



YOUNG 
enterprise

**YOUNG ENTERPRISE
COMPANY PROGRAMME 2013-14**

IMPACT REPORT



FOREWORD

Founded in 1962, Young Enterprise is the UK's leading enterprise education charity. For over 50 years we have been working with young people across the UK to enable them to develop the knowledge, skills and attitudes they need for the world of work. We deliver a range of programmes for 4-25 year olds, from one day masterclasses to year long programmes. In total, 3.8 million young people aged 4-25 have taken part in Young Enterprise programmes so far.

Our research shows that whilst academic achievement is important, employability skills needed for success are just as vital. Indeed, employers no longer pay for what young people know, but what they can do with what they know.

Our recent survey with Opinium, polling 100 UK businesses, indicates that 70% of employers in the UK struggle to recruit entry-level positions, finding that often even the brightest graduates lack essential skills such as communication and problem solving.

We believe that enterprise education bridges the gap between academic and practical learning by supporting students to develop the skills required to succeed in the work place.

I'm confident that the results in this report show what we have long suspected – that young people on the Company Programme develop the necessary skills and attitudes for a successful future.

Michael Mercieca
Chief Executive

Our vision

We want to every young person in the UK to leave education with the knowledge, skills and attitudes to succeed in work and in life.

Our mission

To inspire and equip all young people for life through enterprise.



INTRODUCTION

Following on from our research with Opinium and also with the Kingston University Small Business Research Centre, we realised the need to evaluate our flagship programme in relation to skills development and attitudes required by employers.

Our recent re-brand was an opportunity to look within Young Enterprise and expel the common myth that our primary focus is to help young people set up businesses. Our strengths lie in preparing young people for the world of work and for successful futures, through enterprise education.

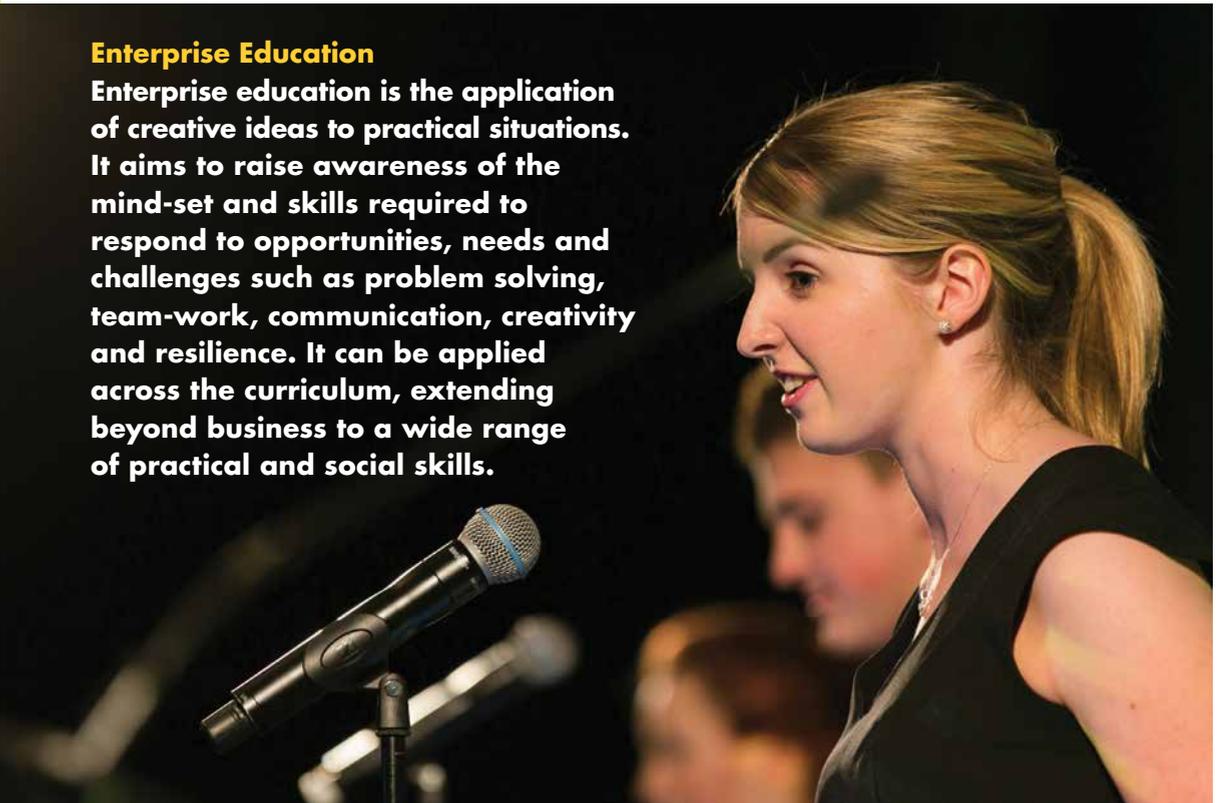
Our evaluation shows significant key skills development, particularly in communication, problem solving and resilience; skills employers feel are necessary when hiring graduates or school leavers.

