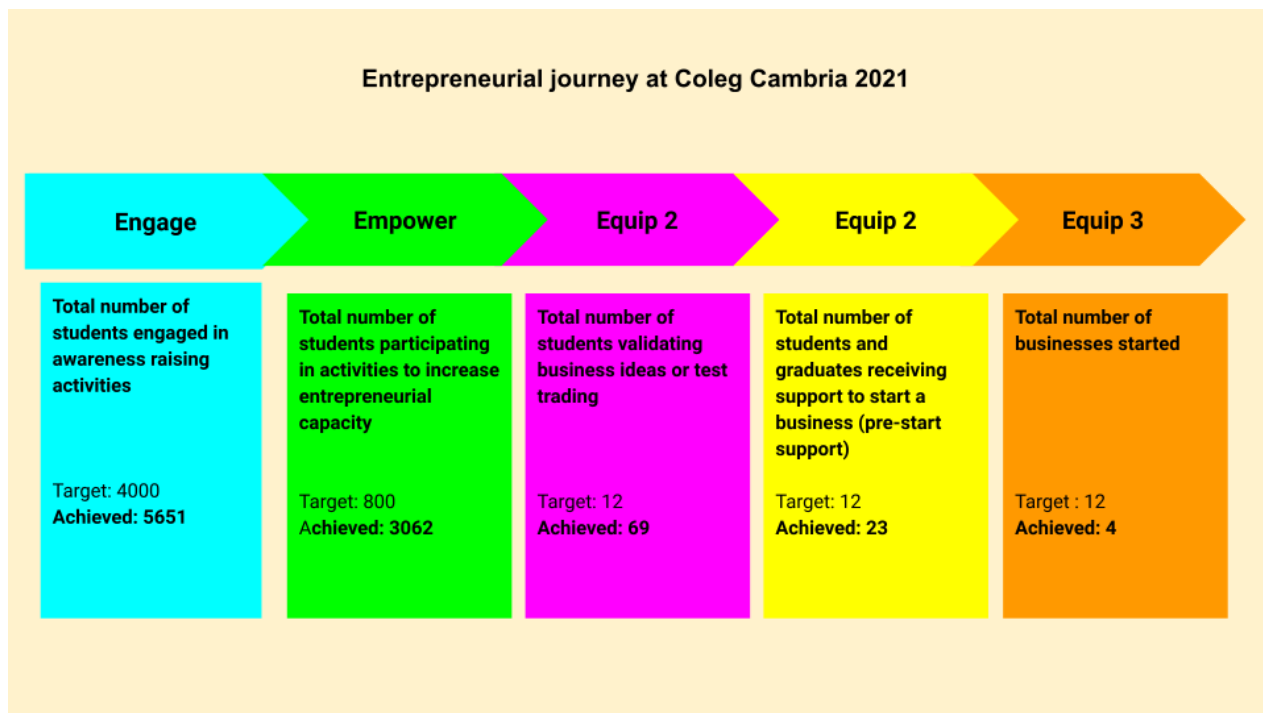


Youth Entrepreneurship - Impact Report 2021



Coleg Cambria’s ambition is “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”. As demonstrated in the figures above, this funded project has effectively enabled entrepreneurship at Coleg Cambria by enabling staff and departments to take a lead and engage with external stakeholders (online and face to face) 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 are 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 also aligns with opportunities along our students’ entrepreneurial journey at Coleg Cambria: <https://www.cambria.ac.uk/web/entrepreneurial-journey/>

Entrepreneurial attributes have proved to be essential life skills needed in a Covid-present world for students as they prepare for life after Coleg Cambria and the Youth Entrepreneurship funded project was key in providing opportunities to develop and apply skills such as creativity, a proactive mindset, innovation, problem-solving, time-management and resilience.

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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. A menu of activities was offered to all curriculum staff in order to achieve this - including online and face to face activities for all levels. Future Generations priorities were explored by all full time classes through our inhouse Future Generations Pastoral Programme, including a Prosperous Wales and a Resilient Wales. This enabled staff (Tutors and Progress Coaches) and students to explore entrepreneurship and its importance in all aspects of Welsh life and future aspirations.

A total of 279 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 and Business Support staff across all sites in order to assist and/or signpost students on their entrepreneurial journey at Coleg Cambria.

