



PROGRAMMES  
**IMPACT**  
**REPORT**  
2016/17

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## OUR MISSION

We empower young people to discover, develop and celebrate their skills and potential.

## OUR VISION

We believe that young people should be given the best chance for a rewarding future in work and life – no matter where they start their journey.



# THE CHALLENGE

**The aim of the National Curriculum is to provide young people with broad knowledge and skills that will meet their future needs.**

This should include a planned programme of careers guidance that prepares young people for the world of work by helping them to develop the values, skills and behaviours they need to succeed. Young people should leave school with key employability competencies, however due to the variability in the provision of careers guidance young people are not adequately prepared.

Research has shown that young people would have liked to have been better prepared for the world of work whilst at school. Many commented that they would have appreciated more training in soft skills development such as: confidence, communication and resilience which are essential for employability.

A number of employer surveys report on a serious employability skills gap that continues to impact productivity in the UK. The recent British Chamber of Commerce<sup>3</sup> Workforce Survey engaged nearly 3,000 firms and 92% reported skills shortages, including planning, organisation and problem solving. 50% of those surveyed stated that young people lacked basic skills.

## 72%

of employees don't think they had all the soft skills they needed to do well when they first entered the workplace<sup>1</sup>

## 76%

of young people felt that their school only prepared them to pass exams and not prepare for the world of work<sup>2</sup>

## 95%

of businesses are struggling to recruit candidates with the right skills reported that this had a negative impact on their business<sup>4</sup>

**"I have become a lot more confident in being able to present my ideas and work and lead a team, which I'm sure will be a massive benefit when joining the real world of work"**

**Student, Company Programme**

1. Prince's Trust, Results for Life (2017). 2. Career Colleges, Young people do not feel prepared for the world of work (2015).  
3. British Chamber of Commerce (2014). Developing the Talents of the Next Generation.  
4. Source: Central YMCA – Two Futures Report: The Lost or Found Generation (2015).







## OUR PRIORITIES

Through our **Unlocking Potential Strategy**, our aim is to help young people build employability skills, confidence and a positive attitude to succeed beyond statutory education. We believe that our programmes should be open to all young people, especially to those who need our help the most.

Over the next two years Young Enterprise is fully committed to supporting more young people to fulfil their true potential.

We are committed to increasing our engagement in deprived areas to 50% by 2019 (from 34% in 2016-17) and this remains a key priority of our Unlocking Potential Strategy.

“I learnt presentation was very important. I enjoyed selling my products and how to attract customers, I enjoyed talking to them and explaining what I was doing”

**Student, Company Programme**

# OUR APPROACH

## **Participation in Young Enterprise programmes develops key employability skills outside of the classroom.**

Through experiential learning, supported by volunteers from a range of industry sectors, young people are able to develop practical skills to prepare them for life beyond statutory education and the world of work.

Our approach aims to support young people to develop the skills, knowledge and abilities across eight key employability competencies which will enable them to make successful transitions into further education, employment and or training destinations. We have developed a **Learner Development Journey** which maps out the intended outcomes for each of our programmes across these eight employability competencies.

## **The Young Enterprise Career Building Framework Guide outlines how our programmes supports the following key initiatives:**

- **Careers guidance and Inspiration in Schools<sup>6</sup>**
- **Careers and the World of Work<sup>7</sup>**
- **Gatsby Benchmarks of Good Career Guidance<sup>8</sup>**

“Thank you for this incredible experience! It has improved my confidence massively and I have enjoyed it so much. There have been challenges but overcoming them has been very rewarding”

**Student, Company Programme**

6. Careers guidance and inspiration in schools – Statutory guidance for governing bodies, school leaders and school staff (DfE, March 2015). 7. Careers and the world of work: a framework for 11 to 19-year-olds in Wales (Learning Wales, 2016). 8. Good Career Guidance (The Gatsby Charitable Foundation, 2014)





# EMPLOYABILITY COMPETENCIES



## Communication

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



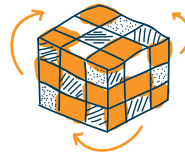
## Organisation

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



## Confidence

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



## Problem Solving

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



## Financial Capability

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



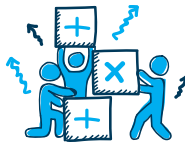
## Resilience

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



## Initiative

The ability to take decisions, evaluate and calculate risks, and do more than is required in the pursuit of successful outcomes.



