

PEMBROKESHIRE COLLEGE  
**ENTERPRISE** PROJECT  
2020

## Annual Impact Report



COLEG Sir Benfro  
Pembroke College

## MESSAGE FROM THE PRINCIPAL

Pembrokeshire College is committed to raising 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, confidence and understanding of what it means to be entrepreneurial in order to fulfil their potential.

This commitment has continued throughout the periods of lockdown and, despite the constraints imposed by restrictions, entrepreneurship activity has continued as this report evidences.

We are grateful for ongoing Welsh Government support in enabling us to implement a co-ordinated approach to development of such skills therefore maximising the benefits to our student community.

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



Mae'r ddogfen hon ar gael yn Gymraeg | This document 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 Government's Economic Action Plan, the college is committed to inclusivity and the fostering of entrepreneurial skills and innovative 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.

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.

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## PROJECT CONTACT DETAILS






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## TARGETS

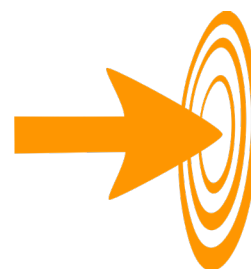


Using the framework: Engage, Empower, Equip, the College set targets and achieved outcomes, as follows:

	Target (number of learners)	Outcome (number of learners)	Detail
<b>ENGAGED</b> 	<b>1500</b>	<b>1500</b>	Enterprise awareness publicity events: Large screen and Moodle Tile, bi-lingual video and PowerPoint; Static display; Email; MyDay desktop; In-house enterprise competitions.
<b>EMPOWERED</b> 	<b>250</b>	<b>200</b>	Small group sessions. Enterprise competitions.
<b>EQUIP 1</b> 	<b>40</b>	<b>4</b>	Learners validating business ideas or test trading.
<b>EQUIP 2</b> 	<b>15</b>	<b>17</b>	Learners receiving support to start a business.
<b>EQUIP 3</b> 	<b>11</b>	<b>2</b>	Business started.

NB: COVID-19

Restrictions due to the pandemic affected delivery during 2020.



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

	Target	Outcome	Detail
<b>ENTERPRISE CHAMPIONS</b>	<b>3</b>	<b>2</b>	2 staff have become Champions of Enterprise this year, bringing our total to 14. 1 x Engineering & Construction 1 x Inclusion. Independent Living Skills
<b>PRIVATE SECTOR INVESTMENT (PSI)</b>	<b>£6,000</b>	<b>£6,500</b>	£6,000 as part of £20,000 Employability funding for ILS learners, from the Burns Trust.  £500 from the College's, local businesses Enterprise Panel

## OVERVIEW OF THE YEAR

A year like no to other! The world has changed, but with change comes opportunity and it has been good to see learners continuing to work on enterprise!

We didn't hit all our targets and that's disappointing, but the entrepreneurial vibe remains positive and the likelihood of additional business starts in the near future is strong.

Private Sector investment in the current economic climate, looked problematic for the year, however, 'in-kind' money from the Enterprise panel, together with funding from the Burns Trust for a new college Employability Centre, to include Enterprise skills, has led to a good outcome in this target area.

## KEY ACHIEVEMENTS

### ENTERPRISE CHAMPIONS

It has been good to see the number of Staff Enterprise Champions increase as the year progressed.

### PARTNERSHIP WORKING

Sharing between colleagues of different institutions and organisations has again been 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, aligned to the Regional Skills Partnership priority sectors for the region. In addition, we have included Creative Industries. Moreover, the pandemic has led to much online collaboration between Enterprise Coordinators across Wales, together with other partners, notably Big Ideas Wales, Business in Focus and Social Business Wales.



It was good to receive the following from the Welsh Government Ministers for Education and Economy in respect of the pan-Wales business start-up week: We would like to congratulate Wales' network of entrepreneurship champions, awarded the "Entrepreneurship Catalyst 2020 award" on Friday 11 September at the National Entrepreneurship Educator Awards 2020.



## KEY ACHIEVEMENTS CONT...

### BE THE SPARK

Pembrokeshire 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. The pandemic has understandably caused some disruption to the usual pattern of partnership working. It was good, however, to engage with pupils from local schools earlier in the year.

