

# Enterprise at Cardiff and Vale College

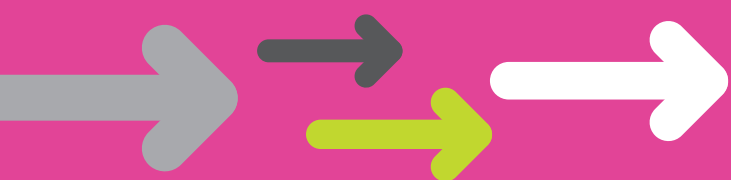
## Annual Impact Review 2019

### Our mission

At Cardiff and Vale College we aim to put entrepreneurial and enterprising education at the heart of everything we do.

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.



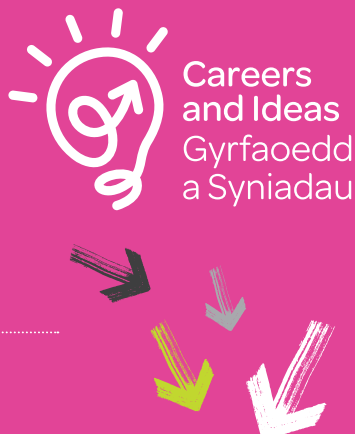
### The Enterprise Officer and the Careers and Ideas Centre

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, desk space and more.

Drop in to the **Careers and Ideas Centre** at City Centre Campus, or use these details below to contact us and 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



#### Professional Business Advice Drop-In Sessions

Each month, students are welcome to attend a business advice drop-in session, 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 to members of the public at various trade events within the college and externally in Cardiff's bustling capitol.



### Testimonials from staff and students

"Working with the Enterprise Officer has provided me with plenty of opportunities, support and potential events that helped me grow as a person so I can grow as a business. From getting me in contact with people to help train me to providing me with potential solutions that supported my business plans and provided me dedicated working locations."

#### Callum Walton

First year A-level student at Cardiff and Vale College

"Students were highly engaged in the Media Extravaganza project led by the Enterprise Officer. Attending role model's workshops, presenting business models of local media companies, pitching a proposal of their own start-up media company and producing a film for a real client has sparked their creativity and developed key entrepreneurial and people skills"

#### Cristina Raad

Staff Champion and Media Lecturer at Cardiff and Vale College

### Our 2019 achievements

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



#### Engage: Students introduced to entrepreneurship.

1044 students were inspired to consider business start-up or working freelance as a genuine career choice through awareness raising talks and activities.



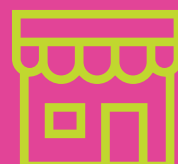
#### Empower: Students participating in activities to increase entrepreneurial capacity (skills, knowledge and experience.)



**254** students were empowered to explore and test their entrepreneurial capacity through entrepreneurial projects and workshops.

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

**100** students had the chance to experience selling their own innovative products at various test trade opportunities within Cardiff.



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

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

#### Businesses started:

**11** students validated and set-up their businesses.



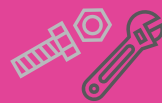
### Curriculum

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 2019, **12 members of staff** across the institution have championed entrepreneurship within their academic school or department. They have achieved this through conducting **innovative projects, class workshops, 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 brought in to deliver in-class 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

- **Millennial Marketing** – A cross-college marketing challenge which provides learners with an insight and understanding into digital marketing.
- **Social Matters** – 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.