



# Young Enterprise

*Learning by Doing*

**PRESS PACK**

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## **ABOUT YOUNG ENTERPRISE**

Young Enterprise is the UK's largest business and enterprise education charity. Each year through a range of programmes it reaches more than 350,000 young people aged from 4 years through to 25+.

The Young Enterprise programmes are all based on the principle of learning by doing and bring volunteers from business into the classroom or university to work with the teacher and students.

Some of the Young Enterprise programmes offer students direct experience of enterprise through working together to run their own real company. Others are structured around seminars and classes, using games, activities and role-play to help students to develop skills and capabilities for enterprise, business and the world of work.

Young Enterprise is supported by the government and the business community, both financially and through the provision and encouragement of volunteers.

To find out more visit [www.young-enterprise.org.uk](http://www.young-enterprise.org.uk)

## **YOUNG ENTERPRISE MISSION AND VISION**

The Young Enterprise Mission:

To inspire and equip young people to learn and succeed through enterprise.

The Young Enterprise Vision:

That all young people will have the opportunity to gain personal experience of how business works, understand the role it plays in providing employment and creating prosperity, and be inspired to improve their own prospects, and the competitiveness of the UK.

## YOUNG ENTERPRISE FACTS - BASIC

- Young Enterprise reaches more than 350,000 young people a year through the involvement and support of 3,000 UK businesses.
- More than 5,500 schools, colleges and universities participate in Young Enterprise programmes.
- The late Sir Walter Salomon founded Young Enterprise in 1963.

## YOUNG ENTERPRISE FACTS – COMPANY PROGRAMME ALUMNI

Below are some highlights from our independent Alumni evaluation, carried out by research company FreshMinds. Download the full report at [http://www.young-enterprise.org.uk/pub/alumni\\_home.do](http://www.young-enterprise.org.uk/pub/alumni_home.do)

- Participation in the Young Enterprise Company Programme correlates with **better future earnings**. In particular in the 30+ age group alumni earn a third more than their peers.
- Young Enterprise Company Programme alumni are **twice as likely to start their own business** as their peers.
- Alumni had a **greater appreciation of their skills** and the opportunities available to them on leaving school.
- The YE alumni are **more passionate about their jobs** than their peers with 77% of alumni fulfilled and engaged by their jobs, compared to only 59% of the Control Group.
- YE alumni are **more successful in their careers** than their non-participating counterparts (even when taking into account family affluence).
- YE alumni are **more likely to get involved in voluntary work** (55% compared with 39% for the Control Group).
- Amongst business-owning alumni, Young Enterprise was ranked as the **most significant experience** they drew upon when establishing and building their venture.
- Overall, YE alumni felt that **Young Enterprise contributed** to their skill development **more than anything else**, including work experience, extra-curricular activities and school.

## **YOUNG ENTERPRISE PROGRAMMES**

### **Primary Programme**

Age Range: 4-11

The Primary Programme consists of six modules, each of which is a fun and interactive series of lessons presented by a business volunteer in school to a whole class. Each of the six modules is for a different year-group of children from four to eleven years old. The volunteers engage the children by sharing their work experiences through a structured programme of learning. A variety of hands-on activities enable children to better understand the relevance of their education to the workplace through the six module themes: Ourselves, Our Families, Our Community, Our City, Our Nation and Our World.

### **Your School Your Business**

Age Range: 11-12

The Your School Your Business Programme is specifically designed as a transition activity for students entering secondary school. It provides a hands-on, practical introduction to the school as a learning and business organisation. The programme aims to encourage students to appreciate their current and future role in their secondary school and the contribution that all members of the school staff, teaching and non-teaching, make towards their education. Through it they understand that schools are multifaceted businesses where different types of work take place, and all decisions and choices have associated costs and impact. Volunteers from the world of work lead discussions, deliver activities, and enrich the programme with their own experiences and knowledge. The programme runs as a one-day seminar.

### **Personal Economics**

Age Range: 12-15

The Personal Economics programme is designed to give students a hands-on, practical introduction to personal finance, credit & debt, savings and investments and budgeting. The programme aims to encourage students to appreciate their current and future role in society and the economy and consumers, employees, employers, tax payers, investors and borrowers. Volunteers from the world of work lead discussions, deliver activities and enrich the programme with their own experiences and knowledge. The programme runs over six one-hour weekly sessions or as a one-day seminar.

### **Enterprise in Action**

Age Range: 12-15

Through the Enterprise in Action programme, Business volunteers challenge students to identify and develop attitudes and capabilities for enterprise through the process of thinking-up, designing, planning, building and promoting a prototype product model. An interactive simulated business context is created over the Internet, and underpinning business concepts are delivered via games and activities. The programme consists of seven sessions run as a 2-day intensive programme or over 7 weeks. Enterprise in Action directly contributes to the development of enterprise capability.