Company Programme

Company empowers young people aged 15-19 to set up and run a real business over an academic year under the guidance of a volunteer mentor. Young people make all the decisions about their company, from deciding on the company name and product, to creating a business plan, managing the company finances and selling to the public at trade fairs. Participants gain practical business experience and key skills, as well as an understanding of how these skills can be applied to everyday life and help them succeed in the world of work. This renowned programme has been running since 1963 and in that time a million 15-19 year olds have taken part.

Enterprise Education

Enterprise education is the application of creative ideas to practical situations. It aims to raise awareness of the mind-set and skills required to respond to opportunities, needs and challenges such as problem solving, team-work, communication, creativity and resilience. It can be applied across the curriculum, extending beyond business to a wide range of practical and social skills.



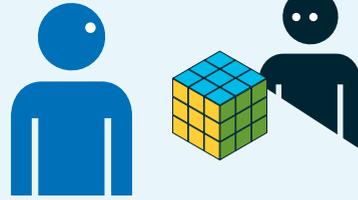
KEY FINDINGS

7.4%



the average increase in point scores across all competencies tested (self-assessment scale of 1-7)

92%



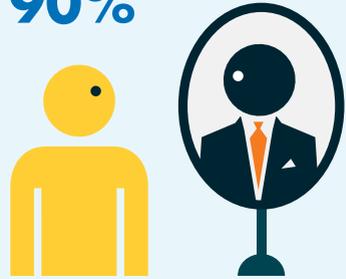
felt they have improved at least one employability competency. Communication, problem solving and resilience saw the greatest average point increase¹

88%



of young people rate their experience with Young Enterprise as very good to good

90%



of teachers agree that Company has increased self-awareness in participants' own capabilities and potential

90%



of young people would recommend Company to their friends and family

94%



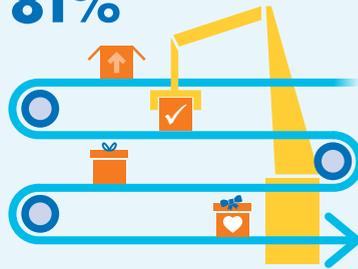
of teachers agree that Company has raised awareness of young people's own strengths and weaknesses

