



## CDI Wales Forum

**26<sup>th</sup> May 2021 10am on Zoom**

### **1. May 2021 Forum attendees and apologies**

#### **Attended**

Jan Ellis, The CDI, David Morgan, The CDI, Carolyn Parry, The CDI, Russell Winnard, Young Enterprise, Steve Aicheler, Cardiff Metropolitan University, Kelly Gadd, Antur Cymru Enterprise, Ciara Bomford, Careers Wales, CDI PSC and minutes, Emma Richards, Chwarae Teg, Elisa Vigna, Cardiff University, Lorraine Davies, DWP, Tim Opie, WLGA, Sam Evans, Welsh Government, Carys Roberts, Welsh Government, Susan Bracegirdle, HEIW (NHS Wales), Angela West, HECFW, Lorna Pritchard, Welsh Government, Bronwen Raine, Antur Cymru Enterprise (Business Wales, North, Mid and West), Anne Swift, Welsh Government, Mark Owen, Careers Wales.

#### **Apologies**

Hayley Dunne, Chwarae Teg, Jane Morris, Governors Wales, Sarah Finnegan Dehn, Independent Practitioner, Sarah Hughes, Creative and Cultural Skills, Professor Wendy Dearing, WIDI/UWTSD, Claire Riley, Microsoft, Nadine Davies, DWP, Martyn Reed, Adult Learning Wales, Kate Owen, Rhondda Cynon Taf Borough Council, Steven Pringle, Estyn, Karoline Whittington, Call of the Wild, Suzanne Owen, Careers Wales, Avril Hannon, The CDI, Michele Harris-Cocker, Coleg y Cymoedd, Jane Lewis, South West and Mid Wales RLSP, Lesley Richards, CIPD Cymru Wales, Sharon Evans, NHS Wales, Andrew Jackson, USW, Iestyn Davies, Colegau Cymru, Steve Jones, Bridgend College, Janet Davies, Careers Wales, Charlotte Leese, Estyn, Felicitie Walls, WCVA, Lloyd Williams, AGCAS Cymru Wales and University of South Wales, Michelle Gunn, Prince's Trust, Anne Tanner, Call of the Wild, Judith Lyle, Gower College, Andy Jones, Gower College, Lesley Cottrell, Coleg y Cymoedd, Becky Watkins, Dŵr Cymru/Welsh Water, Rebecca Owen, USW.

### **2. Introducing The new Chief Executive at the CDI, David Morgan**

Jan Ellis is leaving the CDI; this has been planned for some months, and she has been working on a handover with the new CEO David Morgan.

[David Morgan](#) introduced himself. He has spent the last ten years in education, including five years with City and Guilds. He was interested in working with an organisation that has a social purpose, and with links to the education sector and dealing with members directly. He acknowledged the strong foundations already laid and that there were areas to develop as well.

The CDI is a UK wide organisation, with some international members, working with each of the four nations to develop the sector in their context and find commonality across the UK.

David highlighted issues in the labour market – jobs gained and lost due to AI, green economy, recovery from the pandemic and the need for entrepreneurial skills in response.

Carolyn thanked Jan on behalf of the forum for all the work she has done for the CDI in Wales.

**3. 'The importance of early experiential opportunities in the development of entrepreneurial mindsets and behaviours' Russell Winnard, Director of Programmes and Services, Young Enterprise**

Young Enterprise is a national charity, covering England and Wales, with the vision for every young person to learn the skills needed to earn and look after their money, develop an enterprising mindset and contribute to their communities. Work with age 4 – 24, starting as early as possible but then creating progression of skills development.

Some delivery is directly to young people, but the majority is supporting teachers and educators, and also parents and youth workers.

*"Ignoring the process of career development occurring in childhood is similar to a gardener disregarding the quality of the soil in which a garden will be planted."* Niles and Harris-Bowlsbey 2017 Career Development Interventions (5<sup>th</sup> ed), Toronto

Two pertinent research papers – European Commission 2015 and Careers and Enterprise Company 2018 – highlight the importance of starting work on careers and enterprise early, benefits to both young people (skills, positive attitudes, employability, broader horizons, breaking down stereotypes) and also to the economy and wider society (better quality start-ups, combating social exclusion).

An example is the Fiver Challenge, for primary schools, where groups of young people are given £5 to invest in a small business idea. At the end they sell their product or service, repay the £5 plus 50p legacy contribution, and keep the profit. The project helps children understand how to do market research, source materials, manage their budget, and use skills from the classroom e.g., Maths, English, IT, in a practical way. The Tenner Challenge is the secondary school equivalent.

The Principality sponsored the Fiver Challenge in Wales, which enabled a lot of translation of materials. 6278 children in Wales participated during 2019-20 and continued to participate during the pandemic.

My Money Week is a national activity week for primary and secondary schools to help young people gain the skills to manage their money. Just under 100,000 young people participated in the UK in 2019/20. Sets of resources and activities are available for teachers to use. These help children understand why some jobs are better paid than others, addressing gender stereotyping and social mobility.

YE also work in FE and HE where possible. Company Programme is the longest running programme, and may last up to a whole academic year, with young people going through the whole process of setting up a business. HSBC provide a business bank account. Start Up is the university equivalent.