### REGIONAL ENTERPRISE COMPETITION 2019/2020

Pembrokeshire College learners attended the Regional Enterprise Competition Presentation Day, hosted by our partners Business In Focus. The presentation took place at Yr Egin, Carmarthen, in March. The group returned home with the top prize in the Food category!

### REGIONAL ENTERPRISE COMPETITION 2020/21

The second Regional Enterprise Competition was launched in November. Again, this is a partnership competition between Pembrokeshire College, Coleg Sir Gar, Big Ideas Wales and Business In Focus.

1.



2.



3.



1. Regional Enterprise Competition. Winners 'Food' section, Pembrokeshire College. L-R, Sponsor, Natalie Fulstow (Food Centre Wales) Tilly Davies, Alona Radinovska, David Bannister (Big Ideas Wales) Third team member, Jake Manning, was unable to attend the presentation.
2. Regional Enterprise Competition. Keynote speaker Marc Griffiths from Stiwdio Box and BBC Radio Cymru
3. Regional Enterprise Competition flyer

## KEY ACHIEVEMENTS CONT...

### ENTERPRISE PANEL

The Enterprise project formed a panel of local entrepreneurs to provide specific advice to learners hoping to start a business during lockdown.

### IN-HOUSE ENTERPRISE COMPETITIONS

Two in-house Enterprise competitions for learners were held during Lockdown.

### CIRCULAR ECONOMY

The project continues to liaise with colleagues in Finland and within college, in respect of initiatives that promote the Circular Economy and shared working.

### TEST TRADING

An in-house Test Trading, Moodle Tile (platform) for student Entrepreneurs was launched in the autumn. The tile will also help enhance community among entrepreneurs. We will monitor its effectiveness.

### VIRTUAL STALL

The Enterprise project together with Customer Relations, developed and ran a Virtual stall at the Mid and SW Regional Business Support Roadshow, held in October.

### MOST ENGAGED DEPARTMENTS

Last year the report noted the most engaged Departments across college. Such a measure would not be sufficiently reliable this year. It is, however, encouraging to welcome an Enterprise Champion from the Faculty of Engineering and Construction to our list of Champions.

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## GREEN ECO PROJECT

The Enterprise project continues to work 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. The pandemic halted development early in the year. We will pick this up in 2021.

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## Mid and South West Regional Roadshow

Thursday, 22nd October,  
9.30am - 3.00pm

### Online Event

Don't miss the opportunity to be a part of the virtual Mid and South West Regional Roadshow 2020.

Following on from the success of the Inaugural Roadshow in 2019, the Haven Waterway Enterprise Zone Board's Business Interaction Group along with the Mid and South West Regional Team and Business Wales are delivering this year's event online.

It will feature a keynote speech from Lee Waters MS, Deputy Minister for Economy and Transport, as well as a virtual exhibition hall with the opportunity to take part in breakout sessions and one-to-one meetings with the 50+ exhibitors.

Join us for what is promising to be an engaging and interactive event.

To view the full agenda and register, please click here <https://www.regionalroadshow.wales/>.



# B U S I N E S S R O A D S H O W

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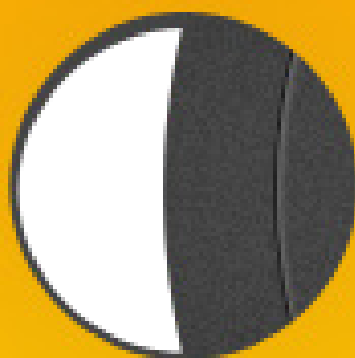
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**Ardaloedd  
Menter  
Cymru  
Dyfrffordd y  
Daugleddau**

**Enterprise  
Zones  
Wales  
Haven  
Waterway**



## GOOD NEWS STORIES





## SADIE PEARCE

Sadie Pearce, owner of one of our new businesses (2019) 'MyCoast Jewellery', went forward to the finals of Young Welsh Entrepreneur of the Year.

## NEW START BUSINESSES:

### Ellies Vinyls

Founded by Eleanor Ault. Provides Art on Vinyl records

### Inverse Reality

Founded by Thomas Woodthorpe.  
Provides polished games and software

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