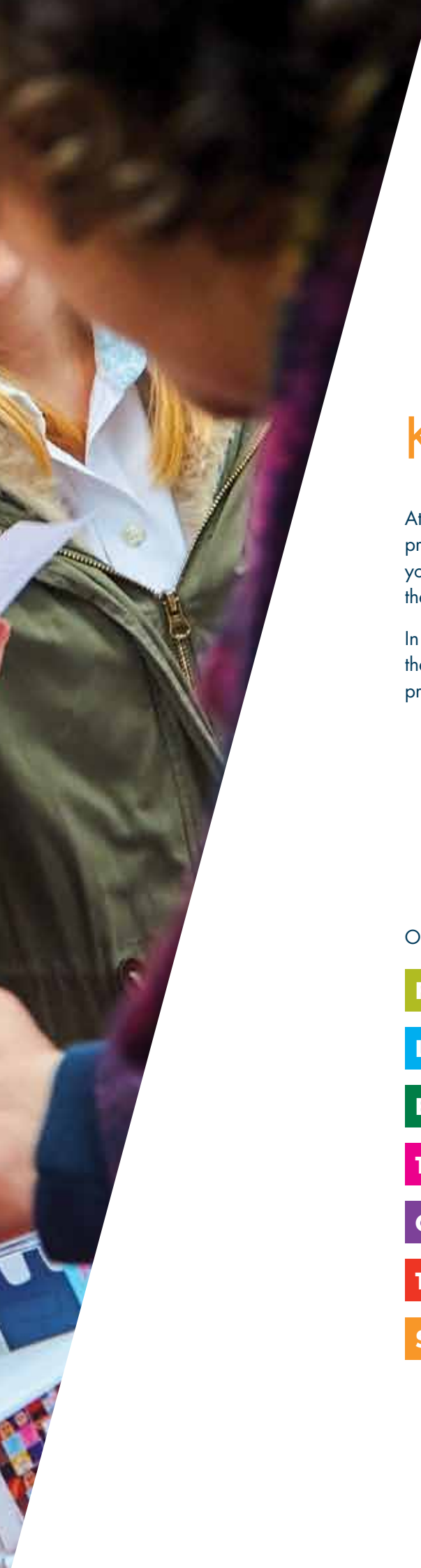
## Teamwork

The ability to build team engagement, collaborate, share knowledge.









## KEY IMPACT

At Young Enterprise, we are committed to evaluating the impact of our programmes. Evaluation allows us to continually improve and measure young people's progression across the employability competencies and their personal development.

In addition to evaluating the difference we make to young people across the eight employability competencies we also measure what difference our programmes achieve for young people's:



**Self-esteem**



**Aspirations**



**Career intentions**



**Work readiness**

Our approach is delivered through our suite of programmes which include:

**FIVER CHALLENGE**

**LEARN TO EARN**

**EMPLOYABILITY MASTERCLASS**

**TENNER CHALLENGE**

**COMPANY PROGRAMME**

**TEAM PROGRAMME**

**START UP PROGRAMME**







## OVERVIEW

The Fiver Challenge provides a highly interactive, fun way of introducing financial numeracy, resilience and teamwork skills for primary school pupils aged 5-11.

Pupils have 1 month to set up a mini student business and create a product or service they can then sell or deliver at a profit. Fiver also promotes social entrepreneurship through the opportunity for pupils to engage with their school and local community.

"The Fiver Challenge has been a fantastic initiative - the children have worked collaboratively and organised themselves superbly. They all broke even or made lots of profit! A fantastic initiative which we will take part in again next year - thank you!"

**Teacher**

## KEY IMPACT

100%

of teachers agreed Fiver provided a **real-life learning** context to pupils

99%

of teachers agreed Fiver **improved pupil's awareness** of the world of work



**96% of teachers** agreed Fiver had improved pupils' problem solving and organisation skills



**84% of teachers** agreed Fiver improved their skills in developing extra-curricular activities aligned with the primary curriculum

99%

of teachers agreed Fiver provided an opportunity for pupils to **learn about managing money**

95%

of teachers agreed Fiver **helped the school** embed enterprise education within the school curriculum



**83% of teachers** agreed Fiver improved their confidence in developing extra-curricular activities aligned with the primary curriculum

To read the full report, please [click here](#)



## OVERVIEW

Learn to Earn inspires students to take ownership of their life choices and to increase awareness of careers available to them and the qualifications or training they need to pursue them. Students are also guided to learn more about themselves, consider their own strengths and build greater self-awareness.

