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Youth Entrepreneurship Strategy (YES) Action Plan Annual Report 2014- 2015

Overview

The YES Action Plan 2010-15, launched in November 2010, was built on the original strategy launched in 2004 and was developed in collaboration with public, private and voluntary sector partners across Wales.

The Plan is a collaboration between DES&T and DfES. It has also benefited from collaboration with other departments across the Welsh Government and with partners, and will continue to develop areas of synergy that have been identified.

The YES Action Plan focuses on young people and how they are taken forward on a journey of entrepreneurship: raising their awareness, developing their entrepreneurial skills, sparking ideas and providing practical information and support for those seeking to start up in business. In addition, the Plan identifies three strategic audiences, namely: Education, Business and the Community; who all play a critical role in supporting young people.

“Qualified for Life” launched in October 2015 outlines fundamental review of curriculum and assessment arrangements in Wales from foundation to Key Stage 4. One of the four main “Purposes” proposed in the new curriculum recognises the need for enterprising, creative contributors, ready to play a full part in life and work. The introduction of the Enhanced Employer Engagement (EEE) programme will also seek to implement a model for sustainable partnerships between secondary schools and employers.

In 2014, the Welsh Government commissioned an evaluation of the Youth Entrepreneurship programme delivered by the Department of Economy, Science and Transport. The findings of the evaluation have informed the development of the Business Wales – Youth Entrepreneurship Service, which commenced 1st January 2016. These services are funded from ERDF Operational Programme for West Wales & the Valleys to support Entrepreneurship delivery from 2015-2020 and introduces the “Entrepreneurship Exchange” to work with partners to improve understanding and engagement of entrepreneurship in Wales.

A new grant funding programme to the Further and Higher Education institutions will complement the services and increase entrepreneurship engagement in the sector from 2016-18

In April 2015 Wales was selected to join the renowned Massachusetts Institute of Technology (MIT) faculty on its Regional Entrepreneurship Acceleration Program (REAP), which is designed to help regions accelerate economic growth and job creation through innovation-driven entrepreneurship. REAP will enable Wales to develop a strategy that puts innovation-driven entrepreneurship at the heart of the drive to create jobs and boost the economy and will inform the future direction of youth entrepreneurship.

Delivering the Action Plan:

Progress has been achieved across all ten headline priority actions, identified under the three delivery themes. An overview of progress from 2010 to 2015 is provided; highlighting the key achievements in the 2014-15 periods; reflecting on strategic developments and emerging initiatives.

Engaging: Promoting the value of entrepreneurship to create opportunities and develop young people

Action 1:

Launch Big Ideas Wales as a campaign to engage and enthuse young people and partners

- The www.BigIdeasWales.com / www.SyniadauMawrCymru.com was initially launched in November 2010. In 2014, a review of the website was undertaken with young people and a refreshed site was re-launched in July 2015 which now forms part of the Business Wales website. The updated design primarily targets young people providing clear information about starting a business throughout their journey. This information aims to increase awareness of entrepreneurship; develop business ideas and understanding of key business principles; identify opportunities to get involved and guide those who are interested to further help and guidance available.
- The campaign site provides a signpost to the main Business Wales service, integrating the content relevant for young people. This year the site has also introduced an interactive [Routemap](#) to support young people's decisions along the entrepreneurial journey directing them to key information.
- Targeted communication with partners and young people has increased significantly through the Big Ideas Wales social media channels providing updates to 17,200 Facebook and 5,165 Twitter followers daily. The partner and members area was removed from the website as social media platforms provided a more flexible solution to promote partner activity with young people.
- Welsh Government held a "Real Conversation" event for young people, parents, business owners and partners on Thursday 1st October 2015 at the Liberty Stadium, Swansea. Over 180 people attended the event that sought to understand: young people's attitudes and values to entrepreneurship; how their education can support the development of skills and reflect on their ambitions for business; and understand the barriers that may limit their decision to start a business. A further event will take place on Thursday 3rd March and findings from both events will inform future strategic development.

Action 2:

Deliver targeted activities and events to stimulate interest and participation in entrepreneurship, particularly to those who are unemployed and/or economically inactive.

- A three year programme of entrepreneurship funding from Welsh Government to support 6 Regional Entrepreneurship FE/HE Hubs commenced in September 2012 and concluded in December 2015. Following the Youth Entrepreneurship Programme evaluation a new programme of direct institutional grant funding was awarded to the Further and Higher Education sector will operate from January 2016 to December 2018. The new awards will focus on nurturing student's entrepreneurial talent and enable business and partners to engage in delivery.

Champions of Entrepreneurship remain in place in all Further (FE) and Higher Education (HE) Institutions across Wales, stimulating an interest and participation in entrepreneurship and embedding entrepreneurial learning opportunities. Each institution provides a programme of activities to introduce enterprise through induction and freshers; idea development and test trading opportunities; and workshops to support young people consider business start up.

