



the **business** of **life**

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Empowering
Business,
Nurturing
Talent

An Introduction to Young Enterprise

The Young Enterprise Mission is:

'To build a connected world of young people, business volunteers and educators to inspire each other to succeed through enterprise.'

Young Enterprise (YE) inspires young people to learn and succeed through enterprise. It offers a range of programmes for young people aged 4-25, all of which are based on the principle of **'learning by doing.'**

The key to the success of YE is that it brings volunteers from business and industry together with education providers (schools, colleges and/or universities). Both students and businesses who have taken part in YE have recognised that the connection between education and the world of business is the vital component which makes YE so successful. For example:

The British Chamber of Commerce (BCC) Workforce Survey (September 2014) states that:

- 88% of firms believe school leavers are not prepared for work with 57% attributing this to the lack of 'soft skills' such as communication, team working and resilience.

The YE flagship Company Programme gives students direct experience of enterprise, working together to run their own business with support from local business advisers. Linked to results of the BCC Workforce Survey, YE helps young people to develop strong 'Employability Competencies' (see opposite – page 2)

Businesses who partner and support YE help to ignite the spirit of enterprise amongst the next generation of business leaders and entrepreneurs. They also help to **empower** young people to contribute to their local community and economy, giving them the confidence, ability and ambition to succeed in business.

- **Young Enterprise** is the UK's largest finance and enterprise education charity;
- Founded over 50 years ago (in 1963);
- Since 1963 YE has worked with over 4 million young people;
- Each year YE works with over **5,500** schools, **250,000** young people and **3,500** business partners across the UK;
- Working with over 40% of the secondary schools in the **West of England**.

Young Enterprise: Business and Employability Competencies

YE has created a Learner Development Journey which maps intended learning objectives and outcomes against eight key employability competencies (defined below). These are endorsed by findings from the Confederation of British Industry (CBI) and informed by other employability skills related research such as the BCC Workforce Survey (2014).

Participating in YE programmes provides young people with an opportunity to understand, develop and apply employability competencies. It also offers employers the opportunity to emphasise the importance of these competencies to both their business and, ultimately, the careers of those taking part in YE.

The eight key employability competencies are:

Communication

The ability to listen, write and speak effectively to present and exchange information and ideas in a clear and concise manner.

Confidence

The self-motivation and ability to generate and retain strong self-belief in personal skills, capabilities and likelihood of success.

Financial Capacity

The ability to analyse financial information, manage money well and make informed decisions to plan for successful financial futures.

Initiative

The ability to show/use initiative, evaluate and calculate risks and do more than is required in the pursuit of successful outcomes.

Organisation

The ability to effectively manage tasks, plan and prioritise actions within a time schedule and set smart targets.

Problem solving

The ability to collect and examine information, think creatively and analyse situations to generate solutions to problems.

Resilience

The ability to persist when facing setbacks whilst adjusting to pressure and adapting to changes in different/varying circumstances.

Teamwork

The ability to build team engagement, collaborate, share knowledge and explain ideas to others whilst managing personal feelings.

Why work with the West of England Young Enterprise Programme?

There are many reasons why businesses have chosen to support YE in the West of England (WoE).

The top 10 reasons given are:

- With over 50 years of experience and development, YE programmes are well known and trusted with proven benefits to both young people and businesses;
- YE helps businesses meet their Corporate Social Responsibility (CSR) aims and objectives;
- Enables businesses to make connections with potential future employees;
- Can help fulfil staff development objectives, helping existing employees grow in confidence and share their skills and expertise with young people;
- Can raise the profile of a sector and/or business (including career development opportunities) amongst potential future employees;
- Helps businesses make links within their local community, through YE's trusted connections with many education providers across the WoE at primary, secondary, college and university level;
- Provides a business networking opportunity, with numerous businesses attending a calendar of YE events throughout the year;

- The WoE YE Board has the ability to recognise key business supporters on a local, regional and national level through its e-newsletter, social media activity etc;
- YE has strong press, radio and TV contacts at local, regional and national levels. For example, the Company Programme Final (London, July 2015) was covered by BBC Breakfast reaching an audience of over 7 million viewers;
- And finally, we often hear **"I just want to give something back."** YE is the perfect opportunity to do this, supporting the future generation of entrepreneurs.



Case studies of existing YE supporters



What was it about YE that was attractive to you?

"Young people are very open to what is in front of them. They have no pre-conceived ideas of what will or won't work. They have a productive naivety which is great to help nurture through YE. I also view students as the next generation, they are moving things forward and looking after our world and our businesses."

Rob Carter, Chair of the West of England YE Board

How have you helped YE, what is your role?

"During the last 6 1/2 years I've had 2 roles. As a Business Advisor for 4 years, looking after 4 teams from Colston Girls School. My 2012 team won an award for Innovation which was particularly exciting! For the last 2 1/2 years I have been Chair of the West of England Board,

bringing together an enthusiastic group of volunteers to help increase penetration of YE across the WoE area. In that time I am pleased to say we have roughly trebled the number of schools participating in YE."

What do you enjoy most/why do you continue to be involved?

"This is easy. It's seeing the development and growth from the start of the year to the end of the year. Seeing students having fun and pushing themselves in a challenging environment and doing something different. The regional final always makes me very emotional!"

What value does being involved in YE bring to you/your business?

"It gives me the opportunity to give something back, to meet people I wouldn't otherwise meet and to introduce clients to YE. This has a positive impact on them in their own leadership and management skills and enables them to be more fulfilled in their own business careers."



Chris Argrave (from Burton Sweet, Weston-super-Mare) Business Adviser (BA) to YE

What was it about YE that was attractive to you?

"Seeing how enthusiastic the students were about the project and their willingness to learn about something that would be useful to them in the workplace. It is also encouraging that the students are able to learn these skills for their future employment opportunities."



to learn these skills for their future employment opportunities."

