

Enterprise and Business Committee

Meeting Venue:
Committee Room 3 – Senedd

Meeting date:
12 June 2013

Meeting time:
09:30

Cynulliad
Cenedlaethol
Cymru

National
Assembly for
Wales



For further information please contact:

Policy: Siân Phipps
Committee Clerk
029 2089 8582/8025
enterprise.committee@wales.gov.uk

Agenda

Pre-meeting (09.30–10.00)

Introduction to Stage 2 scrutiny of the Active Travel (Wales) Bill

Discussion on Committee visits on 6 June

1 Introductions, apologies and substitutions

2 Inquiry into Youth Entrepreneurship – video presentation (10.00–10.15)

[Video presentation – accompanying paper](#)

3 Inquiry into Youth Entrepreneurship – evidence session (10.15–11.15) (Pages 1 – 11)

Karl Belizaire, Policy Manager, UnLtd

Amanda Everson, Development Manager, Live UnLtd in Wales

Dan Butler, Director, A Leap

Break (11.15–11.30)

4 Inquiry into Youth Entrepreneurship – evidence session (11.30–12.30)

Dale Williams, Director, Yolk Recruitment

5 Papers to note (Pages 12 – 13)

Letter from the Minister for Health and Social Services and the Minister for the Economy, Science and Transport to the Chairs of the Health and Social Care Committee and the Enterprise and Business Committee regarding the Smoke-free Premises etc. (Wales) (Amendment) Regulations 2012.

Letter to the Minister for Health and Social Services and the Minister for Economy, Science and Transport from the Chairs of the Health and Social Care Committee and the Enterprise and Business Committee regarding the Smoke-free Premises etc. (Wales) (Amendment) Regulations 2012.

WG Scrutiny Committee: Inquiry into youth entrepreneurship

Provision of research and evidence on UnLtd's experience supporting and developing young social entrepreneurs through strategic partnerships.

May 2013

INTRODUCTION TO UNLTD

UnLtd is the foundation for social entrepreneurs and the leading provider of support to social entrepreneurs in the UK. Our mission is to reach out and unleash the energies of people who can transform the world in which they live: people who we call social entrepreneurs. We work for a world where people act to make it better.

UnLtd operates a unique model by investing directly in individuals and offering a complete package of resources; from Awards of funding, to ongoing advice, networking and practical support. In 2011-12 UnLtd made grant-based awards totaling £3.3M which generated an estimated £200M of volunteering opportunities for over 62,000 people and £45M wage value of jobs created by social ventures reaching a total of £1.2M beneficiaries in the UK.

We reach 1,000 people each year to help them turn their idea of a better world into a reality, supporting them in the early stages of setting up their social venture. But we know that there are many more people in every community who could be successful social entrepreneurs, if only they could access the help they need. We find entrepreneurial talent even in the most disadvantaged neighbourhoods. It is often the residents of a community who have the passion, ideas and commitment to find sustainable solutions for that community.

WHAT WE DO

Our approach is to offer seed funds, local development support and networking opportunities in a tiered set of awards, from first steps to going to scale. We are focused on people more than their enterprises, and on the early stages of their journeys. We are constantly improving and sharing our knowledge of what works in supporting social entrepreneurs, through innovation, piloting, research and development and encourage peer to peer learning and support between our cohorts of UnLtd award winners.

HOW WE DO IT

UnLtd reaches 1,000 people each year to help them turn their idea of a better world into a reality, supporting them in the early stages of setting up their social venture. We know that our core model works in terms of both social and economic impact. We know it works in terms of building the skills and confidence needed to become successful leaders for social benefit. We know that the model is scalable, and that it works across all sectors of the population.

Our strategy is to increase the help available, by inspiring and assisting other agencies to start their own social entrepreneur support services. As you'll see on the next page, we have already made significant progress, working with disadvantaged communities, the youth sector, secondary schools, further education and the higher education sector.



Enabling young people

Young people are central to UnLtd's work. Over our ten year lifetime, we have supported over 4,000 young social entrepreneurs. Early exposure to entrepreneurship is a powerful predictor of entrepreneurial activity in adulthood, so UnLtd aims to give young people their first taste of leading a social venture. UnLtd Award Winners are more likely to live in deprived than in affluent areas – 41% come from the 20% most deprived parts of the UK. Most are in education or employment when they receive their Award, but 11% are not in education, employment or training (NEET).