- This year 'Big Ideas Wales' have engaged 53,480 young people in inspirational workshops led by the business Role Models across Schools, Colleges and Universities. A further 2,481 young people have been engaged through youth and community groups outside education. During the 5 year period of the YES Action Plan the Role Models have delivered these inspiring workshops to over a quarter of a million young people.
- The annual Global Entrepreneurship Week took place from 16-22nd November 2015 delivering 1,588 events taking place across the UK. 241 events were held in Wales which represents 18% of the UK total. In Wales 17.6k individuals participated in activities during the week and the Welsh Government is ranked the 2nd leading partner in the UK.
- Youth workers across Wales enable young people to develop holistically, working with them to facilitate their personal, social and educational development, to enable them to develop their voice, influence and place in society and to reach their full potential. Youth workers often support young people's entrepreneurship development. To recognise this contribution an outstanding Youth Entrepreneurship Project category was included at the 2014 Youth Work in Wales Excellence Awards.
- The Work Based Learning (WBL) programme includes the delivery of Traineeships and Apprenticeships. Providers of the Traineeships element (for young people 16-18), have incorporated the Youth Entrepreneurship Strategy (YES) principles into their delivery.
- The Traineeship programme incorporates three strands of delivery: Engagement; Level 1 and Bridge to Employment. Traineeship providers look for opportunities to encourage young people to consider self-employment as an option and an

accredited enterprise qualification has been built into the programme as an option. YES materials were given to providers to teach entrepreneurship skills as stand alone modules.

Resource packs that included information on developing enterprise skills and were distributed to the 25 organisations that deliver the WBL programmes for the Welsh Government.

- The Skills Policy and Youth Engagement Division focuses its resources on the most successful interventions designed to help young people not in education, training or employment. The [Youth Engagement and Progression Framework](#), published in October 2013, requires an integrated approach from all organisations involved in delivering activity for young people, focussing on the needs of the individual. Local authorities are charged with providing and coordinating the support individuals need to aid their progression through education and training into employment. All local authorities are currently implementing their action plans with support and guidance from Welsh Government officials.

The Framework also established a new offer to young people: “The Youth Guarantee”, which is the offer, acceptance and commencement of a suitable place in education or training for a young person making the first time transition from compulsory education at age 16. This aims to provide a clear progression route for all young people, linked to effective information, advice and guidance to help them make a more informed choice, and to support their progression from school into sustainable post-16 provision.

Action 3:

Encourage business to engage with young people and academia

- 364 entrepreneurs are actively involved in the Role Model Programme to motivate and inspire young people. During this year they collectively delivered over 2,515 inspirational workshops across Schools, Colleges and Universities. A further 189 inspirational workshops target young people outside education working with a range of organisations including youth offending teams, community groups and youth partnerships. During this year 31 young people have undertaken shadowing opportunities with entrepreneurs; this included working with creative entrepreneurs located within incubation centre Welsh ICE.
- The Expertise Wales website www.expertisewales.com continues to develop and now holds 1,049 academic records on the database. Expertise Wales can help businesses with the creation and development of new products, services and processes by connecting them to the right academic expertise within Wales. This online resource for driving collaboration and innovation in Wales is now an integrated in the Business Wales website. It can also help access a range of [Support and Funding](#) to assist those important stages of projects; including support from our team of highly experienced [Innovation Specialists](#) located

throughout Wales. It enables institutions to promote their expertise and facilities; request collaborative opportunities with businesses, or academia to academia; and also to offer technologies available for commercial exploitation.

- The Advanced Manufacturing University Enterprise Network (UEN) has been incorporated into the work of the North East Wales Regional FE/HE Entrepreneurship Hub. Three projects focused on training, engineering and sustainability.
- In 2015 the Welsh Government awarded a contract to Business in the Community (BITC) to implement a model for sustainable partnerships between secondary schools and employers. The Enhanced Employer Engagement (EEE) project will build on BITC's successful 'Business Class' programme, and will be delivered in partnership with Careers Wales. Once established, the partnerships will agree an action plan based on the following strands: leadership and governance; curriculum; enterprise and employability; and wider issues. A target of 60 partnerships has been set for the 2015-16 academic year.
- A range of entrepreneurship activity is also provided by many private and third sector organisations to support educators and partners in the development of youth entrepreneurship. These include: [Microtyco](#) that provide a month long competition that enables participants to practice and learn fundamental business principles in a 'micro' environment; [Intofilm](#) utilising film to support personal development in the creative sector; [Speakers4Schools](#) to introduce inspirational business leaders into education.

