



YOUNG ENTERPRISE
**COMPANY
PROGRAMME**

**2018-19
IMPACT
REPORT**

Supported by
 **HSBC UK**





"Young Enterprise has been such an incredible experience. As a team we have grown so close and YE has been an incredible platform to do that. For the future we expect to go bigger and better and can't wait to see what comes next."

Harriette Evans, Bathe -
Company of the Year winners 2019

Foreword

As the workplace continues to develop and change at a rapid pace, employers are demanding more and more from their employees - technical skills, creative thinking, collaborative working and ongoing adaptability, to name a few.

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These human skills are all core learning (by doing) in Young Enterprise's Company Programme and this is why the programme is so unique - and such a rewarding challenge for our young people! The role of our volunteer Business Advisers (BAs) is crucial to this learning and I am pleased to see that feedback from our BAs remains so positive and, as stated in the report, 'has led to improvements in their skills and personal development'.

Thank you to the young people, staff, teachers, BAs and funders who have contributed their time, skills and resources to making Company Programme such a success, especially in disadvantaged areas where it is most needed.

Michael Mercieca
Chief Executive, Young Enterprise



Our mission & vision

We believe that all young people should be given the best chance for a rewarding future in work and life - no matter where they start their journey. We also believe the potential of the UK's young people is unlimited and an academic education on its own is not enough.

As 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, teachers, volunteers, businesses and influencers to build a successful and sustainable future for all young people and society at large.

Through our hands-on employability enterprise and financial education programmes, resources and teacher training, we want to significantly reduce youth unemployment, help young people realise their potential beyond education and empower a generation to work and to live.



Positive attitudes to learning

Schools play a key role in sustaining and developing young people's positive disposition to learning. In so doing, we hope young people will leave school with the motivation and capacity to succeed in a changing world of work.

Promoting positive attitudes to learning however, can be a challenging task for schools to fulfil, especially to the standards and expectations required under the revised 2019 Ofsted Common Inspection Framework.

"Students have valued the learning experience and found it a steep learning curve in the practical application of their ideas. They have seen their hard work rewarded in so many more ways than in the classroom."

Teacher, South East

Under the new Quality of Education judgement, schools will be assessed on the following Ofsted criteria¹ which Company Programme can directly support:

- Students are ready for the next stage of education or employment
- Students are resilient to setbacks and take pride in their achievements
- Relationships among students and staff reflect a positive and respectful culture
- The curriculum provides broader development, enabling students to develop and discover their interests and talents
- Students develop their character, including their resilience, confidence and independence
- Students are prepared for life in modern Britain, ensuring they are equipped to contribute positively to society.

¹Ofsted: The education inspection framework (May, 2019) https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/801429/Education_inspection_framework.pdf



How can Company Programme help schools?

