



Young
Enterprise

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ENTERPRISING FUTURES

Reflecting on ten years of impact
achieved through the Young Enterprise
Fiver Challenge, 2014 - 2024



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essential skills

2024-25

Foreword



Sarah Porretta
CEO of Young Enterprise

One of my first experiences as CEO was visiting a local primary school taking part in the Fiver Programme. It was absolutely fantastic to see the energy and imagination of children being given the opportunity to bring their ideas to life — setting up and running real businesses, making real decisions, and even generating real money. Their excitement was infectious, and their creativity truly inspiring.

Beyond the buzz in the classroom, the past ten years of Fiver have shown us the lasting impact this programme can have. Fiver isn't about turning primary school pupils into entrepreneurs overnight. It's about sparking curiosity, building confidence, and showing children how what they learn at school connects to the wider world. It brings learning to life in a way that is practical, purposeful and deeply engaging.

At its heart, Fiver is a brilliant example of applied learning at a critical stage in a child's education. It plays a powerful role in levelling the playing field — helping to close the gap in access to these kinds of formative experiences. The programme is inclusive, accessible to children across a wide range of learning needs, and it gives every child the chance to shine — not just in the classroom, but beyond it. Not every young person grows up knowing someone who works in business, but Fiver gives all pupils a chance to explore that world, try it out, and discover what they're capable of.

We're incredibly grateful to Principality for their long-standing support and commitment to improving social mobility for young people across England and Wales. I hope you enjoy reading the stories and successes from the first ten years of Fiver, and I encourage you to get involved and support this brilliant programme in your local community.



Julie-Ann Haines
CEO of Principality Building Society

The Fiver Challenge continues to provide children with a great opportunity to build and test their entrepreneurial skills, in addition to wider skills in communication, teamworking and problem solving. Principality have been proud sponsors of the Fiver Challenge for many years and in that time, it's been inspiring to see so many young people having been engaged and how much they have learnt about the world of work.

The Challenge continues to evolve and has always been a platform where the participants can explore bringing one of their hobbies or interests into a fun, business-type setting, and in recent years there's been a growing trend of environmentally-conscious businesses and those which benefit the local community. This has been great to see in practice and in such a meaningful way. As a mutual business we resonate strongly with these.

Our thanks go to everyone involved in the Fiver Challenge across Wales and England, the children, teachers, schools and parents, and to the staff at Young Enterprise for their commitment to growing the reach and impact of the Fiver Challenge over the last ten years.

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About Fiver

The Fiver Challenge is a free national programme run by Young Enterprise since 2014, primarily designed for children aged 5 to 11.

Fiver introduces financial education and enterprise skills to children at a young age, at the same time as encouraging resilience, teamwork and communication.

Pupils taking part in the Fiver Challenge are given a £5 pledge, either as an individual or in a group, and they are challenged with creating their own business in four weeks. They must research, create, market and sell their products. Participating schools will usually organise a selling event for pupils to pitch and sell their products, and the pupils can choose how to spend or donate any earnings at the end of the challenge.

The challenge was developed to complement the primary school curriculum by taking a practical applied learning approach, allowing children to interact within their local communities and develop skills and behaviours useful for later in life. Pupils also get to exercise their creativity by taking part in logo and pitch competitions, where they compete with other schools for the national Fiver Challenge Awards.

The children take ownership of their business and actively make decisions, solve problems and just enjoy the experience. It's lovely to see them handling money and develop critical thinking in such a relevant context. It has added to our curriculum, and we can't wait to take part next year. Teacher (2021)

The Fiver Challenge takes place in schools in June every year. Alternatively, educators or parents can deliver Fiver DIY, a mini project version of Fiver that can take place flexibly at school or at home, during any time of the year.

As well as supporting enterprise and financial education, Fiver helps children to set goals, reflect on their achievements and improve their self-confidence. By allowing pupils to become more comfortable interacting with others outside of their educational setting, Fiver helps to level the playing field for the young people taking part as they continue their education and prepare to enter work.

The programme introduces young people to the world of work and inspires an interest in entrepreneurship that many participants develop further through other YE programmes at secondary school.

In this report, we celebrate the achievements of Fiver over the last 10 years, while looking at the impacts of the programme on the pupils that take part. We visit secondary school pupils who took part in Fiver in primary school to see the medium-term impacts, and we look at some of the successful contributions from different groups.

Who takes part in Fiver?