95%



of teachers would take part in Company again and recommend it to others

81%

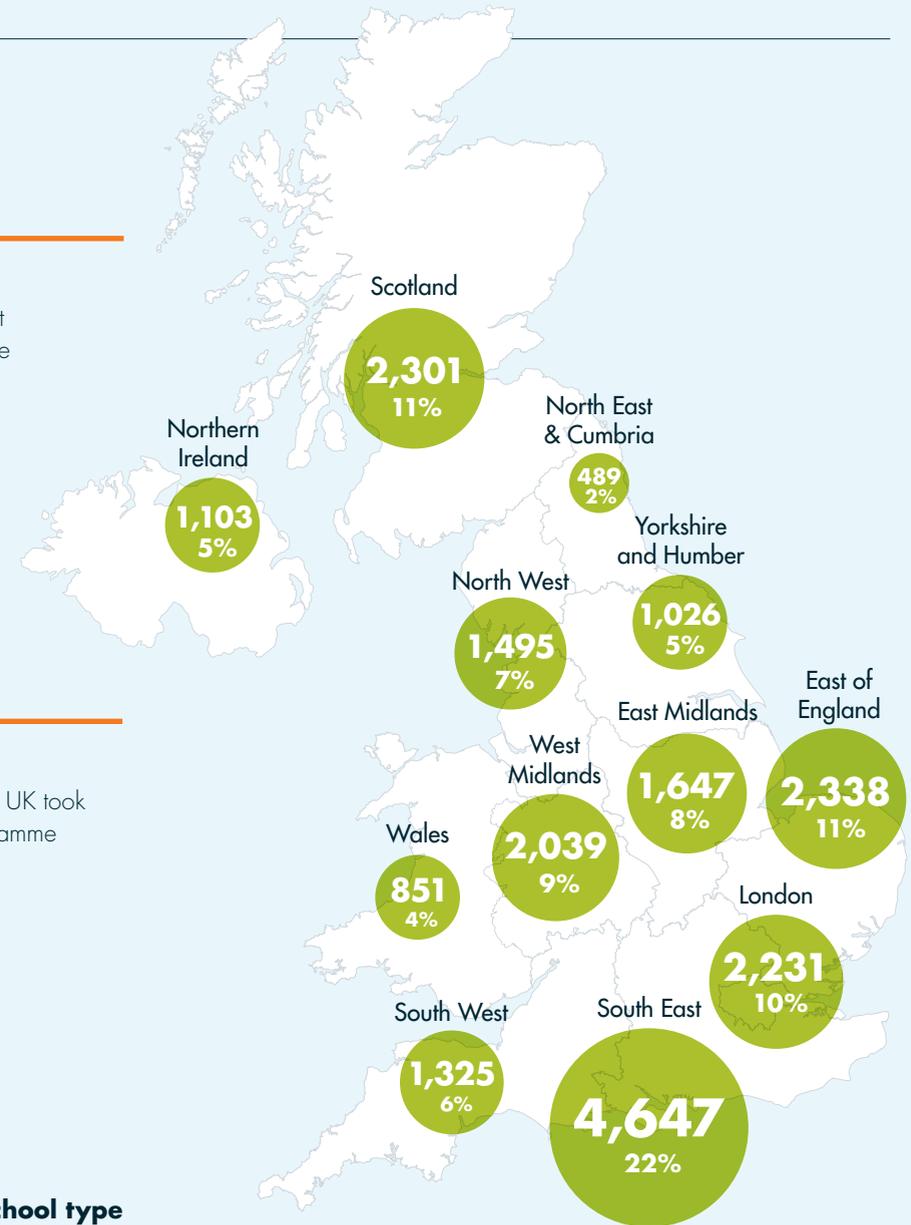


of teachers defined quality of delivery as an important factor when deciding to work with Young Enterprise

¹ all statistically significant at the 95% confidence level

21,492

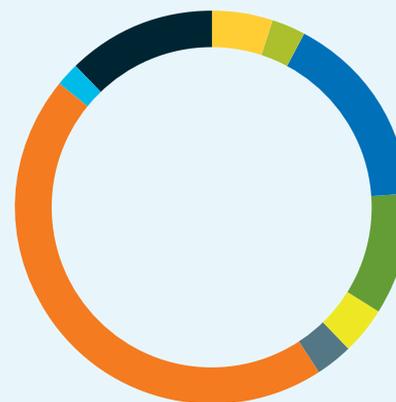
young people took part in Company Programme



1,215

schools from across the UK took part in Company Programme

Participation by school type



5% Academy	55
3% Further Education College	36
0% Higher Education	1
16% Independent	199
10% Not specified	121
4% Other	50
0% Primary School – Independent	1
3% Secondary School – Grammar	41
45% Secondary School – State	547
2% Sixth Form College	19
12% Special Needs School	145

METHODOLOGY

Data was collected from all participants and link teachers using an electronic pre- and post- survey accessible through the Company Programme website.

Employability skills were tested through a series of task oriented questions, each linked to a specific skill. Students were asked to self-assess on a seven-point scale² on the following eight employability competencies:

- 1 Teamwork
- 2 Problem solving
- 3 Financial literacy
- 4 Communication
- 5 Entrepreneurial ability
- 6 Confidence
- 7 Resilience
- 8 Organisation

Upon completion of the programme, young people were also asked to indicate their degree of agreement with career aspirations and entrepreneurial intentions using a five-point rating scale.

Link teachers were asked to rate their expectations of their students' skills development and future aspirations at the beginning of the academic year. The same questions were asked at the end to work out to what extent Young Enterprise met these expectations, again using a five-point rating scale.

In total, **1,790** young participants and **124** link teachers completed the online pre- and post- surveys.

"I was terrified of public speaking before and it was something I never thought I could do. I did it at the area finals with my team though and we won which has given me so much more confidence in public speaking and believing in my own leadership abilities."