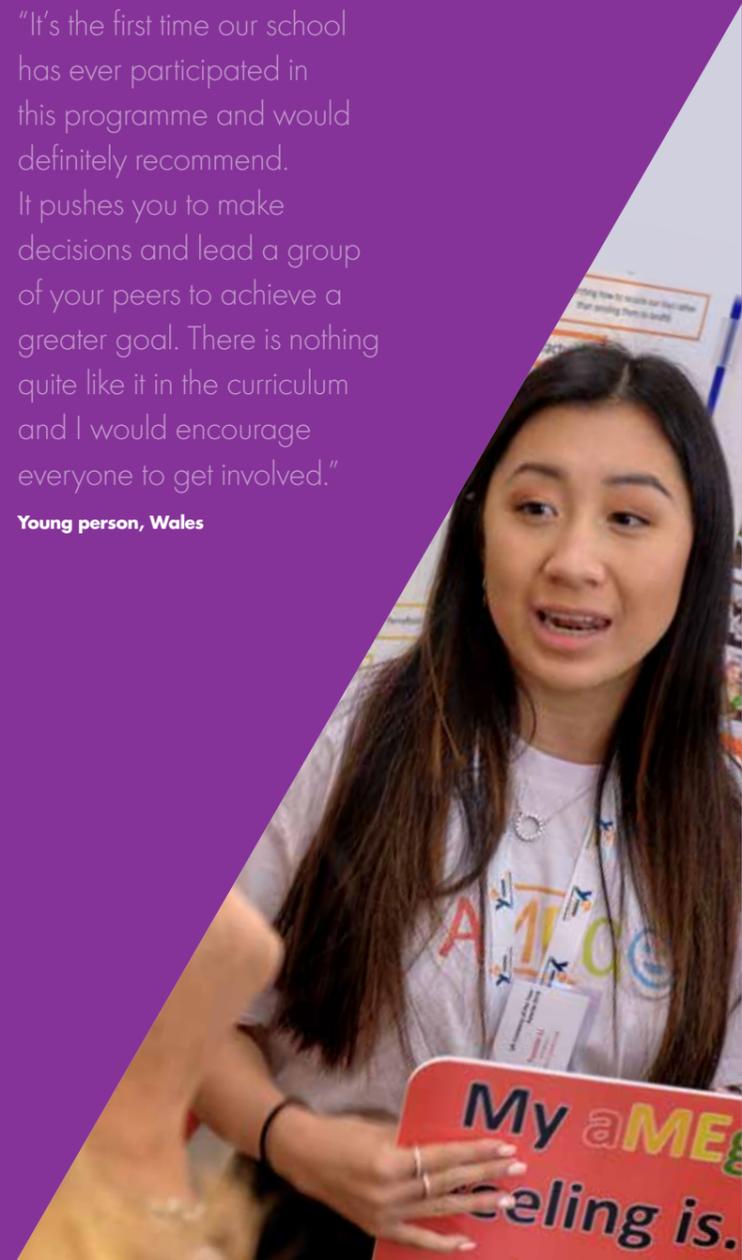
Young Enterprise's (YE) **Company Programme supports schools in meeting Ofsted criteria** by providing young people the opportunity to apply their skills in real-world situations. Through a hands-on learning approach, Company Programme can promote and contribute to the application of a positive attitude to learning in school and society.

Young people work in teams to set up and run their own YE company, with access to an online platform with extensive resources and videos of step-by-step guidance. They have autonomy over all decisions about their business, from deciding on the company name and product, to managing the company finances and marketing strategy. Young people sell to the public with pop-up shops at Young Enterprise Trade Fairs and on a bespoke, dedicated, online sales platform, YE Market Place².

Company Programme also aims to encourage young people to be considerate to the environmental sustainability of their product and company. The future world of work will undoubtedly have greater emphasis on the awareness of businesses responsibility with respect to environmental impact, and we at YE are keen for this to be engaged with and promoted further to future generations.

"It's the first time our school has ever participated in this programme and would definitely recommend. It pushes you to make decisions and lead a group of your peers to achieve a greater goal. There is nothing quite like it in the curriculum and I would encourage everyone to get involved."

Young person, Wales



Teams are also mentored by Volunteer Business Advisers, who provide young people with **valuable insight into the world of work**. They also help to facilitate young people's understanding of the **practical application of the skills and knowledge they learn in school**.

By providing an effective medium for young people to apply their skills in a safe, practical, real-world context, **Company Programme supports schools in making the connection between curriculum learning and the world of work**. Young people, through the programme, are given the opportunity to discover their interests and talents, opening their understanding to the different roles and responsibilities available to them when leaving statutory education.

Young people are expected to leave school equipped to be responsible, respectful, active citizens who contribute positively to society. **Company Programme acts as a positive vehicle to boost schools' capability and capacity** towards achieving this. Our research has shown that in the two years following Company Programme, young people are more likely to be in post-statutory Education, Employment and Training (NEET) compared to the national average.

