

**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David



**Llywodraeth Cymru**  
**Welsh Government**

## UWTSD Future Proofing Education: the entrepreneurial imperative. Making an impact in 2020.

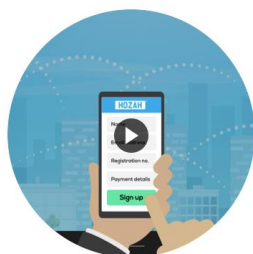
The unprecedented COVID-19 pandemic brought all manner of anxiety, challenge, and crisis to our learners, graduates, staff, alumni, communities, and their families. Our first lockdown in 2020, on the 23rd March through to 1st June collided with the traditionally intense period of final submissions and preparations for exams and exhibitions. Plans for celebrating achievements and showcasing creative endeavours through end-of-year exhibitions and graduation ceremonies had to be shifted to virtual alternatives. Drawing on our creative entrepreneurial talent, in 2020, we learned fast; demonstrating true resilience, collaboration, and creativity, adapting quickly.

In addition to supporting our learners and staff, our civic duties remained a high priority, to make use of our entrepreneurial talent to respond to the challenges and the needs of our communities. Amongst them was Surface Pattern graduate, Jo Ashburner, who launched a campaign to fund the production and supply of scrubs for frontline workers in the NHS. The ingenuity and support of our entrepreneurial alumni were illuminated. Companies such as Hozah, co-founded by design graduate Naomi Bishop, with its automated payment system for car parking, provided a ready solution to the calls for interventions that limit contact and, in turn, the transmission of the virus.

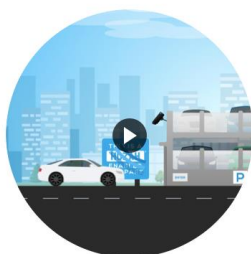
Hozah® Autopay is a fully automated, parking payment system that detects when drivers enter and exit

Hozah-enabled car parks and then automatically bills them for their length of stay.

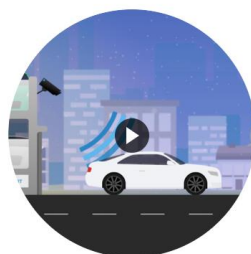
Put simply, your car is now your payment card!



**1** Complete a **one time sign up** with your number plate and payment details



**2** We will **detect you entering & exiting** Hozah-enabled car parks

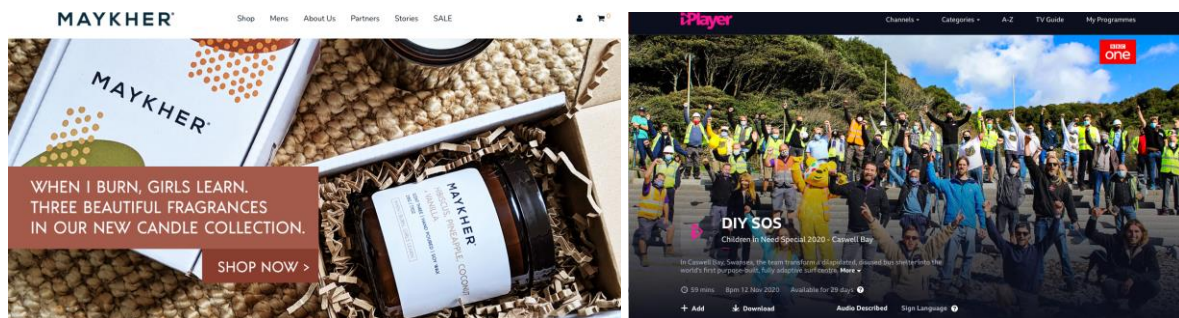


**3** And **charge you automatically** for your length of stay without the need to do anything else

Our entrepreneurial alumni led to our ranking by the Higher Education Statistics Agency (HESA, 2020) for 18/19:

1st in Wales and 2nd in the UK for the number of graduate businesses running for 3 years or more. That is 550+ alumni enhancing and supporting our provision.