Participant, South East



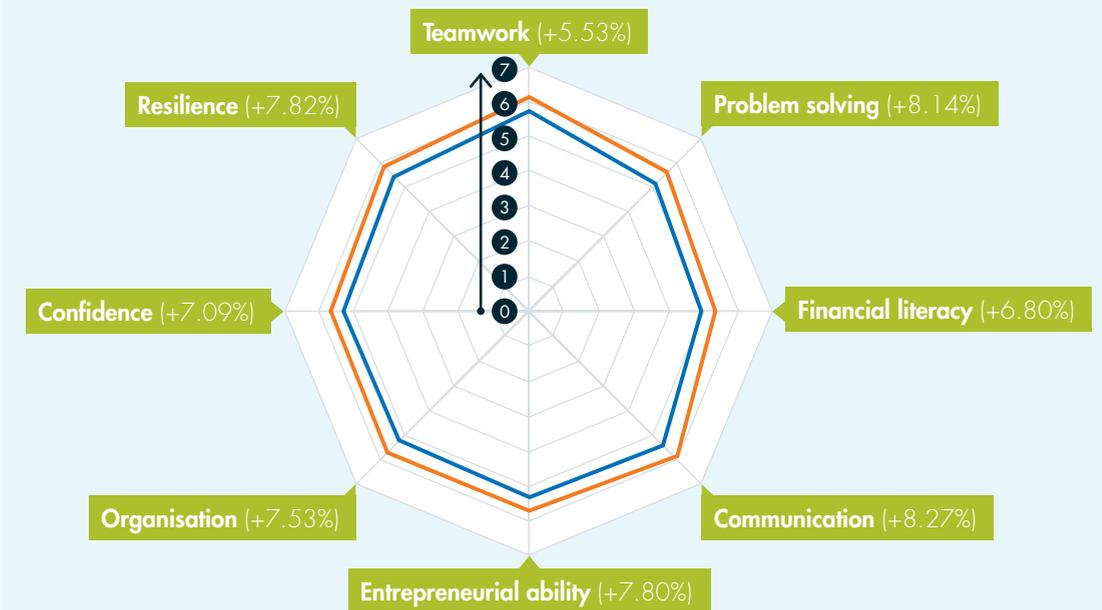
FINDINGS

1: Employability Skills

All of the young people reported skills progression, with the biggest increases in communication, problem solving and resilience. **92%** of the participants felt they had developed at least one competency. Figure 1 illustrates the progression across each competency.²

Figure 1
Young people employability competencies progression

● Pre ● Post



"The creative and social nature of being Marketing Director in our business has definitely inspired me to consider a career in marketing in later life."

Participant, West Midlands

² being equivalent to 'definitely does not apply to me' and 7 to 'definitely does apply to me'

"Company has opened me up as a person by helping to boost my confidence. I am more open to putting my views across as well as taking criticism. I have always listened to others, but now not only do I listen but I build on their ideas. My career path at the moment is headed towards retail management and the people skills that I have learnt have given me more will power and self confidence in pursuing this path."

Participant, East of England

"This has been my first experience through the programme as link teacher. I have very much enjoyed it. The pupils blossomed and enjoyed it too, they benefited greatly in many respects. I would love to do this again now that I have seen first hand the benefits it brings to pupils. The parents of those involved also have given me great feedback. Thank you!"

Teacher, Scotland

In parallel to testing young people across the employability framework, link teachers were also asked to report the extent to which they felt the programme has contributed in further developing the eight employability competencies tested (figure 2).

Figure 2
Percentage of teachers agreeing that Company contributed to employability competencies



"Fantastic opportunity for young students to develop their employability skills."

Teacher, South West

"I have learnt that I am very creative and can come up with new ideas when asked. I can also come up with solutions to problems and work well in a team."

Participant, West Midlands



2: Personal Development

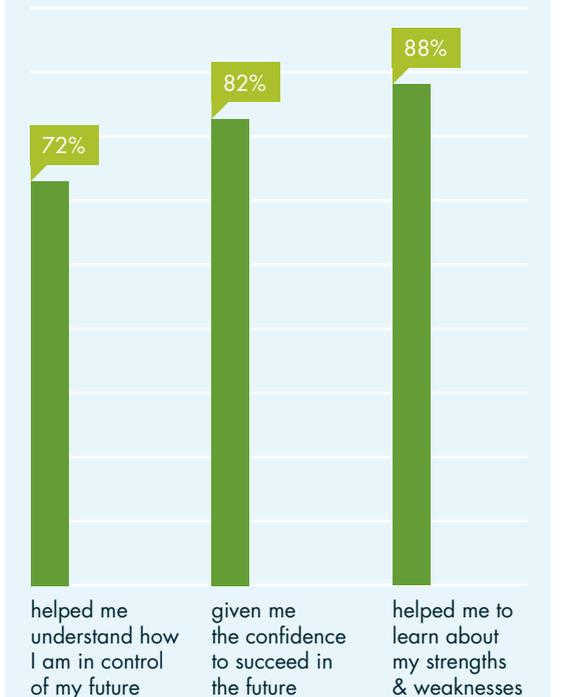
A key aspect of Company is the self-discovery journey that young people embark on, understanding their strengths and weaknesses and improving their confidence.

