

Press Pack

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Young Enterprise

www.young-enterprise.org.uk

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This pack includes the following:

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About Young Enterprise (YE)

Young Enterprise is the UK's leading enterprise education charity.

Our mission:

To build a connected world of young people, business volunteers and educators inspiring each other to succeed through enterprise. Our programmes inspire young people with the confidence, ability and ambition to succeed.

With almost 50 years' experience, we are an active member of [Junior Achievement Worldwide](#) and a founding member of [JA-YE Europe](#).

To find out more visit www.young-enterprise.org.uk

Spokespeople:

(Please see full biographies on page 9-10)

John May, Chief Executive
Ian Smith, Young Enterprise UK Chairman

Please call the press team on 0207 618 9172 or e-mail youngenterprise@luther.co.uk for comment or to set up an interview.

Facts and figures

- 250,000 young people aged 4-25 take part in our programmes each year
- We work with 5,000 schools, colleges and universities across the UK
- 3,500 UK businesses support our work
- Our programmes are delivered by our network of 4,500 business volunteers
- 331 local volunteer boards help to run the scheme locally
- 1 UK and 12 regional charities manage Young Enterprise across the UK
- We are governed by a UK Board, National Council and 12 Regional Boards

How does it work?

- Our enterprise programmes are delivered by local volunteers from business who work alongside teachers/tutors to deliver our programmes in schools, colleges and universities across the UK
- Our programmes enable young people to :
 - practise **entrepreneurship**
 - share the skills, behaviours and attitudes needed to succeed in work – **employability**
 - help them set the business agenda as tomorrow's leaders, customers and employees – **empowerment**,
- In the 2009/10 academic year, 4,500 business volunteers delivered our programmes to more than a quarter of a million young people
- Supporters of Young Enterprise include: HSBC Bank Plc, Accenture, BT, Cadbury, Caterpillar Foundation, Edge, KPMG, Oracle, Procter & Gamble, Ryman and Santander amongst others.

Key facts

- Each year, over 250,000 young people aged 4-25 take part in YE programmes, which empower the next generation with the confidence, ability and ambition to succeed in a rapidly changing global economy.
- Every year, more than 3,500 businesses and over 5,000 schools, colleges, universities and local communities, support YE making us the UK's leading enterprise education charity.
- Young Enterprise was founded by Sir Walter Salomon in 1963. During that first year, 113 young people founded the first eight Young Enterprise companies in the UK.
- Young Enterprise's mission is: "to build a connected world of young people, business volunteers and educators, inspiring each other to succeed through enterprise."
- YE is an active member of Junior Achievement Worldwide and a founding member of JA-YE Europe.

Key research

Below are some highlights from our independent Alumni evaluation, carried out by the research company Fresh Minds in 2008.

- Young Enterprise Company Programme alumni are **twice as likely to start their own business** as their peers.
- The YE alumni are **more passionate about their jobs** with 77% of alumni fulfilled and engaged by their jobs, compared with only 59% of the Control Group.
- Young Enterprise alumni who are 30+ **earn a third more** than their peers.
- Amongst business-owning alumni, Young Enterprise was ranked as the **most significant experience** they drew upon when establishing and building their venture.

Frequently asked questions

Q: Who can take part?

A: Our programmes are for young people aged 4 - 25

Q: Can you join as an individual or must you sign up as part of a school?

A: Individuals can get involved as volunteers, however to take an active part in a programme participants must belong to a registered institution such as a school, college, university or youth club.

Q: How many young people and businesses take part each year?

A: Young Enterprise reaches more than 250,000 young people a year through the involvement and support of 3,500 UK businesses.

Q: How many schools, colleges and universities take part?

A: More than 5,000 schools, colleges and universities participate in Young Enterprise programmes.

Q: How are business volunteers assigned?

A: Young Enterprise at a local level will contact a volunteer and find the best programme and location to suit their needs.

Q: What do young people gain from taking part in our programmes?

A: Our programmes enable young people to:

- practise **entrepreneurship**
- share the skills, behaviours and attitudes needed to succeed in work - **employability**
- help them set the business agenda as tomorrow's leaders, customers and employees - **empowerment** .

Q: What do businesses volunteers gain from the Young Enterprise volunteer experience?

