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Youth Enterprise & Entrepreneurship Impact Report, 2023 - 24

Our Vision:

Exceeding expectations through education, innovation and inspiration.

Engaged 4704 learners attending promotional activities.

Empower 2700 learners who took part in opportunities to develop their entrepreneurial skill set including Big Ideas Wales Role Model workshops.

Equip 45 learners who took positive steps towards running a business, including test market trading & mentoring.

Entrepreneurial attributes have proved to be essential life skills, especially during the current Cost of Living Crisis, as our learners prepare for life after Coleg Cambria. The Welsh Government's Employment & Enterprise Bureau funding was key in providing opportunities to develop and apply skills such as creativity, a proactive mindset, innovation, problem-solving, time-management and resilience.

Coleg Cambria's ambition is to develop and nurture self-sufficient, entrepreneurial and innovative young people in North East Wales who will contribute positively to the economic and social success of the area. As demonstrated in the figures above, this funded project has effectively enabled an appetite for entrepreneurial learning at Coleg Cambria by enabling staff and departments to take a lead and engage with external stakeholders with the support of a full-time Entrepreneurship Champion and, in doing so, to accelerate student entrepreneurial ambition and increase understanding of social entrepreneurship.

Our key priorities are to:

- Raise awareness of entrepreneurship & social enterprise amongst all learners and staff at Coleg Cambria (FT/PT) and 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, including external talks, visits and tours.
- Embed Youth Entrepreneurship provision in teaching and learning.

Coleg Cambria's enterprise & entrepreneurship delivery has been successful in achieving its objectives of developing & nurturing self-sufficient, entrepreneurial and innovative young learners. The project has enabled staff and departments to engage with external stakeholders, including members of the community, accelerating student entrepreneurship ambition and increasing the understanding of social entrepreneurship. This report highlights the key priorities of the project and its impact on learners.

One of the key priorities of the project is to raise awareness of entrepreneurship and social enterprise amongst learners and staff at Coleg Cambria. This has been achieved through various initiatives, including workshops, guest speakers, specific enterprise challenges and student-led enterprise opportunities such as Money Matters & Swap Shops. Another priority of the project was to develop and communicate a clear customer journey, developing enterprise & employability day at Bersham Road. The project also has a commitment to promoting the Welsh language and championing Welsh culture and heritage, including building upon the student-led Culture Collective events.

Collaboration with external partners and stakeholders has been another key priority of the project. The project has forged partnerships with various organisations, including local businesses, non-profit organisations and local councils. These partnerships have provided learners with valuable access to resources, including company visits, mentorship, funding and networking opportunities.

The project has also embedded youth entrepreneurship provision in teaching and learning. The project has integrated entrepreneurship into the curriculum, providing learners with the necessary skills and knowledge to start and run their own businesses. The project has also encouraged learners to develop their own business ideas and provided support for those who wish to explore if they have a viable business idea for the future.

Entrepreneurship was promoted to learners at Coleg Cambria through a variety of ways:

- Freshers & Re-freshers fairs.
- Open days/evenings, all campuses.
- Money Matters events across all campuses.
- £10 Challenge.
- Culture Collective events.
- Wellbeing Week & Mental Health Week.
- CambriaFest.
- Global Enterprise Week.
- Money Matters Events.
- Swap Shop/social enterprise events.
- Coffee Equality - student-led social enterprise.
- Bersham Road Enterprise & Employability Day.
- Student Enterprise Committee events & meetings.
- Enterprise Club meetings.
- Inspirational Big Ideas Wales Role Model workshops, talks & activities.
- Big Ideas Wales Business Mentoring & Start a Business Workshops.
- Entrepreneurial Learning Journey's (NetWorld Sports, Agri-Cation, Park in the Past & Alderford Lake).
- Christmas Markets.
- Pop-up shops.
- Northop Enrichment Day.
- Northop Careers Day.
- Employability & Enterprise Bureau Stands.
- NetZero Conference.
- Carboned Out Game Workshops.

Coleg Cambria's Student App & Student Voice blog posts promote entrepreneurial activities and opportunities to all students and staff: from Enterprise Committee membership to competitions, events, workshops, challenges and opportunities. . The Happeo channel promotes individual and class opportunities directly to staff and is used frequently to highlight opportunities, achievements and celebrate activities and success to engage with new audiences.

The Big Ideas Wales Role Model Programme continues to be a dynamic and impactful service across all campus sites:

Total of 181 Big Idea Wales Role Model activities:

From those 181 activities - **3,383 learners were engaged and 2,614 empowered** (*figures do not reflect individual learners*).

Role model activity/workshop per campus site:

Yale	Northop	Bersham Rd	Deeside	Llysfasi
57	48	46	24	7

Highlights

Entrepreneurship at Cambria aims to build essential employability skills in students such as creativity, communication, positive can-do mindset and organisation. We were delighted to be able to facilitate live events, volunteering and test-trade opportunities and activities in order to achieve this across sites. These included:

Coleg Cambria Student Christmas Markets, Dec 2022 (Yale & Deeside)

The student stalls donated their profits to various charitable organisations. Deeside, Yale & Northop learners from a variety of curricula areas were involved including Enterprise & Entrepreneurship, ILS, Jobs Growth Wales, Fabrication & Welding, Art & Design, Events, Business & Tourism, Health & Child & Social Care. Classes produced goods & managed their stalls throughout the day. This built skills, confidence & generated hundreds of pounds for charity.

The £10 challenge was another huge success with BTEC Enterprise & Entrepreneurship learners, raising £100's for charity.

Culture Collective (Yale & Llysfasi)

Learners who participated in the Enterprise Skills Challenge back in 2021/22 were supported to develop their idea into a live project for 2022/23. The project has continued strongly into 23/24 and has grown considerably, in particularly showcasing our ESOL learners, Female Entrepreneurship & Cymru.

[Culture Collective: Cymru](#)

[Culture Collective: Female Entrepreneurship](#)

[Culture Collective: ESOL](#)

Bersham Road, Employability & Enterprise Day

Big Ideas Wales Business Advisors, Role Models, HR & Job Shop delivered a range of workshops to 100 learners at Bersham Road, focusing on enterprise & entrepreneurship opportunities and skills.

Money Matters & Swap Shop

Social Enterprise opportunities remains a priority area for the college, and Money Matters has built from it's success from a pilot back in 22/23, it was rolled into the

colleges' Global Enterprise Week activities and included workshops and a clothing swap shop. In total 3 swap shops took place during the academic year and has become a popular activity for student led, social enterprise.

[Money Matters](#)

Skills Challenge Wales: Enterprise

Five A Level Business students competed in the national competition during February 24.