The RBS Inspiring Enterprise programme is a UK-wide initiative that works with students in schools, colleges and universities to find, develop and unlock their talent; to develop skills whether that's working for someone else or setting up their own business. The RBS Inspiring Enterprise programme, which was launched in 2012, has supported 93,210 young people across the UK to explore enterprise, develop their skills and start-up in business, whatever their background.

In Wales, the RBS Inspiring Enterprise programme has worked closely with YES partners and the FE and HE regional hubs in a range of programmes such as Trading Places, Young Business Dragons, Enterprise Troopers, Big Ideas Wales Boot Camp and Making Business Happen awards.

Engaging:

Action	Outputs	5 Year Targets	Progress Sept 2010 – Aug 2015
1	Sessions on Big Ideas sites	50,000 sessions	114,604
1	Users of online tools to test entrepreneurial skills	12,500 uses	26,343
1	Partner organisations registered on Big Ideas	150	104 *
2	Participants outside education involved in awareness raising activities	300/ 4,000**	16/ 8764
2	Activities linked to the Youth Engagement and Employment Action Plan	4,000	16,641
2	Participants in schools FE and HE involved in awareness raising activities	235,000	253,820 DRM *** 174,415 FE/HE
3	Entrepreneurs supported to engage with young people	250	271
3	Business led university collaborative projects	3 UEN projects	3
Impact by 2015			
Young people aware of self employment as a career option		5% increase on 2013 baseline of 75%	11-15 years 69% 16-18 years 88%
Young people considering being their own boss		Increase from 50% to 55%	56%
Key Milestones			
Launch Big Ideas Wales	Autumn 2010	Launched Autumn 2010 / Revised 2015	
Launch Expertise Wales portal	Autumn 2010	Launched February 2011. Incorporated within Business Wales site 2015	
Develop a Youth Engagement and Employment Action Plan	September 2010	Action plan published January 2011. Framework for Youth Engagement and Progression implementation 2012-15.	
Establish University Enterprise Network	April 2011	UEN incorporated into NE Wales Regional FE/HE Hub projects.	
Broaden the Dynamo Role Model Network	September 2011	Incorporated into Welsh Government's Youth Entrepreneurship Services.	

* Functionality removed as part of Website refresh. Partner engagement increased via social media

** Youth Gateway pilot not rolled out. Alternate target of 4000 introduced to reflect young people outside education receiving Role Model presentations

*** 253,820 relates to role model workshops across Schools, FE and HE. 174,415 awareness raising by Entrepreneurship champions.

Empowering: Providing young people with entrepreneurial learning opportunities

In March 2014 Professor Graham Donaldson conducted a fundamental review of curriculum and assessment arrangements from Foundation Phase to Key Stage 4. “[Qualified for Life](#)” launched in October 2015, outlines enterprising mind-set as one of the four main purposes of the new curriculum. It also recognises the need for enterprising, creative contributors, ready to play a full part in life and work who:

- connect and apply their knowledge and skills to create ideas and products
- think creatively to reframe and solve problems
- identify and grasp opportunities
- take measured risks
- lead and play different roles in teams effectively and responsibly
- express ideas and emotions through different media
- give of their energy and skills so that other people will benefit

Action 4:

Provide online guidance to schools and Further Education Institutions on entrepreneurship learning and progression

- A revised approach to practitioners’ continuous professional development (CPD) has been introduced through the establishment of the Practice, Review and Development process. This integrates CPD with professional standards and performance management so that CPD activities are in response to school priorities with individual involvement in CPD being identified through performance management. A range of measures have been introduced to underpin this approach including new professional standards, revised performance management regulations, new induction arrangements and the launch of a Masters programme for newly qualified teachers.

Support for CPD activities has been provided through the promotion of Professional Learning Communities and the provision of high quality resources to raise awareness and support practitioners’ research and development. It is this overall provision that sets a framework in which subject-specific materials, such as those promoting entrepreneurship, can be made available to practitioners to support identified development needs.

- In response to the Review of Qualifications, the Welsh Baccalaureate has been revised for first teaching from 2015 and an important feature of these revisions is a Challenge approach to developing skills. This will include the opportunity for learners to undertake an individual project with a choice of three themes: Global Citizenship Challenge; Community Challenge; or the Enterprise and Employability Challenge.
- Through the Enterprise and Employability Challenge there will be a strengthened focus and emphasis on entrepreneurial skills. This challenge requires learners to demonstrate entrepreneurial skills often required by employers, which in turn improves employability. Learners will take challenges that are designed by

employers or other national organisations. Resources to support the Challenges are available on the online platform [HWB](#).