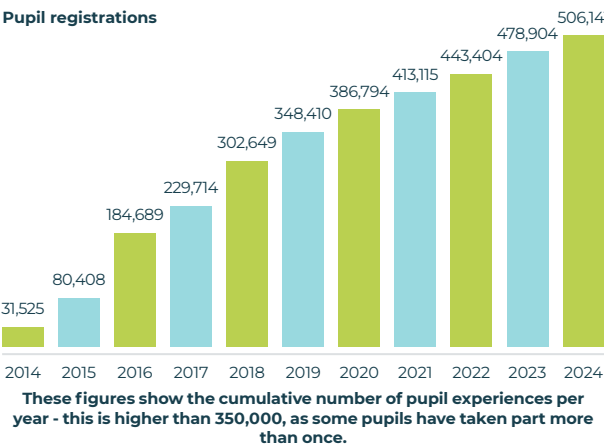
Between 2014 and 2024, over 350,000 children and young people took part in Fiver across the UK.

Over 40% of those taking part are located in more disadvantaged communities (IMD 1-4) across the country.

The programme has grown steadily over the past ten years, including during the COVID-19 pandemic when Fiver DIY became an invaluable activity for many schools and home educators.

Many schools have built Fiver into their calendar, embedding tasks into normal lessons. Teachers have commented that it fits well into the school curriculum, and it is often completed as part of mathematics, English and PSHE.

Some schools use Fiver to keep pupils engaged in learning after they have completed their Year 6 SATs, and taking part in the challenge towards the end of the summer term means there is more flexibility in the school timetable. One teacher in 2022 noted, 'Year 5s are now expecting to do it when they come in Year 6 and they look forward to it.'



The programme has received extensive positive feedback from educators for the quality of learning experiences:

96% of teachers agree that Fiver provides an opportunity for children to learn about managing money.

96% of teachers agree that Fiver provides a real-life learning context.

94% of teachers agree that the challenge supports young people's learning for a range of academic subjects.

Financial education can be part of any subject, across the curriculum, it's preparation for adulthood and a life skill, something you have to deal with every day of your life, Fiver really helps with this understanding. Teacher (2022)

Making products is one of the most popular elements of the Fiver Challenge, with teachers reporting high levels of engagement among learners.

99% of teachers agree that Fiver encourages children to generate ideas (2019)

We got to be really creative and we got to do our own thing and have our own style. Year 5 pupil

Outcomes for pupils taking part

Career aspirations

The challenge gives pupils the opportunity to reflect on their own skills and how they could be used in future careers.

The Fiver Challenge gives pupils a better idea of profit and loss. Some of the pupils taking part have reported that they have become more interested in the business world for their future careers as a result.



of teachers agree the challenge informs young people about different career roles and future opportunities (2021).

Confidence and independence

The marketplace where they sell the product, that's when we absolutely see them thrive. And we get so many pieces of feedback from parents who say that the children are just so confident, their manner, their selling skills. They go away feeling really proud of themselves. Teacher (2022)

The Fiver Challenge gives young people a chance to interact with people outside their day-to-day setting, selling their products to adults and pupils from other year groups.

The pupils taking part must think about how to market their products and, at times, deal with pressures such as queues and time constraints. One pupil from the East Midlands remarked, 'We built our confidence because we had to ask around the village, sending out flyers and it became easier to talk to people'.

Teachers have fed back that the Fiver Challenge caters to pupils of different abilities and gives confidence to pupils who may struggle in typical lessons. Achieving success in the Fiver Challenge reassures pupils that they can succeed, as well as helping them to identify personal strengths.

The girls that usually are really hard to encourage to speak out and join in with class discussion, really grew in confidence and participated much more vocally than they normally do. Teacher (2022)



FIVER JOURNEY 1

Lorna's story

Roseland Community College, Truro, Cornwall

Roseland Community College (now The Roseland Academy) took part in the Fiver Challenge in 2015 and one of their pupils won Most Inspiring Individual in the age 9-11 category at the Fiver Challenge Awards, receiving an invite to the national awards ceremony in central London.

Sustainable business

Lorna set up 'Lovely Locks' and made hair accessories out of recycled school uniforms, using leftover tartan skirts and ties to create hair scrunchies, hair bows and button hair clips. She obtained the material from Year 11 pupils who would shortly be leaving.

Girls at the school are usually not allowed to wear fashionable hair accessories, however Lorna persuaded the headmaster to make an exception and change school uniform policy to include her accessories.

