

Gwybodaeth Ychwanegol at y Cyfarfod Llawn Information Further to Plenary

Cyhoeddir ymatebion yn yr iaith y'u darparwyd, gyda chyfieithiad Saesneg o ymatebion yn y Gymraeg.

Responses are published in the language in which they are provided, with a translation into English of responses provided in Welsh.

**Gwybodaeth ychwanegol at OAQ(4)0940(FM) a gyhoeddwyd gan y Prif Weinidog,
Carwyn Jones, ar 19 Mawrth 2013**
**Information further to OAQ(4)0940(FM) issued by the First Minister, Carwyn Jones, on
19 March 2013**

At/To Suzy Davies:

I am writing in response to your question on 5 March about promoting business courses to girls in school and assessing what proportion of the health and beauty courses that girls tend to take up is devoted to teaching and encouraging girls to set up their own Businesses.

There are many courses in the Health and Beauty areas from level 1 to 4 that can be delivered in Wales to 14-19 year old girls. The proportion of business skills taught in each course will depend on the level of course and the particular area studied. The Review of Qualifications took these qualifications into account and concluded that vocational qualifications needed to be relevant and valued by employers and learners.

For the future, a stronger gate keeping process of accreditation and approval is needed. The Review's recommendations include a role for Sector Skills Councils to ensure representation of employers and industry experts, but where there are capacity issues in some sectors, other organisations might be used. It is envisaged that employers and industry experts will play an increasingly important role in the design, approval and delivery of vocational qualifications.

Young people entering employment in the coming years are likely to change jobs, roles, settings and careers several times and therefore they will need to be adaptable. Rather than training for a specific job at school or college they will be better served by gaining strong core and transferable skills, a broad knowledge and understanding and an ability to learn and develop. The qualifications system should therefore promote this broad approach.

There is an enterprise element for all learners who are studying for the Welsh Baccalaureate Qualification. It is part of the work-related education that learners study as part of the Core and is a team enterprise activity. It involves at least 30 hours at the Advanced Level (level 3) and 15 hours at the Foundation (level 1) and Intermediate levels (levels 2) and is intended to help them understand how businesses work and to develop entrepreneurial skills. They have a choice as to what sort of activity they do - it may be a National initiative such as the Student Investor challenge or they may choose to set up a business selling a product or providing a service. Monies raised are given to charities.

There are presently nearly 80,000 learners in over 230 centres taking part in the Welsh Baccalaureate Qualification across Wales. The Review of Qualifications recommended that the Welsh Government should encourage the universal adoption of the Welsh Baccalaureate as the basis for programmes of learning, by schools at 14-16 and by schools and colleges at 16-19. This should mean that the number of learners taking the qualification, and as a result, take part in an enterprise activity should greatly increase.

Hair and Beauty training is offered through the apprenticeship programme. In addition, as part of the 14-19 curriculum some schools offer vocational hairdressing opportunities for 14-16 year olds. Colleges also offer hairdressing learning opportunities. We do not keep information on the number of apprentices that progress into self-employment.

Whilst many hair stylists become self-employed, there is currently no optional unit within the apprenticeship framework to develop self-employment skills. However, Welsh Government support may be available to individuals wishing to establish their own business.

The Welsh Government recognises the importance of entrepreneurship and of embedding a culture of enterprise into our educational structures in Wales. We certainly want to ensure we remain at the leading edge of enterprise education and that we foster a culture of entrepreneurship amongst the young people of Wales. There is already a great deal of activity in this area being undertaken in Wales.

Champions of entrepreneurship are 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. For example, in Yale College, students in the Hair and Beauty Department now focus on the commercial aspects such as stocking, branding and marketing with two state of the art salons created in 2012. From 2012, funding to embed entrepreneurship has been co-ordinated through a new three year programme of entrepreneurship to support 6 Regional FE/HE Hubs from September 2012.

375 entrepreneurs are involved in the Dynamo Role Model (DRM) Programme, motivating and inspiring 47,000 young people per annum. Evaluation of the programme suggests a direct correlation between the gender of the presenter and the gender of the young person and how positively they rated the activity. 45% of Dynamo Roles Models are female, 55% are male.

Entrepreneurship is also addressed in Welsh Government national training programmes.

The Welsh Government's specification for the delivery of the Traineeships programme (for young people 16-18), providers have incorporated the Youth Entrepreneurship Strategy (YES) into their delivery. YES materials were given to providers to teach entrepreneurship skills as stand alone modules.

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.

Launched on 2nd April 2012, Jobs Growth Wales provides a package of support to assist job ready young people (aged 16 to 24) into employment for a period of six months. It offers four strands of support, one of which is a self-employment opportunity.

This strand provides support for young people to become self employed, and aims to support start-up ideas from young people. A young entrepreneurs' bursary has been introduced as part of Jobs Growth Wales aimed at unemployed young people aged 16-24 starting up in business. 31 young people have so far taken up the bursary.