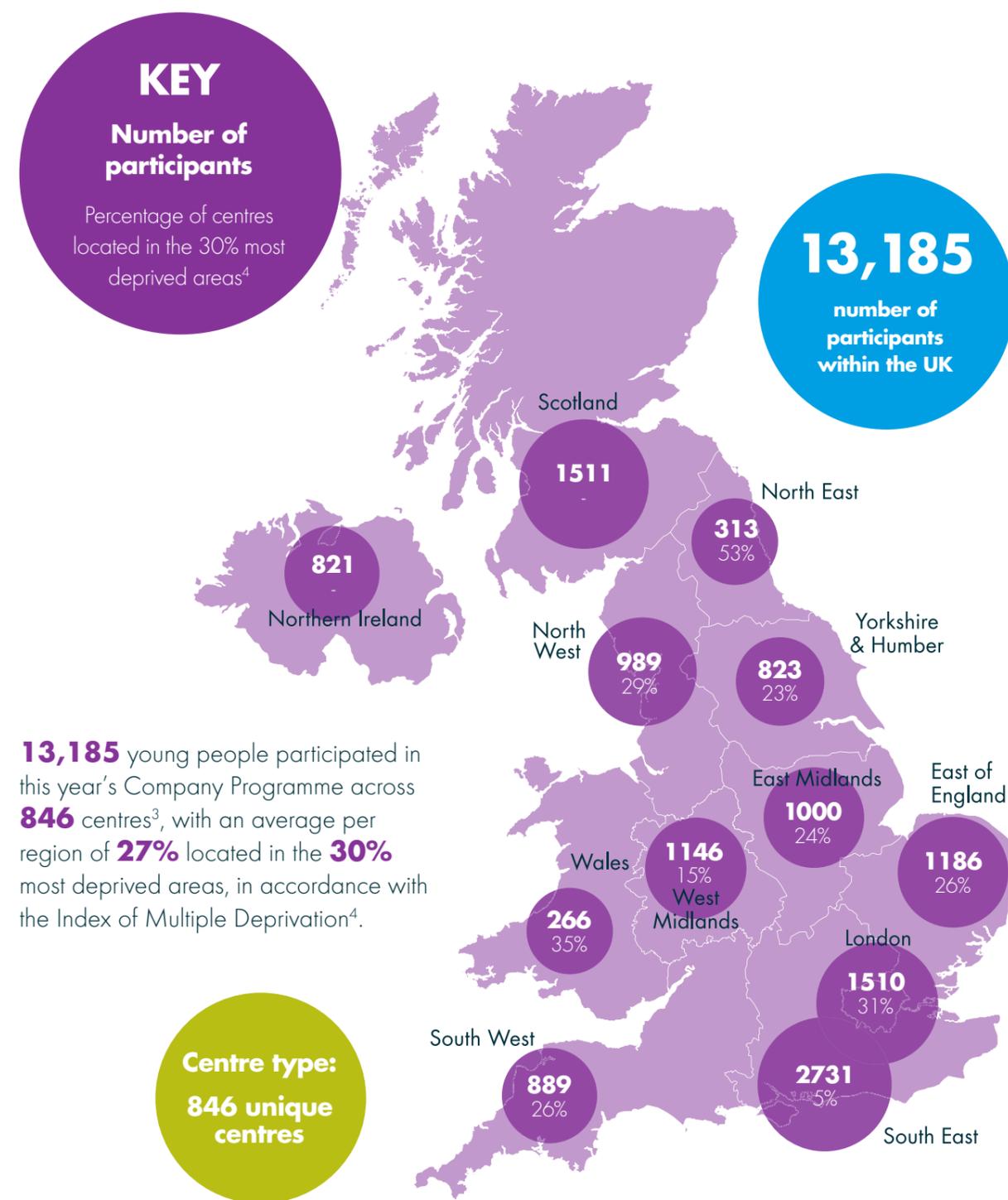


²Provided young people's YE Companies operate within the YE Framework, whereby they are covered by YE for up to £10 million product and public liability insurance.

Company Programme stats at a glance...



Regional participation



13,185 young people participated in this year's Company Programme across **846** centres³, with an average per region of **27%** located in the **30%** most deprived areas, in accordance with the Index of Multiple Deprivation⁴.