The total included a core team of 40+ Progress Coaches who champion entrepreneurship and employability in their areas through weekly Future Generations Pastoral Programme sessions with full time learners, focussing on the entrepreneurial mindset, attitudes and behaviours in order to adapt to the changing world of work and study. It also includes 90+ Advanced Skills Challenge Certificate tutors and Personal Tutors who benefitted from bespoke Continuous Professional Development (CPD) sessions on Enterprise and Employability.

ENGAGE:

Entrepreneurship was promoted to over 5651 students at Coleg Cambria in 2021 in a variety of ways: from open days/evenings (virtual in March, face to face in November), a virtual and face to face Freshers Fair on each site in September, a Skills for Success day at Northop in May as well as through attending face to face and virtual sessions led either by our Enterprise Champion or inspirational Big Ideas Role Models. 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/> promoted through Induction.

Over 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 "live", accessible via the Student Voice website 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.

Students participated in Learner Induction activities created for all classes across Coleg Cambria, facilitated by Progress Coaches. Coleg Cambria's 2021 Covid Challenge was launched, reaching out to all full time FE students.

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.

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

A real highlight was the Skills for Success day at Northop where over 200 students benefited: 101 attending in person and over 100 attending online. The aim of the day was for students to have an interactive "live" day, focusing on next steps after Coleg Cambria and/or their course.

20 guest speakers, including 10 Big Ideas Role Models, delivered virtual sessions, each working in (or closely with) animal care, environment, equine, sustainability/environment or horticulture. The guest speakers also participated in an employers + staff forum, discussing skills for industry.

Students were able to attend their first "live" event of the year and the first ever such event to be held at Northop. They each had the opportunity to compete against each other at an academic level to be crowned top of the class. Students had the opportunity to access a wide variety of masterclasses from industry experts. Some of the masterclasses consisted of demonstrations whilst others were an introduction to careers. Staff had the opportunity to meet employers and discuss the needs of the qualification and potential employment opportunities and needs. An employability / mini careers fair was also provided over the lunch hour, promoting advice and guidance on future career paths including self employability and entrepreneurship. Groups had a competition activity to submit, encouraging creativity and developing communication, digital and social media skills. The event was warmly received by both students and staff alike - each able to network with local and national businesses and entrepreneurs - and focus on working towards promising futures rather than a Covid present.

Summer Startup Week 2021: 18 students, including a group of 12 AS students in Yale attended the online Startup Week in June. Cambria took on the role of Treasurer in this pan-Wales collaboration between HE/FE Enterprise Champions and Institutions. Our Active Cambria staff facilitated lunchtime active sessions for free and funded 3 speakers at the online festival.

Entrepreneurial activities and successes this year were celebrated with entries for the Enterprise Award culminating in Riccado Dotolo, Sophie Weaver and Ben White (Coffee E Quality) selected as deserving Enterprise Students of the Year for their work throughout the year in the Enterprise Committee and for their concept promoting equality and diversity created during the Wales Hack of Kindness. Coleg Cambria Student achievements over 2020-2021 were celebrated this year with 90 awards being presented: <https://www.cambria.ac.uk/coleg-cambria-learners-have-achieved-incredible-things-in-the-past-year/>

EMPOWER:

Our 2021 highlights include:

Over 3000 students were provided with entrepreneurial learning opportunities including the following entrepreneurial extracurricular opportunities:

- 70 Art & Design students participating in Nat West's Dream Bigger programme. Branwen Vernon (one of our students who attended the Dream Bigger programme in January - focused on developing entrepreneurial skills in 16-18 year olds) appeared in the first ever newsletter for the Natwest Dream Bigger Programme, to coincide with International Womens Day 2021