A variety of teacher training is provided including eLearning, digital training. SEND teacher training and tailored in-house training. MAPS are funding some training in Wales across two local authorities.

Flexible resources are provided for SEN teachers, so they can adapt them to the needs of their young people.

**4. *Fit for the Future: Developing enterprising mindsets in Higher Education, Steve Aicheler, Entrepreneurship Manager, Cardiff Metropolitan University***

Enterprise education happens across all Welsh universities, because of Welsh Government funding for universities and FE colleges – Youth Entrepreneurship Funding. *"To develop and nurture self-sufficient, entrepreneurial young people in all communities in Wales, who will contribute positively to economic and social success."* Taking action to create value.

Steve highlighted how enterprise education is different from entrepreneurship. EE is about building a series of competences and an enterprising mindset, which are important for all students, not just those wanting to start up a business, as it helps them develop self-awareness, creativity, vision, innovation, negotiation, confidence and leadership.

He highlighted the overlaps between the Entrecomp Framework, a European summary of skills that entrepreneurs have, and the top ten skills that employers are looking for. Many people who engage in enterprise education become very employable and have a lot of offer graduate employers and do sometimes end up getting good graduate jobs instead.

Enterprise education is embedded in the curriculum, in the form of activities to develop skills, challenges and links with employers, and is characterised by “learning by doing”. This can be as a discrete module or woven into other modules. For some courses that more obviously lend themselves to small businesses, there are additional workshops on HMRC etc. There may also be optional modules.

There are also extra-curricular offerings including challenges, competitions, societies, mentoring, workshops, masterclasses and networking opportunities. There is also funding for people setting up small businesses, both students and on graduation.

There is a lot of support from other small businesses through the “Be the Spark” movement.

Summer Start Up week is running on 14th- 18<sup>th</sup> June in HE and FE and is a weeklong boot camp with speakers and workshops.

Wales Student Market is a hub of graduate businesses from HEIs across Wales, run collaboratively by the sector.

Mix Up and Pitch is a networking event of entrepreneurs to encourage peer to peer support.

Useful resources include Enterprise Educators UK, ETC Toolkit, QAA Enterprise and Entrepreneurship 2018, and the Entrecomp Framework.

**5. “The Age of Experience: necessity-based entrepreneurship and the barriers facing older people.” *Kelly Glad, Regional Manager, Antur Cymru Enterprise***

Antur Cymru are responsible for the Business Wales project in Mid, West and North Wales, and provide support and mentoring to anyone setting up a business. They also have specialist advisers e.g., for international trade. De-carbonisation is a priority. All services are free to the user and funded by Welsh Government.

Kelly also reported that a soft outcome from support for potential start-ups is that people use those skills to find employment.

Definitions of entrepreneurship focus on people who are willing to invest and take risks to achieve their goals or make profit.

People over the age of 50 could be categorised as older entrepreneurs. The category includes people who turn a hobby into a part-time business.

The reasons can be “push or pull”. Push is when there is not other obvious alternative e.g., they are unemployed and find it hard to find suitable work or career progression. Job dissatisfaction is high amongst over 50s who may face discrimination or lack of progression. Pull is when people want to find a more enjoyable work situation, challenge themselves or make more money. The over-50s may be in a more stable situation and able to pursue ambitions or take risks that they could not when they were younger.

Four fifths of entrepreneurship amongst the over-50s is necessity based.

Over 50s have more business acumen and experience, often in the industry of their start up, and may have a wide network of useful contacts. They may have more access to financial resources such as savings. 70% of start-ups succeed compared to 20% of young people.

Barriers for the over-50s may be different – may be perceived as set in their ways or out of touch with tech. There is less access for formal financial support e.g., bank loans, mortgages, business bank accounts. They may be

more risk averse. Their contacts may be retiring and no longer at the forefront of the industry. Some people may be working with health issues.

Media may present an image of entrepreneurs as young go-getters, but there may be more in the media now to highlight older people starting businesses. With an aging population, it is really important to encourage older people into both entrepreneurship and meaningful employment. 300,000+ older people are currently more at risk from the end of the Furlough Scheme (1 in 10 are male, 8 in 10 are female), and older people often find it harder to secure new opportunities.

#### **6. How could developing entrepreneurial mindsets, behaviours and careers impact and enhance the Welsh labour market for all?**

Brief discussion about how hobbies can turn into “accidental businesses” and the importance of supporting people at all ages with support and having role models who are like us.

#### **7. AoB**

Carys Roberts of Welsh Government shared the following links with Forum members:

- <https://businesswales.gov.wales/bigideas/partner-area>
- <https://gov.wales/curriculum-wales-guidance-careers-and-work-related-experiences-cwre>
- <https://llyw.cymru/canllawiau-cwriwlwm-i-gymru-yngylch-profiadau-syn-gysylltiedig-gyrfaoedd-gwaith-cwre>

Due to lack of meeting time, David Morgan has provided a written version of what he was intending to update the meeting with:

The CDI has worked as a leading organisation of the Career Development Policy Group to add careers to the now All-Party Parliamentary Group for Skills, *Careers* and Employment, with the Chief Executive attending the first roundtable on the impact of automation and IT on future work. The CDI championed the critical nature of career development in helping people navigate the increasingly dynamic world of work.

Next meeting will be in October, date to be confirmed.