



YOUNG ENTERPRISE  
**UNLOCKING  
POTENTIAL  
STRATEGY**  
2017/19

# VISION AND MISSION

## 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.

## Our Mission

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

## WHAT ARE THE CHALLENGES YOUNG PEOPLE FACE IN THE 21<sup>ST</sup> CENTURY?

Social mobility remains a key challenge for young people's futures as well as the country's economic success. It is essential that we work together towards equality of opportunity for young people across the country especially in the most deprived areas.

This affects us all. In a 2017 survey conducted by CBI\* three quarters (75%) of businesses expect to increase the number of high-skilled roles over the coming years, but 61% fear that there will be a lack of sufficiently skilled people to fill them. There is a real need to work with young people now to ensure that in the future they have the skills to thrive and businesses do not experience a skills deficit. The British Chambers of Commerce: 2014 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.

The move towards and implementation of 'Brexit' has generated economic uncertainty for employers, employees and entrepreneurs alike. This uncertainty impacts hard on young people, whose futures and aspirations are already challenged by increased job competition, reduced job security and the requirement for higher level skills.

\*CBI/Pearson Education and Skills Survey 2017: Helping the UK Thrive.  
\*\*British Chambers of Commerce: 2014 Workforce Survey: Training and Skills.



**5,000+**  
Business Volunteers



**100+**  
Local Volunteer Boards





## UNLOCKING POTENTIAL

At a time when political, economic, social and technological developments are shaping our futures at an unprecedented pace, Young Enterprise must prepare for and address significant challenges in order to continue supporting young people to build successful futures.

These factors drive us and other organisations like ours to take a good hard look at what we do, how we do it and whether it makes the greatest impact for young people. We owe them nothing less than the best chance for a rewarding future, irrespective of where they start out from.

In reviewing our ability to respond to the challenges ahead, the principles of our 2016-19 Unlocking Potential Strategy remain highly relevant. Further reduction of youth unemployment, improved skills to enable social mobility and improved financial capability are key to building a sustainable and more productive future for individuals and the country. Disadvantages faced by young people entering employment without work experience, are proven to be reduced by practical experiences (such as YE's Company Programme) where they develop and apply employability and financial management skills. The importance of supporting teachers and educators working with children and young people to embed these skills throughout the curriculum remains paramount.

In light of this, in 2018 we will continue to support teachers and educators across all sectors with professional development opportunities and resources in the delivery of financial and enterprise education.

Furthermore, we have increased our focus on the delivery of student programmes that secure the greatest possible impact for young people closest to entering the labour market.

"The experience of helping to set up and run a business has really given me a new found confidence. I feel more determined to go far in life and know now that I'm good at working in a team. I am much more ambitious and will try not to let anything hold me back."

**Kirsty Timms, Young Enterprise alumna**

## KEY STRATEGIES



**Direct delivery of a portfolio of programmes aimed primarily at secondary schools and above**



**Continue to evaluate and strengthen Young Enterprise's impact on employability skills and attainment to prepare young people for work**



**Continue to support teachers and educators across all sectors with professional development opportunities and resources in the delivery of financial and enterprise education**



**Track Young Enterprise's alumni destinations by region against (ONS) youth unemployment statistics**



**Nurture and strengthen connections between Young Enterprise programmes and employers to build future talent pipelines**



**Seamlessly integrate digital technology, including online platforms and learning into our programmes, reflecting viable opportunities presented by technology in the changing world of work**



**Broaden our relationships with new and existing funders to offer students increased diversity in the industries and volunteer job roles represented in our programmes**



**Prioritise resources to help disadvantaged young people and increase our reach into deprived areas**

## MEASURING PROGRESS OF OUR UNLOCKING POTENTIAL STRATEGY 2017/19

It is important to set objectives that reflect the challenges and changes to the environment that young people are growing up in. We will measure progress against our objectives by:

- Increasing Young Enterprises' programme reach in the 30% most deprived wards to **50%** by 2019
- Continued development of our evaluation methods to better understand what makes the difference for young people
- Continuing to build our understanding of the role enterprise and financial education has in unlocking talent and fulfilling the potential of young people regardless of their starting point
- Increasing our corporate partnerships to help inspire young people and bring the world of work into the classroom and to raise the funding needed to deliver our programmes.

## HOW YOU CAN GET INVOLVED

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

We have the ambition, knowledge and vision to reach over 260,000 young people over the next two years but we can't do it alone. We need more teachers, educators, volunteers and businesses to get involved. As a national independent charity we need to continuously raise funds from schools, our local volunteers and our national funders to keep up with the demand of reaching out to and supporting teachers, recruiting and training volunteers, engaging young people and developing existing and new programmes.

**Join us in our mission to increase social mobility and give the next generation the skills and confidence to start their working life with the ambition to aim high and the skills they need to succeed.**

## Follow us



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