A: Young Enterprise volunteers have the opportunity to work directly with young people, passing on their skills and experience of business and enterprise to the next generation.

Volunteering with Young Enterprise offers other benefits including developing management skills, such as coaching, communication and team work, improving self confidence and presentation skills and contributing towards professional CPD requirements.

Q. How do businesses support Young Enterprise?

A: Through supporting Young Enterprise, businesses of all sizes are helping us to inspire the next generation with confidence, ability and ambition to succeed as tomorrow's entrepreneurs, business leaders and enterprising employees. Businesses can support Young Enterprise through financial contributions, employee volunteering and *pro bono* support.

Q: Do individual schools need to pay a fee to get involved?

A: Programmes are subsidised but most schools are required to pay some level of fee. The fee depends on what funding is available locally.

Q: What are the benefits of Young Enterprise?

A: According to our independent research, Young Enterprise alumni are twice as likely to start their own business as their peers and those who are 30+ earn a third more than their peers. Young people taking part learn new skills, develop self confidence, bolster their CV's and ultimately make themselves more employable by getting involved.

Young Enterprise programmes

Our programmes inspire young people aged 4 to 25 years old with the confidence, ability and ambition to succeed.

At each stage, students work directly with Young Enterprise volunteers from the local business community.



Primary Programmes

Age Range: 4-11

Consists of six modules, featuring a variety of hands-on activities that enable children to better understand business and the world of work:

Ourselves (aged 4-7)

Our Families (aged 5-8)

Our Community (aged 6-9)

Our City (aged 7-10)

Our Nation (aged 8-11)

Our World (aged 9-12)

Secondary Classroom-based Programmes



Your School Your Business (aged 10-12)

Supporting the Primary-Secondary transition, Your School Your Business is an exciting and engaging way to introduce students to their new school.



Enterprise in Action (aged 11-15)

Students compete against the clock and each other to design and develop their own prototype product to bring to market. Enterprise in Action engages and excites students with an inspirational, high impact and high energy enterprise experience.



Personal Economics (aged 12-16)

Through 'life map living' students are challenged and inspired to consider money management, employment and their own financial futures. Personal Economics brings financial capability to life.



Learn to Earn (aged 12-16)

An engaging and thought-provoking day challenges students to make the connection between education, training and employment. Learn to Earn empowers students to start planning for tomorrow, today.



Project Business (aged 13-16)

A dynamic and eye-opening experience for students as they take on the role of a small business for the day. Project Business brings the world of business and enterprise to life.



In Business with the Games (aged 13-16)

In Business with the Games takes students through a day of engaging enterprise challenges that reveal the business behind the 2012 Olympic and Paralympic Games.



Industry Masterclass (aged 13-17)

Through sector-specific enterprise challenges and industry insight from local business volunteers, the Industry Masterclass programme inspires students to explore the realities of enterprise and entrepreneurship.



Entrepreneurship Masterclass (aged 13-17)

Real-life entrepreneurs share their experiences first hand with students through a dynamic series of enterprise challenges. Entrepreneurship Master class inspires students to turn their ideas into action.

Company-based Programmes



Quickstart (aged 13-16)

A fast-paced, high-energy business enterprise experience. The Quickstart Programme challenges students to work together, setting up and running their own real companies, guided and inspired by a Young Enterprise business adviser.



Quickstart Music (aged 13-16)

The music business... brought to life. Quickstart Music empowers students to set up and run their own Music Industry in school. Inspired and guided by Young Enterprise business volunteers, students work together to fund, plan, set up and manage their own, real, music event.



Company Programme (aged 15-19)

The ultimate enterprise experience - mentored by Young Enterprise Business Advisers, students set up and run their own real company over a year. The Company Programme materials are all available online, providing an innovative suite of business tools and guidance for students and link teachers.



Team Programme (aged 15-19+)

An unforgettable experience, Team Programme inspires students with special educational and support needs to work together as they set up and run their own real company, guided every step of the way by a Young Enterprise Business Adviser.



Start-Up Programme (aged 18-25+)

An inspirational year-long journey as a real start-up business – Young Enterprise business consultants inspire and guide students through the planning, creation and management of their own company.

Young Enterprise People



John May, Young Enterprise UK Chief Executive

As Chief Executive, John leads Young Enterprise across the UK to inspire and develop the next generation of enterprising young people.

