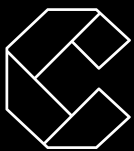
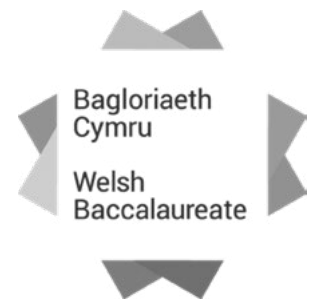


Enterprise and Employability Challenge

Welsh Baccalaureate



CANOLFAN
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CONWY
CULTURE
CENTRE



This challenge will draw out your students' innovation, creativity and enterprise skills and attributes, while providing a vibrant, fun and fulfilling experience that will enhance their employability.

The challenge has been set by the Conwy Culture Centre team.

1 PEN PORTRAIT

A self-promotion by producing a creative holistic A4 representation of your current skills, competencies, attributes and experiences

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2 INNOVATION PROPOSAL

Produce and present to an external professional your report which must include:

- Executive summary
- Why
- Who
- What
- When
- How
- Evaluation and justification of fitness for purpose

3 DESTINATION PLAN

Research and analyse the steps to a realistic potential career destination

Written self-promotion in the form of a CV and letter of application or personal statement

A cost analysis of personal financial demands of independent living and life style expectations

4 PERSONAL REFLECTION PRESENTATION

Articulate a positive promotion of yourself to a responsible person

Respond to competency-based questions giving clear examples of your skills, qualities and attributes

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The Client

Conwy Culture Centre is an innovative centre of excellence for culture, heritage and the arts in Conwy County, based on the site of Bodlondeb School in the town of Conwy.

The Centre contains the county archive, an area library, heritage exhibitions, a community arts hub, meeting room and café.

It's a great starting point to explore the rich story of Conwy County. The exhibitions on display take visitors through 5,000 years of history, complete with unique objects, beautiful works of art and family-friendly interactive interpretation.

A library and much more; this is a bolthole, a place to relax or get some work done. Somewhere to sit back and relax with a good book and a coffee. Ever tried your hand at local or family history research? Now is the perfect opportunity, with friendly staff available to help you get started.

The landscaped areas around the Centre include a peaceful sensory garden with accessible paths and seating. You can listen to local voices telling their stories as you admire the medicinal plants in the physic planters – a link to the rich monastic history of Conwy before the castle.

The Centre as a Business

A Centre such as this must be vibrant and lively. Although there will be a seasonal influx of visitors on holiday or day trips, a large and essential market for the Centre is local. By combining services – library, museum and archives – the Centre will draw a local audience, but it is essential to aim for repeat visits. The Centre must meet visitor expectations and be consistent in its standard of care and quality. It will also need variation, innovation, change and renewal.

Listed below are some things that a business can do to avoid becoming 'stale'. Businesses can have:

- regular and varied events
- seasonal or targeted activities
- activities targeted at specific audiences
- changing exhibitions
- exhibitions that appeal to all the senses
- an excellent café
- an excellent visitor service
- a quieter safe space
- a superb gift shop
- a sustainable, eco, ethical and equal ethos apparent throughout
- innovative experiences
- excellent communication

Choose your Challenge

The Brief Options

1. Research, design and present a temporary exhibition.

It should:

- showcase 10 items/museum exhibits/images
- tell a story about the Conwy area
- be labelled simply and correctly
- be educational or entertaining or both
- be innovative
- be interactive
- attract new visitors
- engage repeat visitors

You could:

- do some market research. Ask family and friends and Centre staff.
- create a trail map to lead visitors around your exhibit
- have a reward such as a sticker, gift or certificate
- produce a marketing/social media plan to promote it
- create a leaflet to accompany it with further information

2. Research, design and present a series of 6 greetings cards that could be sold in the gift shop.

They should:

- showcase 6 images
- tell a story about the Conwy area
- be labelled simply and correctly
- be educational or entertaining or both
- be innovative
- attract new visitors
- engage repeat visitors

You could:

- do some market research. Ask family and friends and Centre staff.
- create a temporary wall display, to explain the story that accompanies and promotes your greetings card collection
- invite friends and family to bring in photos that fit your theme/story
- produce a marketing/social media plan to promote the cards
- create a leaflet to accompany the collection

This challenge is relevant to all aspects of business and enterprise. Companies are continually rebranding, adding products and services, appealing to new customers, keeping regular customers coming back. A creative way of thinking is the cornerstone of economic growth.

Work your way through the stages on the following page.

We have included the following resources to help you with your challenge:

- A map of the centre
- A potted history of Conwy to get your research started

Here are some links to useful websites:

<https://www.bbc.co.uk/bitesize/guides/z3csycw/revision/1>

<https://hwb.gov.wales/repository/resource/606bd358-09fb-49f9-8e6c-136838ef29ba/en>

<https://museum.wales/media/38613/Trial-challenge.pdf>

<https://www.gwegogledd.cymru/index.php/bacvle/uwch/her-menter-a-chyflogadwyedd/?lang=en>

The Stages

This challenge is a team task but with the opportunity to draw out individual strengths and support each other's weaknesses.

We have suggested the following stages of development and evaluation. There are loads of tools and techniques that can be explored and used at each stage. Check out the useful web-links on the previous page. We suggest that each student has a journal where they record each stage of the challenge and what they have learned. This will form part of their personal reflection at the end.

1. Team Up

What makes a team work? What are your individual strengths? How are teams structured?

Skills test: Do you possess the attributes needed to succeed in enterprise? Take the following free skills test and find out! www.entreprisecatalyst.co.uk

Write your Pen Portrait and Destination Plan.

2. The Challenge

What interests you about the Centre challenge? Discuss the brief from the client. What are your initial thoughts and ideas? Get them all out and make sure everyone has an opportunity to contribute. Plan your initial visit to Conwy Culture Centre. What do you need to find out? What are your team and individual roles? How are you going to record your experience?

3. 100 to 1

How can you decide which idea to choose? Pros and cons? Scoring sheet? SWOT analysis?

4. Roles and Responsibilities

What are the tasks and stages for the development of your idea? Match individuals' skills to tasks fairly, sharing tasks if necessary. Create a SMART plan, such as a GANTT chart, for planning, development and implementation. **Complete your Innovation Proposal.**

5. Communication

How are you going to ensure that everyone is on task and on time? All teams need opportunities to evaluate, change and reallocate tasks in order to learn, adapt and achieve. How can you keep up momentum, enthusiasm and drive? **Record minutes of meetings in your journal.**

6. Visit Conwy Culture Centre

Book your visit by emailing LIC@conwy.gov.uk. Arrive at Conwy Culture Centre with a plan. Explore the Centre, take photos, be inspired and speak to the staff.

7. Proposal

Go back to the original brief. Have you developed what the client has asked for? How are you going to communicate your proposal to the Conwy Culture Centre team? Identify and share the tasks, for example digital, visual, introduction, details, costs, timetable for delivery and summary. Who should do which bits?

8. Showtime

Plan, prepare and design your response to the brief. Email your presentation to Conwy Culture Centre: LIC@conwy.gov.uk.

9. Personal Reflection

Complete your individual journals. Prepare a 5-minute **Personal Reflective Presentation** highlighting what makes you enterprising and employable.