

The Youth Entrepreneurship Strategy at Bridgend College focuses on key areas identified by the Welsh Government. These are **enabling entrepreneurship, engaging, empowering** and **equipping** learners to be all that they can be through **enterprise** and **accelerating student entrepreneurship**.

The College receives much-appreciated financial support from the Welsh Government to assist with this work and is delighted to report the outputs for these focus areas below.

### Enterprise and Entrepreneurship Education Highlights September 2024 - August 2025

- Entrepreneurship Officer, Ruth Rowe, won her fourth National Enterprise Educators Award in the Enterprise Catalyst FE category for developing and delivering the inclusive Bridgend College strategy - *Be All That You Can Be through Enterprise*.
- The bilingual *Incident Room* immersive experience was developed and piloted by Entrepreneurship Officer, Ruth Rowe, Welsh Language Manager, Marion Evans and Trauma Approaches in Education Specialist, Rhian Adams. Marion Evans received much-appreciated financial support from the EEUK Impact Fund to carry out research into delivering a trauma-informed enterprise activity without the need for differentiation and looks forward to disseminating her work in a variety of ways during the next academic year.
- Y Siop, the preloved clothes shop on the Bridgend Campus that incorporates a Working Wardrobe hub, was opened by Chris Elmore MP.
- The Working Wardrobe Hub was given a Certificate of Recognition Award by BAVO (the Bridgend Association of Voluntary Organisations).
- Bethany -Mai Hopson represented Bridgend College at the Inspiring Skills Excellence in Wales Enterprise Final at USW in February, showcasing her idea for a sustainable prom dress business.
- Briallen Weaver, an aspiring entrepreneur and young ambassador for the Swansea Health Board Charity, won the Enterprise Learner of the Year award at the Bridgend College Annual Awards

### Enterprising learners

- 4,306 learners took part in 'Engage' enterprise activities
- 347 learners took part in 'Empower' enterprise activities to increase their entrepreneurial capacity
- Over 1600 viewers engaged with an online video campaign to promote Bridgend College's support for learners wanting to explore self-employment.

### Accelerating student entrepreneurship

- 103 learners accessed one-to-one support and/or took positive steps to explore self-employment, e.g., attending *Start Your Own Business* Workshops
- 8 learners started their own business

### **Enabling entrepreneurship**

- Bridgend College is a member of EEUK
- Ruth Rowe is a director of EEUK and an EEUK Fellow
- Bridgend College is a member of the Bridgend Business Forum
- Bridgend College is a member of Social Firms Wales
- Ruth Rowe represents Bridgend College on the Bridgend Social Enterprise Steering Group and at Regional Partners Meetings for business support organisations.