Examples include graphic design graduates Heidi Louise Griffiths and Jon Dawkins with 'Mayhker', supporting women into education with their ethical fashion and product range. Sports graduates Ben Clifford and Ben Room's CIC Surfability UK's provision of adapted and inclusive surfing experiences even featured in the 'Children in Need Special 2020'. We are so very proud to celebrate their achievements.



Overcoming pandemic blues and circumnavigating social distancing on scaled events, GEW2020 at the UWTSd conquered the limitations and succeeded in facilitating a suite of entrepreneurship multi-disciplinary online sessions for our learners, showcasing our entrepreneurial alumni resilience and creativity. Our entrepreneurial alumni, also inspired and contributed content for our publication 'Working it out: A guide for first-time freelancers by UWTSd', which was launched during Global Entrepreneurship Week. <https://www.ydds.ac.uk/news/press-releases/press-2020/uwtsd-launches-new-guidebook-for-freelancers-to-mark-global-entrepreneurship-week.html>



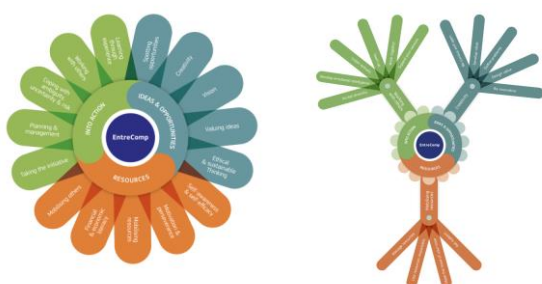
<https://issuu.com/trinitysaintdavid/docs/working-it-out>

**Our think tank, unlocking entrepreneurial potential**



*Think tank illustration, MA graduate Karl Mountford*

Working in collaboration with Welsh Government and informed by the research from the International Institute for Creative Entrepreneurial Development (IICED) we aim to provide all of our students with opportunities to develop their entrepreneurial competencies, as indicated in the Entrecomp framework, the ‘de facto’ guidance for Europe that we helped to develop.



Creativity and innovation are at the heart of the University of Wales Trinity Saint David’s (UWTSD) mission to enhance graduate employability and the number of graduate start-ups. Our aim is to utilise our collective skills, knowledge and technology to enable the University and its graduates to offer solutions to the most urgent societal challenges – in Wales and further afield. We are also committed to building a sustainable society driven through enterprising innovation and entrepreneurship.

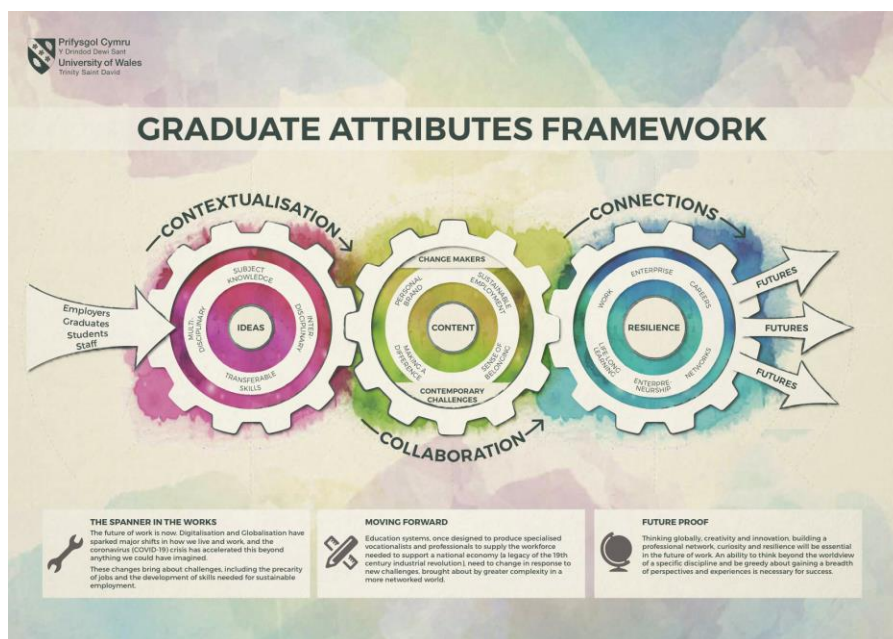
Innovative learning and industry collaboration is a key focus, facilitating more value creation opportunities for students; enhancing their prospects after graduation. This unique approach of bringing students, academics, and businesses together enables them to explore ideas and create opportunities for the development of new sustainable businesses, products, and services. These abilities are especially important in small businesses, where many graduates wish to kick start their careers.