³ A 'centre' is defined as any establishment that participates in a YE Programme and will include non-mainstream schools and education providers.
⁴ To map 2018/19 Company engagement, YE used the Index of Multiple Deprivation (2015) for England and Wales (2014) only. Note: the percentages of Company centres do not include independent schools.

How we measure Company Programme impact

To measure the impact of Company Programme, and to understand whether it is achieving its core aims, we ask young people, teachers and business advisers to reflect on the differences the programme has made on the skills of young people.

Our approach consists of asking young people a series of questions related to 11 employability and personal development competencies, specific to Company Programme. These questions – presented in the form of an online questionnaire – are completed at different times of the academic year to establish the programme’s impact over time.

Also, we ask teachers to rate young people’s development across eight competencies at the beginning and at the end of the programme.

Similarly, Volunteer Business Advisers rate the perceived impact the programme had on the young people they supported. Advisers are also asked to what extent the programme has personally had an effect on their own skills.



Employability competencies



Organisation

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



Creativity

The use of imagination or original ideas to create something; inventiveness.



Communication

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



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.



Teamwork

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



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.



Working Responsibly

The ability to consider the impact of decisions, on the community and, more widely, the planet.



Work Readiness

The application of employability skills to search for employment and effectively present oneself to employers.



Aspirations

The ability to set realistic goals for the future and define a path linking life choices to these goals.

Employability skills outcomes

74% of young people reported progression in at least four employability competencies, with the biggest increases in **Work Readiness** and **Working Responsibly**. The average percentage increase before (pre) and after (post) Company Programme was 7% across all competencies.⁵

The notable improvements in young people’s employability competencies shown below indicates that young people **have greater belief in themselves and their abilities**. Further to this, following the reflection on their skills outcomes, **85% of young people said Company Programme helped them to identify their strengths and weaknesses**.

As a result, Company Programme has improved young people’s employability competencies, which they can continue to develop further and utilise for life after statutory education, whilst also being mindful of what skills can be developed further and how to work to their strengths.

“Young Enterprise allowed me to develop my skills for the world of work. I never thought I would have the confidence to be Managing Director of a company and present, in front of a room full of people. Now I’ve done it, I feel more confident about my future, in presenting and leadership situations.”

Young person, Yorkshire and Humber

Career learning

The valuable time that Business Advisers volunteer to support Company Programme builds a vital connection between young people in schools and employers.

This connection gives young people an understanding of the world of work and helps to establish and develop their ideas concerning career learning.

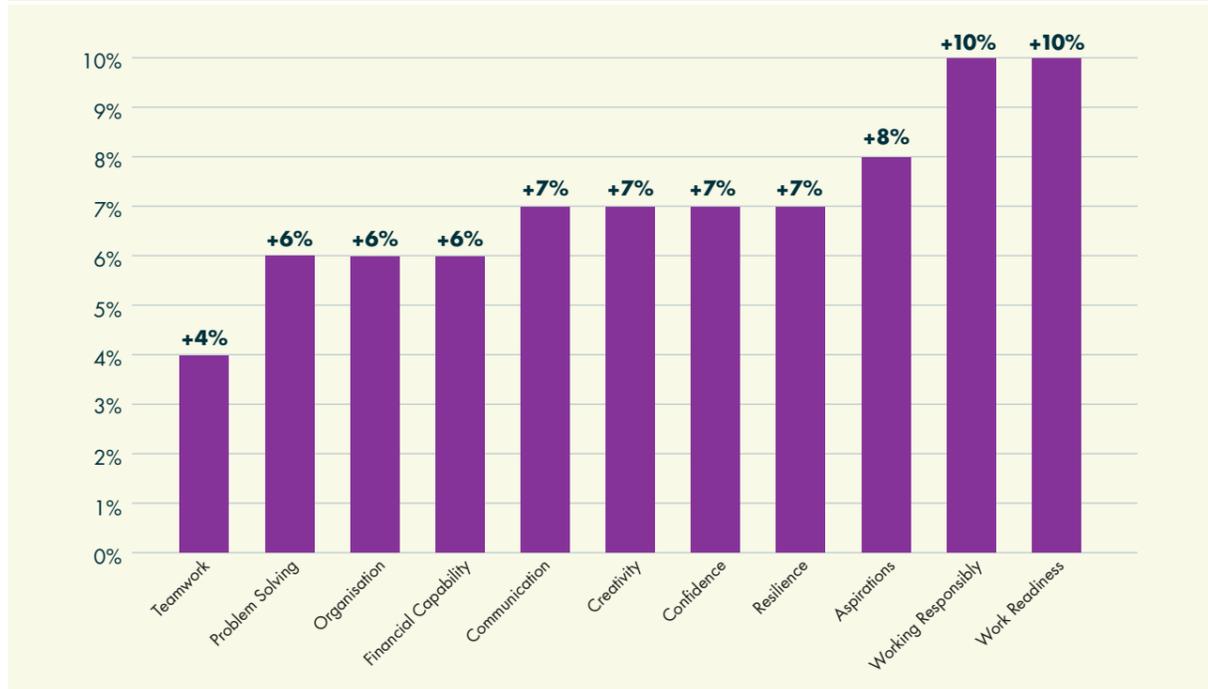
Volunteer Business Advisers bring their knowledge and expertise, developed through their own experiences of the world of work, to help support young people throughout the process of setting up a company, coming up with a product and then selling and marketing their product to the general public.