### **Learn to Earn**

Age Range: 12-15

The Learn to Earn programme is designed to give students an activity-based introduction into the relationship between learning and the attainment of personal goals. The programme aims to support and guide students in exploring the concepts of success, independence and employment and in understanding the relevance of learning and education to their working future. Volunteers from the world of work lead discussions, deliver activities and share with students their own life experiences. The programme runs over six one-hour weekly sessions or as a one-day or two-day seminar.

### **Project Business**

Age Range: 12-15

The Project Business programme is run over six one-hour weekly sessions, which are presented in-curriculum by a volunteer Business Partner and supported by a Teacher Partner. It can also be presented as a one-day or two-day seminar. Project Business is designed to give students a practical, activity based insight into economic and business life. The sessions give hands-on introductions to a wide range of subjects relating to how businesses interact with investors, customers, employees, and society in general. Also included in the programme is a business/works visit, usually hosted by the volunteer Business Partner.

### **QuickStart**

Age Range: 12-15

The Young Enterprise QuickStart Programme offers groups of up to 50 students aged 12 to 15 a taster of the skills and experience required for business and enterprise through the experience of setting up and running their own real company through an intensive 10-day programme. Working in teams, supported by a mentor from the business community, students interview and appoint each other to job roles within the company, raise share capital, and research, design, produce

and market a product or service offering for their company. Towards the end of the programme they participate in a trade fair where they have the opportunity to gain direct sales experience, before drawing up a report and accounts and presenting the results of their experience. Each of the ten days begins with a seminar themed around a different step in the business process e.g. Human Resources, Marketing or Finance. These seminar sessions are supported with hands-on learning activities, and led by an expert from the world of work.

### **QuickStart Music**

Age Range: 12-15

Through a combination of theory and practical experience, the 10-week creative enterprise programme, aimed at students aged 12 to 15, enables young entrepreneurs to learn in school how to operate their own real music businesses, tapping into young people's music-making out of school with support from business and music industry mentors. The young entrepreneurs will also be able to access and promote the talent of young creators, via the NUMU online schools music network, a dedicated safe site where young musicians can showcase their music.

### **Team Programme**

Age Range: 15-19+

Team Programme is specifically designed for young people aged 15-19+ who experience difficulties with learning and/ or disabilities. It offers these young people practical experience of running their own company, supported by their teacher and volunteer Business Advisers. Formal recognition of the skills and abilities developed through Team Programme is offered via the Young Enterprise Qualification, that all Team Programme participants are invited to sit.

### **Company Programme**

Age Range: 15-19

In the Company Programme, students aged 15 to 19 set up and run their own company over the course of one academic year. They elect a board of directors from amongst their peers, raise share capital, and market and finance a product or service of their own choice. At the end of the year they liquidate the company and present a report and accounts. Formal recognition of the skills and abilities developed through the Company Programme is offered via the Young Enterprise Qualification that all Company Programme participants are invited to sit.

### **Entrepreneurship Masterclass**

Age Range: 15-19

Entrepreneurship Masterclasses are seminars that encourage students to think about starting their own business as a career option and to identify the key entrepreneurial skills required. The

Masterclasses enable current entrepreneurs to inspire students through presentations, activities and discussion centred on their own life experiences. Students are challenged to reflect upon the main issues and practicalities of starting their own business such as who to approach concerning financial matters, help and advice and are given guidance to help them get started.

### **Industry Masterclass**

Age Range: 15-19

Industry Masterclasses are seminars that help students to gain an overview of the world of work within a specific industry sector e.g. creative and media, engineering, hospitality, construction, catering etc. The Masterclasses enable current business leaders from the sector to inspire students through presentations, activities and discussion centred on their own field of work. Students build their understanding of the knowledge and skills required to work in the sector, and have an opportunity to identify, explore and develop their own skills. In addition, they gain an understanding of the business start-up or self employment opportunities in the sector.

### **Graduate Programme**

Age Range: 18-24

Graduate Programme offers students in Higher Education the opportunity to learn from setting up and running their own company through an enterprise programme. Graduate Programme enables students to develop attitudes and skills necessary for personal success, lifelong learning and employability. It also helps them to gain an understanding of the potential of sme's as future employers, and to consider self-employment and business creation as possible future career options.

## YOUNG ENTERPRISE PEOPLE

Young Enterprise in the UK is made up of 12 regional organisations operating under a license agreement with Young Enterprise UK. Each Young Enterprise Region is run by an elected Board of Trustees and the Regional Chair holds a seat on the UK National Council. Young Enterprise in the UK is governed by a UK Board made up of business supporters. The work of Young Enterprise is furthered through funding from National Patrons and Supporters.

### Young Enterprise UK Directors

UK Chief Executive – Michael Savory

UK Deputy Chief Executive – Rachael Anderton

Finance and HR Director – Mark Collins

Programmes Director – Peter Guy

Development and Communications Director – Andrew Grimley

### National Board

Michael Geoghegan (Chairman) *HSBC Holdings plc*

Neil Makin (Vice Chairman) *Cadbury*

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**National Patrons and Supporters**

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Department for Culture, Media and Sport

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