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Youth Enterprise & Entrepreneurship Impact Report, 2024 - 25

Our Vision:

Exceeding expectations through education, innovation and inspiration.

Engaged

6864 learners attending promotional activities.

Empowered

2049 learners who took part in opportunities to develop their entrepreneurial skill set including Big Ideas Wales Role Model workshops.

Equipped

18 learners who took positive steps towards running a business.

Business Start-Ups:

7 Big Ideas Wales, Young Person's Start-Up Grants Awarded.

Cultivating Future Leaders: Empowering Students Through Entrepreneurial Skills

In the face of the ongoing Cost of Living Crisis, entrepreneurial attributes have emerged as vital life skills, equipping our learners at Coleg Cambria for success beyond their studies. The crucial Employment & Enterprise Bureau funding has been instrumental in creating opportunities for students to cultivate and apply essential abilities such as creativity, a proactive mindset, innovation, problem-solving, time-management, and resilience.

Coleg Cambria is committed to nurturing self-sufficient, entrepreneurial, and innovative young people who will drive the economic and social prosperity of North

East Wales. This funded initiative has significantly fueled an appetite for entrepreneurial learning across the institution. By empowering staff and departments to spearhead engagement with external stakeholders, and with the dedicated support of a full-time Entrepreneurship Champion, we have successfully accelerated student entrepreneurial ambitions and deepened their understanding of social entrepreneurship. The figures above demonstrate the profound impact of this project in fostering a new generation of entrepreneurial thinkers ready to make a positive contribution to their communities.

Our Priorities are to:

- **Boost engagement in entrepreneurship and social enterprise:** We aim to raise awareness and spark interest in business start-ups among our learners and staff, fostering greater participation.
- **Champion Welsh language and culture:** We are committed to developing a clear customer journey that actively promotes the Welsh language as an essential work skill, while also celebrating Welsh culture and heritage.
- **Lead with digital innovation:** We will remain at the forefront of engaging learners and operating effectively through the strategic use of digital technologies.
- **Strengthen external partnerships:** We prioritise collaboration with external partners and stakeholders, organising impactful talks, visits, and tours.
- **Integrate youth entrepreneurship into learning:** We are dedicated to embedding youth entrepreneurship provisions directly into our teaching and learning frameworks.
- **Highlight and increase awareness of the profound benefits of inclusive business practices.** We aim to foster a deeper understanding of diverse cultures and underscore the significant social and economic advantages these bring to entrepreneurs. By promoting inclusivity, we empower individuals to leverage unique perspectives, driving innovation and creating a more equitable and prosperous entrepreneurial landscape.

Coleg Cambria's enterprise and entrepreneurship programme has successfully achieved its objectives, cultivating learners that are self-sufficient, innovative, and entrepreneurial. This initiative has empowered both staff and departments to forge strong connections with external stakeholders, including vital community members. Resulting in student entrepreneurial ambition and a deeper understanding of the critical role of social entrepreneurship.

A central aim of this project has been to significantly raise awareness of entrepreneurship and social enterprise among all learners and staff at Coleg Cambria. We've achieved this through a diverse range of impactful initiatives. Students have benefited from interactive workshops, inspiring guest speakers, and engaging enterprise challenges. We've also fostered hands-on, student-led

opportunities like the £10 Challenge, Money Matters and Swap Shops, allowing learners to apply their skills in real-world scenarios. Furthermore, the project demonstrates a strong commitment to promoting the Welsh language and championing Welsh culture and heritage, notably by building upon the success of our Culture Collective events.

Collaboration with external partners has been a cornerstone of this project. We've forged strong partnerships with local businesses & non-profits. These collaborations offer our learners invaluable resources, including company visits, mentorship, funding, and crucial networking opportunities.

We've integrated entrepreneurial principles through our curriculum, equipping learners with the essential skills and knowledge needed to potentially start and manage their own businesses.

Beyond classroom learning, the initiative has actively encouraged students to develop their own business ideas, offering dedicated support to those exploring the viability of their future ventures. Programs like the £10 Challenge and the Young Enterprise Company Programme serve as excellent examples of how we provide hands-on, practical experience, fostering a truly entrepreneurial mindset in our students.

Promoting Entrepreneurship at Coleg Cambria

Entrepreneurship was actively promoted to learners at Coleg Cambria through a diverse range of engaging initiatives:

- **Campus-wide outreach:** Freshers fairs and open days/evenings across all campuses.
- **Inspiring Skills Competitions Wales** - dedicated Enterprise competition for those with a real business idea.
- **Practical enterprise challenges:** "Money Matters" initiatives and £10 Challenges.
- **Cultural and social engagement:** Culture Collective events, Wellbeing Week, Mental Health Week, CambriaFest, and Global Enterprise Week.
- **Structured enterprise programs:** Young Enterprise Programme and various Swap Shop/social enterprise events.
- **Dedicated support:** Our Student Enterprise Officer.
- **Inspirational mentorship:** Big Ideas Wales Role Model workshops, talks, and activities, alongside Business Mentoring and Start a Business Workshops.
- **Experiential learning:** Entrepreneurial Learning Journeys, including visits to NetWorld Sports, Agri-Cation, Park in the Past, and Alderford Lake.
- **Marketplace opportunities:** Christmas Markets and pop-up markets.
- **Specialised events:** e.g. Northop Enrichment Day, CamFest.

Our commitment to fostering an entrepreneurial spirit at Coleg Cambria is evident through our digital platforms. The Student Voice blog posts actively promote a wide array of entrepreneurial activities and opportunities to all students and staff. This includes everything from enterprise competitions, events, workshops, challenges, and general opportunities.

For staff, the Happeo channel serves as a vital tool, directly promoting individual and class-based opportunities. It's frequently used to highlight successes, celebrate achievements, and engage new audiences with the exciting entrepreneurial endeavors happening across the college

The Big Ideas Wales Role Model Programme remains a dynamic and impactful service benefiting all our campus sites. **A total of 109 Big Idea Wales Role Model activities** were delivered during the academic year.

Role model activity/workshop per campus site:

Yale	Northop	Bersham Rd	Deeside	Llysfasi
41	17	19	28	4

Entrepreneurship at Cambria focuses on cultivating vital employability skills in our students, including creativity, strong communication, a positive can-do mindset, and excellent organizational abilities. We were proud to facilitate a variety of live events, volunteering, and test-trade opportunities across all our campuses to achieve these goals.

- **Young Enterprise Success:**
<https://www.cambria.ac.uk/our-enterprising-students-are-aiming-high-after-reaching-the-finals-of-a-regional-business-competition/>
- **Global Entrepreneurship Week:**
<https://www.cambria.ac.uk/hundreds-of-learners-and-staff-at-coleg-cambria-joined-a-celebration-of-business-and-innovation/>
- **Business in the News:**
<https://businessinthenews.co.uk/2025/01/21/hundreds-of-learners-join-celebration-of-entrepreneurship-in-wrexham-and-flintshire>
- **Evening Leader:**
<https://www.leaderlive.co.uk/news/24872567.coleg-cambria-celebrates-global-entrepreneurship-week/>
- **Welsh culture & entrepreneurship:**
<https://www.cambria.ac.uk/a-talented-singer-songwriter-returned-to-college-for-a-celebration-of-welsh-culture>