UWTSD has a long-standing reputation in the field of creative entrepreneurial development. This is a key concept for us. Not only is creativity an essential skill for all, but we never forget that the trigger for innovation is creative ideation. We think beyond the start-up, our lens across the entire educational journey. This is reflected beyond our physical walls and extends out into our work in schools and the development of the new Welsh curriculum.

“UWTSD’s IICED is widely recognised as one of the world’s foremost institutions in creativity-based entrepreneurship education. IICED has not only been active in advising the UK government in the field of entrepreneurship education but its publications have also been leading discussions at an international level.”

Yves Punie EU Joint Research Centre, 2016

As the demand for blended approaches to learning increases globally, we have responded by developing high-quality on-line degree modules, targeted at ‘graduate attributes’. Developed in collaboration with employers and feeds from all faculty groups, and guided by frameworks, such as ‘Entrecomp’ they seek to future-proof our learner journeys whatever the context. In addition to supporting their development, by informing delivery approaches (teaching, learning, and assessment), the enterprise team has directly contributed to the core and extra-curricular content, which included signposting to materials available through Big Ideas Wales. Participation in the modules, combined with information disseminated in student newsletters facilitated our engagement with over 3,000 of our learners. We empowered 484 students with extra-curricular activities, including inspirational workshops from Big Ideas role models, inclusive of our alumni.



*The graduate attributes framework embedded into the UWTSD curriculum in 2020*

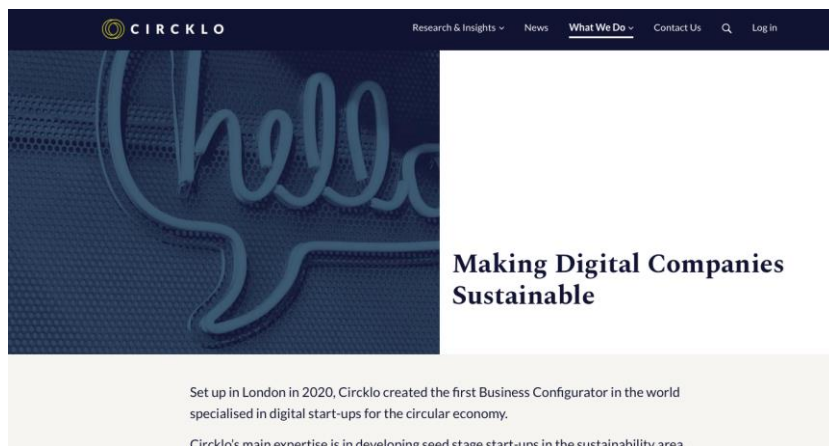
## Collaboration for supporting start-up

For us collaborative working is key. Relationships, built upon trust and mutual appreciation of expertise, enrich our approach to our support and development provision. We provide mentoring through our enterprise officers Dylan Williams-Evans (Swansea) and Hywel Davies (Carmarthen and Lampeter). Assisted with Welsh Government-funding we have the Enterprise Hub, based in Yr Egin, as well as Big Ideas Wales and Business Wales. We also work

with the Princes' Trust. In 2020, 34 students have test traded, 217 developed business start-up ideas, and 50 started new businesses.