This interaction between Business Advisers and the young people they support has enabled Company Programme to provide an effective means for young people to **develop beyond employability skills outcomes. Thereby, young people gain further benefits to their personal development and career learning.**

“I need to thank Young Enterprise for giving me this wonderful opportunity to set up and safely run a business. As someone who’s studying a business BTEC, this has given me wonderful opportunities and insight into the world of money-making and idea-sharing.”

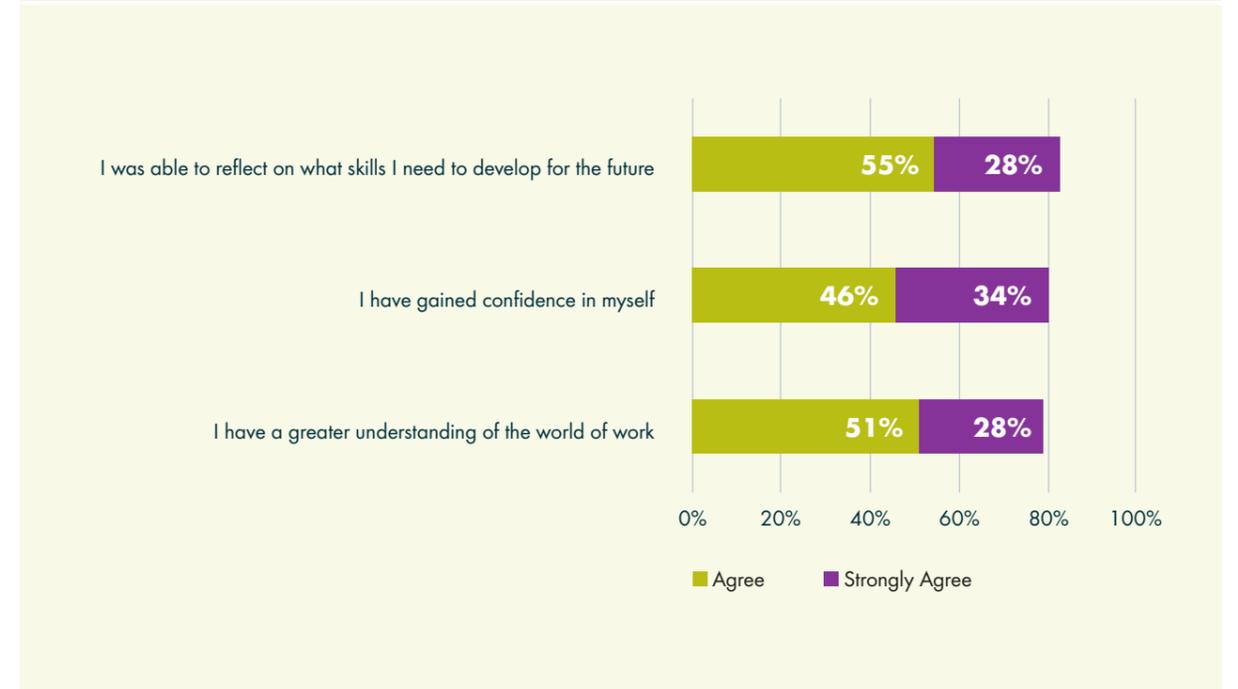
Young person, South West

Figure 1: Illustrates the average percentage increase in pre and post scores across all competencies



⁵All statistically significant at the 95% confidence level.

Figure 2: Young people’s feedback on the impact of Volunteer Business Adviser support



Entrepreneurial awareness

The personal development and career learning that young people gain through Company Programme also influences awareness and consideration of entrepreneurship as a future career choice.

As a result of Company Programme:



Company Programme provides young people with a unique, first-hand experience of entrepreneurship through setting up and their own YE company. This learning-by-doing experience can encourage young people to consider