Previous to Young Enterprise John May was Chief Executive of Career Academies UK, a charity that leads and supports a national movement of over 700 employers and 100 schools and further education colleges.

Trained as a teacher, John has worked with children and young people in a variety of situations, ranging from schools in England to refugee camps in Uganda.

He became a head teacher at just 28, briefly holding the honour of being the youngest head in the country and quickly developing a reputation for regenerating underperforming schools.

In 1999, John joined Business in the Community, HRH The Prince of Wales's organisation for companies committed to responsible business practice, as their Director of Education - a position he held until invited to become Career Academies UK's first Chief Executive in 2003.

John is a former non-executive director of UNICEF; has been one of the judges of the National Teaching Awards and the TES Schools Awards; is a founding director of 'Teach First' and Chairman of World Scouting's Educational Methods Committee. He is a Fellow of the RSA and a member of the Institute of Directors.

He writes, speaks and broadcasts on a number of education related matters. In 2008, John received The Queen's Award for Enterprise Promotion in recognition of his longstanding dedication to enterprise education.



Ian Smith, Young Enterprise UK Chairman

Ian Smith is Managing Partner of AndersonBick Consultants LLP, his own executive coaching consultancy, but was until recently Regional Senior Vice President, of Oracle UK, Ireland & Israel, a post he held for nine years.

Prior to his tenure at Oracle, he joined BT as Director of Customer Service, was subsequently made Managing Director of BT's consumer division, and finally Managing Director of BT UK Customer Service.

He has served on the Executive of the Information Age Partnership, the E-Skills Board, the CBI President's Committee, the National Employment Panel, and chaired the Leadership & Management Panel on behalf of the UK Government. He has served as the Prince of Wales' Ambassador for South East England. Ian serves on the Board of Business in the Community (BITC), is a member of BITC's Education Leadership Team, chairs BITC's South East Leadership team, and until recently held the post of Chairman of the Leadership for Global Competitiveness Advisory Group of SEEDA. He has held the post of President of the Institute of Customer Services since its inception over ten years ago.

Until 2008, he served on the Board of Junior Achievement-Young Enterprise Europe and in February 2009 was appointed as Chairman of Young Enterprise UK

Young Enterprise UK Leadership Team

UK Chief Executive - John May
Finance and HR Director - Mark Collins
Programmes Director - Peter Guy
Development and Communications Director - Andrew Grimley

UK Board members

Ian Smith (Chairman) *AndersonBick Consultants LLP*
Neil Makin OBE (Vice Chairman) *Cadbury*
Jerry McDonald (Hon.Treasurer) *Independent*
Derek Walmsley (Company Secretary) *Independent*
Maggie Crompton *HSBC*
John Cox CBE *Edge Foundation*
Grey Denham *Independent*
Judith Felton *GKN plc*
Dame Mary Marsh *Clore Leadership Foundation*
Alan Pascoe *Fast Track*
William Salomon *Hansa Capital Ltd*
Phil Smith *Cisco*
Miles Templeman *Institute of Directors*

National Council

Neil Makin OBE *Chairman*
Dr Jon Marx *YE East Midlands*
Clive Hyman *YE East of England*
James Froomberg *YE London*

Mark Henderson *YE North East*
Tony Gill (Acting Chair) *YE North West*
Mike Bamber *YE Northern Ireland*
Dave Bates (Vice Chair) *YE Scotland*
Geoff Bell *YE South East*
Charles Cockell *YE South West*
Martin Warren *YE Wales*
Geoff Buck *YE West Midlands*
Martin Hathaway *YE Yorkshire and Humber*

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Young Enterprise UK Business Supporters

HSBC Bank plc

Accenture

Cadbury

Santander

GKN plc

Caterpillar

Cisco

KPMG

G E Foundation

Procter & Gamble

Oracle

BT

Cognizant

Ryman stationary

The Daily Telegraph

UK Music

Young Enterprise UK Business Institute Supporters

The Chartered Institute of Management Accountants

The Chartered Institute of Marketing Charitable Trust

The Institute of Chartered Accountants in England and Wales

Young Enterprise UK Trust and Foundation Supporters

Edge

The Bailey Thomas Charitable Fund

Haymills Charitable Trust

Alumni case study



Adam Soliman Founder of Charbrew - Profile

Having previously enjoyed an excellent academic and sporting record whilst at school on the Fylde coast, Adam's next step was to relocate to Newcastle University with dreams and aspirations of a career in city banking. Realising quickly after graduating that, as a 22 year old graduate in this current climate, he was unlikely to easily secure a position in the heights of the corporate world, he set his sights on developing his own empire.

