of engaging learners and operating through the use of digital technologies.
- Collaborate with external partners and stakeholders
- Embed Youth Entrepreneurship provision in teaching and learning
- Establish and embed a comprehensive system for tracking activity through to Alumni

The graphic above aligns with opportunities along our students’ entrepreneurial journey at Coleg Cambria: <https://www.cambria.ac.uk/web/entrepreneurial-journey/>

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ENABLE:

Raising awareness of entrepreneurship amongst Coleg Cambria students and staff alike is paramount in order for this project to leave a lasting, meaningful legacy. Raising awareness proved to be a challenging task in 2020 and one which necessitated targeted communications and appropriate activities, given the ever-changing curriculum demands on staff and students due to Covid regulations.

The newly created Future Generations Pastoral Programme was further developed and extended across all sites. A Spotlight Programme group met up throughout the year to create a rolling planner of external speakers and stakeholders linked to key themes and dates throughout the year. In this manner the Future Generations priorities were able to be explored by all classes, including a Prosperous Wales and a Resilient Wales. Building on work already carried out on ACRO, this programme enabled staff and students to explore entrepreneurship and its importance in all aspects of Welsh life and future aspirations. This programme was available to over 100 Progress Coaches and Personal Tutors.

64 members of staff were supported by the Enterprise Champion to develop and deliver entrepreneurship activities across Academic Studies, Technical Studies and the Institute of Technology. A core team of 39 Progress Coaches championed entrepreneurship and employability in their areas through weekly sessions with full time learners with the focus on the entrepreneurial mindset, attitudes and behaviours in order to adapt to the changing world of work and study.

17 Advanced Skills Challenge Certificate (SCC) delivery staff were supported through bespoke Continuous Professional Development (CPD) sessions on Enterprise and Employability. 8 members of student services and business support staff were likewise supported in order to assist and/or signpost students on their entrepreneurial journey at Coleg Cambria.

ENGAGE:

We promoted Entrepreneurship to over 3300 students at Coleg Cambria in 2020 in a variety of ways: from open days/evenings (face to face and virtual), Student Parliament, our first virtual Freshers Fair, through attending face to face and virtual sessions led either by our Enterprise Champion or inspirational Big Ideas Role Models or attending sector-specific conferences such as the Hospitality and Tourism Conference attended by 100 students and 10 staff members with speakers from industry, Worldskills competitions and Big Ideas Wales in January 2020

Entrepreneurship features strongly from day 1 of term, including the easy signposting to support at Coleg Cambria: <https://www.cambria.ac.uk/web/entrepreneurial-journey/>

60 organisations were represented at our first virtual Freshers Fair and gave online resources, information and offers of voluntary work to new students. This is still “live”, accessible via Google Classroom to all staff and students so anyone who missed it in induction week can find additional support, access to external and internal communities of interest.

Learner Induction pack activities were created for all classes across Coleg Cambria, facilitated by Pastoral Coaches and Personal Tutors. In it Coleg Cambria’s Covid Challenge was launched, reaching out to all full time FE students.

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Online recorded sessions for staff and students to use have been created: easily digestible introductions including first steps in starting a business, how to produce a business plan, cash flow forecasts and how tax works for self-employed and employed people as well as hosting face to face Introduction to Enterprise sessions.

Our new weekly Student Voice e-newsletter promotes entrepreneurial activity and activities to all students and staff: from Enterprise Committee membership to competitions, challenges and opportunities available online and in house. Our Happeo channel promotes individual and class opportunities directly to staff.

EMPOWER:

Our 2020 highlights include:

730 students were provided with entrepreneurial learning opportunities including 87 competitors competing in Coleg Cambria's Covid Challenge from September to December 2020, 30 Fab & Weld students taking part in a Prince's Trust Bootcamp, 31 engineering students taking part in a College of Architecture challenge, 32 students taking part in a National Enterprise Competition facilitated by the Inspirational Learning Group and Staffordshire University Business School, 14 students attending Business LIVE in Disneyland Paris and 6 students taking part in a Hackathon at Town Square Wrexham Enterprise Hub.

