

Enterprise at Cardiff and Vale College

Annual Impact Review 2020

Our mission

At Cardiff and Vale College we aim to put entrepreneurial and enterprising education at the heart of everything we do. 2020 has been an unprecedented and challenging year for us all. By adapting and moving events online with the introduction of new technologies and online learning, we've continued to support our entrepreneurial ecosystem and deliver excellent enterprise in education.

We're responsible for delivering Welsh Governments Youth Entrepreneurship Strategy at Cardiff and Vale College by supporting the next generation of entrepreneurs. We help students to develop their ideas, learn what it takes to start a business and help them take the first step in becoming their own boss.

Cardiff and Vale College plays a key role in encouraging and connecting the opportunities available through the entrepreneurial eco-system in the Cardiff region by fully utilising the principles of BeTheSpark to make support offered to students and staff simple, visible and connected.

The Enterprise Officer and the Careers and Ideas Centre

Our Welsh Government Funding provides Cardiff and Vale College with an Enterprise Officer who works directly with entrepreneurial students and supports staff to embed entrepreneurship in their teaching. He's based in the Careers and Ideas Centre, a dedicated space which offers a package of support from providing students with start-up advice, employment opportunities, mentoring, workshops and more. This support is also offered and available to all our students online via Microsoft Teams.

Drop in to the Careers and Ideas Centre at our City Centre Campus, or use these details below to arrange an online appointment to get started on your entrepreneurial journey.

Enterprise Officer:
Angus Phillips
Careers and Ideas Centre
City Centre Campus
Dumballs Road
Cardiff, CF10 5FE
029 2025 0250
careers@cavc.ac.uk



Our offer

Extra Curriculum Enterprise Opportunities

Cardiff and Vale College is dedicated to building students' entrepreneurial skills and business knowhow through 1-2-1 business advice sessions, start-up workshops and test trade opportunities.

1-2-1 Business mentoring

Advice and support is offered on:

- Business planning
- Market Research
- Grant funding and loans
- Links to External partners
- Test trade Opportunities



Virtual Business Advice Drop-In

Each month, students are welcome to attend a virtual business advice drop-in, provided by a professional Business Adviser from Big Ideas Wales.

Test trade opportunities

Students who have made their own innovative products, have the chance to experience trading and selling their goods online at Wales Student Market, within the college and externally in Cardiff's bustling capitol (government guidelines permitting).



Testimonials from staff and students

"My business had to take a back-seat this year due to the coronavirus pandemic. However, after being contacted by the Enterprise Officer, I was invited to attend Summer Start-up Week in June, which helped me develop areas of my business, such as my market research, to help improve my chances of success for when my business can resume."

Nina Mason
FdA Ceramics student at Cardiff and Vale College

"As part of Angus' role as Enterprise Officer, he delivered the Millennial Marketing competition for two Level 3 IT groups and one Business group. Angus ran 3 virtual sessions which were really interactive and had each class working together. The learners were really engaged with the sessions and also enjoyed the guest speaker that Angus arranged and completing work for a genuine employer."

Hayley Davies
IT lecturer at Cardiff and Vale College

"It was an absolute honour to win an award at this year's National Enterprise Educators Awards, along with all other Welsh FE & HE institutions, for Summer Start Up Week. It's been inspiring to see other Enterprise Champions and students adapt to the difficult circumstances we've faced this year and manage to create such a supportive learning environment online. The fact the event sold-out during a global pandemic proved the drive for entrepreneurship within our learners and has shown just how vital entrepreneurship in education is, providing students with the building blocks to build a better tomorrow for us all."

Angus Phillips (AKA Start-up Gus)
Enterprise Officer at Cardiff and Vale College

Our 2020 achievements

Our funding from Welsh Government has enabled us to embed a start up journey across the institution as well as introduce new and virtual activities to accelerate student entrepreneurship, helping us identify and nurture student's ambition for business start up.



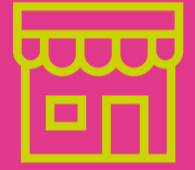
Empower: Students participating in activities to increase entrepreneurial capacity (skills, knowledge and experience.)



556 students were empowered to explore and test their entrepreneurial capacity through entrepreneurial projects and workshops (online or in-class).

Equip: Test trading: Students validating business ideas or test trading.

56 students had the chance to experience selling their own innovative products at various test trade opportunities within the college or online.

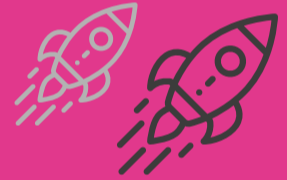


Receiving prestart support: Students and graduates receiving support to start a business.

70 students received prestart support and guidance through 1-2-1 business mentoring.

Businesses started:

10 students validated and set-up their businesses.



Curriculum

Our funding from Welsh Government allows our Enterprise Officer to enable entrepreneurship across the college by building the capacity of staff and departments within to lead this work in their area of teaching. During 2020, members of staff across 7 departments have championed entrepreneurship within their academic school or subject. They have achieved this through conducting innovative projects, in-class or online workshops, virtual role model sessions and by working closely with external businesses in providing students with live employer briefs to develop enterprising skills and qualities in all learners.

Enterprise Workshops

- Developing an entrepreneurial mind-set
- Business planning
- Idea generation
- Marketing
- Social Enterprise
- Finance
- Freelance
- Networking
- Pitching



Role Models

Expert Entrepreneurs, provided by Big Ideas Wales, are virtually brought in to deliver online workshops that teach and inspire the next generation of student entrepreneurs, by sharing lessons and stories of their own success.

Live employer briefs

External businesses work in collaboration with the college to provide students with live employer briefs and experience in completing work for genuine clients.



Enterprise Events

- **Summer Start-up Week** – An award winning online course giving participants the skills and resources needed to help turn ideas into viable businesses or social enterprises.
- **Skills Competition Wales: Enterprise** – Compete in teams against other colleges and put into practice a variety of skills that are required to be a successful entrepreneur.
- **Wales Student Market** – Students who have their own online stores can join Wales Student Market, the first ever national online marketplace for Welsh students and graduates.
- **Millennial Marketing** – A digital marketing challenge which provides learners with an insight and understanding into digital marketing.
- **Hack for Kindness** – A cross-college social enterprise competition where health and social students develop innovative social enterprises to combat a chosen social issue.
- **Media Production Extravaganza** – Media students create their very own production companies, work on filming briefs from genuine clients and find out how to make it freelance.
- **Dewi's Den** – A Dragon's Den style competition where learners test their entrepreneurial skills and pitch their business proposals to the "Dragons" for funding.
- **Stock Market Mash-up** – Students get the chance to be on a real-working stock market trading floor at Cardiff's Business School. freelance.