The biggest challenge was meeting with the headmaster to ask him to change the school dress code to allow girls to wear these. Lorna, Most Inspiring Individual award winner

A sense of pride

Lorna made £40.50 profit, which she donated to the Children's Hospice South West, and specifically to the Little Harbour branch in St Austell.

Lorna said: 'My favourite part of the experience was selling the products and seeing all the Year 6s coming in on their first day wearing them. It's made me think about my future a lot more, what I can do and what I can achieve.'

Lorna's mum said: 'The first day she came home when all the children had started wearing them, she was really happy, and said 'I made that, and they're all wearing them!''



FIVER JOURNEY 2

Don's story Newland House School, London

Don had only recently moved to Newland House School when he chose to join their Entrepreneur Club, which was taking part in the Fiver Challenge.

Don was a keen and committed member of his Fiver team, with amazing ideas and a fantastic imagination, however, he was nervous to share these vocally with the rest of the group to begin with.

Finding his voice

As the project progressed, and the team started to gel, Don began to contribute with more confidence and became a solid voice for sustainability within the team.

Don's teammates respected and valued his opinions and ideas, and he began to trust himself and his contributions more readily. This same young man was the first to arrive and encourage sales for his team's pop-up shop on their sales day, and he spoke with passion about his business and his team's product (care packages for refugee children from Ukraine).

He was recognised for his efforts when he was awarded Most Inspiring Individual at the Fiver Challenge Awards in 2022. His team also won the award for Best Fiver Business for Good, and they were recognised for showing 'amazing kindness, empathy and care to welcome Ukrainian families to the UK'.



Being part of the programme has undoubtedly helped Don to find his voice and face his nerves when it comes to public speaking and/or performances. He attributes much of his growth in confidence to his time in our Entrepreneur Club, pushing his boundaries with projects such as the Fiver Challenge. He is indeed a truly inspiring individual! Don's teacher

Skills for the future

Speaking about his experience, Don said: "My stand-out memory was selling the boxes on the stall outside of the school. I loved explaining about the boxes to people and when I made a sale, I felt very pleased and excited. Winning the Most Inspiring Individual was a shock but it really boosted my confidence."



I would say to any other children to go in for the Fiver Challenge – you can learn about businesses and making money. Everyone needs to get a job so everyone needs to know how to manage their money. I might set up my own company so I need business skills, like how much my products will cost to make and whether my customers can afford it.

Longer term impacts of Fiver



Social mobility

The Fiver Challenge instils important skills and attitudes in young people, which helps to improve social mobility in the longer-term. This means that young people taking part are given a better chance of improving their living standards and employment options in the future.



Realising possibilities

Fiver gives children the opportunity to freely explore their talent. It recognises that not everyone in society has an equal opportunity to explore what they could do and how they could get there.



Self-promotion

Fiver allows children to recognise their strengths and to articulate them to others.



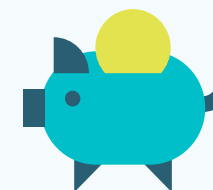
Taking part

The programme encourages confidence in interacting with people outside of children's educational settings, such as by engaging with local shops and community members.



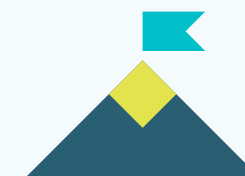
Self-confidence

Pupils gain confidence and self-efficacy (confidence to achieve specific goals) by taking part in the challenge.



Financial decision-making

Fiver provides impactful applied learning to help children understand the value of money. This empowers young people from different backgrounds to make informed choices around money.



Goal setting

Fiver encourages children to set goals and consider the purpose of their business and product, and goal setting contributes to positive later-life outcomes.



Fiver Revisited Damers First School, Dorset

Damers First School in Dorchester first took part in the Fiver Challenge in its first year (2015). To commemorate the 10-year anniversary of Fiver, YE visited four pupils, Nicholas, Jack, Isla and Eliza, who took part in the Challenge in primary school and are now in Years 9, 10 and 11 at Thomas Hardy Secondary School.

We look back on their experiences of Fiver and discuss how it has shaped their perspectives on business.

What did they do?

The four students who took part in the Fiver Challenge were part of Damers Eco Club, which involved an Eco Ambassador from each class.

One of their biggest Fiver achievements was Waxtastic No Plastic, an eco-friendly alternative to cling film. The group recalls selling the products outside their local supermarket and pitching at their local garden centre and florists. The product was also a hit at their school fayre and the town's local farmers' market.