<https://twitter.com/colegcambria/status/1369664947697942530/photo/1>

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- 10 students (2 teams) as finalists in the National Enterprise Competition facilitated by the Inspirational Learning Group and Staffordshire University Business School. 1 team (Brockley Bean Cafe) came 3rd in the UK. The challenge was delivered virtually and involved over 1000 students from 20 colleges and sixth forms (predominantly in the Midlands): :
<https://www.inspirationallearninggroup.co.uk/whats-new/sbs-challenge-winners>
- A further A level team from Yale participated in the Welsh Skills Competitions' Enterprise Competition on the 11th March, competing against 8 other colleges, with over 50 competitors. All teams were able to vote for the 'learner choice' award which our team won. Ultimately the team won Silver in the competition, coming second in Wales. This team had won the opportunity to represent the college by beating 26 other teams at Cambria with their business idea in an internal Enterprise competition launched in the first term.
<https://www.cambria.ac.uk/enterprising-students-were-victorious-in-a-wales-wide-coronavirus-business-challenge/>
- 91 students (21 groups) from across Yale, Deeside 6th and Northop completed and uploaded their Coleg Cambria Enterprise Challenge submissions during Global Entrepreneurship Week. The winning team was selected to represent Coleg Cambria at the Skills Competitions Wales Enterprise Challenge in February 2022
- 4 IT students in Yale were selected from 25 Enhanced IT Class students and have been introduced to Sharon Jones (@FJones_Initiative), creating a website for this charitable organisation as their work experience. The charity has created a new recognition award initiative to shine a positive light on Wrexham. Other partners include AVOW, Lot 11, Fat Boar, Wrexham Lager, The Bank Bistro
- Tata Steel's Shotton Steelworks Anniversary competition:
<https://www.cambria.ac.uk/a-coleg-cambria-student-showed-his-mettle-in-winning-a-competition-to-design-a-sculpture-for-a-pioneering-steel-companys-125th-anniversary/>

Coleg Cambria worked with Tata Steel to create an innovative competition to design a sculpture, celebrating 125 years of steelmaking in Shotton. Deeside A Level student Luka Mitchell won £1k + opportunity for his sculpture design to be created (Coleg Cambria Fab & Wed) + hosted at Tata Steel's Shotton works for posterity September 2021. The competition was designed + released across Cambria to all learners in March, working with Tata Steel, artists and welding experts via Google classroom. The runner up, Jan Agbayani, received £200 and the other completed entries each received £10 tokens for their participation. The competition brought in valuable PSI (including materials, industry expert input) but moreover provided invaluable employer and student engagement and learning opportunities.

- 3 students participated in the first virtual Hack of Kindness - a Hackathon for FE colleges facilitated by Wales Cooperative. Ben, Riccardo and Sophie wanted to boost employability opportunities for disabled youngsters with a pop up coffee shop run by disabled students in order to develop skills and offer work experience: Coffe-E-Quality. Working hand in hand with Hospitality & Catering students, Coffe-E-Quality raised hundreds of pounds for charities and promoted meaningful work experience for disadvantaged and disabled students.
<https://www.cambria.ac.uk/students-stirred-up-a-latte-interest-in-their-brilliant-business-idea/>
- 40 Media students (9 teams) took part in the first live presentations of their business ideas in 2021

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at a Dragons Den-style event in December

Our partners in the community, region and across the UK 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 benefited throughout the pandemic from Big Ideas Wales role-model input. The sessions 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 e.g. for assistance or more information from Business Wales or to 5-9 Clubs and Start Up sessions. All continued to be accessible online.

Entrepreneurship provision benefitted through input from Princes Trust and through our involvement with Cadwyn Clwyd and partners in our Local Action Groups: Town Square, Cyfieithu Cymunedol, Business Wales, Glyndwr University, AVOW, Remploy, 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

69 students were supported to create and grow a business with all being supported in test trading, 23 were given pre-start support and 4 started their business. The business ideas ranged from upcycled crafts, social media marketing, vintage toys & models, property consultancy, 3D printing, petcare products and animal grooming.

A highlight of 2021 was 6 days trading in a new format Outdoor Christmas Market (Deeside and Yale) [:https://www.fenews.co.uk/education/college-christmas-markets-will-bring-festive-cheer-to-north-wales-this-winter/](https://www.fenews.co.uk/education/college-christmas-markets-will-bring-festive-cheer-to-north-wales-this-winter/)

The opportunity to join as a market stall holder was sent out to all students in Global Entrepreneurship Week, with online sessions set up to support 9 individual student traders in selection of goods, pricing, presentation (stall and self) and selling skills in preparation. 7 students actually traded in December. In addition to the individual traders above, classes of Foundation Skills + Independent Living Skills students from Northop, Yale and Deeside also created beautiful crafts, Christmas gifts and cards. The students worked in shifts (supported by Coleg Cambria staff). It was truly rewarding to work on a “live” project with students (approx 50 in total) and staff. Over £1600 was also raised by the students in Aid of Alder Hey Children's Charity.

Coleg Cambria is an ambitious college: for its students and for its communities. 2021 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.