



COLEG Sir Benfro
Pembroke College

Pembroke College
Enterprise Project



ANNUAL IMPACT REPORT 2019



MESSAGE FROM THE PRINCIPAL

Pembrokeshire College is committed to raising the aspirations and the achievements of our learners. The nurturing of entrepreneurship and employability skills in our students is a key aspect of this process, helping them to develop their knowledge and confidence in order to fulfil their potential. We are grateful for ongoing Welsh Government support in enabling us to implement a coordinated approach to the development of such skills therefore maximising the benefits to our student community.

Dr Barry Walters
Principal | Pennaeth
Pembrokeshire College | Coleg Sir Benfro



Green Eco Project
*Plumbing students
with their water usage
awareness board.*

Mae'r llyfryn hwn ar gael yn Gymraeg. | This booklet is available in Welsh.

INTRODUCTION

Pembrokeshire College is the county's largest provider of a wide range of post-16 education and training. In keeping with the Welsh Governments Economic Action Plan, the college is committed to inclusivity and the fostering of entrepreneurial skills and innovate thinking, for all.

Funding from Welsh Government has been instrumental in enabling Pembrokeshire College to build and develop enterprise activities and opportunities for learners. Key to that success has been the funding of a dedicated staff member as Enterprise Coordinator.

CONTACTS

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THE STRUCTURE

A structured entrepreneurship journey and delivery plan for learners has been developed, with consideration of:






- The Engage, Empower and Equip framework.
- Maximising the reach and impact of enterprise activity, whilst delivering value for money through all activity.
- The key points of the academic year for enrolment of new students, i.e. September and January. Learners may, however, enter their entrepreneurial journey at any time and at any point in the framework, during their time at college.
- Equality and Welsh language.
- Partnership working with regional delivery partners and stakeholders and business and community engagement.



TARGETS

Using the framework: Engage, Empower, Equip, the College set targets and achieved outcomes, as follows:



		TARGET (number of learners)	OUTCOME (number of learners)	DETAIL
ENGAGED		1,500	1,720	We held small and large group sessions, competitions and 1:1 work
EMPOWERED		220	214	We held workshops, 1:1 and tailored group sessions
EQUIP 1		30	23	Learners validating business ideas or test trading
EQUIP 2		12	27	Learners receiving support to start a business
EQUIP 3		8	4	Businesses started



In addition, the College set targets to enable entrepreneurship through increased numbers of staff Enterprise Champions and Private Sector Investment.



ENTERPRISE CHAMPIONS

Target: 3

Outcome: 12

4 in Art & Design | 2 in Traineeships |
2 in Health & Beauty | 1 in Public
Services | 1 in Employment Bureau |
1 in Plumbing | 1 Pan-college Post



PRIVATE SECTOR INVESTMENT

Target: £6,000

Outcome: £4,950

Income achieved through stall holders
at College Enterprise Fairs



TARGETS OVERVIEW

A good year, and although we didn't hit the target number of Business starts, we have a good number of 'almost ready to launch' enterprises to carry into 2020, which bodes well for that year's target figures.

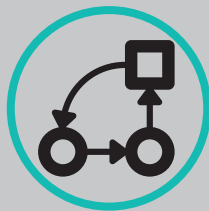
Private Sector investment for the year started well, but unfortunately dropped off as our proven and preferred means of involving the private sector; Enterprise fairs in the college Atrium, had to be curtailed due to proposed building work. Other options are being pursued and we should be back on track by the close of 2020.

KEY ACHIEVEMENTS



Enterprise Champions

It has been good to see the number of Staff Enterprise Champions increase as the year progressed. We have plans to grow this number and also augment the group with Student Champions and Student Alumni Champions.