The team won four Fiver Challenge awards for this enterprise and they collected their awards at Disney HQ in London.

One of their awards was for Most Profitable Product, after they racked up a profit of £3,372 by the end of the challenge! Their achievements featured in the local news, and they used their profits to finance a nature area at their school.

The Fiver Challenge gave children an opportunity to develop vital skills and put them into practice running a real business, which you just can't get in the school classroom. Some children were inspired so much that they went on to put together their own businesses making and selling items over the school summer holidays. Teacher



What did they learn?

The group was quick to mention how Fiver had helped with their public speaking skills. When asked about the experience of pitching products, Jack reflected "it's quite daunting at first, but you ease yourself into it", explaining that customers appreciated how much work they had done to produce and sell their products, especially considering their young ages.

When asked about their biggest achievements taking part, Nicholas said it was about "being confident enough to make and sell something to people, to go and talk to people about the product."

I think just knowing that you've made a difference and you've made people aware of what younger children can do is quite incredible really. Isla

Where are they now?

The entrepreneurial spirit has clearly rubbed off on the group. Jack has since set up his own enterprise buying and reselling stock on an online platform, and he has made £300 in the past two months!

I'm still interested in working to make money for myself. I have this small business – I sell stuff. I make a bit of money off of that and I save most of it. Jack

The group are now having their first experiences with part-time work and learning to balance saving and spending the money they earn. Sustainability remains especially important for the group too. Jack is part of the secondary school's eco committee and successfully campaigned to reduce the school canteen's plastic bottle usage from 1,000 bottles per day to zero. Eliza has recently been awarded an engineering scholarship which she secured by completing an eco-based project.

Future plans

The students have a range of exciting plans for the future including engineering, psychology and aviation. When discussing what influences their career plans, the group recognised the importance of balancing money and happiness, as well as considering different income streams. Jack would be interested in running a side business while pursuing a career: "I quite like the idea of being my own boss." Isla reflected on the realistic challenges of running a business which they were given an introduction to through Fiver, explaining, "It's a lot of time you have to invest, and money. It's always [a case of] who do you trust, who do you not trust?, and hiring and paying other people to help."

Revisiting Fiver several years later, the group appreciated how taking part had helped them develop their grounding in money and business and how hard work pays off from a young age!



Image credit: <https://www.rootsshoots.org.uk/mission-update/damers-first-school-national-young-enterprise-fiver-challenge-champions>
Image credit: <https://www.dorsetecho.co.uk/news/16995706.pupils-damers-won-four-awards-young-enterprise-fiver-challenge/>



Fiver for SEND pupils

The Fiver Challenge can be used for children with a range of needs and abilities, and it has been popular in some schools among pupils with special educational needs and disabilities (SEND).

The creative aspects of the Fiver Challenge, such as deciding on a business and designing the logo, are especially popular with children who may struggle with tasks that have more written components. For example, schools are provided with logo design worksheets to help pupils express their ideas.

One teacher notes, **‘SEND [pupils] can’t always write but they can think and draw’.**

They absolutely love it. The whole time we’ve run it we’ve not had any pupils that haven’t wanted to participate. And that’s one of the things I love about it, because regardless of whether a child has got additional needs or is lower ability it’s completely inclusive. And actually, some of those really thrive when they wouldn’t usually in more academic subjects.
Teacher (2022)



In response to feedback from SEND teachers, Young Enterprise has taken steps to help adapt materials to be more suitable for SEND pupils, for example, by changing language and the number of resources required.

FIVER JOURNEY 4



Oli’s story school in South East England

At a primary school in 2022, 12 pupils across Years 5 and 6 took part in Fiver. The school provides a specialist teaching environment for pupils with a range of special educational needs, including autism and learning difficulties.

Effective teamwork

Pupils completed the Fiver Challenge in pairs: individuals with greater needs were paired with those who had less severe needs.

One of the pupils involved in the programme was a non-verbal child, Oli¹, who was paired with an autistic pupil. Together, they created a business selling frozen ice lollies in cups made from fruit juice.

Although Oli did not understand certain elements of the programme, such as the market research survey, he helped his partner by visiting each class to record the results, and he greatly benefitted from the socialisation with his peers.

A boost in confidence

Oli’s teacher said the excitement of being involved in such a different learning experience was clear amongst all pupils that took part.

It gave participants the chance to socialise with pupils throughout the school, with whom they would not ordinarily have contact. Commenting on Oli’s experience, his teacher said:

You could see just how much he was getting from the experience, his body language was animated and he got more and more confident working alongside other pupils as it went on through the week.