Findings show that **88%** of respondents felt the programme helped them in learning about their strengths and weakness, whilst **82%** agreed that it has given them the confidence to succeed in the future. **72%** of respondents felt that Company helped them understand how they are in control of their future.

Figure 3 summarises personal development findings.

Link teachers consolidate these findings with **94%** agreeing that Company has raised awareness of students' own strengths and weaknesses, and **90%** agreeing that it increased self-awareness in participants' own capabilities and potential.

Figure 3
Company Programme has...



3: Career Choices

Post-participation questions asked young people to think retrospectively and indicate the extent to which they believed the programme had enabled them to define their career choices and increase awareness of their education, employment or training options.

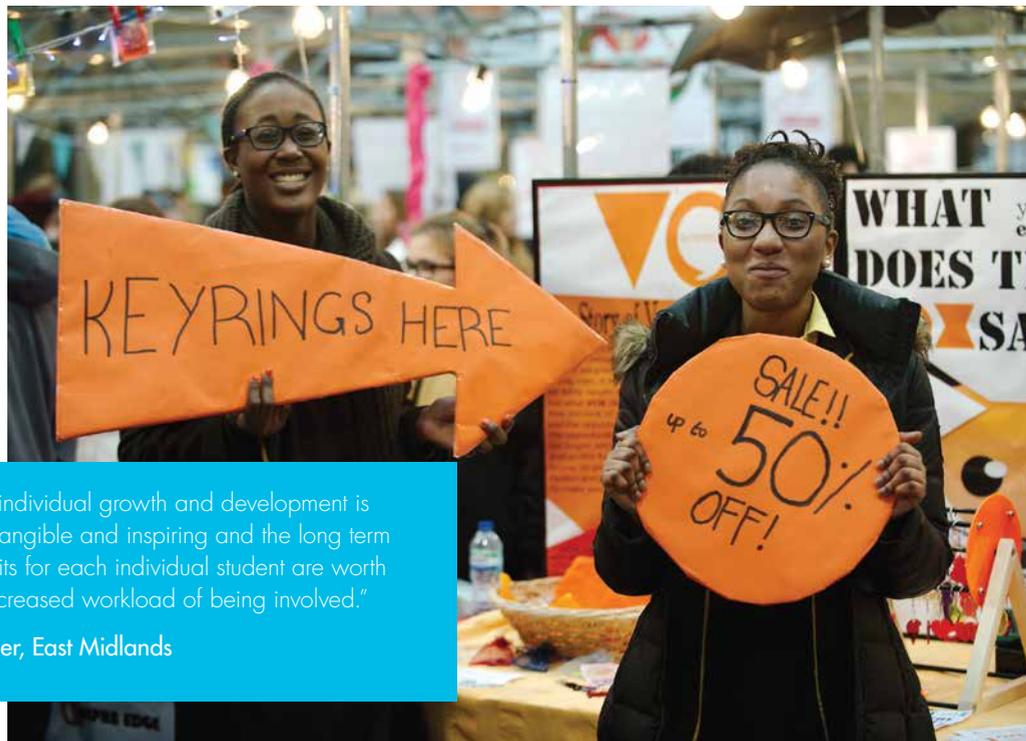
68% of young people agreed that as a result of Company, they now feel ready for the world of work. A further 90% said that they now understand what skills are needed to fulfil work related roles and responsibilities.

Evidence captured shows that 86% of young people felt they understood what it takes to set up and run a business, with 38% considering this route now and 47% considering self-employment as a career choice in the near future.

This confirms that Young Enterprise provides young people with a safe environment to try out starting their own business, taking on new challenges, experiencing pitfalls and taking risks, enabling participants to make informed decisions about their future.

“Company has inspired me to own my own businesses and has shown me the challenges and benefits of doing so. Young Enterprise has been a great learning experience.”

Participant, South East



“Their individual growth and development is both tangible and inspiring and the long term benefits for each individual student are worth the increased workload of being involved.”

Teacher, East Midlands

CONCLUSION

Young people benefit greatly from taking part in the Young Enterprise Company Programme. Results show that it is particularly beneficial in developing key employability skills, along with personal attitudes and career aspirations.

Participating in the programme provides young people with a truly unique opportunity to develop and apply new skills through starting and running their own business, enabling them to showcase employability competencies that are highly valuable to employers irrespective of industry.

Young Enterprise recognises the value in Company participants’ feedback. As such, evaluation findings will be used to further develop and refine the programme experience. Participation in the online evaluation surveys is key to ensuring that programme development is informed by participants and teachers feedback.

For further information about the evaluation please contact evaluation@y-e.org.uk.

To find out more about Company and our other secondary programmes, please visit young-enterprise.org.uk/secondary or email info@y-e.org.uk.



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