70 competitors took part in Cambria Team Enterprise leading up to Feb 2020. College Cambria's winning team went on to represent the college at the Pierhead in Cardiff where they went to win overall in Wales



<https://www.fenews.co.uk/press-releases/44030-students-mean-business-at-national-contest-for-mental-health-awareness>

Coleg Cambria led on the Welsh Skills Enterprise Challenge, with 13 institutions participating in the competition, judged by role models from across Wales - selected by Big Ideas Wales. The brief, set by Welsh Government, had been shared with colleges and high schools across Wales and was used as good practice by WJEC for their Advanced Skills Challenge Certificate.

<https://www.cambria.ac.uk/coleg-cambria-students-swept-the-board-at-a-national-skills-tournament/>

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The Enterprise Committee worked on projects throughout the year, following on from successful and profitable Christmas Markets in 2019, planning and organising Valentine's Day sales and an employability day and a relaxation / wellness day in Spring - one of our first virtual events of 2020. They worked with student charity champions on fundraising initiatives such as "I'm a tutor get me out of here" and the organisation of Test Trade markets to develop students' employability skills, earning potential and fundraising skills.

Activities were shared with students and families via weekly Student Voice emails - screenshots here: [Coleg Cambria Student Voice Newsletter - Issue 9 including GEW and Christmas Market.pdf](#)

Our partners in the community and region have proved invaluable throughout in offering students opportunities to develop their entrepreneurial and employability skills as well as honing their technical skills. Coleg Cambria students continued to benefit from Big Ideas Wales role-model sessions online and in person. These are as impactful on students as they are on staff: an invaluable source of continuous professional development and local employer engagement. Businessline and Business Wales continue to be incredible resources at hand, as are the Town Square team in Wrexham. The Town Square is a natural resource at hand to refer students (and staff) to eg for assistance or more information from Business Wales or to 5-9 Clubs and Start Up sessions.

Entrepreneurship provision benefitted through input from Princes Trust input: from students attending Enterprise sessions to those being able to access the Princes Trust Development Fund - for essential equipment and uniforms for their college courses. Through our involvement with Cadwyn Clwyd and partners in our Local Action Groups such as Town Square, Cyfieithu Cymunedol, Business Wales, Glyndwr University, AVOW, Remploi, Wrexham County Council, Brymbo Heritage, Groundworks, DWP and local entrepreneurs such as Aballu students have been able to explore local initiative proposals, network, access vital volunteering positions and the opportunity to feedback on entrepreneurial projects.

EQUIP

50 students were supported to create and grow a business: 23 were supported in test trading, 27 were given pre-start support. Potential businesses included a social enterprise teaching people with mental health problems and young families on a budget how to cook; mobile hairdressing; 2 x hairdressing salons; baker; 2 Beauty Therapies businesses. A further 5 started up a business in 2020:

1 Face Painting / Childrens Parties, 2 Beauty Therapy, 1 Sports Apparel (online) and 1 Collectors Items (online).

27 students signed up for the pan-Wales Summer StartUp Week in June, which was subsequently awarded by EEUK.

<https://www.leaderlive.co.uk/news/18528678.bbcs-apprentice-winner-alana-spencer-among-stars-well-known-industry-names-appear-first-summer-start-up-week/?ref=twtrrec>

Blog.thegradhub.com/2020/06/22/setting-up-a-resistance-and-booty-bands-business

[Sian Gould - Doodledopaints](#)

The college was particularly proud to be part of the award-winning Summer Startup Week initiative and to have 6 of our recommended speakers / sessions included in the week's line-up. These are individuals



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who are always ready and willing to help Coleg Cambria students develop their entrepreneurial skills and ambitions.

[Summer Startup Week impacts](#)

<https://www.fenews.co.uk/press-releases/56317-fe-and-he-partners-in-wales-unite-to-win-top-virtual-learning-award>

<https://www.cambria.ac.uk/a-series-of-virtual-education-workshops-held-in-lockdown-won-a-top-learning-award/>

Coleg Cambria is an ambitious college: for its students and for its communities. 2020 has definitely taught us how agile and entrepreneurial students need to be and provided us with many opportunities to continuously develop our offer in order for our youth to gain skills for a successful, prosperous, healthy and sustainable future.