Partnership Working

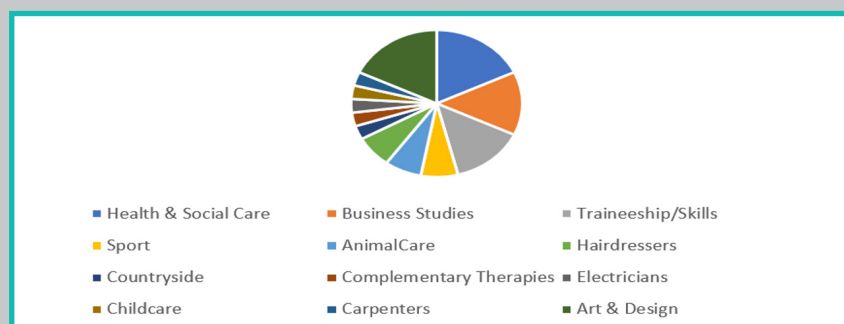
Sharing between colleagues of different institutions and organisations has been particularly strong this year, most notably through the new Regional Enterprise Competition. A Pembrokeshire College initiative, the competition has brought together partners from Big Ideas Wales, Business in Focus, Coleg Sir Gar, Coleg Ceredigion and Coleg Sir Benfro. Its focus is on generating new business ideas in the key areas of; Food, Care, Tourism and Retail. In addition, we have included Creative Industries. The competition straddles 2019/20 and so it's full learner impact will be validated in next years report.

Further, the college plays a key role in the region as part of the Be The Spark movement. In addition to Regional Enterprise Competition partners, we work with local schools, academic institutions across Wales, Business Wales, Welsh In Business, Social Business Wales, the Carmarthen Hub, Local Authorities, Local entrepreneurs and corporates, all with the purpose of delivering opportunities for the learners.



Most Engaged Departments

Visiting classes to talk about enterprise, is the first 'in' for many learners. The table below shows those Departments within College, that have engaged with this process, including the number of classes visited, as a percentage. Art & Design and Health & Social Care, lead the way, followed by Business Studies and Traineeships/Skills.



GOOD NEWS STORIES



TUNDE KOMAR
Cariad Eco Designs

Pembrokeshire College graduate student, Tunde Komar, founded Cariad Eco Designs offering a range of sustainable zero waste garments, jewellery and other textile artworks. The business launch took place during the County Show and was attended among others, by the Mayor of Haverfordwest.

Tunde's entrepreneurial journey was nurtured by the College Enterprise Team and Big Ideas Wales.



SADIE PEARCE
My Coast

Sadie Pearce, a first-year student at Pembrokeshire College, has set up her own handmade jewellery business, My Coast, and donates 10% of every sale to Surfers Against Sewage.

She started the company with support from Big Ideas Wales. Sadie found out about the service through an Enterprise Fair at the College, attended by Big Ideas Wales.



WILL & IMOGEN
Little Orange Shop

Student alumni, Will Brooks and Imogen Wright started the Little Orange Shop with help from the Enterprise project and Big Ideas Wales, while Art and Design students at Pembrokeshire college.

Now pursuing their studies in London, Little Orange Shop continues, offering a variety of beautiful candles, all 100% vegan and non-toxic.

OTHER EVENTS AND ENTREPRENEURIAL SUPPORT

Inspirational Visit

Georgina Campbell Flatter from MIT presented to Year 1 Business learners. Encouraging and inspiring, Georgina demonstrated in particular how innovation was helping in the third world.

Enterprise Competitions to Engage

Popular competitions take place at most college Enterprise fairs. Often a quiz, sometimes a 'Treasure' trail, the winner receives a prize and those indicating interest in future enterprise activity, kept informed.

Big Ideas Wales Workshops

Big Ideas Wales Business Advisors, David Bannister and Sam Allen, delivered a range of workshops to students during the year, including; Marketing, Pricing, understanding the Simply Do Ideas platform.

Social Business Wales

We continue to work closely with Social Business Wales to raise the profile of Social Enterprise. An Information day is planned for early next year.

Welsh in Business Workshop

Welsh in Business ran a successful workshop during the autumn – a catalyst for future Welsh language promotion in 2020.

Green Eco Project

The Enterprise project is working with a team of plumbing students to develop a water usage, awareness board. The equipment measures water flow and displays the number of plastic water bottles saved, every time the dispenser is used. We plan to sell the product commercially.



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Pembrokeshire COLLEGE

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