

Appendix: Using Young Enterprise Start Up as Evidence for Small Business Charter Accreditation

Young Enterprise Start Up and the Small Business Charter

The Small Business Charter (SBC) recognises business schools that demonstrate excellence in supporting student entrepreneurship, engaging with small businesses, and contributing to local and regional economic growth. SBC accreditation specifically assesses the impact and effectiveness of business schools in developing entrepreneurial talent and supporting enterprise activity.

Young Enterprise's Start Up programme provides participating universities with a proven mechanism to evidence these ambitions through experiential enterprise education, measurable student outcomes, employer engagement, and entrepreneurial activity.

How Start Up Supports SBC Priorities

Student Entrepreneurship

Start Up challenges students to create, launch and operate real businesses, taking responsibility for business planning, marketing, sales, finance, customer engagement and growth. Students gain first-hand entrepreneurial experience while developing the confidence, resilience and leadership skills expected of future founders and innovators.

Enterprise Education and Employability

The programme combines practical business experience with structured workshops, mentoring and competition opportunities. Students develop workplace-ready skills including teamwork, communication, problem-solving, pitching, marketing and commercial awareness.

Employer and SME Engagement

Universities participating in Start Up benefit from engagement with industry mentors, guest speakers, judges and employer partners who support student ventures and provide real-world insight. Mentor involvement and employer engagement form a core component of programme delivery.

Regional and Economic Impact

The programme operates across multiple universities and regions, supporting students to engage with local markets, customers and business communities while contributing to institutional enterprise ecosystems.

Examples of Evidence Universities Can Use

Business schools may wish to reference:

- Number of students participating in Start Up.
- Number of ventures established.
- Student entrepreneurship competitions and awards.
- Industry mentor and employer engagement.
- Enterprise and employability skills development.
- Cross-disciplinary participation.

- Student leadership and innovation projects.
- Graduate entrepreneurship and self-employment activity.
- Alumni success stories and long-term outcomes.
- Contributions to inclusion, social mobility and widening participation initiatives.

Several universities already embed Start Up within credit-bearing modules, optional modules, MBA programmes and extra-curricular enterprise activities, demonstrating flexibility of delivery across different institutional models.

University Impact in Practice

The Start Up programme is currently delivered across a range of UK higher education institutions including Manchester Metropolitan University, the University of Hertfordshire, the University of Salford, the University of Chester, Brunel University and others. Participating institutions use the programme to support entrepreneurship education, employability and graduate outcomes.

Evidence from a previous Small Business Charter submission at the University of Hertfordshire highlighted Young Enterprise Start Up national finalists, student achievements, entrepreneurial outcomes and ongoing engagement between students, alumni and enterprise activities as supporting evidence for accreditation.

Suggested SBC Evidence Mapping

SBC Area	Potential Start Up Evidence
Student Entrepreneurship	Venture creation, business trading activity, competitions, awards
Student Experience	Experiential learning, teamwork, confidence and leadership development
Employer Engagement	Mentors, judges, guest speakers, industry partnerships
Graduate Futures	Employability skills, entrepreneurial capability, career readiness
Local Economic Contribution	Community engagement, regional activity, enterprise ecosystem participation
Inclusive Enterprise Education	Participation from diverse student groups and disciplines

Partnering with Young Enterprise

Young Enterprise works with universities to enhance enterprise education, strengthen graduate outcomes and support strategic objectives aligned with Small Business Charter accreditation and reaccreditation. Through Start Up, institutions can demonstrate a practical and measurable commitment to developing the next generation of entrepreneurs, innovators and business leaders.