Evaluation report: "I can do anything if I can do this" The outcomes of supporting young social entrepreneurs: <http://unltd.org.uk/2013/01/08/live-unltd-report-2012/>

Higher education

UnLtd and HEFCE lead a unique partnership to embed a culture of social entrepreneurship in Higher Education. Initially this £1 million campaign directly funded and supported the creation of 200 new social ventures by staff and students in 70 Higher Education Institutions (HEIs) across England. Our aim is to establish an effective eco-system for the development and growth of social entrepreneurship and social enterprise activity within Higher Education Institutions in England which can then be replicated across the UK. Informal partnerships already exist among a small group of universities and UnLtd in Wales and discussions are underway on where opportunities can be created for students start their own social ventures and gain support in these institutions.

Research Paper: Unlocking the Potential of Social Entrepreneurship in Higher Education: <http://unltd.org.uk/wp-content/uploads/2013/01/Unlocking-the-Potential-Hefce-UnLtd-Final-Report-June-11.pdf>

Further Education

The FE Pioneers programme involved seven colleges testing and learning about the most effective ways to provide support, resources and knowledge to make it easier for young social entrepreneurs to start-up and thrive within Further Education. Colleges started promoting the programme in September 2012. Each college has adopted their own approach to running the programme, although all have matched their UnLtd awards of £13,000 with in-kind resources, typically staff time. This is now in the process of being rolled out to a further 30 FE colleges across the UK with a cluster of colleges in south east Wales applying to participate.

Create Your Career – Schools

Over the last 12 months Live UnLtd has been running a campaign with Melody Hossaini, social entrepreneur from BBC's The Apprentice. The campaign was to encourage young people aged 11-15 to think about how they can make a career out of a social venture or by being involved in social entrepreneurship. Together with Melody, we have worked with around 15 schools and over 150 individual young people. In the future we are looking to develop materials to support teachers to build social entrepreneurship into the curriculum and from September are looking to find the UK's top 100 young social entrepreneurs who we can fund and support on their journey to create their social venture. This campaign and support materials will be called Start Something Social. A handful of Welsh schools will be identified to test this pilot programme- potentially a new module under the Welsh Baccalaureate curriculum which is due to be expanded across Wales.



Disadvantaged Communities

Big Local Star People Programme. Big Local is a ten-year programme that aims to achieve lasting change in 150 areas in England, known as Big Local Areas. UnLtd has experience of working in areas where there is little history of entrepreneurial behaviour. We have developed outreach and support strategies that work well with emerging leaders allowing them to channel their enthusiasm and passion into transforming their neighbourhoods. 154 Awards have been made to Star People and Star Partners empowering local people to lead those unique ideas for transforming their areas.

SUPPORTING YOUNG PEOPLE

Young people are central to UnLtd's work. Over our ten year lifetime, we have supported over 4,000 young social entrepreneurs.

In July 2009, we brought together our work for 11 to 21 year-olds under the banner of 'Live UnLtd'. The programme is funded primarily by the Big Lottery Fund, Comic Relief and UnLtd's Millennium Awards Trust endowment.

Live UnLtd aims to get young people involved in social entrepreneurship and to increase their skills, confidence and aspirations to create social change. Early exposure to entrepreneurship is a powerful predictor of entrepreneurial activity in adulthood, so Live UnLtd aims to give young people their first taste of leading a social venture.

To date, we have done this mainly by giving Awards directly to young people. 'Award Winners' are given cash and one-to-one support for about 12 months to help them start up and lead their own social projects.

Between July 2009 and June 2012, we made 790 Awards to young social entrepreneurs. Live UnLtd also aims to find new ways to support young social entrepreneurs and share knowledge of what works. Alongside our direct Award-making, we are working with other organisations to significantly expand the support available to young social entrepreneurs.

Current partners include further education colleges, schools, community groups and youth sector charities, and we are looking to broaden this range. Social entrepreneurs themselves can be a rich source of support for others, so we are also developing new peer-to-peer support models.

