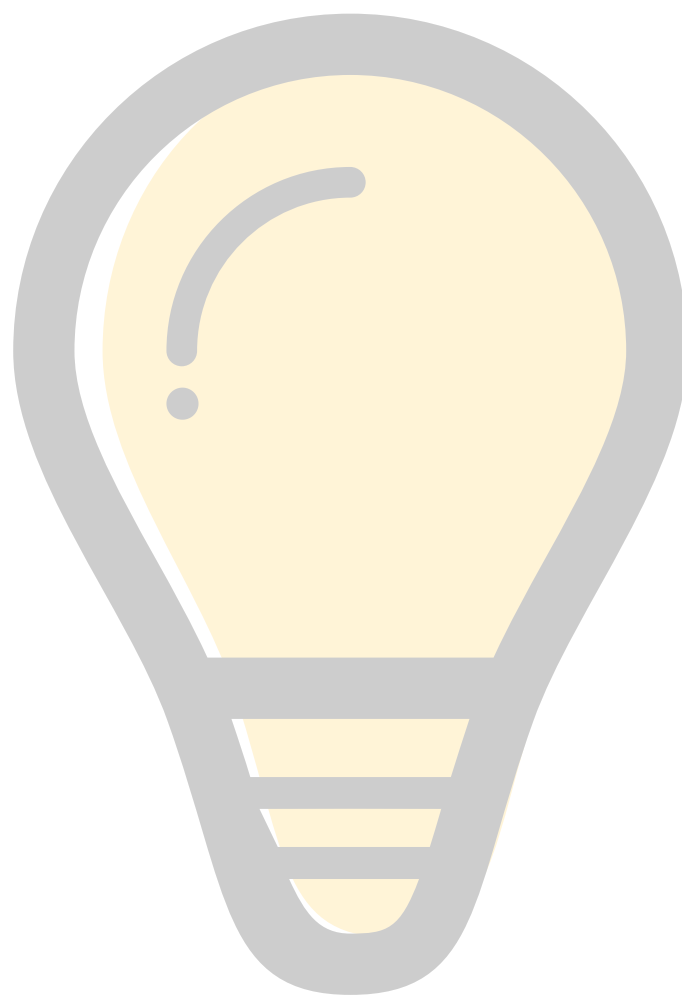


# **Enterprise and Entrepreneurship**

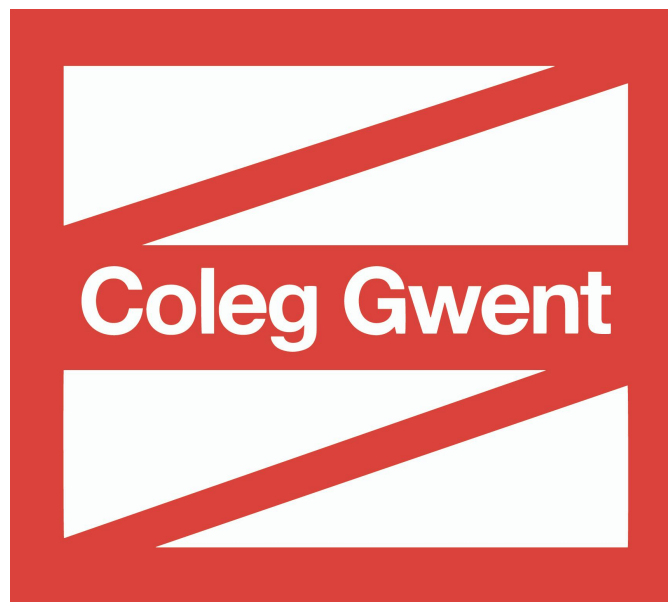


## **Annual Impact Review 2019**

**Syniadau Mawr**  
Cymru

**Big Ideas**  
Wales





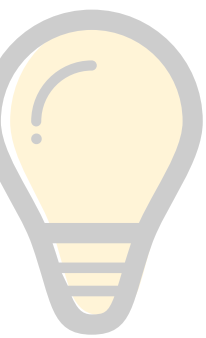
## **Introduction**



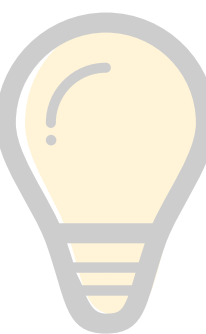
## **Aims and Benefits**



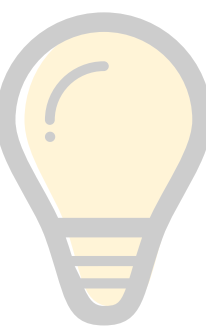
## **Achievements**

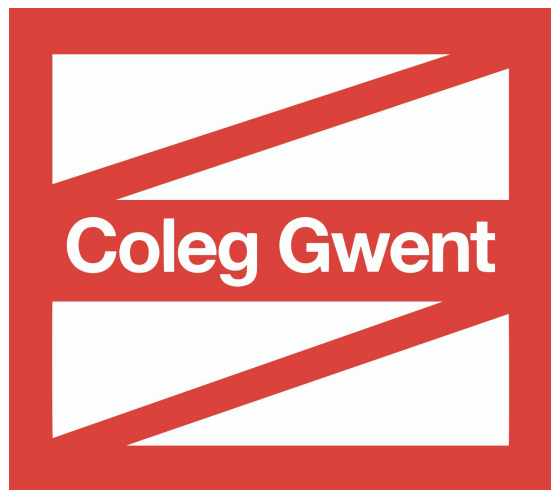


## **Case Study**



## **Collaborative Working**





# Enterprise and Entrepreneurship

**Coleg Gwent is committed to the advancement and acceleration of enterprise creation and the enhancement of entrepreneurial skills amongst our learning community.**

With the support of Welsh Government funding, we have employed a dedicated enterprise champion to act as a conduit between learners, staff, and external stakeholders. Our learners have access to regular inspirational role model and business expert talks, inter-college enterprise challenges, signposting of funding and growth opportunities, and 1:1 support for developing their business ideas and capabilities. Our strategic focus has been designed around the Youth Entrepreneurship Strategy delivery areas:

- **Enabling** our staff to champion entrepreneurship within their subject or department.
- **Engaging** learners with initiatives designed to raise awareness of entrepreneurship.
- **Empowering** learners with activities to help develop their entrepreneurial capacity.
- **Equipping** learners with the skills and opportunities to develop and launch their business ideas.

Coleg Gwent contributes regionally to the Welsh Government Economic Action Plan ambitions to promote economic growth and provide jobs for young people. We are a Career College, and work closely with industry towards meeting the needs of regional businesses and their supply chains. Enterprise and entrepreneurship are key objectives, and we take an holistic view of the development of transferrable employability skills in our learners that can benefit both the individual and the local economy.

### Manager - Learner Experience

**Vanessa Janes-Evans**

Email: [vanessa.janes-evans@coleggwent.ac.uk](mailto:vanessa.janes-evans@coleggwent.ac.uk)

### Enterprise and Entrepreneurship Leader

**Zoe Blackler**

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# Aims and Benefits



## Benefits of Enterprise Education

Employability skills

Recognising opportunities

Resilience and independence

Social value

Innovation and creativity

Collaboration

Communication

Feeling valued

Leadership

**Over half (51%) of British young people (aged 14-25) have thought about starting (or already have started) a business, with a further 35% being open to the idea of starting a business.**

Evidence of the importance and impact of Enterprise Education (EE) was presented in the 2015 EC report '**Entrepreneurship Education: A road to success**' which showed that students participating in EE are more likely to start their own business and their companies tend to be more innovative and successful than those led by those without EE.