From initial visits to the tea plantations in Vietnam his enthusiasm for his idea, which saw a gap in the UK market, began. Drawing on his experiences and that of family and friends Adam realised initially that the tea market in the UK was overrun with bland and bitter teas and an opening for the correct product was there.

With the help of his parents, Blackpool's "Get started Project" and Young Enterprise, Adam realised his ambition of starting his own business at a much earlier age than expected and with drive, enthusiasm and immense ambition finds himself today on the border of a potentially hugely successful business.

Charbrew, a specialist tea brand created by the Global Tea and Coffee Exchange Ltd., Adam's parent company is an innovative new range designed to provide new, strong flavours alongside beautifully created mixes of worldwide produce blending. With only 7 months in the market place Adam already has his specialist product ranges in 20 different stores, with Lakeland (voted number 1 shop by the Telegraph) stocking it in 46 of their stores within the coming months and a planned October launch with Booths, the largest independently owned supermarket. Adam's ultimate goal is to renovate the UK's tea market with medium term plans to stock it in either Harvey Nicholls and Selfridges.

Adam comments, "I am constantly on the go, this is a seven day a week job for me at the moment, but I am determined to make it a huge success. This is a growing market and lots more people are interested in different types of tea these days."

Teacher case study



Jeremy Jackson, Head Teacher at Webster Primary School, Moss Side, Manchester

We introduced enterprise education into our school for the first time last year and have already seen the benefits. The Young Enterprise programmes have practical, fun, hands-on activities which open the minds of primary school children and encourage them to think about the world around them. The business volunteers with Young Enterprise manage and lead the whole process.

For the day, pupils came to school dressed as what they'd like to be when they grow up; we saw a whole array of different ambitions: policemen, nurses, and teachers and – most ambitious of all – a spaceman! Through the programme, the children became aware of some of the different career options available and the skills and attitudes they'd need.

The modules help to ensure that every child, regardless of their background or circumstance, has the support they need to make a positive contribution and achieve economic well-being. By allowing children to experience the key principles of enterprise and employability in a relaxed atmosphere, we are contributing whole heartedly to this aim. The programme helps to increase pupils' understanding of the workplace and life beyond their immediate classroom environment.

I believe the experience pupils gain from the Primary Programme is vitally important. They learn about business and the wider world in a hands-on and practical way, which is more effective than just telling them. Our first experience of delivering the programme was a great success; the pupils were given new challenges and access to information and insight that was previously unavailable. The teaching materials have clearly been refined carefully and effectively to ensure the programme is suitable for primary age, and challenges them without going too far.

Enterprise education in primary schools is not about creating the next Richard Branson or Peter Jones, it's about bringing up a generation of enterprising young people who understand the value of working and aren't afraid to think with ambition. The Young Enterprise Primary Programme encourages pupils to talk to each other about the world of work and realise that a good career can give job and life satisfaction, and money to enable them to live the life they want.

Business volunteer case study



Harkirn Khaila

Leaving behind a successful career in television to pursue her dreams, Harkirn launched the HOX fashion label and boutique in January 2009. Setting up the business was going back to her roots and following her passion.

Shortly after setting up the boutique, Hox was asked to become a judge at the local Company Programme awards. After seeing all the fantastic work that goes into, and comes out of, Company Programme, she became a regular Young Enterprise Business Volunteer.

“It’s early days for me but I’ve already seen so many benefits and rewards. I think the biggest is being able to share my experiences both good and bad with the students. They are also so creative and full of energy that I’m encouraged to be more adventurous myself. It’s a two-way relationship where we learn from each other.

“I think most students don’t think about setting up in business as a career option when they are at school and the Young Enterprise Programmes change that. Even if as a result of doing it they decide it’s not for them, they have still learnt so many life skills –team work, leadership, organisation and presentation skills – which they can only benefit from.

“Students have an image of business as a corporate world full of men and women in suits sitting in boardrooms; It’s great to be able to show young people another side to business.”