Anecdotal feedback and observations on the current Big Ideas Wales programme from students, teachers, role models and partner organisations suggest there is a gap and need to highlight social entrepreneurship as a route to employment and enterprise. Ongoing impact evaluation and progression routes from academic studies to practical modules and investment need development in order to ensure the success of future young social entrepreneurs.



WHAT DIFFERENCE DOES SOCIAL ENTREPRENEURSHIP MAKE TO YOUNG PEOPLE?

Developing skills

Skill development is a clear and consistent finding across our research into Live UnLtd. For example, 88% of young social entrepreneurs whose Awards ended in 2011-12 developed at least one skill as a result of running their project. Broadly speaking, these included:

- Skills gained from the overall experience of running a project – ‘personal development’ or ‘life skills’ that have a more general application, such as communication, negotiation, or teamwork. These are sometimes more widely referred to as ‘soft’ skills
- Skills gained from the ‘nitty-gritty’ of running a project – practical and specific skills such as budgeting, marketing, and project planning. These might be termed ‘hard’ skills
- Skills specific to their project activity – technical or vocational skills that relate to a specific sport, activity or sector, such as working with primary school children or people with disabilities.

Employability

There is a close link between the skills that Award Winners develop and skills that employers say they need. Award Winners seem to recognise this. In-depth research focusing on this found that 23 of 29 Award Winners (79%) interviewed felt more employable as a result of running their project. Many felt better able to demonstrate and evidence the skills they had gained. Confidence and personal development- Eighty-one per cent of young people who finished their Awards in 2011-12 said that they had developed confidence. Our qualitative research shows that this happens as they negotiate the challenges of setting up and running their own project and as they develop skills and abilities. It is nurtured by the one-to-one support they receive from a Live UnLtd Development Manager.

We call this journey of development a ‘Confidence Curve’. It can result in Award Winners feeling they can do anything they put their mind to. Some Award Winners develop resilience, perseverance, commitment and positive ‘can do’ attitudes. In some cases the experience seems to help young people strengthen ‘character’: grit, determination and ability to not only weather the ups and downs, but to emerge stronger for it.

We have found that Live UnLtd Awards support personal growth for three main reasons:

- The creative and practical learning environment helps young people to develop new skills, and to apply skills learnt through formal education in a meaningful way
- A Live UnLtd Award lets young people lead and take ownership of their own idea, and to ‘learn by doing’. Creating impact at scale and in depth most Award Winners work at a local, community level, while some operate on a much larger scale, reaching out to hundreds or thousands through events, services or products they provide.

A sample of 121 Award Winners who completed their Awards in 2011-12 reported that in total, 14,985 people had directly benefited from their work so far. Numbers varied from two to 2,000 people per project. Most frequently, Award Winners reported that they had 40 beneficiaries. Using this as a multiplier, we estimate that over 30,000 people have directly benefited from our 790 young social entrepreneurs' projects since 2009.

Other young people are the main beneficiaries Award Winners report creating a wide range of social impact including, for example, health and wellbeing, tackling unemployment, addressing drug and/or alcohol abuse and promoting environmental or green issues. However, they often share common aims and report similar outcomes, namely:

- Providing positive activities for young people: In our 2011 survey, 71% of Award Winners stated that their projects addressed a lack of activities for young people in their area. Many stressed the importance of keeping activities free or low-cost so that young people who are unemployed or from low-income families could take part.
- Creating links between people from different social backgrounds: Award Winners often say that their projects help other young people to gain a sense of community (67%) and/or form new friendships (67%) through enjoying an activity that gives them shared goals. This suggests that projects can help to create a stronger sense of belonging and social capital amongst young people.
- Challenging negative portrayals of young people: Often Award Winners aim to show that, given the opportunity, young people do not cause trouble. Some 40% of respondents to our 2011 survey were addressing negative perceptions of young people through their projects. Common approaches include showcasing other young people's talents and positive attitudes through performances, events and local media.
- Encouraging growth in skills and personal development: Just as Award Winners develop skills by running their projects, the young people they work with often gain skills too. Our 2011 survey found that 84% of survey respondents provided training in a specific sport, while 40% reported that their projects gave participants a form of work experience and 73% volunteering experience. Award Winners also reported that their participants grew in confidence and improved their skills in communication, teamwork, and self-discipline.
- Raising aspirations and inspiring others: Some Award Winners acknowledged they had become role models amongst their peers and their participants and were setting a positive example to others. They were showing that young people were proactive and capable of creating positive social outcomes. Some evidence suggests that this influences other young people to think about social issues and how they might set up their own projects.

