Case study

Cardiff Metropolitan University | Prifysgol Metropolitan Caerdydd

Empowering leaders: Exploring the impact of Cardiff Metropolitan University's 20Twenty Leadership Programme

What is the 20Twenty leadership programme?

The 20Twenty Leadership Programme is a programme delivered by Cardiff Metropolitan University's Creative Leadership and Enterprise Centre (CLEC), in collaboration with the Chartered Management Institute (CMI).

Launched in 2009, with EU funding until 2023, the programme aimed to provide practical, people-orientated management skills, and help business leaders deliver profitable growth through encouraging an adaptable and flexible mindset towards change and providing the skills required to compete in an increasingly difficult trading environment.

Key successes

- 1,812 accreditations achieved by participants from over 1,100 businesses.
- All success metrics for the 20Twenty programme were successfully achieved.
- 90% of the funding for 20Twenty has come from sponsors, including the Welsh and UK Governments and the EU.

CLEC's journey of leadership development

CLEC has worked with over 1,100 businesses and 1,420 managers through its 20Twenty Leadership Programme, resulting in 1,812 accreditations. These include 802 Post-Graduate Certificates (PGC) and CMI Level 7 certifications, as well as 208 CMI Level 4 certifications.

The 10-month programme, delivered over ten days, which features workshops, assignments, and a Strategic Growth Project (SGP), allows participants to earn leadership certifications at CMI Levels 4, 5, and 7, and a Cardiff Metropolitan University PGC in Sustainable Leadership. Graduates have the opportunity to advance their qualifications further by pursuing a Cardiff Metropolitan University Executive MBA or achieving Chartered Manager accreditation.

Expansion and impact:

The success of 20Twenty led to several programme expansions:

- **Construction Futures Wales (CFW):** Developed from 20Twenty, this £1.2 million programme, funded by the Construction Industry Training Board (CITB) and Welsh Government, supported over 300 businesses until 2018.
- **Help To Grow:** Given CLEC's experience in providing Leadership Training, and the School's endorsement by the Small Business Charter, CLEC was appointed as a local provider on the UK Government's £520m Help To Grow programme.
- **Admiral Insurance:** A bespoke version of 20Twenty for Admiral Insurance saw participant-led Strategic Growth Projects driving innovation, with praise from Admiral's CEO.
- **Grant Thornton:** A successful partnership between CLEC and Grant Thornton saw the launch of the £750k Accelerated Growth Programme (AGP) funded by Cardiff Capital Region, offering tailored one-to-one support to 75 participants.

The first cohort of SME business leaders participating in the Help To Grow Management programme

Building strong networks

CLEC has established relationships with over 1,000 businesses across South and North East Wales. Its Alumni programme fosters interdisciplinary collaboration with key partners such as Admiral, NatWest, Bank of Wales, Chambers Wales, IoD, CBI Wales, FSB, and Grant Thornton.

International recognition

CLEC's impact has been internationally recognised. The 2021 Research Excellence Framework (REF2021) highlighted CLEC's achievements, and in 2022, the UK Productivity Commission extensively quoted CLEC research on productivity in its evidence gathering process. Independent evaluations have consistently confirmed the positive influence of CLEC's programmes, with its contributions to business and economic development noted in academic publications like Local Economy.

Participant feedback

"It's great to see initiatives such as the Admiral Leadership Programme, delivered in collaboration with Cardiff Metropolitan University, provide real business benefit and impact".

Matt Wintle, Head of Talent Acquisition and Development at Admiral Group Plc

"It has helped us to create a strategic focus as an organisation, resulting in the development of a whole new department. I would definitely recommend the programme as it's benefitted the company."

Andrew Baker, Finance Director, P & A and Zest

Further success stories from the 20Twenty programme can be found on the website: here

CLEC's vision for the future

The Help To Grow scheme is currently funded through the UK Government's Shared Prosperity Fund until March 2025.

The continued success and growth of the 20Twenty programme, along with CLEC's leadership training initiatives, rely on securing additional funding and expanding their offerings. This includes developing new training programmes, such as micro-credentials and short courses, to meet the evolving needs of businesses in Leadership and Management development.

To arrange a call with a member of Cardiff Metropolitan University's Research and Innovation team email business@cardiffmet.ac.uk

Chris Davidge, Managing Director, Peter Jones ILG Ltd.

Peter Jones ILG Ltd: Crafting a Vision for Business Growth. Read the article here

Discover more about CLEC

Find out more about CLEC: here

Visit the 20Twenty website: here

Contact the team: clec@cardiffmet.ac.uk

UNDEB EWROPEAIDD EUROPEAN UNION
Llywodraeth Cymru Welsh Government
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20 twenty BUSINESS GROWTH

Cardiff School of Management
Ysgol Reoli Caerdydd

CMI Chartered Management Institute

Funded by UK Government

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Mae'r ddogfen hon hefyd ar gael yn Gymraeg / This document is also available in Welsh