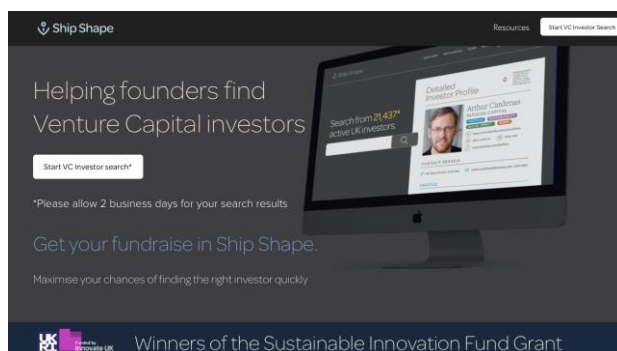
Our support is tailored to the individual and their business needs, informed by continual engagement and feedback.

Maria Morais, currently studying with us to add another MA to her portfolio, co-founded Cirklo in 2020, a business configurator specialising in digital start-ups for the circular economy, providing us with the opportunity of expertise to draw upon with an accelerator opportunity for our students and graduates.



## Local collaboration

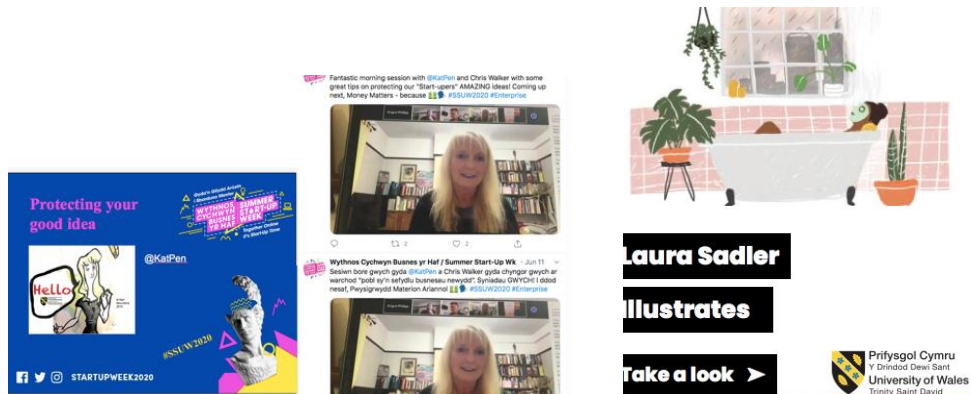
On a local level, through virtual meetings, we welcomed a number of local businesses into our network, including ShipShape, who source funding for business founders.



## National collaboration

On a national level, we participated in the pan-Wales Summer Start-Up Week. Dylan Williams-Evans providing technical and marketing expertise, with Kath Penaluna contributing an intellectual property rights workshop. The Wales Student Market provided a great vehicle for our students to promote their products, with Dylan supporting the uploading and vetting process.

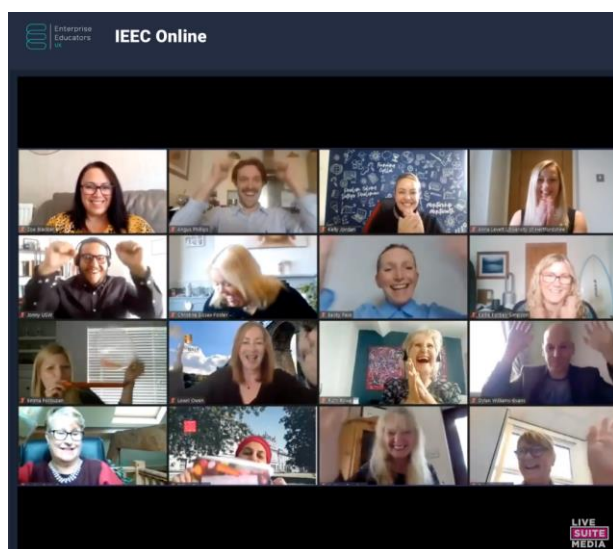




*Summer Start Up Week 2020*

*Student Market*

The pan-Wales team of enterprise champions would go on to win the Enterprise Catalyst award for the Summer Start Up week at the Enterprise Educators UK annual conference in September 2020.