The broader relevance of young social entrepreneurship

Since Live UnLtd started in 2009, the social and economic landscape in the UK has changed considerably. The number of young people who are not in education, employment or training (NEET) has risen to over one million. The longer-term impacts of this include reduced employability, poorer wellbeing and reduced self-confidence.

Given reduced employment opportunities, skills have become even more critical for any young person seeking work. However, a majority of employers state that they are not confident about finding the highly-skilled employees that they need. Meanwhile, young people in the UK may lack a sense of belonging and 'stake' in their communities. Contributory factors are likely to include low confidence and aspirations; lack of 'resilience' and ability to respond positively to challenges; little connection with others in their communities; lack of shared values; and a belief among young people that they are not treated fairly.

Our evidence suggests that although it is by no means a 'silver bullet', promoting young social entrepreneurship could help tackle some of these issues by:

- Helping young people to develop skills that employers need, particularly 'soft skills' that are key to employability
- Providing an opportunity that gives similar benefits to work experience
- Helping some young people progress directly into self-employment
- Building the confidence and 'character' of young people, and improving their resilience
- Helping young people feel part of their communities, through supporting young social entrepreneurs to set up peer-led projects that benefit other young people and give them a 'stake' in their communities.

For further information on the UnLtd model of supporting young people, please see 'The Confidence Curve' report illustrating our model of how young people create social change through social entrepreneurship <http://unltd.org.uk/wp-content/uploads/2012/11/The-Confidence-Curve.pdf>

- **How effective is Welsh Government approach to promoting youth entrepreneurship?**
- **What steps can be taken to improve or strengthen support for potential young entrepreneurs in Wales?**

About us

My organisation A LEAP delivered the contract for the Big Ideas Wales events pilot, as part of the Youth Entrepreneurship Strategy. I also received the Graduate Start up Support bursary shortly after I founded the company (as a 'young person' myself) in 2009. We provide a range of commercial training and consultancy services, and use the profits as well as a proportion of grant funding to run programmes for young people (principally those aged 16-25) to develop their own community projects, businesses and campaigns.

We produced a very brief report at the end of the Big Ideas Wales events pilot, some of which may be of interest to the committee, particularly the sections on 'barriers' and the case studies of young people's experience. To deliver the events, we worked with extremely diverse groups of young people from a very wide range of communities across Wales. We therefore feel that the principles that underlie the evaluated methodology for the events could be applied to a wide range of other activities to promote entrepreneurship. I would be more than happy to provide a copy of the report, with permission from BETS, if they are unable to locate it.

Entrepreneurship and a rights-based approach

The greatest strength of the Welsh Government's approach to policy with children and young people is the emphasis on rights. I believe that enterprise should be seen as a natural extension of this approach. If someone is to have their rights and entitlements met, they must be free to pursue their own personal development, to explore the world around them, to contribute to their community (including contributing to any services they receive). In order to do this, they must be in a position to take action to improve their own circumstances and the condition of their community. This is what I would consider to be the broader meaning of enterprise and, to me, this is complimentary to Welsh Government's rights-based approach.

I believe the rights-based approach should be retained and strengthened in this area of Welsh Government's work.

Different meanings of entrepreneurship

'Promoting youth entrepreneurship' could mean many different things. For example:

1. Helping young people with outstanding and potentially high-growth business ideas to access the mainstream finance and industry knowledge necessary to take their idea to market.

2. Promoting activities for young people that use 'business' as a way of providing an opportunity to develop their transferrable skills, to add to their academic achievements and to provide useful material for UCAS forms, CVs and interviews.

3. Enabling more people to be enterprising, to allow individuals to develop their confidence, creativity and talents.

In my view, the current Youth Entrepreneurship Strategy seeks to address each of the above all at once and that, at times, these objectives can be confused. The third of these, I believe, is the form of promoting entrepreneurship that would offer the greatest social and economic benefit to the people of Wales.

