



# IMPACT REPORT

2017 - 18



# ENGAGEMENT

## APPROACH AND OUTCOME

Participation in Young Enterprise and Young Money programmes develops key employability and financial capability skills beyond the classroom environment.

In the 2017/18 academic year, YE engaged with **39%** of secondary schools in the **30%** most deprived areas across England and Wales. This is an increase of **5%** from 2016-17.

We worked with **315,000** young people and supported **8,450** teachers.

# YOUNG ENTERPRISE REACH



## COMPANY PROGRAMME

An immersive programme that empowers young people aged 15-19 to set up and run a business for up to an academic year.

**15,658** students reached | **959** schools reached



## TEAM PROGRAMME

An enterprise journey for students who have mild to moderate learning difficulties.

**1,113** students reached | **70** schools reached



## START UP

Students in further or higher education set up and run their own companies for up to an academic year.

**820** students reached | **23** FE/ HE centres reached



## FIVER/TENNER

Students are pledged either £5 or £10 and have a month to set up a mini-business and raise money for their school, a charity or themselves.

Fiver: **49,604** students reached | **720** schools reached



## LEARN TO EARN

Inspires students to take ownership of life choices, consider their careers and the qualifications they will need.

**23,106** students reached | **181** schools reached



## EMPLOYABILITY MASTERCLASS

A practical masterclass preparing students for the world of work by exploring employability skills and the fast paced changing world of work.

**9,033** students reached | **104** schools reached



## LAUNCHPAD

A high energy introduction to enterprise education - using fun business challenges.

**12,247** students reached | **98** schools reached

# Day Programmes



## LEARN TO EARN

89% of students agreed that Learn to Earn helped them set goals for the future

78% of students agreed meeting volunteers and learning about their experiences has inspired them



## EMPLOYABILITY MASTERCLASS

87% of students agreed that after the programme they felt more confident going for an interview

73% of students improved their knowledge of how to prepare for an interview

# Challenge Programmes



## FIVER

92% of teachers agreed Fiver provided a real life learning context for pupils

90% of teachers agree that Fiver improved their students' awareness of the world of work

*"I encouraged my pupils at different points throughout to identify what skills they were using. Also, to think about what their group and individual strengths and areas for development were." - Teacher, Scotland*



## TENNER

80% of students agreed Tenner helped them understand the world of work

75% of students improved at least one employability competency

*"The Tenner Challenge has been a great learning experience as well as it being fun. It has given me the chance to develop my business skills. At some points it has been challenging, overcoming these challenges has been greatly satisfying and has helped me find my confidence." - Student, North East*

# Company Programme



89% of students agreed Company Programme helped them understand what it's like to run a business

80% of students agreed the programme helped them to identify their strengths and weaknesses

72% of students improved 4 or more employability competencies with Work Readiness and Self-Esteem showing the most improvement

72% of students agreed that their business adviser helped them understand the world of work

*"Company Programme gave me an insight into the business world. It gave me key skills such as leadership and public speaking. It showed me how difficult it is to start a new business and gain profit."*

**- Student, East Midlands**

# Enterprise Programmes



## START UP

84% of students agreed Start Up helped them understand what it's like to run a business

75% of students improved 3 or more employability competencies e.g. self esteem, organisation and financial capability

*"Start Up has given me more of an open mind when approaching tasks but most importantly it has really increased my confidence - whether presenting ideas to a lecture hall, presenting to small groups or in a business meeting." - Student, North West*



## TEAM

84% of students improved at least one core competency during the programme

*"The team Programme has given all of our students the ability to grow in confidence, self esteem and potentially seek employment once they have left college." - Teacher, Wales*

*"I have thoroughly enjoyed being part of the Team Programme of Young Enterprise, its been such an amazing experience and it has given us so many brilliant opportunities." - Student, Wales*

# Alumni

At Young Enterprise we are committed to understanding what long-term difference we make to young people. For the last 3 years we have followed up with our Company Programme Alumni to find out what difference the experience has made to their employability skills, subsequent career decisions and future aspirations.

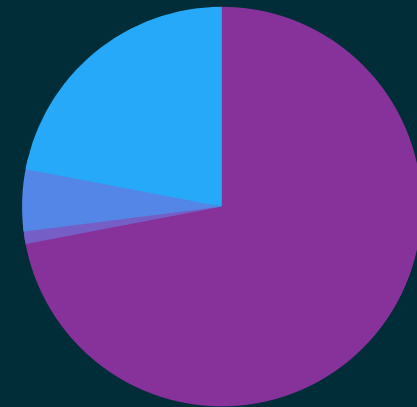
This year we asked our 2015/16 Alumni to reflect on what was the most important thing that they learnt. Our Alumni most frequently mentioned teamwork, communication and confidence as the most important things they had gained from the experience .

"YE really helped start me off on my journey to where I am today, in terms of the work skills, knowledge and confidence it taught me during my A-levels - something I'll be forever thankful for."

-Steph McGovern, Award-winning Journalist and TV Presenter

## WHAT ARE OUR 2015/16 ALUMNI DOING NOW?

94% of our Alumni were in Employment, Education or Training compared to the ONS National Average of 89%.



72% higher education  
22% other types of education and employment  
5% gap year (not in employment)  
1% unemployment



# YOUNG MONEY REACH

## TEACHER TRAINING



Delivering teacher training to primary and secondary school educators teaching financial and enterprise education.

**1,247** educators reached

## MY MONEY WEEK



My Money Week is a high profile themed activity week for 4-19 year-olds, with the fundamental aim of improving financial capability in young people.

**140,451** students reached

## CENTRE OF EXCELLENCE



A whole school approach that recognises and rewards schools who commit to develop and continue excellence in financial education in their own school and beyond.

**18,500+** students reached  
**1,100+** educators reached

# Financial Education



## TEACHER TRAINING

93% agreed that a teacher training session inspired them to develop financial education in their school or centre

91% agreed that the session increased their knowledge of financial education

88% agreed the session increased their confidence in delivering financial education



## MY MONEY WEEK

87% of teachers agreed that as a result of My Money Week there was an increase in the financial skills and knowledge of young people\*

82% of teachers agreed that as a result of the activities young people are motivated to learn more about money matters\*

*"I think it's great to have a focus week; it gave me the inspiration for teaching money matters."*

**- Teacher**

\* This is over a 10 year period

# CENTRE OF EXCELLENCE



*In September 2017, Thomas Buxton Primary began embedding financial education into their school curriculum. Teachers in conjunction with the financial champion and Santander volunteers at the school have worked hard to implement numerous engaging activities throughout the academic year.*

*In addition, teachers and Santander volunteers also delivered sessions to parents to keep them informed on what their children are learning about financial education. Parents have been enthusiastic about supporting their child's learning of financial education.*

*Through activities that promote creativity, pupils have been able to develop key employability skills such as confidence and problem solving and autonomy to make informed decisions.*

*As a result, the pupils understand the difference between financial concepts such as different types of tax, spending vs. saving and the type of costs of running a home.*



**THOMAS BUXTON PRIMARY  
CASE STUDY**

# Future development of YE and YM programmes

Young Enterprise and Young Money are committed to using the insights from students, teachers and business volunteers in understanding how we can secure the greatest impact for all young people.

We do this by aligning our programmes with what research and employers say will be the skills needed in the future; ensuring greater preparedness for young people in successfully navigating the changing labour market.

We use the learning gained from evaluating our programmes to provide more relevant content for young people. Using a combination of surveys and interviews, we are able to strengthen and expand our evidence base of what good enterprise and financial education looks like.