



# WELSH BACCALAUREATE

## Key Stage 4

### National/Foundation

## Enterprise and Employability Challenge

### Product/Service

### Pembrokeshire Coast National Park



Parc Cenedlaethol  
Arfordir Penfro  
Pembrokeshire Coast  
National Park

**Available for assessment from January 2018**



# ENTERPRISE AND EMPLOYABILITY CHALLENGE

## Product/Service

### PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Creativity and Innovation**, **Personal Effectiveness** and **Digital Literacy** and apply them in an appropriate manner.

### BRIEF

During your working life it will be unusual for you to have just one job, it is more likely you will have a number of different jobs. You will have to apply for these jobs and go through an assessment process which may include an interview and presentation. It is important you are able to sell yourself by using examples of the skills you have and how you have used them. Team work, a can-do and positive attitude and being creative are particularly valued by employers.



To help you experience business and the world of work you should work together with other pupils in a team of 3-6 members to design and develop an idea for a product or service which will meet the needs of young visitors to the National Park while communicating information about the environment and conservation **work**. You will display your idea and pitch it to a panel answering any questions asked.

The Pembrokeshire Coast National Park is one of 3 National Parks in Wales and 15 in the whole of Britain. They were created to protect spectacular landscapes and provide recreation opportunities for the public.

Pembrokeshire Coast is Britain's only fully coastal National Park with 620 sq km of cliffs, beaches, islands, harbours and coves. Home to spectacular wildlife; seabirds, seals, dolphins and basking sharks; this beautiful area needs special care to conserve it for future generations. The National Park Authority manages the area and has 2 purposes:

- to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park, and
- to promote opportunities for public enjoyment and understanding of its special qualities.

The National Park attracts more than 4.2 million visitors a year, spending more than £498 million. People visiting or using the park for recreation access many products and services to make their experience more enjoyable and interesting.

The product or service that you design and develop will need to be useful to visitors but also provide an educational message.

The Enterprise and Employability Challenge provides you with an opportunity for you to show how creative and innovative you can be including the use of digital technology, as well as demonstrating people skills such as developing a rapport, listening skills, negotiating

skills and trusting others. You may also demonstrate your assertiveness and leadership qualities.

Resources: further resources and links held on a PCNPA webpage:

<http://www.pembrokeshirecoast.wales/learningabout/WBQ>

### Examples and ideas of products and services:

- Tide timetables with information about marine conservation, wildlife identification.
- Foraging guide with recipes and maps plus sustainability guidelines
- Guide to Glamping sites??
- Local food guide with camp fire guidelines
- Create promotional merchandise with a key message for a particular sector or business
- Dog poop bags??

### Links to useful organisations and resources



<http://www.pembrokeshireoutdoors.org.uk/activities/>

The Pembrokeshire Outdoor Charter group provides a connection to adventure activity providers and also [codes of conduct](#) to ensure wildlife is protected.

<http://enjoy.pcnpa.org.uk/>

The Pembrokeshire National Park Authority provides information about a wide range of activities and locations as well as information about the benefits to health and well being

Contact: [discovery@pembrokeshirecoast.org.uk](mailto:discovery@pembrokeshirecoast.org.uk)