



# Creating Enterprise



## The organisation

Creating Enterprise, a subsidiary of Cartrefi Conwy, started in 2015 and has quickly grown into the Social Contractor of Choice for North Wales, providing a range of services to the public and private sector. Creating Enterprise is a building and maintenance contractor with a difference. 100% of commercial profits are invested into their social purpose which is to help tenants and local people into employment and volunteering initiatives. Creating Futures is a unique employment academy which aims to give local people paid employment opportunities, as well as offering qualifications and meaningful work experience.

## Result from the report

- **88% of the volunteers now feel as they have Improved employment opportunities**
- **70% of the volunteers felt increased satisfaction from employment or work**
- **88% Improved feelings of self-worth / feeling valued after volunteering with Creating Enterprise**
- **The outcomes of the academy made a positive contribution to the well-being goals of the Well-being of Future Generations (Wales) Act 2015, a Resilient Wales and a Healthier Wales**



*"I'd been self-employed for 30 odd years, cared for my husband for 4 years and then he passed away. I didn't know where to start, I wasn't myself, I didn't recognise myself. I could use Facebook, but that was about it for my digital skills. I asked if there was a course to help me, and Creating Enterprise held one. I volunteered to put my skills into practice. Then a job came up in that department and I was offered it. I felt confident to apply for the job, and my manager now, even before my interview, knew I was capable."*

**Former volunteer**

## The next steps

*"Working so closely with the team at Mantell Gwynedd and CVSC on the production of our social value report proved to be an excellent opportunity for us here at Creating Enterprise to reflect on the achievements of our colleagues and volunteers, celebrate successes and identify areas for future development. We are delighted with the report's conclusion on the social value of our volunteering service, which shows that every £1 invested in the project is worth £6 to society, calculating the social return on investment to be over £360,000 per year. We are also excited to include the report's recommendations in our strategic planning as we move forward."*

**Sharon Jones, Director of Partnerships - Social Value**



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