**Project Name:** Llwyddo’n Lleol *(Succeeding Locally)*

**Overview:**

Llwyddo’n Lleol is aimed at helping young people in North West Wales move up the career ladder and succeed within their local communities, targeting 11-19 years olds.

Gwynedd is experiencing a rapidly ageing population. Rural areas in particular are suffering greatly from the outward migration of young people, and the inward migration of older people looking to retire to the peace and tranquillity of a rural setting. This project aims to stem this flow through a series of innovative activities designed to develop the skills and confidence of young people in the opportunities available to both work and live within their own communities.

**Aim:** To create a culture of enterprise amongst young people.

**Objectives:**

* Increase the confidence of young people in their communities and the future they can offer;
* Increase the awareness of the employment and self-employment opportunities within the growth sectors;
* Nurturing a can-do attitude mind-set amongst young people and encourage our young generation to see self-employment and venture creation as a viable, exciting career choice;
* Develop enterprising skills for employment or self-employment.

**Activity Outline:**

* **Sector Specific Events**

Events organised for young people to learn more about the employment and self-employment opportunities within the following growth sectors in Gwynedd:

* Creative Industries
* Outdoor Sector
* Energy Sector
* Social Enterprise Sector
* Green Economy

During the events young people will meet people who work or run their own business within the sectors; learn what qualifications and experiences you need to work in the sector and the variety of opportunities each sector can offer.

* **Entrepreneurship Units**

The Entrepreneurship Units are a series of units that are accredited to a Level 2 BTEC Award in WorkSkills. The modules provide an opportunity for young people to learn more about entrepreneurship and to develop entrepreneurial skills that employers are looking for. During studying towards the Level 2 Award, young people will learn how to plan an enterprise; run an enterprise and how to produce a product. Opportunities will also be provided to meet local businesses people that have started their own business.

* **Idea Generation Sessions and the Bursary**

The Idea Generation Sessions provide young people with the opportunity to utilise their enterprise skills and to have a go at setting-up their own business. There is support available to think of ideas and to develop a business plan in order to apply for the Llwyddo’n Lleol Bursary.