- The Essential Skills qualifications are designed to assess the skills that learners need for successful learning, employment and life including: Essential Communication Skills, Essential Application of Number Skills, Essential Digital Literacy Skills and Essential Employability Skills which consist of Critical Thinking and Problem Solving; Planning and Organisation; Creativity and Innovation; Personal Effectiveness. These skill areas align to the Entrepreneurship skill model of ACRO introduced through the YES Action Plan.
- The Youth Entrepreneurship CPD Hub worked with the 22 Higher and Further Education institutions to develop enterprise and entrepreneurship education. A CPD framework has been developed a guide for entrepreneurial educators, managers and leaders to improve working practice and disseminated through the FE-HE Regional Hubs.

During this year the [Big Ideas Wales Enterprise and Entrepreneurship Resources](#) for educators were revised and aligned to the Enterprise and Employability Challenge and are promoted through the Welsh Baccalaureate Challenges on HWB.

- HEFCW's funding for the Enterprise Support Programme concluded in 2015. The project (led by University of South Wales in collaboration with all HEIs in Wales) was aligned to activity supported through the YES CPD Hub programme. One of the project's objectives was to develop a suite of enterprise and entrepreneurship resources relevant to HE staff to form a toolkit that would help embed enterprise and entrepreneurship into university curricula.

A clear legacy of the project, the [ETC \(Enhancing the Curriculum\) Toolkit](#) has now been launched as an online resource that brings together a bank of readily available material to offer inspiration and support to staff as they look to use new approaches within the curriculum to extend subject knowledge, develop confidence and build skills within learners. The toolkit aims to support academic teaching staff through subject specific teaching guides and case examples.

- HEFCW continues to facilitate good practice in enterprise and entrepreneurship through our strategic planning and engagement process. In May 2015 HEFCW organised an event 'Insight into Employability: How Welsh Universities Hone Graduate Skills', also publishing an e-document of the same name. A range of good practice in relation to entrepreneurship and enterprise were featured at the event and in the [publication](#).

Action 5:

Maximise experiential learning opportunities available for young people to explore entrepreneurship at national, regional and local level

- In 2013/14 the remit for Careers Wales clarified expectations in respect of youth Entrepreneurship. Careers Wales is asked to direct its efforts to developing

schools ability to deliver Education Business Links (EBL) and enterprise activities in support of the Careers and the World of Work curriculum framework and Welsh Baccalaureate.

- Young Enterprise (YE) is an UK Enterprise education charity that helps young people realise their potential beyond education, empowering a generation to learn, to work and to live by delivering a range of employability and financial education programmes and resources. During the 2014-15 academic year more than 50 student companies were established under the Company Programme with young people aged 15-19 setting up and running real businesses for a year under the guidance of a business volunteer. They gained practical experience of the joys and pitfalls of creating a functioning enterprise. Through this and also YE programmes such as Fiver, Tenner and Masterclass YE worked with 7,327 young people throughout Wales, developing their skills, their confidence and also their knowledge of key industry sectors.
- Welsh Government launched the “Enterprise Troopers” National competition for Primary School pupils in 2013. In 2015, 54 schools went forward to showcase their business achievements and demonstrate their entrepreneurial skills at 4 Regional finals and 16 schools were represented at the National Final. The competition’s superhero characters represent the YES ACRO Model to develop awareness of the skills needed; and resources made available to schools to support learning. The competition actively encouraged engagement by the business community.
- The aim of the six Regional FE/HE Entrepreneurship Hubs is to stimulate an interest and participation in entrepreneurship. The hubs have improved co-ordination on an institutional and regional basis, working with wider business community and local authorities to provide help young people to take the next steps to entrepreneurship.

This year, as part of the Hubs’ programme of practical experiences they have collectively engaged over 45,000 students involved through tutorial activities, enterprise week activities and promotion events run by student interns. Additionally, 13,992 students participated in learning activities outside the curriculum to develop their entrepreneurial skills and attitudes.

- All Further Education colleges in Wales delivered an in-house competition to identify a team of students to represent the institution at the Welsh national final of the 24-hour Global Enterprise Challenge (GEC) in March 2015. As the winner, in June 2015, Coleg Cambria went forward to represent Wales and won the Global Challenge involving 26 international teams.
- Local and regional partnerships across Wales continue to thrive and encourage entrepreneurship. The South West Regional Learning Partnership led the Mini Dragons for Primary schools and the Young Business dragons where 4,000 year 9 pupils from across Swansea, Neath Port Talbot, Carmarthenshire and Pembrokeshire competed.
- Delivery of the Llwyddo’n Lleol project came to an end on March 31st 2015. Gwynedd County Council was the lead sponsor on the project in partnership with

Anglesey, Conwy and Denbighshire Councils. The project successfully offered support for 12,462 young people between 11-19 years old to create a culture of enterprise through developing skills for employment and self-employment during the lifetime of the project.