For self employment options, assistance may be available via the Welsh Government Start Up service, which offers support in the form of taster sessions, workshops, advice surgeries and one-to-one mentoring for individuals wishing to start their own business.

Welsh Government is committed to embedding an entrepreneurial culture in Wales through the YES Action Plan, a joint DFES and BETS strategy. YES actively promotes partnership

working with young people, business, education and community and third sector organisations.

Welsh Government has worked closely with Further and Higher Educations in Wales to develop a culture of entrepreneurship since the launch of the Youth Entrepreneurship Strategy (YES) in 2004.

The YES Action Plan, launched in November 2010, builds on what has been demonstrated to be successful from the original strategy launched in 2004, whilst developing solutions to meet changing needs and demands, and to help overcome current challenges. The YES Action Plan 2010-15 was developed in collaboration with public, private and voluntary sector partners across Wales, following an extensive consultation process during 2009-10.

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, three strategic audiences - education, business and the community - will all have a critical role to support young people. The YES plan is divided into three themes; Engaging, Empowering and Equipping.

YES has been selected by the World Economic Forum as a good practice example of a national strategy in entrepreneurial learning. It is one of four case studies chosen as good practice.

Work Based Learning provider resource packs, which included information on developing enterprise skills, have been distributed to the 25 organisations delivering these programmes for the Welsh Government.

Four pilot entrepreneurship groups have been undertaken with Youth Gateway clients in 2010-12. Although evaluation and outcomes appear positive the change in remit of Careers Wales from April 2013 will mean that Youth Gateway will no longer provide a suitable vehicle for such activity. It is hoped that the lessons learned in these pilots can be used effectively with the Traineeship programmes that will deal with such clients in the future.

Significant progress has been achieved to date:

Changing Attitudes - 55% 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 2012).

Early Stage Entrepreneurship and Start Ups - The Global Entrepreneurship Monitor (GEM) Report 2012, reports a steady rise in early-stage entrepreneurial activity among young Welsh people from 3.5% in 2002 to 10.4% in 2011, The UK average in 2011 is 6.2%.

The Carnegie Trust's Enterprising Minds Report (June 2012) on FE across the UK states that:

‘In Wales, very clearly, something positive is happening in enterprise terms. Welsh survey respondents indicated the highest levels of enterprise awareness and interest, the most personal and positive visualisations of what enterprise meant to them, and the strongest intentions to pursue self employment and business start up career paths. They were the most enthusiastic about their college experiences and the quality of their education. They rated the highest on the Carnegie Measure of Student Attitudes to Enterprise.’

The RBS Closing the Generational Start-Up Gap Report (September 2012) notes ‘the steady rise in early-stage entrepreneurial activity among young Welsh people since 2002 is particularly striking - from 3.5% in 2002 to a remarkable 10% in 2011.’

DfES are also working with 8 Local Authorities and trialling work relating to the Youth Engagement and Progression Framework to develop and trial effective approaches to engagement and progression and provide evidence of what works and why. These trials will provide an opportunity to fully test the approach and inform final implementation across Wales in September 2013.

One of the strands within this Framework is strengthening employability skills and opportunities for employment.

Post-16 we know that opportunities for low skilled young people are being limited by the overall supply of jobs as well as by who else is competing for them. It is employers, by recognising the business case for investing in workplace skills, who will create opportunities for young people to move into jobs and progress in work. Our offer of support to employers has evolved in recent years. Fears over the recession, and its impact on young people has led us to intervene in the labour market to increase the capacity of support for young people. We have provided greater resources and targeting to existing initiatives, like Apprenticeships, as well as putting new funds in place to stimulate growth and innovation such as Jobs Growth Wales. Evaluating the success of our labour market interventions will be an important focus for this Government in future.

We are also working pre-16 to strengthen employability skills and an understanding of the world of work for young people. The recent Estyn report in this area tells us there is significant scope for further improvement in this area, for example in the way that teachers and lecturers are supported and trained and the way that institutions are incentivised to deliver employability skills. There should also be more, and better coordinated, engagement between learning providers and employers. Work experience and employer engagement will be an important area for innovative new approaches to be tested and delivered.

Many disengaged young people have poor literacy and numeracy skills that are preventing them gaining sustainable employment. If individuals leave compulsory education without the required levels of literacy and numeracy, we intend to put a greater emphasis on young people achieving these essential skills during the 16-18 transitional period. We will provide meaningful and interesting provision that is embedded in relevant vocational training and will support young people to enter the labour market.

The Department of Works and Pensions (DWP) New Enterprise Allowance (NEA) scheme offers limited 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.

The DWP Work Programme commenced in September 2011. It has been agreed with the Welsh European Funding Office (WEFO) that participants on the Work Programme can take part in business start up support offered by the Welsh Government's Start Up service.