**The research also showed that EE alumni are at lower risk of being unemployed, and are more often in better paid, steady employment.**

## At Coleg Gwent we aim to:

**Facilitate** entrepreneurial ambition and support student businesses at every stage of their start-up journey.

**Encourage** the college community to provide an enterprising and supportive environment.

**Inspire** students with opportunities to meet and hear the stories of local entrepreneurs.

**Develop and nurture** learner capabilities, helping them to recognise and harness entrepreneurial traits they may not realise they already possess.

**Motivate** our students to follow their entrepreneurial ambitions and to regard self-employment as a realistic prospect.

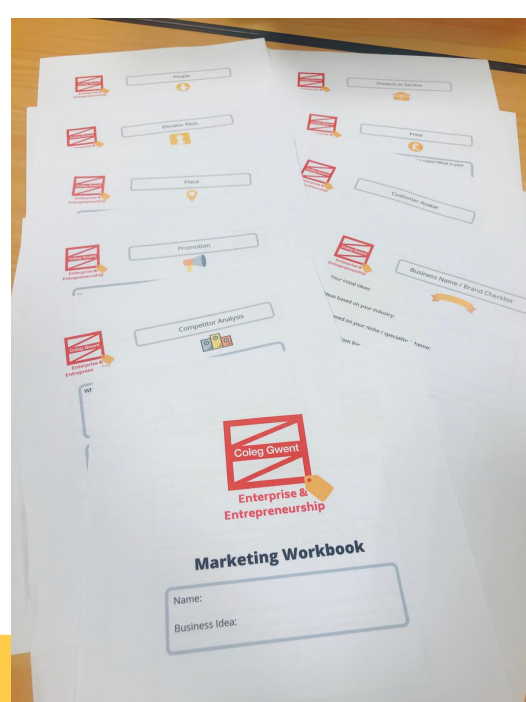


## Achievements



**'Business in a Box' idea development sessions**

**Marketing masterclass workshops**



**Inspirational Big Ideas Wales role model talks**

## 2019 in numbers...

1332

students **engaged** in enterprise and entrepreneurship awareness-raising initiatives & events

69

students **equipped** with the support and opportunities to test, validate or launch their business ideas

273

students **empowered** to explore and put into practice their entrepreneurial skills and capabilities