- The Flintshire Business Entrepreneurship network (BEN) has been established by key regional partners to promote youth entrepreneurship in Flintshire with 84 members. BEN has delivered 28 Enterprise Club workshops this year; organised Dragons Den events; and supported 7 business start ups. The Wrexham BEN, launched in January 2014 has also undertaken entrepreneurship events and 26 club meetings.
- Local Growth Zones have been established in Powys and the Teifi Valley. Both regions have set out their ambitions for encouraging entrepreneurship and a town champion has been appointed in Llandrindod Wells who is working closely with educators and young people.

Action 6:

Promote excellence in entrepreneurial learning and leadership by sharing and benchmarking good practice locally, nationally and internationally

- A Welsh Government official from the Youth Entrepreneurship team was seconded to Brussels as a National Expert from 2011 to 2015.
- In November 2014, the European Commission published its Final Report from the Thematic Working Group on Entrepreneurship Education. The Report aims to support improvements in the quality and prevalence of entrepreneurship education across the EU Member States, providing direction for the next steps in the entrepreneurship education policy agenda at EU and national level. The Report identifies policy success factors for entrepreneurship and the Welsh approach in YES is illustrated as an example of good practice from Europe.
- Working with the European Training Foundation (ETF), the Welsh Government hosted a study visit with policy leads from Montenegro designed to share best practice and demonstrate how policy at national level translates into practice at school level, and particularly how each player in the entrepreneurship ecosystem plays its parts. As a result of the learning from the visit they pursued a national partnership model for entrepreneurial learning and strengthened links between academia and the Montenegrin Employers' Federation.
- Professor Andy Penaluna, Research Director of the Centre for Creative Entrepreneurship at University of Wales Trinity Saint David was awarded the Queens Award for Enterprise Promotion. He has co-authorship of the All Party Parliamentary Group for Micro Business's policy paper, "An Education System fit for an Entrepreneur". The report recognises the key role entrepreneurs play in the drive for growth, and looks at the effectiveness of our education system in supporting our entrepreneurs – from the age of 4 to 44 and beyond.

- Cardiff Metropolitan University's Centre for Student Entrepreneurship was awarded the Guardian Award for Entrepreneurship 2015 for its work in assisting students, graduates and staff to engage in entrepreneurial education. The Guardian newspaper's Higher Education Network awards panel highlighted the centre's staff record in providing support, guidance and expertise to current students as well as alumni in starting up their own innovative and successful businesses.
- The CPD hub in partnership with the National Centre for Entrepreneurship in Education (NCEE) focussed on developing key individuals within institutions to influence strategic change. In 2014/15 four professionals from FE/HE participated in the International Entrepreneurship Educators Programme (IEEP); four participated in the Masters in Enterprise and Entrepreneurship Education and 15 undertook professional development with NESTA.
- Wales has been selected to join MIT's Regional Entrepreneurship Accelerator Programme (REAP). REAP provides an opportunity to work with MIT and the wider REAP community to develop a strategy specifically for Wales that puts innovation-driven entrepreneurship at the heart of the drive to create jobs and boost the economy.
- Partnership is a key component of the Program with selected regions working together to strengthen their areas of comparative advantage, sharing best practice and experience while working with and benefiting from the extensive knowledge and experience of a diverse group from the MIT faculty.

Empowering:

Action	Outputs	5 Year Targets	Progress Sept 2010 – Aug 2015
4	On line guidance produced for schools and colleges	n/a	Guidance available on the WG website, Qualifications Wales & HWB
5	Young people in Schools and Further Education Institutions involved in entrepreneurial learning opportunities in a variety of environments	200,000	198,822
5	Young people engaged in entrepreneurial activity as part of the curriculum	350,000*	155,077
5	Young people involved in experiential learning activities in FE & HE	50,000	87,804
6	Links with international partners	4	8
Impact			
	CPD Framework to incorporate entrepreneurship		CPD framework developed
	Benchmark against agreed international targets		Published April 2014
Key Milestones			
	Host International Entrepreneurship Conference	September 2010	Hosted September 2010
	Distribute entrepreneurial progression guidance for Schools and Further Education Institutions	April 2012	Launched December 2012
	Pilot training for teachers/advisors		CPD Framework developed
	Incorporate entrepreneurship in youth strategies, plans and programmes	December 2013	National Youth Work Strategy for Wales launched.
	Agree set of international benchmarks and monitoring framework	September 2014	European Expert Group on data and indicators produced report published April 2014.

* Target figure based on cumulative student numbers; actual shown as individual learners participated in the Welsh Bacallaureate 2010-15.