The pursuit of the first or second form of 'promoting entrepreneurship' described above can actually undermine the third. For example:

1. The business start up support that is provided as part of the Youth Entrepreneurship Strategy is, for very good reason, focussed on identifying and supporting outstanding business ideas. My experience is that the advice provided is of a high quality, but that young people need to have a level of confidence in their idea and themselves for this advice to be useful. If they are not yet ready, then the experience of contact with one of the providers can shatter what confidence they do have.

2. 'Entrepreneurship' activities delivered in schools, FE and in the youth work field frequently draw upon the popular 'Dragon's Den' and 'The Apprentice' for inspiration. However, the image of 'business' that these programmes project is entirely unappealing to many young people. In fact, many traditional 'business' terms, such as 'networking' or 'marketing' have fundamentally negative connotations for some young people. Where these negative connotations are reinforced, those young people are discouraged from accessing the programmes that would otherwise be well placed to help those young people pursue their ideas and personal development through enterprise.

Both of the above issues disproportionately affect young people who face disadvantage.

It is my view that the Youth Entrepreneurship Strategy should give primacy to the third of these forms of promoting entrepreneurship, and that all other forms of promoting enterprise would benefit from taking this perspective.

Unrecognised enterprise and the entrepreneurial environment

There are many examples of enterprising activity amongst young people that goes entirely unrecognised as such.

This includes small-scale community campaigns, music and artistic events, peer support projects, informal sports tournaments, blogs and magazines. Activities such as these are set up and run by young people across Wales (and elsewhere), frequently with little or no support or recognition in any official way. Sometimes this lack of support is part of the founding ethos – 'we will do it ourselves.' However, it is often the case that because these activities are not seen as being 'business' ideas that it is felt (by both providers and young people) that they would not benefit from the support that is available.

The forms of 'enterprising' activities described above may not seem directly relevant to 'entrepreneurship.' However the process of 'start up' and development of the idea is identical whether you intend to generate a profit or not. Also, many of the individuals and their ideas will transfer from one sector to another. The growth of the 'experience' economy as a form of business services is one example where learning from the creative industries and third sector can be commercialised.

Some forms of anti-social and criminal activity amongst (a very small minority of) young people is also, frankly, 'entrepreneurial' in nature, albeit with negative impacts on individuals and the wider community. Efforts to extinguish this sort of 'enterprise' are entirely counter-productive if this energy is not harnessed in other ways.

There are two reasons why this lack of recognition has an adverse affect on promoting entrepreneurship in Wales:

Firstly, the support being made available to young people who are looking to pursue activities traditionally thought of as 'business' would benefit many young people, particularly young people who are less confident or less likely to want to engage in the 'Dragon's Den' form of enterprise, and yet they are not currently being encouraged to make use of it.

The second reason is far more important. This is that the most important condition required for enterprise is the existence of an entrepreneurial environment sustained by vibrant networks of people. By not bringing together the many different forms of entrepreneurial activity, a huge opportunity is being missed for mutual support and encouragement.

I would encourage you to consider any other account of how to promote entrepreneurship, or how to succeed as an entrepreneur, and you will find that they will place mutually supportive relationships at their heart.

It is therefore my view that opportunities for young people to mix (i.e., actually interact, not just presentations and/or 'Q and A') with their peers, with established entrepreneurs, and with the wider community, should form the core of activity for promoting youth entrepreneurship.

Culture, politics and keeping young people in Wales

Many young and ambitious young people from Wales choose to leave for large cities in England. We need to get much better at promoting the opportunities that Wales provides to our own population – as a home for progressive thinking, an excellent place to be if you want to work towards a more equal society and a place where creative pursuits are given real value and recognition. People with ambition want opportunities to be seen, to present their ideas to a wider audience, to take responsibility for tackling problems that no one else has managed to fix. Every blank wall and every boarded-up, dilapidated public building, for example, is a huge missed opportunity in that respect.

I believe better use of public space in Wales could be an enormous boost to youth enterprise, and enterprise in the community more widely, by providing more opportunities for people's enterprising pursuits to take place and to be seen.

Enterprise and youth unemployment

Considered in the broader sense, enterprise is directly related to youth unemployment and under-employment of young people.

The means by which young people succeed in entrepreneurship are exactly the same as the means by which they succeed in the labour market – their own personal and social skills and principally their ‘people skills.’ Encouraging young people to be enterprising will help to develop exactly the same skills they will need to improve their employability and their likelihood of finding work.