“The budgeting exercise was fantastic - such worthwhile skills for the students that gave them clear insights as to how their performance at school can hugely impact on their future”

**Teacher**

“Found the day was very uplifting. It was great to spend time with young people starting out in life”

**Volunteer**

## KEY IMPACT

From questionnaires completed by students, we found that the programme led to significant improvements across all five outcomes.



### Financial capability

Young people, on average saw a **28%** increase in score



### Work Readiness

Young people, on average saw a **25%** increase in score post programme



### Aspirations

Young people, on average saw a **10%** increase in score



### Self - esteem

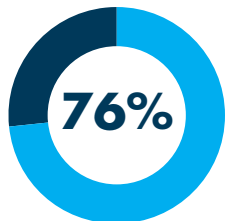
Young people, on average saw a **7%** increase in score



### Teamwork

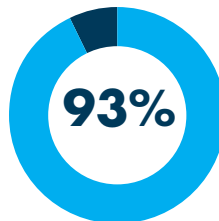
Young people, on average saw a **8%** increase in score

### Following the programme:



of young people agreed meeting volunteers and learning about their own experiences has inspired them

### Teachers also support the impact on students with:



of teachers agreed it improved students' understanding of links between educational choices and career prospects





# employability masterclass

## OVERVIEW

The Employability Masterclass helps students develop a greater understanding of the skills, attitudes and personal attributes employers value. Students receive top tips for writing a compelling CV, rehearse interview techniques and explore the various career paths to success.

Local business mentors guide the students through the day and share their own career experiences.

"[The Masterclass] was well structured, very engaging with a good balance of whole and small group delivery. The volunteers acted as great role models for the students and I am sure they have helped to raise their ambitions and aspirations"

**Teacher**

"It was an insightful experience that allowed me to express or share my knowledge to students, that I wish I knew when I was in their shoes!"

**Volunteer**

## KEY IMPACT

**From questionnaires completed by students, we found that the programme led to significant improvements across all three outcomes:**

### Performance at Interview



Young people on average improved by **36%**



**93% of students agreed** the Masterclass challenged students on their behaviours and attitudes towards work

### Confidence



Young people on average improved by **22%**



**80% agreed** that the Masterclass explored and explained employers' expectations of young people

### Career Intentions



Young people on average improved by **9%**



# tenner challenge

## OVERVIEW

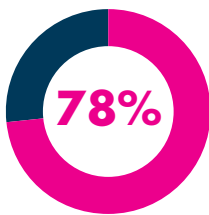
Tenner Challenge is a free UK-wide competition that challenges young people aged 11-19 to take a £10 pledge to do something enterprising, make a difference and give back to society.

Students have one month to set up a student business - coming up with an idea of a product or service they can sell and gain first hand experience of what it's like to be an entrepreneur.

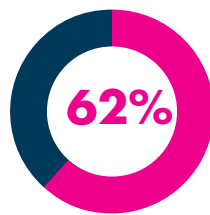
"It was fantastic to see the teams taking initiative and working independently on their business ideas. On the pop-up shop day, it was surprising how organised they could be in making sure they were set up ready to sell"

**Teacher**

## KEY IMPACT



**of young people agreed** that Tenner helped them explore a range of roles and responsibilities



**of young people agreed** Tenner helped them think about possible career opportunities

**Teachers also support the positive contribution Tenner has on young people's employability skills:**



**89% of teachers agreed** Tenner supports Ofsted requirements by providing contextual learning opportunities within financial Mathematics and English



**89% of teachers who agreed** Tenner positively contributed to young peoples' Teamwork skills closely followed by Problem Solving (**88%**), Initiative and Organisation (**both at 86%**)

To read the full report, please [click here](#)







## OVERVIEW

Company Programme empowers young people across ages 13 – 19 to set up and run a YE Student Company over an academic year.

The young people, supported by a volunteer business adviser, make all the decisions about their enterprise, from deciding on the company name and product, to creating a business plan, managing the finances and selling their products 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.

A recent study of Company Programme participants, compared to a control group, showed consistently higher score gains across all employability competencies.

Furthermore, a longitudinal study of alumni has shown that in the two years following completion of Company Programme, 94% are in education, employment or training [EET] – 6% higher than the national rate of 88%.