34

staff **enabling** entrepreneurship within their academic subject or department



# Case Study

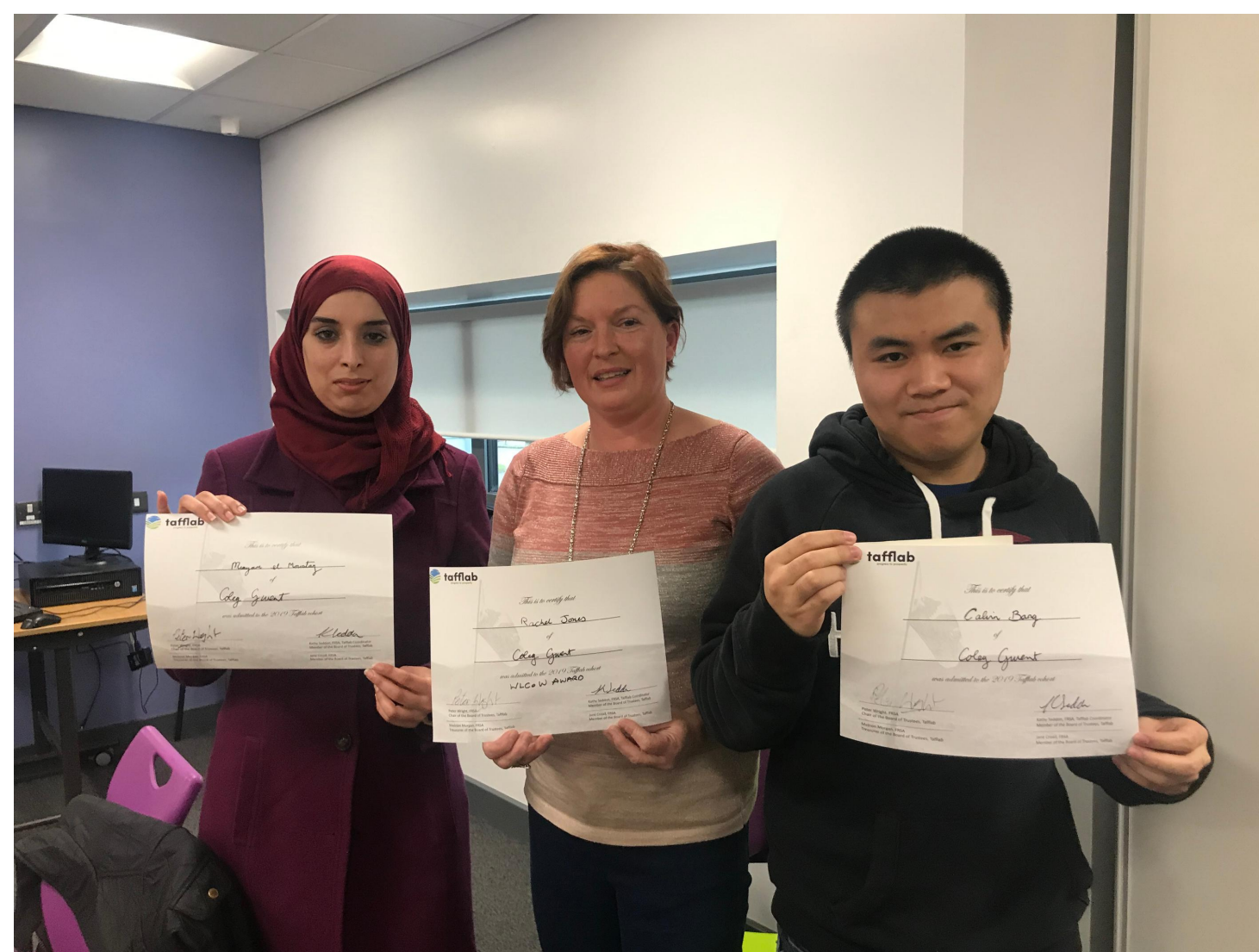
## Alumni entrepreneur inspirational visits and advice sessions



## Collaboration between courses designing, making and selling products, along with mystery-shopping enterprise competitions

Three Crosskeys students ended a successful 2019 having won funding in the form of a grant in the annual Tafflab enterprise kick-starter competition. Following support from Coleg Gwent in helping them develop their ideas, and utilising the business planning software via Simply Do Ideas, they entered the annual Tafflab competition. Tafflab is an RSA initiative that not only grants start-up funding to winners from FE colleges but also matches the winning students with a team of mentors for a year, comprising two RSA Fellows and their respective college enterprise champion, in order to support the student to realise their business idea - regardless of sector or industry. Using Fellowship support and connections, participants gain support and advice to help them turn their idea into reality.

The first place winners each received £500 to launch their respective businesses: Rachel Jones and her Homestead Health Complementary Therapies, and Meryam el Mouataz with her Moroccan Argan Oil beauty product business. Business student Calving Bang received £200 to explore his ideas of an eco-focused business providing sustainable solutions to student-centred products. Tafflab winner Meryam said "I want to thank everyone involved, particularly Coleg Gwent and Tafflab for their encouragement and belief in me and my business idea. Being a winner of Tafflab has made me feel much more confident and I will try my best to achieve my goals."





Collaborative Working

Syniadau Mawr  
Cymru

Big Ideas  
Wales



We are grateful for the support and excellent collaborative network throughout Wales that allows us to work as part of an entrepreneurial eco-system for education. It gives us the ability to provide students with advice and information, focused business support, interesting enterprise events, inter-college competitions, and access to funding opportunities.