(1) Real name not used to protect their anonymity.



Fiver in Wales

The Fiver Challenge has a rich history and involvement across Wales thanks to the significant support of Principality Building Society and their staff volunteering in schools, providing role models to children from the business world.

The Curriculum for Wales places an emphasis on life skills and engaging, contextualised learning with the following [four aims](#) for students in mind:

- Ambitious, capable learners, ready to learn throughout their lives
- Enterprising, creative contributors, ready to play a full part in life and work
- Ethical, informed citizens of Wales and the world
- Healthy, confident individuals, ready to lead fulfilling lives as valued members of society

The Fiver Challenge is especially relevant to this curriculum, giving pupils the opportunity to engage in creative thinking, as well as connecting them with their local communities and encouraging ambition.

In recent years, the YE Fiver website has been translated into Welsh to make the programme fully bilingual. Fiver content and resources have also been made available on the Welsh Hwb for schools, and virtual information events have been held for schools across Wales.

In 2023, Llanfarian School's Fiver Challenge featured in a [BBC News article](#) after their ten students made a profit of £560.



Llanfarian School pupils

They chose to donate half of their proceeds to Macmillan Cancer Support and Great Ormond Street Hospital.

Ysgol Esgob Morgan

Ysgol Esgob Morgan is a small primary in St Asaph with a strong focus on financial education. Having taken part for several years, the school has embraced Fiver not just as a one-off Challenge, but as a springboard for continuing entrepreneurship.

One example is the Quirky Crafts Team who designed and sold greetings cards in 2024. After achieving success in the challenge, the school has supported the children to continue running their enterprise, making and selling cards at school events, and they are now stocked by a local shop.

Some of the profits from the team have been used to buy a label maker and a 3D printer, and they have branched out to selling personalised water bottles and pencil cases, expanding their range of products.

Ysgol Esgob Morgan is a great example of how the Fiver Challenge can have long-lasting impacts. Fiver fosters creativity and business skills, and with the right support, it can inspire a culture of entrepreneurship across the school.



Greetings cards created by Ysgol Esgob Morgan's Quirky Crafts Team

FIVER JOURNEY 5

Nansi's story

Ysgol Pentrecelyn,
Denbighshire

The children at Ysgol Pentrecelyn in rural North Wales are no strangers to enterprise and entrepreneurial thinking: “I definitely want to have my own business when I’m older”, said Nansi, aged 12.



Felted soaps

Hylenid Hardd (Beautiful Hygiene), winners of the Best Business in Wales Award, created felted soaps from locally produced wool and locally sourced soaps. Ingeniously designed so the felted wool will shrink in water as the soap is used, the product will gradually reduce in size over time.



The team had sustainability in mind when they designed this product. They have worked with local suppliers to source the wool and the soap. This has reduced the miles involved in transporting products to be manufactured and sold. Teacher

Market research and expert advice

Anna Roberts, local entrepreneur and business founder, was invited to visit the school as part of the challenge, and the team asked for her guidance on pricing and sales. Anna shared her own entrepreneurial journey with the children, providing invaluable insights and inspiration. One team member noted: “Costing the raw materials was difficult, working on the financial side of the business was harder than the creative side.”

Reflections on a successful venture

The team netted sales of £54.00 by the end of The Fiver Challenge, and expected to increase their profits further at the school's end-of-term talent show and through being allowed to sell at the local Llanbenwch campsite. They reinvested their profits into the business, as well as making a donation to Macmillan Cancer Support.

Headteacher Andrew Evans added:

When I announced the results of the Challenge at school, the children and their parents were thrilled. One of the girls announced that she felt inspired to start her own business. Our participation will now be an annual event. Thank you for the opportunity the Fiver Challenge has afforded all the children who participated.



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GET IN TOUCH

Interested to learn more about Fiver and inspiring the next generation of entrepreneurs? Get in touch with the Young Enterprise team, we have a wide range of resources, training and support for schools: info@y-e.org.uk

ABOUT YOUNG ENTERPRISE

Young Enterprise is a national charity that specialises in Enterprise Education and Financial Education and is a trusted and valued provider of knowledge, resources and training. Young Enterprise works directly with young people, teachers, and volunteers, with the support of corporate partners, to build a successful and sustainable future for all young people. Young Enterprise's vision is to ensure that every young person is provided with the opportunities to learn the vital skills needed to earn and look after their money.

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