Equipping: Supporting young people to create and grow businesses

Action 7:

Prepare young people to take the next steps towards starting a business

- Following a pilot in 2012; the Welsh Government's Youth Entrepreneurship Services contract has delivered a range of workshops and events targeting potential young entrepreneurs between January 2013 and December 2015. This year, 176 workshops and events were held with 2,440 young people to them develop their business ideas; learn about business from entrepreneurs and the support available to take the next step.
- Big Ideas Wales Challenge launched in October 2013 to identify Wales' leading young entrepreneurs. The process identified potential young entrepreneurs through a series of regional auditions to participate in two 3 day boot camps. 100 young entrepreneurs have participated to date. Regional boardrooms have been established to track their progress and provide ongoing support from the entrepreneur coaches. Practical support in the form of "pledges" were also received from the from entrepreneurs.

10 of these young entrepreneurs that have completed the Big Ideas Wales Challenge have been trained as Ambassadors for Big Ideas Wales campaign to promote entrepreneurship amongst their peers.

- The new Youth Entrepreneurship services commencing January 2016 will provide greater focus on nurturing young people to start a business; providing a programme of events, workshops and introduce further one-to-one support with business advisers and entrepreneurs. The services will build on the success of the Challenge by increasing opportunities for young entrepreneurs to participate. This service is aligned to the Business Wales service to provide clear progression in support for young entrepreneurs.
- Focussed workshops, graduate start up weeks, business planning competitions and test trading opportunities are organised by the Regional Further and Higher Education Hubs for 5,560 students to provide an environment for students explore entrepreneurial ideas and gain practical experience of enterprise.
- The HEFCW led, part European Social Funding funded, GO Wales Programme finished on 31 December 2014. During the period 2009 to 2014, 148 young people took part in the GO Wales Freelancer Academy with 113 of them gaining an Institute of Leadership and Management Award in 'Starting Your Enterprise'. In addition, in the same timeframe 4,752 young people gained work experience via the wider GO Wales Programme.
- 119 young people have participated in test trading opportunities under the Taste of Enterprise Programme in the Heads of the Valleys and Mon Menai.

Action 8:

Support young people to become self employed

- Business Wales offers a single point of contact for businesses and entrepreneurs to advice and support from public, private and voluntary sectors; and can be accessed via three main channels: online via www.business.wales.gov.uk and its social media presence; through a dedicated telephone helpline (03000 6 03000); and through a network of physical centres located across Wales.
- The Welsh Government's Business Wales Start Up Service provides information, workshops, advice and support for potential entrepreneurs (including graduate support). During this year 1,290 young people aged under 25 accessed the Start up service this year; a total of 6,057 during the 5 years of the YES Action Plan.
- In August 2015, Business Wales also launched the Business online support service ([BOSS](#)) which provides modular online courses for individuals considering business start up. This will be promoted via online and social media channels as to improve young people's understanding of business start up.
- For those considering starting a social enterprise, sitting alongside Business Wales is Social Business Wales which provides sector specific support and advice. (www.businesswales.gov.wales/socialbusinesswales/)
- The Jobs Growth Wales Young Entrepreneur's Bursary was available to unemployed young people aged 16-24 starting up in business until March 2015. This year a further 95 bursaries were awarded.
- The Department of Works and Pensions (DWP) New Enterprise Allowance (NEA) scheme offers mentoring and an allowance for individuals in receipt of Jobseekers Allowance who wish to set up a business. NEA participants are also able to access Welsh Government's Business Start Up service.
- In October 2013 the UK Government funded 'Start Up Loans' was introduced in Wales. The loans are administered through the existing Business Wales Start Up provider network and organisations such as the Princes Trust and allows clients to access loans, business advice and on-going support. To date, over £7.6m has been invested in 1,156 start-ups in Wales, which equates to 1 business backed per day. 14% of loans have been awarded to young people aged 18-24 years, of which 51% were not in employment, education or training. 25% was awarded to the 25-30 age group resulting in overall award of 39% under 30.
- Local bursary award schemes have also been established such as the Inspiring the Vale Bursary Scheme funded by The Waterloo Foundation & The Vale of Glamorgan Council to provide bursaries of up to £3,000 for individuals and groups of young people aged 16-30 years old intending to start a new business or social enterprise in the Vale of Glamorgan. The bursary has supported 26 young entrepreneurs this year and promotes conditions which will help young people implement their ideas. In addition to the bursary, clients receive business workshops, advice and expert support to develop their business ideas.

- The Swansea Seed fund was launched in June to help young people progress ideas from an academic interest to the reality of setting up a small business; with mentoring and a grant of up to £500. The fund, managed by Gower College, Swansea, has sought private sector investment to support these young people .
- The Sirolli EFFECT Project is a grass roots approach to building enterprise in local communities and supporting new business start-ups. The EFFECT model advocates using a community based enterprise facilitator to work with individuals to promote an enterprise culture and encourage self employment as a career path. The model has been introduced in Blaenau Gwent, Merthyr, Torfaen and Bridgend. 375 individuals have been supported the EFFECT model; 13 of which are under 25.
- The Prince's Trust Enterprise Programme supports unemployed young people aged 18-30 to determine whether their business ideas are viable and if self employment is right for them. 328 young people have participated in the four day Exploring Enterprise Programme.
- Since the start of its work in 2002, UnLtd has identified and supported over 700 social entrepreneurs in Wales. Following a recent review and publication of its 'Going Mainstream' Strategy, UnLtd has re-affirmed its intention to continue supporting social entrepreneurs with potential to achieve the greatest impact. In 2016-7 UnLtd will be looking to invest around £100,000.