Any activities that seek to promote enterprise have to overcome many of the same barriers as those who hope to promote employment – namely those related to social exclusion. The experience of unemployment, as well as other forms of social exclusion, can be extremely isolating. I have seen how promoting youth enterprise – i.e., helping young people find a way to pursue their own ideas and personal development through enterprise – is and could be a powerful way of overcoming that isolation. This is a principle on which many of my organisation’s activities are based.

A barrier to initiatives in this area can be the benefits system. I have argued in the past, along with others, that a temporary raising of the threshold at which additional earnings should be declared by those in receipt of benefits, as part of a structured ‘entrepreneurship’ programme, could have been one way of overcoming this barrier. This may be one area that Welsh Government would wish to investigate, in conjunction with DWP, in light of the change to Universal Credit. It is my view, however, that there would be many different possible solutions to this problem with or without the cooperation of the DWP.

The Enterprise and Business Committee’s Inquiry

I would welcome the opportunity to discuss any of the above matters further with the committee or its members.

Dan Butler
Director, A LEAP
dan@aleap.org.uk
www.aleap.org.uk

Agenda Item 5

Edwina Hart MBE OStJ AC / AM
Gweinidog yr Economi, Gwyddoniaeth a Thrafnidiaeth
Minister for Economy, Science and Transport

Mark Drakeford AC / AM
Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol
Minister for Health and Social Services



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref MB/MD/2222/13

Nick Ramsay AM
Chair
Enterprise and Business Committee
enterprise.committee@wales.gov.uk

14th May 2013

Dear Nick

Sub-Committees on The Smoke-free Premises etc. (Wales) (Amendment) Regulations 2012

The above sub-committees were set up at the Welsh Government's request in October 2012 to meet concurrently to hear evidence from relevant parties on the proposed amendment to the Smoke-free Premises etc (Wales) Regulations.

Having reviewed the evidence presented to the sub-committees to date, we have concluded that the Government will not proceed with the original proposals at this time.

We would like to thank all Members who have taken part in the discussions for the valuable evidence collated and integrated as part of your work.

We are writing in similar terms to Vaughan Gething.

Edwina Hart MBE OStJ AC / AM
Gweinidog yr Economi, Gwyddoniaeth a
Thrafnidiaeth
Minister for Economy, Science and
Transport

Mark Drakeford AC / AM
Y Gweinidog Iechyd a Gwasanaethau
Cymdeithasol
Minister for Health and Social Services

Cc Rosemary Butler AM Presiding Officer
Lesley Griffiths AM Minister for Local Government and Government Business

Bae Caerdydd • Cardiff Bay
Caerdydd • Cardiff
CF99 1NA

Wedi'i argraffu ar bapur wedi'i ailgylchu (100%)

English Enquiry Line 0845 010 3300
Llinell Ymholiadau Cymraeg 0845 010 4400
Correspondence.edwina.Hart@Wales.gsi.gov.uk
Correspondence.Mark.Drakeford@wales.gsi.gov.uk

Printed on 100% recycled paper

**Y Pwyllgor Iechyd a Gofal Cymdeithasol
Health and Social Care Committee**

**Y Pwyllgor Menter a Busnes
Enterprise and Business Committee**

Cynulliad
Cenedlaethol
Cymru
National
Assembly for
Wales



Edwina Hart MBE OStJ AC AM

Gweinidog yr Economi, Gwyddoniaeth a Thrafnidiaeth
Minister for Economy, Science and Transport

Mark Drakeford AC AM

Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol
Minister for Health and Social Services

20 May 2013

Dear Ministers,

Thank you for your letter concerning the Welsh Government's intention not to seek an amendment to the Smoke Free Premises Regulations. In the circumstances the two sub-committees will no longer need to meet jointly. The committees will no doubt make use of the additional time that is now available to us.

Yours sincerely,

Vaughan Gething AC AM
Cadeirydd - Chair

Nick Ramsay AC AM
Cadeirydd - Chair

CC: Rosemary Butler AM, Presiding Officer
Lesley Griffiths AM, Minister for Local Government and Government
Business

Bae Caerdydd
Cardiff Bay
CF99 1NA
Ffôn / Tel: 029 2089 8403