self-employment as a possible career path. Also, it can lead to more informed choices or, for example, the realisation that setting up and running a business may not be something they would want to do in the future.

In any case, the programme enables young people to develop enterprising skills - such as **commercial awareness, creative problem-solving** and **financial capability** - needed for the future world of work; irrespective of their chosen career destination:



“Young Enterprise has made me realise that I am capable to run a successful thriving business in the technology sector and it has given me a clear drive and a new sense of motivation to do well in my A-Levels in order to reach my end goals!”

Young person, North West



Teacher insights on the impact of Company Programme

Evidence of the progression in young people’s employability competencies is further supported by feedback from their teachers. Teachers noted on average a 10% increase in young people’s skills from the beginning of the programme to the end, across eight competencies, with the largest increases recorded in **Resilience (22%)** and **Confidence (20%)**.

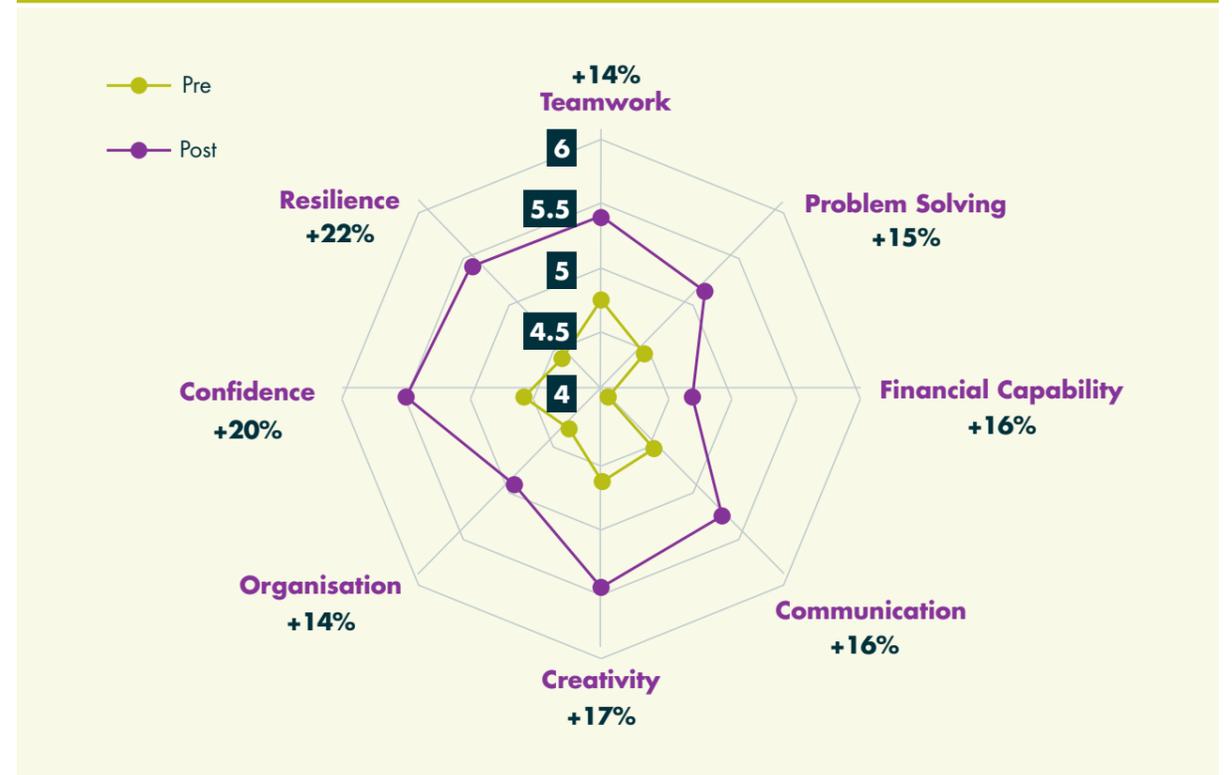
Findings show that teachers have observed positive improvements in young people across all eight employability competencies as a result of Company Programme.