Action 9:

Focus support services on high potential start ups especially in key priority sectors and amongst graduates

- The entrepreneurship champions improve co-ordination for students to provide a clear route for those interested in taking the next step to start a business and ensure relevant and timely referral to Welsh Government support.
- A Business Wales Start Up Bursary is available to provide targeted support to businesses to address genuine barriers to growth and job creation, and enable those with significant growth potential in the creation of high value employment.
- The EU funded high growth support service Business Wales Accelerated Growth Programme (AGP) was launched in April 2015 and is actively recruiting both pre and post start businesses with the ambition to significantly grow. The Programme is seeking to create over 1,000 jobs in the next three year period and provides coaches who have a track record of delivering high-growth, based on the philosophy that the best people to advise entrepreneurs are entrepreneurs.
- The Alacrity Foundation is a collaboration between the Welsh Government, Wesley Clover and private investors The Waterloo Foundation and Andrew Probert. The Foundation provides graduates with practical business training and mentorship, so they can develop as entrepreneurs and launch their own UK based demand-driven technology company. To date, 5 new start-up technology companies have been created in Wales, involving 15 graduates.

- Swansea hosted the third Start Up Weekend for Wales in November 2015 encouraging 70 aspiring entrepreneurs from different disciplines to work together to form 8 tech start-ups over a 54 hour period. The winning team went forward to the Global Start up Battle.
- The Knowledge Transfer Partnerships (KTP's) continues to develop collaboration between a business, an academic institution and a recently qualified associate. The scheme is managed by Innovate UK, and is an exemplar of collaboration based on clearly defined business needs.

A new Memorandum of understanding between Innovate UK and Welsh Government to deliver KTPs in Wales is now in place, running from 1 April 2015 until 31 March 2018. Over the life of the last Memorandum, more than 70 Welsh companies completed KTP projects creating more than 200 new jobs as a result. Many of these jobs went directly to the graduates involved in the KTP, representing higher quality and higher paid jobs.

- The Welsh Innovation Centre for Enterprise (Welsh ICE) in Caerphilly provides support for a community of over 100 entrepreneurs. The support delivered through Welsh ICE's - ICE 50, will provide 50 start-up businesses with a fully funded package including a full-time desk, a tailored mentoring programme, creative workshops, full telephone and high-speed internet access and one-to-one support for 12 months. It is also part of an accelerator in partnership with Business Wales offering focused support for business ideas with high-growth potential The ICE 50 programme is funded by the Fairwood Trust, the Welsh Government, Lloyds Bank and the WCR Group.

Welsh ICE as an organisation supports young people, with entrepreneur shadowing activities, lock in ideas challenges, judging competitions at local schools, and support through Big Ideas Wales.

Action 10:

Draw on the experience and expertise of the business community to support young entrepreneurs

- The Business Mentoring service has been operating since October 2012 with a significant number of Mentors and Mentees recruited and matched. The service is delivered through the wider Business Wales service to ensure that businesses in Wales have access to associated strands of support while benefiting from the Mentoring process.
- A further 51 young people have been supported by Prince's Trust volunteer mentors to consider business start up.
- Under the Chairmanship of Simon Gibson from the Wesley Clover Corporation, a team of experts and entrepreneurs have been appointed as "Champions" to the Regional Entrepreneurship Acceleration Program (REAP). The multi-disciplinary

team include: Ashley Cooper, Catalyst Growth Partners; Hayley Parsons, founder of GoCompare.com; Drew Nelson, IQE; Prof Dylan Jones-Evans, University of West England; Prof Hilary Lappin-Scott, Swansea University; Daniel Mines, Admiral Group and James Taylor, SuperStars.

- 56 new Big Ideas Wales role models have been trained this year to deliver inspirational workshops and a further 24 received coaching training to support young entrepreneurs. 13 young entrepreneurs that participated in the 2013 Big Ideas Wales Challenge have also received training to act as ambassadors to inspire young people at events and competitions.
- The Big Ideas Wales Challenge was designed and led by entrepreneurs under leadership of James Taylor, Challenge Ambassador and Chair of Entrepreneurship Panel for Wales. Participants received coaching from the entrepreneurs following boot camp and subsequent boardroom sessions. Young entrepreneurs also received pledges that were sought from the private and third sector.
- 31 young entrepreneurs have also received entrepreneurship shadowing experiences directly with entrepreneurs through the Big Ideas Wales.