How have you helped YE, what is your role?

"I've been a BA with the North Somerset Enterprise and Technology College (NSETC) for a number of years. I assist the students in making decisions by guiding them, but ensuring that I

don't make any decisions for them."

What do you enjoy most/why do you continue to be involved?

"The most enjoyable part of the process for me is seeing the progress of the students and getting to know them. When you first meet the students they are very shy and inexperienced. However, they quickly get involved in all areas of their new business and it's great to see them learning key skills that they will use in their future lives."

What are the key benefits of YE?

"The key benefit to me is seeing students grow into young adults and young business people in a short space of time, where the majority have started the process with very little experience of running a business."

"I would encourage businesses to get involved in YE. The experience is one that is very enjoyable as you will work with students who are eager to learn and experience the business world."



Joanna Purnell (Bishop Fleming, Bath and Bristol) Corporate Sponsor and YE Board Member



financial support of £4,000 we currently provide 8 business advisors and 3 board members.

I became involved when as I was asked (as part of my personal development within the firm), to become a business advisor (BA) for one of our academy clients - St Bedes in Bristol. Following a number of years acting as a BA, I have since joined the WoE YE Board.

What was it about YE that was attractive to you?

Initially the appeal was to do something different with the skills I had gained at university and in

Tell me how you first got involved with YE?

Bishop Fleming as a firm supports many of our school clients with Young Enterprise, providing financial sponsorship, business advisors, judges for events and there are a number of board members too. Alongside

private practice accountancy. I quickly realised that I would learn so much from involvement with YE Company Programme – more in fact than the students would learn from me!

I really enjoyed seeing the difference that it made to the young people – not just in their knowledge of business, but their confidence to speak to and present to their peers in the real business community.

It teaches them about life in the real world – including the hardships and the reality of a real life deadlines that they are solely responsible for. Watching and supporting them overcome the challenges of the tough times is very rewarding.

How have you developed since working with YE?

I have become more aware of the importance and have a greater understanding of "soft skills". I have realised that we assume that everyone automatically has the tools to be confident, communicate well and sell the skills they have – we don't, we learn these over time and through experiences. Young Enterprise is one of those experiences for both the mentors and the students.

What value does being involved in YEA bring to you/your business?

Matt Lee (Managing Partner, Bishop Fleming) states:

"I was a graduate of the 'Young Enterprise' programme, so I fully recognise our reliance on the next generation to drive our economy forward. Our relationship with YE is a two-way street: the pupils and schools benefit from our help, and our staff benefit from the experience of working with those young people."



How can businesses support Young Enterprise?

There are many ways in which businesses can support YE. These include:

- Nominating a business adviser to support Company Programme;
- Sponsoring either events and awards or supporting judging;

- Offering services, space, goods etc for events; and
- Helping promote the scheme via their own communication channels.

The table below contains a summary of the range of ways in which businesses can support YE and the associated costs:

Activity	Details of Support	Contribution (pa)
WoE YE Company Programme	Business Adviser to a school/Company Programme for one academic year (2 hours a week, September – May)	£500 plus staff time
	Sponsorship of events throughout the academic year (Trade Fairs x2, Area Semi-Finals, Area Final)	£300 - £1,500
	Sponsor of the Area Final Programme	£500-700
	Catering and venue sponsorship	£500 - £2,000
	Business Dragon and/or Judge	£300
	Regional Award sponsorship	£200 per award
	Donation of products and services such as printing, marketing, supply of PA equipment etc	Cost on request
Sponsored workshop at a Primary School	1 day workshop for 30 pupils – community project linked to doing business and making decisions	£1,500
Sponsored workshop at a Secondary School	1 day workshop for 50 pupils – focus on employability skills and a real life business challenge	£2,000
Corporate packages	There are a range of corporate packages available recognising that many businesses now have CSR strategies and responsibilities. These range from Bronze, Silver, Gold, or Platinum and Headline sponsor for YE WoE (national profile – one sponsor only).	£1,500 - £10,000

Further details of the above can be **provided on request**. All supporters of YE are recognised in ongoing YE marketing activities, helping to raise the profile of the business supporters.

Marketing and PR

YE has made a serious commitment to ensuring that it recognises the significant effort, resources and support it receives through partnerships with businesses, schools, colleges and other partners.

YE has a range of media platforms locally, regionally and nationally which it utilises for promotional activity. In the WoE we have enjoyed considerable success in our PR activities to date. The WoE YE Board is keen to continue to establish a library of business and learner case studies, testimonials and quotes which can be used to help attract media attention and which recognise the substantial support given by businesses across the WoE area.

Depending on the type of support pledged by a business, YE will use a mixture of the following to promote business partnerships and involvement:

- Social media platforms;
- Press releases (local, regional, national);
- Company name and logo on the WoE YE monthly e-newsletter;
- Use of company banners at YE events (such as the Trade Fairs, Semi-Finals, Area Finals);
- Company logo displayed at events and networking opportunities;
- Advert in the YE West of England Area Final Awards Programme;
- Company logo on awards (if sponsored);
- Use of business case studies, testimonials and quotes across various media.

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Young Enterprise is a fantastic scheme that takes the expertise of professional business people into schools. It introduces the idea of running a business as an option at that crucial stage where teenagers are being expected to make decisions about their careers. It provides them with the opportunity to give enterprise

a go, they even earn money and compete for recognition.

Seeing the young people empowered to grow in confidence, explore their own creativity and develop their business skills is fantastic.

– Amy Morse, Authorpreneur

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George Ferguson, Major of Bristol:

A big thanks to **@YEWestofEngland #youngenterprise** for enabling young people to learn to trade **@sticksmarket** trade fair!