## European collaboration

On a European level, we celebrated the first EntrecompEdu phase 1 'whole school' commitment to the entrepreneurial education journey of the teaching staff at Dafen Primary School, with an on-line graduation ceremony.


Working in collaboration with Felicity Healey Benson, our entrepreneurial learning champion and EntreCompEdu project lead, the school demonstrated a wholehearted engagement to the Erasmus+ funded skills framework, keen to build their educator creative and entrepreneurial mindsets in preparing for the new Welsh curriculum implementation challenge. A whole school of staff completed the 3-month project in the height of the covid challenge.




*Dafen Primary School educators – Entrecomp Edu pioneers*

<https://www.uwtsd.ac.uk/news/press-releases/press-2020/innovative-digital-event-to-celebrate-entrecompedu-phase-1.html>

Kathryn Penaluna and Felicity Healey-Benson were then able to share the success and key learning points of Dafen School's experience of the EntreCompEdu project at the Enterprise Educators UK online conference this year. Not only focusing on the EntreCompEdu project, of which the UWTSD is the lead partner, in strengthening the new Curriculum for Wales guidance and an entrepreneurial learning approach to curriculum design but on the key role of universities in helping strengthen the enterprise pipeline.





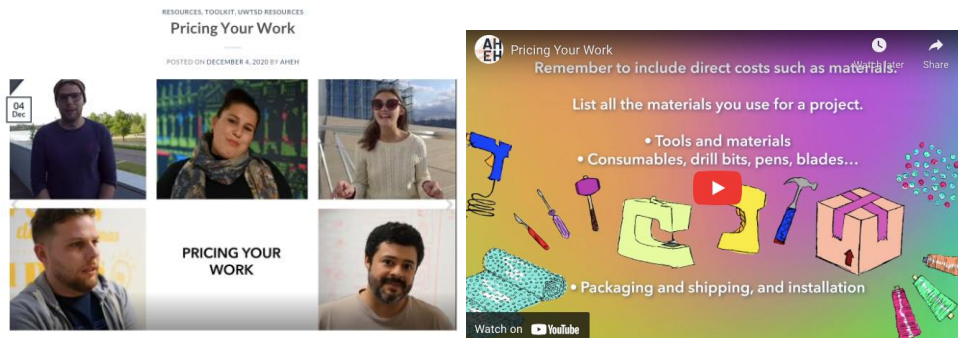
Enterprise  
Educators  
UK

*Strengthening the Enterprise Pipeline:  
The role of universities  
Thursday 22nd October 2020  
Online*

**Introducing EntreCompEdu -**  
**A European case study on enterprising the educators:**  
**Dafen Primary School, Wales**

**Kathryn Penaluna & Felicity Healey-Benson**

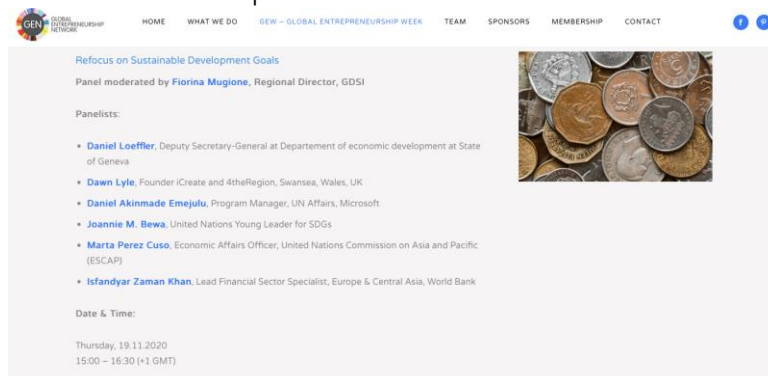
Through our Arts and Humanities Entrepreneurship Erasmus+ funded project we developed and accessed resources designed to reflect the European context for graduate start-ups from those disciplines.