Improvements in young people’s skills likely contributed to the additional finding that **93% of teachers would recommend Company Programme**, and **89% of teachers said they would take part in Company Programme again**.

“The Young Enterprise Company Programme offers an engaging and rewarding opportunity for pupils to show and develop their entrepreneurial skills. My pupils really enjoyed taking part, and have gained a lot from the experience, which is extremely transferable for them in the working world.”

Teacher, Scotland

Figure 3: Below shows the teacher ratings of young people’s progression in employability competencies



Volunteer Business Adviser insights

Volunteer Business Advisers help to convey the relevance of the knowledge and skills young people develop throughout the Company Programme experience to future work and life.

Employers are all too aware of the need for young people to gain transferable employability skills necessary for the future world of work.

Business Adviser insight therefore provides both currency and relevance when evaluating young people's employability skills progression from the perspective of an employer.

Like teachers, Business Advisers also noted improvements in the employability skills of the young people they supported. **94% of Business Advisers believe young people improved in Resilience, and 87% noted improved Confidence.**

These findings support insights from teachers who also noted Resilience and Confidence as having made the greatest progression in young people.

The benefits of Company Programme are not exclusive to young people. Volunteer Business Advisers also reflected positively with regards to their own skills and personal development. The notable improvement in Business Advisers is the ability to motivate others (93%). This corresponds to the finding that 80% of young people had gained self-confidence as a result of the support of their Business Adviser.

These findings highlight the importance and valuable benefits experienced professionals bring to Company Programme, in developing the career learning of the young people they support and ensuring they are prepared for life after statutory education.

Planned developments for 2019/20

Young Enterprise is committed to ensuring our approach to evaluation provides an opportunity for all participants to feedback on their experience. As such, we will use this invaluable input to continually develop and improve our programmes.

The results of this year's Company Programme advocate the positive impact practical learning opportunities can have on the skills of young people.

Attitude to learning is a growing area of focus in equipping and developing a positive appreciation to learning for young people beyond statutory education. This is why we aim to test the influence of Company Programme on young people's attitude of learning over the next academic year.

It is hoped that participation in Company Programme can encourage and promote a lifelong appreciation of learning.

Figure 4: Percentage of Business Advisers that believe Company Programme has led to improvements in their own skills and personal development



2018-19 IMPACT REPORT

GET INVOLVED

TO SUPPORT US TO CHANGE THE LIVES OF MORE YOUNG PEOPLE

Young Enterprise is a national charity that supports young people to successfully earn and manage money.

We have the ambition, knowledge and vision to reach thousands of young people over the next two years, but we can't do it alone. As an independent charity, we rely on school contributions, local volunteers and national fundraising efforts.

We need your support to run our programmes to ensure the successful development of future generations. We need more teachers, educators, volunteers and businesses to get involved. 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 attitude and ambition to succeed. You can help them realise their potential by giving your time, business expertise or simply donating.

To find out more about our programmes and donate, visit www.young-enterprise.org.uk

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