## KEY IMPACT



### 89%

of young people reported that Company Programme has helped them to understand what it is like to **run a business**



### 73%

of young people agreed that the volunteer business adviser they met on the programme **helped them understand the world of work**

## Teachers and volunteer business advisers' also support these findings with:



### 76%

of teachers agreed Company Programme raised young people's **career aspiration** in understanding what various roles entail in terms of responsibilities



### 92%

of teachers agreed that young people who participated in Company Programme had increased **self-awareness** of what they are capable of and their potential for the future world of work



### 93%

of volunteer business advisers agreeing that Company Programme has increased **resilience** in their young people

To read the full report, please [click here](#)



## OVERVIEW

The Young Enterprise Team Programme is a flexible enterprise journey that is suitable for students aged 15 to 19 who have mild to moderate learning difficulties or are studying for Entry Level or Level 1 qualifications. It is designed to aid transition from education into independent living and employment, and develop life skills through the experience of working as a team to set up and run a business.

Over one academic year, students work in teams to set up and run a real student company under the guidance of their teacher and supported by a local Business Volunteer and Young Enterprise Manager.

Students have the opportunity to manage money, open a business bank account, interact with business volunteers and customers at sales events and present to an audience.

### Team Programme:

- Provides interesting, innovative and engaging curriculum content
- Provides pathways for young people's future
- Raises the profile of learners with Special Education Needs and Disability (SEND) in positive ways within the community
- Contributes to post 16 study programmes

## KEY IMPACT



**90%** of young people **reported progression** in at least one employability competency, with the biggest increases for **communication**, closely followed by **work readiness** and **financial capability**



There was a **13% average increase** in score from pre to post across all competencies



**71%** agreed that as a result of Team Programme, they **now understand how a business works**



**97%** of teachers agreed that Team Programme had a great **impact on their student's employability competencies** the highest being **Teamwork**





# ye start up programme

## OVERVIEW

The Young Enterprise Start-Up programme gives students aged 17-24 the opportunity to develop their employability skills and prepare for the world of work.

Like Company Programme, students have set up and run their student company for an academic year. Start-Up is a curriculum enrichment programme that supports a wide range of courses from Sports Science to Graphic Design, Fashion Studies to Business Management.

In addition, Start-Up also provides an excellent enrichment activity outside the curriculum. Start-Up has been specifically designed for Higher Education (HE) and Further Education (FE) provide an enhanced educational experience and deepen experiential learning.

"The team came up with a good product idea but were a little hesitant in pursuing. Initial ambition wasn't high but towards the end of the programme they raised their game, pulled together and achieved a strong and praiseworthy outcome. They were delighted with the results and made me proud as their adviser"

**Volunteer Business Adviser**

## KEY IMPACT



**92%** of young people reported progression of at least one employability competency, with the biggest increases in **Work Readiness**, closely followed by **Self-esteem**, **Resilience** and **Financial Capability**



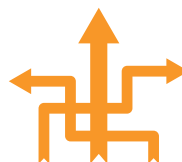
**84%** reported that they understand what it takes to **set up and run their own business**



**82%** of young people felt that Start-Up helped them to **learn about their strengths and weakness**



**77%** of young people agree the business adviser they met on the programme **helped them understand the world of work**



**63%** of young people reported that since taking part in Start Up, they have a clearer idea of what they would like **to do in the future**

# CONTINUOUS DEVELOPMENT OF YE PROGRAMMES

**Young Enterprise is committed to using our evaluation data to better understand how we can secure the greatest impact for all young people. We do this to ensure that they have the future skills needed for the changing world of work.**

We do not believe in just 'proving' that we make a difference but use the learning we gain from evaluating our work for 'improving' our programmes. We use a range of methods to gather insight into our work including quantitative surveys to identify 'if' a difference has been made and qualitative methods including interviews and focus groups to understand 'how and why' we make a difference. A mixed methods approach to our evaluation allows us to continue to build our evidence base of what good enterprise education looks like.

We are keen to collaborate with others who are also interested in this area. If you would like more information please contact the evaluation team by email: [evaluation@y-e.org.uk](mailto:evaluation@y-e.org.uk)







Young Enterprise is a national charity. We motivate young people to succeed in the changing world of work by equipping them with the work, skills, knowledge and confidence they need.

We work directly with young people, their teachers and parents, businesses and influencers to build a successful and sustainable future for all young people and for society at large.

Through our programmes, resources and teacher training we want to reduce youth unemployment, help young people realise their potential beyond education and empower future generations.

## Follow us



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