<https://www.artshumanitieshub.eu/resources/pricing-your-work/>

## International collaboration

During Global Entrepreneurship Week, we co-hosted an event moderated by Fiorina Mugione, Regional Director of GSDI, previously the Chief of Entrepreneurship at the United Nations with whom we regularly collaborate. Dawn Lyle, UWTSD (Swansea Met) graduate, co-founder of ICreate animation studio, and co-founder of '4 the Region' also joined as a speaker, contributing to panel discussions on supporting entrepreneurship focused on the Sustainable Development Goals.



For entrepreneurship to address the sustainability challenge, three recent approaches to entrepreneurship (eco, humane and social) have been added to the traditional wealth creation or economic approach. In response, Professor David Kirby and IICED entrepreneurial champion Felicity launched the Harmonious entrepreneurship society.



## The Harmonious Entrepreneurship Society

### A holistic systems-thinking approach to entrepreneurship

Set up to promote and advance harmonious approaches to entrepreneurship to address the sustainability challenge facing our planet.



Co-founded by Professor David A. Kirby & Felicity Healey-Benson

HES website extract

### Collaboration for developing entrepreneurial educators

Of course, it isn't just our learners that need entrepreneurial competencies. Educator creativity was in abundance this year, as on-line activities were developed in collaboration with students and digital technicians. Our musical theatre students who digitally broadcasted what would normally have been full stage productions, here singing 'I've got rhythm'.

<https://www.facebook.com/watch/?v=3430347330314529>



*Musical Theatre students move to on-line broadcasts*

This initiative features as a case study in HEFCW's October 20 publication 'HE in a Changing World: Adapting in a Time of Crisis', <https://www.hefcw.ac.uk/wp-content/uploads/2020/10/Higher-Ed-Crisis-Publication-ENG.pdf> pages 44/45

Within the same publication, on pages 46/49, our staff development conference NEXUS received acclaim for its digital format. One of the presenters was our entrepreneurial learning champion, Felicity Healey Benson, who showcased the EntLearn hub, platform designed to provide frameworks and resources to enhance entrepreneurial education. A link to her blog post reflecting on the conference was included in the article.

<https://emergenthinkers.com/2020/07/14/nexus-2020-the-gift-of-connection/>



*Slides from NEXUS 2020, showcasing the EntLearn Hub*

## Recruitment of Academic Champions of enterprise

We recognised Richard Morgan, from our engineering department, as an Academic Champion of Enterprise (ACE) for his taking forward the appointment of Jessica Leigh-Jones, MBE, as a Visiting Professor, supported by the Royal Academy of Engineering, to develop the next generation of entrepreneurial graduates to drive innovation in manufacturing in Wales.



Number: WG41802



Welsh Government  
Consultation – summary of response

A manufacturing future for Wales:  
A framework for action

How we should work with industry, trade unions and academia to  
future proof manufacturing in Wales

## Jessica Leigh-Jones MBA, Visiting Professor, enhancing entrepreneurial skills in engineering

Dr Shelha Khan was also recognised as an ACE, for her contributions, which include developing initiatives to support the BAME community. Shehla provided an inspirational presentation for the annual Enterprise Educators UK conference, on engaging BAME students in entrepreneurship, informed by her experiences delivering the Leadership and Management skills for the Workplace program. This contribution brings our total number of ACEs, developing discipline and context relevant entrepreneurship activities to 15.



Dr Shehla Khan, presenting at the EEUK annual conference

## Summary

To summarise, UWTSD is all about communities; we learn from our people; students, graduates, and our partners, who sustain us, and we in turn sustain others through our insights.

## Connect and collaborate with us

Students, graduates, staff or community members can easily get in touch with a single click to: [enterprise@uwtsd.ac.uk](mailto:enterprise@uwtsd.ac.uk)