Equipping:

Action	Outputs	5 Year Targets	Progress Sept 2010- Aug 2015
7	Young people attending Big Ideas events	1,000	4,733
8	Young people receiving start up support	3,500	6,057
9	Number of financial bursaries awarded	250	215 graduates / 422 JGW*
9	Graduates receiving start up support	1,500	1,901
10	Mentoring opportunities for young people	150	361
Impact			
	Profile of entrepreneurially active young people aged 18-24 consistently above UK average	Maintain above UK average	Global Entrepreneurship Monitor (GEM) 2014 Wales 5.9% UK 6.3%
	Profile of Graduate start up companies surviving 3 years as % of UK population	Maintain above UK average	HEBCIS** 2014 10.9 % Wales 5% UK population
	% Graduate start up companies as % of UK population	Maintain above UK average	HEBCIS** 2014 7.3 % Wales 5% UK population
Key Milestones			
	Establish a Business Volunteer Mentoring Framework	April 2011	Framework launched October 2012
	Pilot Big Ideas Wales events	September 2011	Pilot complete and incorporated in Youth Entrepreneurship Services

*Jobs Growth Wales Bursaries

**Higher Education Business & Community Interaction Survey

Measuring Success

YES Action Plan Panel

The YES Action Plan Panel was established in 2011 to receive updates on progress, provide strategic guidance and expertise and to advise on how best to build on what has been achieved. The Panel was appointed for a two year term and during that period agreed a framework for evaluation and a route map for delivery.

In 2013, the work of the YES Panel was taken forward by a single overarching Entrepreneurship Panel appointed by the Minister for Economy, Science & Transport for a two year period. The panel provides the Welsh Government with strategic guidance and expertise on the development and delivery of the entrepreneurship agenda in Wales under the Chairmanship of James Taylor, MD of Superstars. Panel members include Hayley Parsons founder and CEO of Go Compare, academics Professor Paul Hannon and Sue Poole and property owner Kevin Green. The Panel has met on 3 occasions this year.

James Taylor was awarded both 'Young Director' and the overall winner for 'Director of the Year' at the UK IoD awards in London on 24 October 2014. James and Professor Paul Hannon of Swansea University were also named in the Maserati 100 list 2015 of successful UK-based entrepreneurs and individuals who are recognised for giving back to the next generation of entrepreneurs.

Enterprise Champion Sue Poole from Gower College Swansea's was been named the IOEE Enterprise Educator of the 2015. The Celebrating Enterprise Awards were hosted by the Institute of Enterprise and Entrepreneurs (IOEE) and the Small Firms Enterprise Development Initiative (SFEDI). The award recognises an individual who has demonstrated an enterprising approach to developing and delivering enterprise and entrepreneurial learning and skills, inspiring students and enabling them to realise their enterprise potential.

YES Officials Group

Responsibility for actions within YES is shared across a number of areas within Welsh Government. Lead officials, with specific responsibility for YES actions meet on a bi-annual basis. The group considers progress to date, identifies areas of synergy and discusses how best to engage with each other and with external stakeholders on the YES Action Plan. The YES group have also worked to develop the Real Conversation events to take forward strategy beyond this tenure.

Independent Research

The following surveys provide evidence to highlight the progress of YES.

Changing Attitudes

56% of young people under 25 now have aspirations to work for themselves and be their own boss, a rise from 42% in 2004 (Wales Omnibus Survey 2014).

Early Stage Entrepreneurship and Start Ups

The Global Entrepreneurship Monitor (GEM) Report 2014, reported early-stage entrepreneurial activity among young Welsh people as 5.9%; compared to the UK

rate is reported as 6.3%. Early-stage entrepreneurship amongst 18-29 year olds has risen to 8.4% compared to 7.3% in the UK.

The Higher Education Business Interaction Survey (HEBCIS) 2014 survey reports that universities in Wales make up 5% of the UK's Higher Education population, but generate 7.3% of all UK graduate business start-ups and 10.9% of active firms lasting 3 years or more.

Programme evaluation

In 2014, the Welsh Government commissioned an independent evaluation of evaluation of the Youth Entrepreneurship programme delivered by the Department of Economy, Science and Transport. This included a review of the Youth Entrepreneurship services; the grant awards to the Regional Hubs in Further and Higher Education; and the Continuous Professional Development Hub. Additionally the evaluation reviewed the Welsh Governments contribution to YES, the changing environment and wider initiatives in the marketplace to encourage entrepreneurship. The evaluation also reflected on the recommendations made during the 2013 National Assembly's Enterprise and Business Committee [Inquiry into Youth Entrepreneurship](#).

The evaluation has been used to inform the development of the Youth Entrepreneurship Programme 2016-18 which is supported by European Structural Funds.